

PART I - FACE SHEET

APPLICATION FOR FEDERAL ASSISTANCE		1. TYPE OF SUBMISSION: Application <input checked="" type="checkbox"/> Non-Construction
Modified Standard Form 424 (Rev.02/07 to conform to the Corporation's eGrants System)		
2a. DATE SUBMITTED TO CORPORATION FOR NATIONAL AND COMMUNITY SERVICE (CNCS): 01/24/11	3. DATE RECEIVED BY STATE:	STATE APPLICATION IDENTIFIER:
2b. APPLICATION ID: 11ND125228	4. DATE RECEIVED BY FEDERAL AGENCY: 01/24/11	FEDERAL IDENTIFIER: 09NDHNY005
5. APPLICATION INFORMATION		
LEGAL NAME: Up2Us, Inc. DUNS NUMBER: 962075318	NAME AND CONTACT INFORMATION FOR PROJECT DIRECTOR OR OTHER PERSON TO BE CONTACTED ON MATTERS INVOLVING THIS APPLICATION (give area codes): NAME: James Kallusky TELEPHONE NUMBER: (212) 563-3031 FAX NUMBER: INTERNET E-MAIL ADDRESS: jkallusky@up2us.org	
ADDRESS (give street address, city, state, zip code and county): 520 Eighth Avenue 2nd Floor New York NY 10018 - 6590 County: New York		
6. EMPLOYER IDENTIFICATION NUMBER (EIN): 800535933	7. TYPE OF APPLICANT: 7a. National Non Profit 7b. Service/Civic Organization Community Action Agency/Community Action Program National Non-Profit (Multi-State) Volunteer Management Organization	
8. TYPE OF APPLICATION (Check appropriate box). <input type="checkbox"/> NEW <input type="checkbox"/> NEW/PREVIOUS GRANTE <input checked="" type="checkbox"/> CONTINUATION <input type="checkbox"/> AMENDMENT If Amendment, enter appropriate letter(s) in box(es): <input type="text"/> <input type="text"/> A. AUGMENTATION B. BUDGET REVISION C. NO COST EXTENSION D. OTHER (specify below):	9. NAME OF FEDERAL AGENCY: Corporation for National and Community Service	
10a. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:94.006 10b. TITLE: AmeriCorps National	11.a. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT: Up2Us COACH ACROSS AMERICA	
12. AREAS AFFECTED BY PROJECT (List Cities, Counties, States, etc): Springdale, AR; Phoenix, AZ; Los Angeles, CA; Oakland, CA; San Diego, CA; San Francisco, CA; Avon, CO; Boulder, CO; Denver, CO; Edwards, CO; New Haven, CT; Storrs, CT; Washington, D.C.; Jupiter, FL; Honolulu, HI; Chicago, IL; Indianapo	11.b. CNCS PROGRAM INITIATIVE (IF ANY):	
13. PROPOSED PROJECT: START DATE: 09/01/11 END DATE: 08/31/12	14. CONGRESSIONAL DISTRICT OF: a.Applicant <input type="text" value="NY 008"/> b.Program <input type="text" value="NY 008"/>	
15. ESTIMATED FUNDING: Year #: <input type="text" value="3"/>	16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS? <input type="checkbox"/> YES. THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON: DATE: <input checked="" type="checkbox"/> NO. PROGRAM IS NOT COVERED BY E.O. 12372	
a. FEDERAL \$ 1,005,420.00	17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT? <input type="checkbox"/> YES if "Yes," attach an explanation. <input checked="" type="checkbox"/> NO	
b. APPLICANT \$ 1,020,959.00		
c. STATE \$ 0.00		
d. LOCAL \$ 0.00		
e. OTHER \$ 0.00		
f. PROGRAM INCOME \$ 0.00		
g. TOTAL \$ 2,026,379.00		
18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT, THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.		
a. TYPED NAME OF AUTHORIZED REPRESENTATIVE: James Kallusky	b. TITLE:	c. TELEPHONE NUMBER: (212) 563-3031
d. SIGNATURE OF AUTHORIZED REPRESENTATIVE:		e. DATE SIGNED: 05/06/11

Narratives

Executive Summary

Coach Across America (CAA), the AmeriCorps program of Up2Us, is the first nationwide effort to mobilize a volunteer workforce to promote positive youth development through sports. CAA's innovative program model is leading the United States in training, placing and supporting coach-mentors to serve in the nation's most under-resourced communities to promote health and nutrition, educational success, civic engagement, and positive personal and social development among youth.

Rationale and Approach

America SCORES seeks support from the Corporation for National and Community Service (the Corporation) to launch Coach for America (CFA). CFA will be the first national effort to mobilize AmeriCorps members and other volunteers to serve as athletic coaches for under-resourced youth in communities where the risk of childhood obesity has reached epidemic proportions.

The overarching goal of CFA will be to ensure a brighter future for all of America's youth. Accomplishing this goal requires, first and foremost, addressing the nation's overwhelming obesity crises that threatens the wellbeing of nearly half of all Americans. With one third of this nation's children clinically overweight or obese by third grade, this strategy must start at an early age and be comprehensive in scope. Accordingly, CFA will recruit, train and employ a new workforce of AmeriCorps members who will use their passion for athletics to engage youth in physical activity, health and nutrition education and service-learning in communities where obesity is at some of its highest levels. While serving as CFA members, AmeriCorps participants will receive ongoing skill development and job training that will help them to succeed in serving hard-to-reach youth and, at the same time, prepare them for careers in sports-based youth development programs once they are CFA alumni.

The plan for CFA was developed this past year through the collaborative effort of more than 150 nonprofits and faith-based organizations that are members of Up2Us, the nation's first coalition of

Narratives

sports-based youth development programs.

Need to be Addressed

Throughout 2008, leaders of Up2Us organizations met at regional conferences and through teleconferences to explore how to collaborate resources to serve more youth, increase the quality of their services and mobilize more adult volunteers to participate in their programming. During the process, members cited the growing issue of childhood obesity as having severe impact on quality of life in their communities.

Overweight children are absent from school 20% more often than their normal weight peers. Obesity is a root cause for diabetes and the incidence of type 2 diabetes has increased ten-fold in the past 20 years. Furthermore, nearly 35% of US public school systems and 80% served by Up2Us member organizations, have cut physical education and after-school sports so youth are not getting the exercise they need in order to become healthy. Research in the Journal of Pediatrics suggests that girls, especially African-American girls born in the United States, are more vulnerable to becoming overweight and obese between the ages of 9 and 12. As a result, these girls are 30 times more likely to be obese in adulthood than normal-weight children. Moreover, youth in this country have hours of idle time everyday afterschool. Without opportunities for active recreation, youth lose opportunities to develop positive social peer interactions often found in sports and physical activity. As a result, youth seek social interactions through negative outlets, which often harm themselves and their communities. As an Executive Director of an Up2Us organization noted, "we see kids everyday that have low-self image and little positive interaction with their peers or adults, because they basically have no opportunities to play. As a result, they start failing in school, dropping out and engaging in much riskier behavior. All it takes to change that is a trained coach and a ball."

Narratives

Addressing the Need

Coach for America, in its pilot year, will enroll 316 AmeriCorps members nationwide in 29 host organizations. The program will provide comprehensive training for them to be coaches, assistant coaches, health/nutrition leaders, camp coordinators, parent coordinators, volunteer organizers, referees and program/event planners. Together, this pilot class of CFA members will impact more than 30,000 young people who otherwise would not have an athletic coach in their community. They will also engage an additional 10,000 volunteers in their activities. And, they will provide countless number of young people a ball to inspire their lifelong commitment to health, learning and physical activity.

A summary of the key objectives of the CFA program follows:

- Conduct activities that engage 30,000 new youth in sports-based youth development programming
- Launch activities in 25 geographic areas that are currently not served by sports-based youth development programming
- Ensure that programming helps participating youth engage in ten times more physical activity per week than they currently receive, thereby exceeding federal standards for physical activity established by the Centers for Disease Control
- Integrate training on health, wellness and nutrition in all sports activities
- Provide enrichment activities and learning opportunities that link sports participation to academic lessons, school bonding and community connectedness

Narratives

-Identify additional needs of youth participants and facilitate linkages to other services that can promote that child's healthy development

-Participate in community building and partnership development with other nonprofits to ensure that programs are community-centered and able to access additional services as needed

CFA Member Roles

Up2Us member organizations identified the following roles for CFA members. A CFA member will be recruited to serve one or more role based on their minimum required hours of service:

Key Roles For CFA Members:

-Full and Part-Time Coaches. CFA members will be placed in Up2Us member organizations to be coaches at community centers, schools, faith-based institutions, juvenile justice centers and park and recreation centers. CFA members will specifically target youth who are currently not served by existing programming. CFA members will be trained on "sports-based youth development" so that they guide participating youth to skill development in areas that will lead to their physical, academic and social well-being.

-Program Development. CFA members will spend a portion of their placements participating in planning of new programs and/or program replication. They will be trained in program design, outreach, structure and in basic management skills.

-Health/Nutrition Leaders. CFA members with backgrounds in health, nutrition, physical education and related fields will serve as health instructors in communities lacking this expertise. They will train youth

Narratives

and parents on proper diets, exercise, hydration and other issues that affect youth performance on the playing field and in the classroom. Health Leaders will also participate in the CFA National Health/Nutrition Leadership Council to share training and best practices and develop written resources for other Up2Us member organizations.

-Camp Coordinators. CFA members will conduct sports-based youth development programming during seasons in which programs are not offered, such as weekends, holiday breaks, winters and summers. To conduct these "camps," CFA members will undergo training with host organizations during the regular programming year (e.g., as assistant coaches) so that they are capable of assuming leadership during off-season programming.

-Program/Event Planners. CFA members will plan and execute new community-wide sports-based youth development events. These events will recruit additional youth to programs, engage community volunteers and highlight program accomplishments. Training will include event organization as well as volunteer recruitment.

-Volunteer Recruitment. CFA members will spend part of their placement recruiting volunteers. Many sports-based organizations rely on vast numbers of volunteers to serve as assistant coaches and referees for a few hours each week. CFA members will work on local recruitment and training strategies aimed at increasing their host organization's capacity. Training for CFA members will include volunteer recruitment and training, risk management and use of technology for volunteer tracking and placement.

-Referees. CFA members will serve as referees in communities that lack sufficient volunteers to do so. While many assume that referees are easily attained for sporting events, the fact is that Up2Us members

Narratives

described numerous game cancellations because of the lack of qualified referees in low-income communities. Referees who are trained in issues like fairness and conflict management are important role models for youth, parents and other volunteers.

-Assistant Coaches. CFA members will serve as assistant coaches in communities that lack sufficient volunteers to do so. As in academic settings, Up2Us organizations maintain a coach-athlete ratio of 1:15 to ensure that each child receives adequate attention through their programs. Assistant coaches are needed if more than 15 children desire to participate on a team. In geographic areas where reliable volunteers are not available, CFA members can serve as assistant coaches and thereby allow more youth to participate. Training in this capacity would also enable them to assume roles as coaches and camp leaders.

As AmeriCorps members, CFA participants will comply with prohibited service activities. This will be strictly monitored and tracked both by the Up2Us national office as well as the local Up2Us host organization responsible for each AmeriCorps member.

Training of CFA Members

Based on their hours of service, all CFA members will be required to attend a minimum number of hours of training both to ensure quality control as well as to enable them to gain skills that will help them be more effective and more employable upon completion of their service. Key training topics required of all members include the following:

- Positive Youth Development
- Sports-Based Youth Development
- Coaching in a Youth Development Framework

Narratives

- Sports/Nonprofit Program Management
- Sports/Nonprofit Program Development and Implementation
- Community Partnership Building
- Volunteer Management
- Diversity/Gender Issues in Sports
- Workplace Skills (e.g., Communication Skills, Workplace Protocol, etc.)

As will be further described in Section B, full-time and half-time CFA members will also have the opportunity to become "certified" as Sports-Based Youth Development Coaches. This certification will not only enable them greater efficacy in their roles as CFA coaches, but will also make them more eligible for jobs upon completion of the program.

An additional key part of training for CFA members will be helping them to assess the impact they are having on their communities. The Up2Us Director of Training will work with CFA host organizations and members on using tools to track their progress in serving youth. These tools will include daily impact journals where CFA members can report on key statistics such as:

- Numbers of new youth engaged in programs as a result of CFA-led activities
- Retention of youth in programming once they are initially engaged
- Hours of time youth spent exercising while attending the program (program duration)
- Number of days youth attend programs per week (program frequency)
- Number of parents attending youth activities and other enrichment events

Plan for Self-Assessment and Improvement

Up2Us national staff will oversee ongoing evaluation of the CFA Program and make any necessary

Narratives

program revisions. Because the host organizations are already part of the Up2Us coalition, they frequently communicate with Up2Us staff through national taskforces, conferences and trainings. As part of their CFA Memo of Understanding, they will also be required to assign a staff to formally serve as their liaison to the Up2Us national staff throughout the CFA grant period. Up2Us also has Regional Directors who will be required to conduct site check-ins with the participating Up2Us host organizations in their region. The key objectives of these visits is to ensure that CFA members are placed in appropriate capacities at appropriate host organizations; provide any additional training and ongoing supervision; receive and process necessary paperwork and evaluation information in a timely manner; and achieve impact as defined by its performance measures.

To further ensure program compliance and success, Up2Us also has established Quality Standards that cover all aspects of CFA recruitment, training and supervision. These standards include a quarterly rating scale by the host organization, CFA member, CFA supervisor and Up2Us national staff on satisfaction with placement, job responsibilities, training, work atmosphere, supervisory support and management procedures. The goal of these assessments is to identify specific challenges in a given placement and/or host organization as well as to serve as an early warning system for any broader challenges that may be common to many participating CFA host organizations and/or their members. These standards are described further in Section D of this proposal.

Feedback from all assessments will be used to mobilize resources to address any critical issues through added procedures; new or increased training; engagement of professional mentors to provide closer supervision and support; replacement of members if necessary; and/or direct intervention by Up2Us national and/or regional staff.

Community Involvement

Narratives

As cited above, the CFA program was developed through the input of its member organizations who themselves are grassroots nonprofits and faith-based organizations serving distressed communities with little or no organized recreation programs. Member organizations also helped to identify key neighborhoods in their target communities where CFA coaches can have the greatest impact. Many of the leaders of these community-based programs will continue to have program oversight through their participation on Up2Us' national committees-Volunteerism, Research and Evaluation and Program and Training. As described in Section D below, these committees will play a key role in program oversight throughout the three-year cycle of the grants. Up2Us will also nominate one full-time CFA member to participate on each of these committees.

In addition to providing oversight at a national level, targeted communities will play an ongoing role in the success of the CFA placements themselves. The CFA members will be placed in organizations that have operated at the grassroots levels in their communities for years and often decades. Host organizations themselves each have a web of local partnerships that ensure community buy-in, enrich the CFA member experience and increase the likelihood of success. Some of the reasons for this local ownership are intrinsic to the challenges that these programs have had to face in order to sustain sports activities in economically distressed communities; they rely on parks and community centers for play space, law enforcement for safety, local businesses for volunteers and other social agencies to support the comprehensive needs of their youth.

Relationship to Other Service Programs

CFA enhances the mission of AmeriCorps by providing it with a viable national model for using sports as a vehicle to increase civic responsibility. Based solely on physical health indicators, it is anticipated that the youngest generation of Americans, today, will be the first to have a shorter life expectancy than their parents. Much as Teach for America provides an important labor force to under-resourced schools that

Narratives

serve these youth, CFA will develop a similar labor force to serve athletic organizations that meet their health needs. Indeed, in preparing for this grant, Up2Us staff consulted closely with staff at City Year, Teach for America and Public Allies.

CFA will continue to work in partnership with AmeriCorps National and State offices to target new needs and avoid duplication of services. The Up2Us national and regional staff will also build relationships with AmeriCorps State Offices and work with other Corporation grantees to collaborate on strengthening a culture of service, especially through shared training and volunteer recruitment and through mutual participation in events like the MLK Day of Service and AmeriCorps week.

Potential for Replication

The experience of Up2Us member organizations in sports-based programming have demonstrated that sports are the "anti-drug," as well as the "anti-obesity," the "anti-gang," and the "anti-school drop out." One reason may be that sports have a major advantage over many other youth development methodologies: at their core, sports are fun. If that fun can be used to reverse the nation's greatest health challenge in modern history, then the time is now to mobilize a new workforce who can accomplish this. Similarly, if sports can be used to inspire an older generation of Americans to volunteer by playing ball with a child, then the CFA model will become a major advancement in the service-learning field. While Corporation support is critical to jumpstarting the CFA program, Up2Us will continue to develop partnerships with corporations, foundations, AmeriCorps State offices and other government agencies to replicate the program in successive years.

Organizational Capability

D. Organizational Capability

Launch and History of Up2Us

Narratives

Up2Us launched in the fall of 2007 in response to a growing need for collaboration among grassroots programs nationwide that use sports to address the critical health, academic, and social challenges facing youth. Many times, youth sports programs exist under the radar screen of the youth development and nonprofit sector, creating a paucity of resources, staff, and facilities for which youth sports programs must often compete. This is particularly the case for those organizations serving under-resourced communities, where resources are even more limited. Thus, the Up2Us coalition was formed to unite all stakeholders at the intersection of sports and youth development under a membership-structured national umbrella agency and increase resources in the field of sports-based youth development. With the support of private foundations and two Corporation grants, since its launch Up2Us has enabled its members to increase the quality and scope of their programs and share best practices, improved the capacity of its members so they are able to serve more youth through sports programming, engaged more Americans in service to at-risk youth, and educated the public on the value of sports as a tool for positive youth development. In total, in only two years, more than 425 community organizations, public schools, funders, faith-based centers, researchers, training institutes, and youth sports organizations have joined the Up2Us coalition to work together to ensure that one day all youth, regardless of socio-economic background, will have the opportunity to be engaged by youth sports that teach them values and skills to achieve goals on the field, in school, and in life.

Up2Us originally launched as a program of America SCORES, a 10-year-old, multi-city national nonprofit with extensive experience in providing sound fiscal and programmatic oversight, including managing three Corporation grants (AmeriCorps*VISTA, Volunteer Management, and Youth-Serving Organization Capacity-Building); overseeing \$6 million in foundation, corporate, and individual support; and launching affiliate America SCORES programs in 13 states. With the guidance of key leadership at America SCORES, Up2Us has, over the past two years, developed its organizational capacity to transition away from America SCORES and recently incorporated as its own organization

Narratives

and 501(c)(3) nonprofit. Additionally, the America SCORES leadership that launched and nurtured Up2Us since its inception are now key staff at Up2Us, continuing their work to increase the impact of sports as a tool for positive youth development.

Sound Record of Accomplishment

Since launch, Up2Us has conducted 12 Regional Conferences, attracting more than 480 sports programs and 850 leadership and programmatic staff from these programs. These free, 2/3-of-a-day conferences provide Up2Us members with sports-based youth development trainings, volunteer recruitment and management workshops, quality assessment sessions, opportunities to network and map their community resources, and funding contacts. Building upon these successful Regional Conferences, after only a year of operation, Up2Us held its 1st Annual National Conference, attracting more than 300 stakeholders at the intersection of sports and youth development for three days of workshops, panels, and keynote addresses. The Up2Us National Conference was headlined by Nicky Goren, Acting CEO of the Corporation; Monica Seles, former professional tennis player; and Kevin Jennings, Office of Safe & Drug Free Schools. In its second year, Up2Us mobilized 250 volunteers, including Corporation staff and the cast of MTV's The Real World, on the 9/11 and MLK Days of Service to refurbish and reclaim a deteriorated and unused soccer field and conduct a service-learning seminar and training, respectively. For all of its events, Up2Us works with its membership and local volunteer groups and organizations to recruit a diverse group of volunteers to support these key deliverables and general organizational capacity.

As a result, Up2Us has, in a short time, become a national leader for using sports to promote youth development and for generating volunteers from all sectors of society to participate in its mission. Consequently, The White House has frequently called upon Up2Us to engage Up2Us staff and members in key anti-obesity and youth development conferences, panels, dialogues, and celebrations. Up2Us has

Narratives

also attracted major corporate support in the form of volunteers, funding, and product donations from Nike in a joint effort to make sports opportunities more available for all youth in America.

In addition to its 425+ members, Up2Us has partnered with and been recognized for excellence by America's Promise Alliance, the HandsOn Network, Women's Sports Foundation, the National Recreation and Parks Association, the President's Council on Physical Fitness and Sports, Alliance for a Healthier Generation, LA84 Foundation, Public Allies, the Florence V. Burden Foundation, Laureus, the New York Mets, All Stars Helping Kids, the National Association for Sports and Physical Education, Nike, YouthNoise, the Boston Youth Sports Initiative, Harvard Medical School, Covington & Burling, Newmark Knight Frank, Wheelock College, and Penn State University.

Success in Securing Diverse Supporters and Stakeholders

Up2Us has proven extremely effective at generating and attracting financial and in-kind resources from a disparate group of supporters. Already, in only two years of operation, Up2Us has secured \$3.2 million in cash and in-kind funding from government, foundation, corporate, and individual sources, including several multi-year partnerships. Up2Us anticipates that, with continued growth and recognition, it will continue to amplify its supporters and cash and in-kind resources.

Local Support

Up2Us has more than 75 local partnerships with school districts, parks departments, police departments, health organizations, faith-based organizations, volunteer organizations and centers, and others. These local stakeholders provide expertise, volunteers, training, event space, services, rewards, equipment, and technological know-how that keep Up2Us and its members viable. Additionally, for years, sports-based youth development programs have witnessed firsthand the difference they make but have lacked a unified platform to share best practices, raise public awareness, and increase the quality

Narratives

and scope of their services. Local funders who have sustained these programs individually have subsequently played a major role in encouraging the formation of Up2Us. They have supported more than 12 local training and strategic planning Up2Us Regional Conferences as well as part-time staff to participate in Up2Us committees. Additional local in-kind supporters have provided training at conferences and to members in areas such as positive youth development, conflict resolution, substance abuse prevention, and health and nutrition. Several local funders now serve on the Up2Us Advisory Board, participate in strategic planning, and regularly review Up2Us progress. They are also committed to working personally with Up2Us and its member organizations to reach out to other local, regional, and national funders to encourage them to participate in Up2Us development, thus increasing and expanding the scope of support to and contributions for Up2Us. These partnerships and local support will be invaluable as resources for sustaining the CAA model with respect to capacity building, training and technical assistance, and programmatic assessment.

Sound Programmatic and Fiscal Oversight

Since 2007, America SCORES and Up2Us have attracted three Federal grants from the Corporation. During this time, while all grants were awarded to America SCORES as lead agent, it was current Up2Us staff who developed the projects, wrote the grants, executed the projects, and maintained all fiscal and programmatic reporting. The first of these Federal grants was a multi-state AmeriCorps*VISTA project, awarded in 2007. Due to the incredible success of the first year, in which VISTAs raised \$1.5 million and recruited 330 new community members as volunteers, America SCORES was awarded 25 VISTA members in 13 states in 2008 and 37 VISTA members in 2009. As America SCORES enters into its fourth year of VISTA resources, the project is transitioning to Up2Us where it will continue to be managed by Up2Us staff. In 2008, Up2Us was awarded a Volunteer Management Grant with which Up2Us launched the first national campaign to recruit and place volunteers in sports-based youth development programs. The campaign has led to the development of new resources for recruiting,

Narratives

training, tracking, and recognizing volunteers. Later in 2008, Up2Us received a Youth-Serving Organization Capacity-Building grant. This grant has enabled Up2Us to hire additional staff to focus on organizational development of Up2Us and key deliverables, such as Regional and National Conferences, program quality assessments, training workshops, research briefs, and increased volunteer resources. It has also enabled Up2Us to launch a membership drive whose goal was to achieve 300 members by 2011. By 2010, Up2Us had already eclipsed 400 members. In its history of successful grants management and execution, both America SCORES and Up2Us abide by all Federal and state laws and their financial management systems meet the standards required by 45 CFR Section 87.1.

The success of Up2Us oversight and programmatic delivery is based on a management model that centralizes strategic planning, HR, and financial operations at a national level with programmatic success at a community-based level. At Up2Us headquarters, Up2Us staff oversee the development of sports-based youth development resources in research, training, volunteer management, evaluation, and outreach, as well as HR procedures, bookkeeping, and auditing, while Up2Us Regional Directors assist with resource and programmatic delivery to individual community-based Up2Us members. Up2Us also conducts professional development conferences, webinars, and conference calls for its membership on topics including volunteerism, evaluation, public education, coach training, outreach, fiscal management, bookkeeping, and program quality. These centrally-led technical assistance resources allow Up2Us members to build capacity while maintaining their focus on programmatic execution. It is this same model that is applied to Coach Across America. Through CAA, Up2Us staff oversee national outreach and recruiting campaigns, program development, professional development, resource development, and financial management for CAA host sites. Up2Us also conducts consolidated grant reporting to AmeriCorps. The host sites are able to leverage this national support to fully concentrate their resources on member recruitment, placement, training, ongoing oversight, and programmatic execution at the local level. To ensure this management model continues to be successful for Up2Us as

Narratives

an organization and for CAA, Up2Us conducts quarterly operational reviews with the Board of Directors and Advisory Board, staff structure and personnel reviews semi-annually, member services and deliverables reviews semi-annually, and member satisfaction surveys and interviews semi-annually. In conjunction, these systems help ensure that Up2Us remains focused on its mission and vision, operationally sound and sustainable, and well-managed.

While Up2Us was a program of America SCORES, it was exclusively Up2Us staff that developed and operated CAA in Year 1 and created the numerous systems to provide sound programmatic and fiscal oversight and ensure host sites and members are supported, compliant, and having a positive AmeriCorps experience. These systems include: quality standards that cover all aspects of CAA recruitment, training, and supervision; structured required training hours based on member type, including the CAA National Training Institute, regional orientations, webinar trainings, conference calls by region/sport/member role, and Master Coach Mentorships; and an MOU that governs host sites to ensure fiscal and programmatic compliance and quality. Also in Year 1, Up2Us strengthened its Regional Director system. For CAA, Regional Directors conduct site visits with hosts in their region to ensure: members are placed and serving in appropriate capacities; the host site is following required fiscal and programmatic reporting; and to provide additional training and supervision to members.

Selection Process of Host Organizations

Up2Us pre-screened member organizations that were interested in participating in the CAA program. Potential host sites were required to have been members of Up2Us for at least 6 months and to address the criteria stipulated by AmeriCorps regulations and its special considerations, including 45 CFR 2522.475 and 45 CFR 2522.450. They were required only to apply for CAA placements that would result in new growth and increased capacity to serve their target populations and communities. In addition, host sites had to demonstrate their ability to run quality sports-based youth development programming,

Narratives

give supervisory support and quality leadership for CAA members as well as provide office space, insurances, and programmatic and fiscal monitoring/reporting. To further ensure host sites were appropriate for CAA placements, Up2Us staff conducted a series of technical assistance calls and regional workshops to help potential host sites determine if they could meet the criteria for placements and comply with the mission and vision of CAA. This included reviewing with each potential host site the minimum hours of placement for each member type, the fiscal and timekeeping responsibilities inherent in hosting CAA members, the opportunities the CAA members would have for community involvement, their growth and sustainability plans, their community involvement and partnerships, and the roles that CAA members would carry out and allowable vs. prohibited member activities. As a result of this extensive screening process, twenty-nine organizations were selected by Up2Us to participate in Year 1 of CAA. All host sites serve under-resourced and economically distressed communities.

Host Organization Orientation

Because of the extensive background work already conducted in selecting host sites, host sites enter each programmatic year already prepared to assume responsibility for their obligations dictated through the CAA program. Nonetheless, they are required to review the MOU and all grant provisions with Up2Us and CAA staff at a CAA host site supervisor orientation at the start of each programmatic year. A host site supervisor or management member from each organization is also required to participate in monthly progress calls. For continued orientation, halfway through the year, Up2Us conducts a management conference for key staff at host sites to discuss program successes and challenges and any helpful potential alterations to the operational plans going forward.

Ongoing Technical Assistance and Self-Assessment

At the outset of each CAA programmatic year, Up2Us holds the CAA National Training Institute, an intensive 3-day event that imparts both theoretical and practical knowledge to new CAA members with

Narratives

the purpose of ensuring that they fully understand their roles as AmeriCorps members and are equipped to confront the unmet needs in their communities. Through interactive workshops, presentations, and direct service with youth, the Institute focuses on best practices for sports programs and on advancing member civic and citizenship skills. The overarching goal of the Institute is to prepare members to be effective youth service providers at the commencement of their work with host sites and to lay a strong foundation for future technical assistance sessions. Additional to training members, training host site supervisors plays a vital part in the success of CAA members. The perceived CAA experience for members is meticulously articulated to site supervisors through the offering of relevant trainings that include: orientation to CAA policy, procedures, and program model; induction methods for CAA members; responsibilities of the host site as noted in the MOU; Corporation rules and regulations; member service-hour recordkeeping; member file-keeping; process and outcome data collection; and fiscal reporting.

To aid in continuous programmatic oversight and improvement, CAA utilizes the America Learns Performance and Evaluation Network, an online resource designed to heighten the quality of service that CAA members aspire to and to ensure that CAA members have the support they need throughout their term to become highly effective coaches, leaders, and mentors. Through the process of completing what feels like a journal, members gain an opportunity to reflect on their recent service; to discover new strategies for improvement based on those reflections; to set concrete goals for their next encounter with youth; and to share their successful methods with one another. All information captured by America Learns is then analyzed by CAA staff to provide direction for ongoing training sessions. America Learns also allows for multiple qualitative and quantitative measures to be collected over time in the form of surveys and questionnaires. These data, taken together, assist CAA staff in capturing the assessment information needed to demonstrate programmatic success to the Corporation and our other stakeholders and, most importantly, to continually improve program quality. CAA also utilizes My

Narratives

Service Log, an efficient and secure web-based timekeeping application that provides data logging and reporting functions for structured service programs. In addition to service hour collection, My Service Log also captures period-generated financial reports entered by site supervisors on a monthly basis.

Because Up2Us hopes that the CAA model can be replicated in the future as an "athletic arm" to the national service movement, its use of America Learns and other programmatic assessment systems is guided by a set of quality standards that are used both to pinpoint ongoing technical assistance needs and to assess overall operational performance. Quality standards are established around training, performance, and outcomes for CAA host sites and staff and CAA members. Current quality standards for host sites and staff include: 1) provides adequate training and supervision to CAA member; 2) attends all required CAA host site supervisor orientations and trainings; 3) maintains fiscal, programmatic, timesheet, and member records to regulation; 4) provides CAA member with a workstation that includes a computer, telephone, and appropriate storage space; 5) reports on CAA activities and outcomes in a timely manner; 6) engages CAA members in activities that increase the scope of services of the organization; etc. Current quality standards for CAA members include: 1) is punctual and rarely absent in their professional service; 2) completes all timesheets in a timely fashion; 3) understands their job responsibilities and allowable AmeriCorps activities; 4) is able to conduct a practice in his/her assigned sport(s) that engages all of the participating youth in activity; 5) is able to articulate key components of coaching in a youth development framework; 6) has received the appropriate training to succeed in their assigned roles; etc. In each case, the CAA Director of Operations maintains records on how well host sites and staff and members are meeting standards on a quarterly basis. Any deficiencies in standards will be addressed with technical assistance and/or intervention by CAA or Up2Us staff.

Ongoing Monitoring of Host Organizations

Narratives

The principle tool in monitoring CAA host sites is the MOU signed by all host sites that place CAA members. Through the MOU, host sites assume responsibility for oversight, supervision, service training, placement, and monitoring of CAA members. They agree to abide by all applicable laws and all guidelines and restrictions placed by AmeriCorps on programming. Host sites understand through the MOU that they are also expected to regularly report to CAA staff on CAA programmatic outcomes such as member placement, hours of service, nature of activities, training needs, impact, retention rates, and living allowance disbursements. The MOU also requires mandatory levels of Up2Us-led training hours for all CAA members based on their minimum hours of service. These trainings allow for direct interaction between CAA members and CAA and Up2Us staff and the regular communication across host sites combined with Up2Us oversight, in the form of monthly progress calls, also ensures that the mission and vision for the CAA program is maintained.

Additionally, Up2Us has budgeted for regular, at least annual site visits to hosts, which are critical during the first two years of programming to allow CAA staff greater insight into areas for improving program design. Visits include meetings with management, supervisors, bookkeepers, and CAA members as well as observation of CAA members as they carry out program activities. Finally, Up2Us has reduced the risk of unanticipated problems by continuing to meet with other Corporation grantees who conduct similar consortium AmeriCorps programs to share best practices and prepare Up2Us staff for rapid response should an unexpected challenge occur.

Board of Directors and Key Staff

Up2Us and CAA benefit from a newly-formed Board of Directors that provide oversight, leadership, fundraising, and community engagement support. The Up2Us Board of Directors meets quarterly via conference call and includes Chris Lynch, President of the Boston Youth Sports Initiative, Board Chair; Rich Berlin, Executive Director of Harlem RBI, Vice Chair; Jai Nanda, Founder and Executive Director

Narratives

of the Urban Dove, Treasurer; Dave Pace, former SVP of Starbucks; Jon Barry, Managing Director of Goldman Sachs; and non-voting member Paul Caccamo, Executive Director of Up2Us. Additionally, Up2Us is supported by an Advisory Board comprised of leaders of Up2Us member organizations that help strategize and oversee key initiatives of Up2Us, including CAA. Members of the Advisory Board include: Aaron Dworkin, After-School All-Stars; Seth Ehrlich, SOS Outreach; Cicley Gay, Women's Sports Foundation; Dr. Gil Noam, PEAR Program at Harvard Medical School; Dr. Danny Perkins, Penn State University; Mike Singleton, Massachusetts Youth Soccer Association; Amy Skeen, Girls in the Game; Dr. Maureen Weiss, University of Minnesota.

Key staff at Up2Us who oversee Up2Us and CAA project management include:

Paul Caccamo, Executive Director. Mr. Caccamo has a Master's Degree in Public Policy from the John F. Kennedy School of Government at Harvard University and more than 20 years of experience in nonprofit management. He founded both the America SCORES National Office and the Up2Us coalition and was the architect behind the Up2Us Volunteer Management Grant and CAA grant.

Nick Beckman, Director of Member Services. Mr. Beckman is the former Associate Director of Development and Director of Volunteerism at America SCORES and is a graduate of Dartmouth College. He architected the America SCORES nationwide AmeriCorps*VISTA project and the Youth-Serving Organization Capacity-Building grant and has managed all Corporation grants awarded to America SCORES and Up2Us.

Amy Vondra Stark, CFO. Ms. Vondra Stark has an MBA from Northwestern University's Kellogg School of Management. Previously, Ms. Vondra-Stark was President and CFO of Reliable Asphalt, a multi-million dollar corporation. She is a consultant for Up2Us and currently administers and will continue to

Narratives

administer all fiscal management of grants awarded to Up2Us.

James Kallusky, CAA Executive Director. Mr. Kallusky brings 20 years of experience working with underserved youth and developing, evaluating, and directing youth development programs in schools, nonprofits, and government agencies. He has prior experience designing, implementing, and managing an AmeriCorps grant at the RFK Memorial Youth Leadership Corps. He holds a Doctorate in Education from the University of Northern Colorado and oversees implementation and all aspects of execution of the CAA program.

Christina Williams, CAA Director of Operations. Ms. Williams is the former Acting Executive Director of America SCORES Cleveland and draws upon years of experience working in sports-based youth development programs and upon her own experiences as an NCCC and AmeriCorps*VISTA member. Ms. Williams directly oversees the systems for placing, training, developing, supervising, and monitoring CAA members and host sites.

Special Circumstances

While young in years, Up2Us has grown quickly to become a 425+ member coalition and a leader in the field of sports-based youth development. It has benefited from the guidance and foundation provided by America SCORES and retains, as a separate organization, key staff with direct experience developing, operating, and managing multi-city and multi-state projects as well as a breadth and depth of experience managing a diverse grants portfolio, including Corporation grants.

Two of the major goals of Up2Us are to involve more youth, especially at-risk youth, in sports-based youth development programs and engage more Americans to work and volunteer in sports-based youth development programs. CAA will build the workforce for the entire sports-based youth development

Narratives

field while building capacity for Up2Us members in the form of trained coaches so that they may serve more youth in their communities. CAA is a symbiotic fit for AmeriCorps because it creates a vehicle to address unmet community needs while providing an opportunity for civic engagement and service through sports. CAA's national coaching model will link one of the most powerful passions in America, sports, to improving the lives of under-resourced youth and promoting an ethic of service, chief goals of AmeriCorps and the Corporation for National and Community Service.

NOTE

As Up2Us did not have 501(c)(3) status and was not incorporated as an organization at the time of its launch, it was created as a program of America SCORES and thus America SCORES became the temporary lead and fiduciary agent for all grants awarded to Up2Us. The America SCORES National Board of Directors in Fall 2009 decided that Up2Us should follow a process to become a separate and distinct organization from America SCORES. As this process is now complete and as Coach Across America has always been an AmeriCorps program of Up2Us, the Coach Across America grant has transitioned from America SCORES to Up2Us between Years 1 and 2.

Cost Effectiveness and Budget Adequacy

Coach for America will be an inaugural AmeriCorps grant for Up2Us. While Up2Us is a relatively young program, it will be able to draw on 10 years of leadership from America SCORES as well as the leadership and supervision of the Up2Us Steering Committee that represents sports-based youth development programs from across the country. Youth that will benefit from this inaugural CFA program come from some of the most distressed communities in this country. The youth are on average 92% minority, with more than 90% eligible to receive free or reduced-price lunch, 55% overweight or obese, 65% in jeopardy of falling behind one or two grades in school and 90% living in communities with a dearth of after-school activities.

Narratives

Cost Per MSY

Up2Us is equipped to achieve the goals, outcomes and outputs described in the CFA program at a Corporation cost per MSY of \$9,991. At this cost per MSY, CFA, in its pilot year, will enroll 316 AmeriCorps members in Full, Half, Quarter and Minimum time roles nationwide in 29 host sports-based youth development organizations. Each AmeriCorps member will receive comprehensive national, regional and local training to be coaches, assistant coaches, health/nutrition leaders, camp coordinators, parent coordinators, volunteer organizers, referees and program/event planners. This cost per MSY translates to a program that will positively impact more than 30,000 at-risk youth and engage an additional 10,000 volunteers in meaningful activities with these youth. As Up2Us advances in age, Up2Us staff expect the cost per MSY in future years of the CFA program to be significantly reduced.

Ensuring Adequacy of Budget to Support Program Design

In the development of the proposed budget, key staff at America SCORES, Up2Us and Up2Us member organizations held frequent teleconferences to inform the various line items necessary to achieve the outlined objectives. Many of the aforementioned staff have extensive experience managing AmeriCorps and other federal grants, especially grants involving the development of a new workforce and the concomitant needs of recruitment, training, management, evaluation and recognition. This collaboration ensures the program goals and member and community outputs described in this grant are accomplished through the most cost-effective budget possible.

In terms of staff, Up2Us will hire a CFA Executive Director, Operations Director and External Affairs Director. These roles will oversee: program development and implementation; execution of an extensive business plan to leverage additional resources; staff and member training and development; and creation of national, regional and local PR/Marketing campaigns to bring recognition to program members and accomplishments. The Up2Us staff believes that these full-time positions will be sufficient

Narratives

for program management especially as they will benefit from oversight by the Up2Us Steering Committee, Volunteerism Committee, Research and Evaluation Committee, Program and Training Committee, Fundraising Committee, and Marketing/PR Committee. Additional consulting staff will be required to perform specific functions such as Recruiting/Alumni Outreach to oversee member placement and career development and Evaluation to measure and monitor CFA's impact. The budget also includes a stipend for current Up2Us Regional Directors to provide additional oversight to host organizations.

To ensure that appropriate orientation, training and monitoring take place through this grant, Up2Us has budgeted for travel for key staff and members to attend the Up2Us National Conference, the CFA National Training Institute, the CFA Management Conference and Regional Orientations. Travel for CFA staff to conduct site visits to monitor programs is also included in the budget.

Additional budget items reflect the basic operational needs, like printing to create CFA outreach materials and Training Guides; web development to build out CFA and CFA alumni pages on the Up2Us website; background checks for all members; and the requisite office supplies and equipment. The budget also includes shared costs for CFA/AmeriCorps uniforms that will be important to highlight members as AmeriCorps leaders across the nation.

Program Sustainability

America SCORES, as lead agent for Up2Us, will raise approximately \$700,000 in matching dollars in the first year to support CFA. These dollars will come from diverse non-federal sources: foundations, corporations, in-kind support, host organizations and individual giving.

Because of the innovation of CFA and the compelling need it addresses, America SCORES has already

Narratives

requested and/or received support for the program from several national and regional foundations. Sources solicited include the Robert Wood Johnson Foundation, Bestfoods Educational Foundation, Florence V. Burden Foundation, All Stars Helping Kids Foundation, LA84 Foundation, the Staples Educational Foundation, and Athletes for Hope. Similarly, America SCORES is reaching out to corporate supporters, especially to those that are interested in sports and/or childhood obesity and those that wish to generate greater employee volunteerism. Corporations that have expressed an early interest in supporting CFA include Starbucks, Hewitt Associates, UPS, Bank of America, Goldman Sachs, adidas, and Electronic Arts.

Nearly \$100,000 in resources have also been secured for CFA through in-kind donation of products and services. These include legal services (Patton Boggs LLP), equipment and uniforms (adidas America), administrative and printing (Hewitt Associates), brand development and marketing (SME Branding), and program and volunteerism training (Positive Coaching Alliance, NASPE, Team Up for Youth, E3 Sports).

The most critical match for the CFA program will come from Up2Us host organizations. Based on the minimum living allowances for full-time members as well as these additional allowances for part-time members, Up2Us host organizations have committed close to \$380,000 in matching support. Through this match, Up2Us organizations not only participate as CFA hosts but share ownership in the success of their CFA members. Every CFA placement at every level requires matching support from host organizations. Memos of Understanding with each host organization provide details on their match commitment for purposes of reporting to CNCS.

Lastly, Up2Us will engage its Fundraising and Marketing/PR Committees in broad campaigns to raise individual support for the CFA program. The Fundraising Committee will develop individual appeals for

Narratives

CFA through direct mail, web-based solicitation and CFA events. The Up2Us Marketing/PR Committee will develop outreach campaigns to inform the public about the vital work Up2Us is doing in sports-based youth development. For example, the "Play it Forward" campaign, described in Section D, will be a national outreach effort to generate CFA volunteerism and individual donations.

Evaluation Summary or Plan

N/A.

Amendment Justification

Coach Across America (CAA) has requested the opening of this Amendment, #10ND124178, after learning that we are required to modify our original award whenever our members are serving outside of any of our originally awarded geographic locations as this poses a significant change to our original award. The problem was detected when we noticed that five of our host sites (national organizations) placed members with their affiliates in strategically placed cities that fall outside of our initial needs assessment (the needs assessments completed for the CAA award were based on these national organizations' headquarter cities. Members have already been placed in these service sites, and it should be noted that we did not know we were required to gain pre-approval before placing members in this way. We now understand the amendment process and will seek pre-approval for any and all geographic expansions beyond the needs assessment in our application to the Corporation. Additionally, we understand that the Corporation intends that we use our AmeriCorps slots in the communities for which we have performed thorough needs assessments and for which we have been awarded.

As is our policy, Up2Us and the CAA Team extensively pre-screens host sites that are interested in participating in the CAA Program. Host sites can only apply for CAA placements that would result in new growth and capacity for them to serve their target populations and communities, aligning with a thorough needs assessment for their community. In addition, host sites must demonstrate their ability to meet all CNCS and CAA requirements and provide outstanding supervision for our member. This is

Narratives

true for all five national organizations: After-School All-Stars, America SCORES, The Sanneh Foundation, SOS Outreach, and USA Rugby. Each of these organizations are well established and well respected in the field of SBYD. CAA staff conducted a series of technical assistance calls, host site supervisor trainings, new member orientation workshops to prepare the site, supervisor, and members for a successful year of service. After screening each organization and obtaining a thorough needs assessment for the new service areas (Oakland, CA; Edwards, CO; Jupiter, FL; Honolulu, HI; Indianapolis, IN; Minneapolis/St. Paul, MN; Charlotte, NC; Papillion, NE; Portland, OR; San Antonio, TX; West Jordan, UT; Williamsburg, VA; and, Seattle, WA) Coach Across America awarded various slots for the 2010-11 service year to each of the five national affiliates and one slot to one of the affiliates for service year 2009-10. In addition to the screening and training processes, we have consulted with all of the above listed states' commissions on volunteer and community service, and the commissions are aware and pleased with our service in their state.

While needs assessments were performed for each service area, the national trends that emerged fall directly inline with our original assessment for the Corporation. Here are our findings: According to the Trust for America's Health, the service areas added in his amendment are ranked as some of our nation's most obese states. A 2009 report by the Trust for America's Youth and the Robert Wood Johnson Foundation, *F as in Fat: How Obesity Policies Are Failing in America 2009*, stated that 14.6% of children ages 10 -- 17 in the communities where our national organizations have placed members in their affiliates and were considered overweight or obese. Nationally, overweight children are absent from school 20% more often than their normal weight peers. Obesity is a root cause for diabetes and the incidence of type 2 diabetes has increased ten-fold in the past 20 years. Furthermore, nearly 35% of US public school systems have cut physical education and in 2009 the Afterschool Alliance found that only 8.4 million K-12 grade children (15%) participate in after-school programming. In this same study, an additional 18.5 million children and youth indicated they would participate if a quality program were

Narratives

available in their area. Youth in this country have hours of idle time everyday after-school. Without opportunities for active recreation, youth lose opportunities to develop positive social peer interactions often found in sports and physical activity. As a result, youth seek social interactions through negative outlets, which often harm themselves and their communities.

A study conducted by Columbia University, Sports in Schools: The Future of an Institution (2002), reported that fewer than 20% of our nation's 4 million coaches receive any type of training. CAA host sites are chosen for participation in our national direct program in part because of their commitment to on-going, high-level training of members over the course of their service terms. On average, our members serving in less than a half-time capacity receive more than 30 hours of pre- and in-service training, while our full- and half-time members receive in excess of 60 hours of training on a wide range of SBYD topics: health and wellness, combating sedentary lifestyles, incorporating youth development concepts into sports practice, nutrition, team building games, group management, and an impressive variety of other topics.

Finally, all of the national organization affiliates that will be used as CAA host sites are situated in communities that are economically distressed, with an estimated 20% of youth under the age of 18 living in poverty (The National Poverty Center). These national organizations and their affiliates provide after-school programs which foster personal growth and community development through academics, sports and physical activity, and service-learning. Analysis shows that for each of the 20 CAA members placed in these sites, 141 additional youth (nearly 3,000 youth) who would not otherwise have access to sports-based youth development programming will be running, jumping, playing, serving and learning with our CAA members.

Clarification Summary

YEAR 3

Narratives

Budget Clarification Items (Changes)

-Section I:

1. Strike Line Item C (Member travel to regional orientations and special events) - Item is struck due to a lack of Up2Us capacity in Regional Coordinator Initiative that was intended to support this item.
2. Strike Line Item G (staff training costs) - Item is struck due to the inclusion of site supervisors at National Training Institute.
3. Strike Line Item K (external evaluation) - Item is struck due to item not being required in current grant cycle and because CAA's latest hire is conducting internal evaluation. Item will be reintroduced for re-compete grant cycle.

-Additional items were struck due to lack of expansion in number of MSY (Operations/Compliance Coordinator, Administrative Assistant; supplies associated with these positions, including computers).

-Section II:

Health insurance cost for each FT member: \$1800/year, \$150/month. There are no less than FT members serving in FT capacity.

Unemployment insurance is necessary: Extensive background work to register Up2Us in all current states where members serve was completed and unemployment insurance was compulsory.

Programmatic Clarification Items (Changes)

1. New communities: Because no expansion of MSY was provided for Year 3, CAA will not expand to new communities.
2. Background checks: CAA has increased this cost to \$38/member (from \$18/member) to cover both the FBI check and the statewide criminal history repository. CAA also checks the National Sex

Narratives

Offenders public website for all members.

Performance Measure Clarification Items (Changes)

1. CAA is using the language from National Performance Measure H5 but proposes it as an applicant-determined output with an applicant-determined outcome. Opting into the National Performance Measures Pilot as suggested in the clarification notice is not feasible at this time for CAA because of sampling restrictions to study and evaluate National Performance Measures.

YEAR 2

1. Please provide evidence of compelling unmet need in the expansion communities.

Year 2 expansion CAA members will be serving in cities in which CAA has not previously placed members. These cities are Albuquerque, NM; San Francisco/Oakland, CA; Springdale, AR; and Washington, DC. Compelling need for the CAA program in these cities is as follows:

Albuquerque, NM

Major threats faced by all under-resourced youth, such as obesity, drug and family abuse, teen suicide, depression, and teen pregnancy, are typically amplified in Native American communities such as those served by Up2Us members in Albuquerque. Indeed, the obesity rate for Native American youth in New Mexico is 15% higher than for all children in New Mexico while Native American youth in New Mexico have attempted suicide at a rate nearly double that of all youth nationwide. Closing this gap and addressing youth-oriented needs in Native American communities must be done specific to their cultural experiences and background. One of the most effective ways to do this is through mentor-facilitated peer-to-peer trainings that provide a sense of trust in community and cover violence

Narratives

prevention, teen suicide awareness, teen pregnancy prevention, and drug and alcohol abuse support. CAA members placed at expansion host sites in Albuquerque will be the coaches and mentors in this system and will employ sports teams as the foundation for peer-to-peer trainings and interactions. Thus, an infusion of CAA members will fill a gap in services for Native American youth caused by a lack of coaches and mentors and consequently allow more youth to stay healthy and avoid risky behaviors.

San Francisco/Oakland, CA

Many under-resourced youth in this geography come from refugee families facing a myriad of challenges such as language barriers, cultural barriers, and urban violence. This is especially the case for the refugee youth in communities served by potential CAA expansion hosts. Often, refugee youth attempt to assimilate into a new urban culture through gang participation, as refugee youth have few outlets for immediate acceptance by their peers. Given that nearly all potential CAA expansion hosts have long waiting lists of at-risk youth trying to get into their programs, placing CAA members will allow more San Francisco/Oakland refugee youth to benefit from organized team sports activities led by qualified and trained coaches. Through this, more youth will have positive outlets, peer-to-peer support systems, and mentor support systems through their CAA coaches to help them avoid risky behaviors which often follow gang participation such as drug use, alcohol use, youth-on-youth violence, and teen pregnancy while also receiving consistent doses of physical activity to keep them healthy. Furthermore, an influx of coaches will reduce the coach/mentor-to-student ratio in potential CAA expansion hosts from 20:1 to 10:1.

Springdale, AR

The community in Springdale, AR has an alarmingly high number of youth facing two dire risks to their safety and well-being: overweight/obesity and gangs and youth-on-youth violence. Existing sports-based youth development programs are positioned to address these risks by engaging youth in daily

Narratives

physical activity and sports practices and competitions and by surrounding youth with their peers in a constructive, coach/mentor-led environment. However, the majority of these existing sports-based youth development programs have the capacity to serve only youth in high school or older, which leaves youth in the elementary and middle school years vulnerable. CAA members placed in Springdale will allow existing sports-based youth development programs to expand their services in sports and physical activity programming; educating youth in citizenship, leadership, and civic engagement; and nutrition workshops to serve at-risk community youth ages 5-14 who currently do not have access to such programming.

Washington, DC

Many youth in the DC communities served by potential CAA expansion host sites have a desire to play sports, but a lack of trained coaches in the community prevents these youth from participating in sports-based youth development activities that will increase their health and commitment to exercise; help them develop leadership, teamwork, and discipline; and provide an alternative to risky behaviors during unsupervised after-school time. All DC-based potential CAA host sites have proven, effective sports-based youth development programs in which to engage youth from their community. Thus, placing CAA coaches in these host sites will create an increased capacity to serve community youth and deliver high quality sports programming through the CAA members that will lead to more youth benefiting from sports-based youth development.

2. Please describe the activities and placement sites in the expansion communities.

In addition to maintaining Year 1 placements at current host sites, Up2Us will expand CAA in some Year 1 host sites and also expand CAA to new host sites. In all cases, expansion members will follow the original CAA program design. Potential host sites for all Year 2 expansion CAA members are as follows:

Narratives

After School Matters; Chicago, IL; 2QT
Aliso Elementary; Los Angeles, CA; 1HT
America SCORES; New York, NY; 2FT 1HT
Asphalt Green; New York, NY; 10RHT
Aurora Township; Chicago, IL; 2MT
AYSO Watts; Los Angeles, CA; 1HT
Beyond the Ball; Chicago, IL; 1HT 1QT 1MT
Champions for the Community; Springdale, AR; 2QT
cityWILD; Denver, CO; 1FT
Community Rowing; Boston, MA; 1FT 1HT
DC ICE; Washington, DC; 1FT 2MT
FalconsEdge; Washington, DC; 2FT 1HT 1QT 1MT
Field of Dreams; Washington, DC; 1QT
Franklin Park Tennis; Boston, MA; 1MT
Harlem RBI; New York, NY; 1FT 7RHT 2QT 6MT
Hi-5; Los Angeles, CA; 3MT
IL Youth Soccer; Chicago, IL; 1FT 2HT
KEEN; San Francisco, CA; 1FT
Kids in Sports; Los Angeles, CA; 3HT 1QT
LIFE Support; Chicago, IL; 2HT 2QT 1MT
MetroLacrosse; Boston, MA; 1FT 2QT
METROsquash; Chicago, IL; 1HT
MGR Foundation; Chicago, IL; 1HT 3QT
Near West Side; Chicago, IL; 1FT 1HT 2QT

Narratives

New Heights; New York, NY; 2HT

Phipps Community Development Corporation; New York, NY; 1HT

Piers Park Sailing; Boston, MA; 2HT

Play Soccer; New York, NY; 1HT 1QT

PowerPlay; New York, NY; 1FT 2MT

Queens Community House; New York, NY; 1FT 1HT

RALLY; Boston, MA; 1FT

ROW NY; New York, NY; 2FT

SIPA; San Francisco, CA; 1HT

So Cal Youth Soccer; Los Angeles, CA; 2QT

Soccer Without Borders; San Francisco, CA; 1FT

SOS Outreach; Denver, CO; 3FT

Southwest Youth Services; Albuquerque, NM; 2QT

SportsChallenge; Washington, DC; 1HT

Squashbusters; Boston, MA; 1HT

Street Soccer; New York, NY; 2FT

Teller Elementary; Denver, CO; 1HT

Urban Dove; New York, NY; 4QT

Urban Initiatives; Chicago, IL; 1FT 2HT

USA Rugby/Play Rugby; New York, NY; 5FT

USYL; New York, NY; 1QT

Virginia Legacy Soccer; Washington, DC; 1FT

VNBA; Chicago, IL; 1FT 1HT

Wellness in the Schools; New York, NY; 1QT

World Fit for Kids; Los Angeles, CA; 1FT

Narratives

Youth Foundation; Denver, CO; 1FT

Youth Speak; Los Angeles, CA; 3QT

3. Please indicate what changes, if any, will be made to the program plan, budget, and performance measures for the program to be operated by Up2Us instead of America SCORES.

While America SCORES has been the lead agent for Up2Us since Up2Us' founding, CAA has always been a program of Up2Us and has always been operated exclusively through Up2Us staff and resources. Consequently, there will be no changes to the CAA program plan, budget, and performance measures as a result of the CNCS grant transfer from America SCORES to Up2Us.

NOTE

As Up2Us did not have 501(c)(3) status and was not incorporated as an organization at the time of its launch, it was created as a program of America SCORES and thus America SCORES became the temporary lead and fiduciary agent for all grants awarded to Up2Us. The America SCORES National Board of Directors in Fall 2009 decided that Up2Us should follow a process to become a separate and distinct organization from America SCORES. As this process is now complete and as Coach Across America has always been an AmeriCorps program of Up2Us, the Coach Across America grant has transitioned from America SCORES to Up2Us between Years 1 and 2.

YEAR 1

1. Please directly connect the member activities to the need for combating obesity or expand the identified community need to align with proposed measures.

Narratives

The primary need addressed by Coach for America (CFA) member activities is to combat obesity in youth in under-resourced communities by providing opportunities for physical activity and play on sports teams. In addition to this, the CFA programmatic model will reduce school drop-out rates; reduce youth gang participation rates; increase the connection of youth with their community and schools; increase the number of interactions youth have with positive adult mentors; and fill a void of coaches trained in sports-based youth development. By combining organized sports with coach-guided enrichment activities, learning opportunities, and community building, a CFA coach is able to link sports participation to academic lessons and peer and community bonding while acting as a role model and mentor. Youth engaged in the CFA program will become members of coached sports teams that consequently increase their physical health and help create a lifelong commitment to exercise; develop leadership, discipline, and self-control that help keep them in school; and provide an alternative to risky behaviors and joining gangs during unsupervised time after school.

2. Please provide details about the specific duties of the program development member role.

Based on their minimum required hours of service, some CFA members will assist in Program Development activities. In this role, CFA members will work with host site staff to help plan new CFA programs/initiatives in their community as well as replicate existing CFA programs/initiatives to nearby communities. These CFA members will be trained in program design and outreach by their host site staff but will always act in support to host site staff; in no circumstances will CFA members displace or replace host site or national staff.

3. Please clarify the current state of the Up2Us program activities and explain why AmeriCorps would add value to the coalition.

Narratives

Up2Us is a growing national coalition of 250 sports programs with a mission to increase the impact of and access to youth sports as a tool for positive youth development. Two of the major goals of Up2Us are to involve more kids in sports-based youth development programs, especially in underserved communities, and engage more Americans to work and volunteer in sports-based youth development programs. CFA will bring much-needed trained coaches to Up2Us members so that they may serve more kids in their communities while building the workforce for the entire sports-based youth development field. CFA is a symbiotic fit for AmeriCorps and the Corporation for National and Community Service because it creates a vehicle to address unmet community needs while providing an opportunity for civic engagement and service through sports. CFA's national coaching model will link one of the most powerful passions in America--sports--to promoting an ethic of service, one of the chief goals of AmeriCorps and the Corporation for National and Community Service.

4. Please clarify how the program is designed to be replicated.

In addition to developing partnerships with corporations, foundations, AmeriCorps State offices and other government agencies for match, sustainability, and replication resources, CFA will have numerous mechanisms that facilitate replication to new communities and sports programs in successive years. The Director of Operations will oversee monthly host site phone calls and monthly CFA AmeriCorps member phone calls that will highlight the challenges and best practices encountered in running CFA with respect to recruitment, screening, placement, training, retention, evaluation, program design, etc. This information will be organized into operations and methodology manuals that are shared on a central resource library accessible by all Up2Us members that are invited to participate in the CFA program.

5. Please identify the host site organizations and their locations and explain how many members of

Narratives

which type will be serving with each organization.

Format = any members listed after the semi-colon are Education Award only members

Play Sports for Life - Rugby. New York, NY: 1 full

America SCORES LA. Los Angeles, CA: 2 minimum

Asphalt Green. New York, NY: 2 minimum; 1 minimum, 1 quarter

America SCORES New York. New York, NY: 2 half, 1 full

America SCORES Dallas. Dallas, TX: 1 full Ed. Award only

Institute for Sport Coaching. Acton, MA: 1 minimum

America SCORES St. Louis. St. Louis, MO: 3 minimum

Girls in the Game. Chicago, IL: 2 quarter

Girls for Gender Equity. New York, NY: 1 half

After-School All-Stars. Los Angeles, CA: 7 quarter

Harlem RBI. New York, NY: 12 minimum; 4 minimum, 1 full

America SCORES Chicago. Chicago, IL: 2 minimum, 1 full; 1 full

America SCORES Bay Area. San Francisco, CA: 2 minimum, 1 half, 1 full; 3 minimum, 1 half

American Youth Table Tennis. Irvington, NY: 1 minimum

New York Junior Tennis League. New York, NY: 2 minimum

Sports and Arts in Schools Foundation. New York, NY: 2 minimum

MetroLacrosse. Dorchester, MA: 2 quarter

America SCORES New England. Dorchester, MA: 1 full

Husky Sport. Hartford, CT: 2 minimum, 1 half

America SCORES Atlanta. Atlanta, GA: 2 minimum

Play Study Win. New York, NY: 1 full; 1 quarter

Narratives

America SCORES Cleveland. Cleveland, OH: 1 half

New Heights. New York, NY: 3 minimum, 1 full; 1 full

Lamoille County Court Diversion. Hyde Park, VT: 1 quarter

SOS Outreach. Denver, CO: 2 full

Downtown United Soccer Club. New York, NY: 2 minimum, 1 full; 1 quarter, 1 full

A World Fit for Kids. Los Angeles, CA: 6 quarter; 2 half

Urban Dove. New York, NY: 3 half; 2 half

West Virginia State University. Institute, WV: 1 half; 1 quarter

6. Please explain why some members will receive a living allowance while others will not and how that determination will be made.

All CFA members that are performing similar duties and have similar hour requirements will be paid approximately equal living allowances with some variation for cost of living and higher recruitment expenses in smaller markets. Some host sites are able to provide their CFA members' living allowances without requesting funds from AmeriCorps. Thus, there are 5 full time, 5 half time, 4 quarter time, and 8 minimum time AmeriCorps members for which Up2Us is not requesting funds for a living allowance but is requesting Education Awards.

7. Identify how America Scores uses the quality standards to assess itself as an organization and how the organization secures and provides technical assistance for its staff and affiliates.

America SCORES has successfully expanded from 1 to 14 affiliates thanks to the organizational capacity procedures and standards it has in place. With dozens of community, university, foundation, and corporate partners that help to develop and refine curricula, logic models, training and technical

Narratives

assistance systems, and evaluation rubrics, America SCORES employs a Director of Programs to deliver these components to affiliates and oversee and support their execution. The America SCORES model will serve as the basis for developing the same organizational capacity, training and technical assistance, and quality control system for CFA.

Brand Design Development Budget Justification

Vital to building a national ethic of service through sports and creating a movement through Coach for America is brand identity and recognizability. The Coach for America brand must be linked to the overall look/feel of Up2Us but must also have its own design characteristics and identity while incorporating design characteristics of the Corporation for National and Community Service and AmeriCorps brands, as Coach for America will be solely an AmeriCorps project. To achieve this, a brand design firm or consultant is necessary. A brand design firm will create an identity, logo, and style guidelines for a Coach for America brand (anticipating \$10K for this portion, calculations in the budget) and templates for member recruitment materials such as flyers, brochures, role descriptions, etc. (anticipating \$5K for this portion, calculations in the budget). A logo and templates for Coach for America ensures that all host sites participating in the project are able to maintain a uniform and consistent brand and identity for Coach for America, thus helping to unify this national movement of service through sports.

Continuation Changes

Sports occupy a privileged place in our culture. Interest in sports spans age, race, gender, religion, and social class. Yet, until now, sports have never been used as a national vehicle by which a volunteer workforce can promote health and fight poverty among this nation's most underserved youth. By providing this successful blueprint through our first two years of AmeriCorps funding, Coach Across America (CAA) has made a fundamentally important contribution to the development of youth--

Narratives

physically, cognitively, emotionally, and morally. In the present day context of rising childhood obesity and health related issues, quality sports programming that counters these trends is in ever-increasing demand. Sports-based youth development programs report a 55% increase in demand for services. Unfortunately, they lack the human resources to meet the needs of communities who rely on them as a safe outlet for area youth. As a result, an increasing number of these organizations have united under Up2Us to request AmeriCorps support through this grant.

In year 2, CAA demonstrated encouraging facts about AmeriCorps' role in promoting physical activity as a catalyst for ending childhood obesity. For every AmeriCorps slot made available, CAA saw an average of nearly 11 applicants. In addition, 85% of these applicants grew up in the communities in which they were seeking to serve. These statistics demonstrate how CAA has become a robust outlet for those who are seeking to affect local change. As a result of this success, CAA is requesting expansion for Year 3 programming to 484 members to serve as sports coaches at 86 host sites in 31 communities.

Overweight and obesity now impact one third of American youth. At its core, CAA is designed to stem the tide of unhealthiness that contributes to the longer-term social and economic immobility of low-income children. CAA has tracked its impact in achieving this goal. Ninety percent of the 35,000 youth that received direct service from CAA have developed positive attitudes toward physical activity and nutrition as well as an increased knowledge and desire to live healthy lifestyles. CAA is looking to expand this impact by adding host sites in three new cities and by growing our presence in existing sites that have become models of program effectiveness. To prepare for this expansion, CAA implemented stringent application guidelines for host sites that ensure program consistency and enhance quality control. Organizations were required to demonstrate impact in their communities; to certify that CAA members would expand their programming to new youth; to possess a reliable management team to effectively supervise members; to embody an ethic of service; to incorporate a holistic view of sports as a

Narratives

tool for youth development; to provide on-site training in addition to CAA member training; and, to be capable of maintaining and reporting reliable data and achieving compliance with AmeriCorps regulations. Our goal is to ensure the expansion of CAA in an ever more effectual national model for how an ethic of service can be used in the category of sports to achieve broad impact on the wellbeing of youth.

New Site Locations

Completed applications were thoroughly screened by CAA staff and new locations for Year 3 include: Phoenix, AZ; New Haven, CT; and, San Diego, CA. The following assessments characterize need in each of these expansion communities.

In Phoenix, more than 17% of 10- to 17-year-olds are overweight or obese and one in five families live below the poverty level. Arizona is ranked 15th for childhood obesity nationwide, according to the Trust for America's Health. Exacerbating the problem is the lack of physical activity, as reflected in CDC data showing that nearly one in four Phoenix youth report no physical activity outside of school.

In New Haven, where nearly a quarter of households earn less than \$15,000, 28% of students supervise themselves after school until their parents or guardians return from work, while just 18% of youth are involved in afterschool programs. After-school programs that promote physical activity are particularly needed in New Haven, as the CDC survey on Youth Risk Behavior showed that over a quarter of students did not participate in any physical activity on a weekly basis.

Programs that use sports as a youth development tool are particularly needed in San Diego, where a recent CDC survey showed that more than 21% of students had not participated in physical activity on a weekly basis. Fewer than one in five students participate in an extracurricular program, while nearly

Narratives

one in four returns to an empty household after school.

Addressing Community Needs through Member Activities

Beyond helping kids become healthier, CAA members address other social issues impacting youth: insufficient support and empowerment; lack of access to quality after-school programs; lack of caring adults; and, inappropriate values and role models. As coach-mentors, members address these barriers directly while, at the same time, provide their host sites with training, best practices, and strategies for merging sports with youth development.

CAA members also create an avenue for increased volunteerism in communities by recruiting and managing an average of 10 volunteers each. Moreover, 91% of CAA members express that their AmeriCorps experience has solidified a lifelong commitment to volunteerism and community service.

Lack of community engagement by young people is also addressed by CAA members. At host sites around the country, service-learning projects created by youth and overseen by members (such as field renovations and healthy eating campaigns) are changing schools, parks, and communities at large. These projects also ripple out to include other young people, teachers, parents, families, and community members. As a result, 84% of CAA members report that their experience has taught them new strategies to help solve community problems.

Increased Organizational Capacity to Support Expansion

CAA is currently positioned as a scalable, easily-replicated program. This past year enabled the CAA management team to increase administrative capacity as follows:

Host Site Communications. CAA has improved communications with host sites in three ways:

Narratives

-Efficient use of technology. CAA has created online video training systems for host site supervisors and for new member orientation to improve remote learning. These systems also reduce administrative burden by providing consistent messaging and improve communication with host sites by providing a central source for frequently asked questions.

-Completion of host site and member handbooks. As companions to the video training series, handbooks provide in-depth policy, procedure, and compliance guidance for host site supervisors and members.

-In Year 3, all host organizations will complete Risk Assessment and Desk Audit reviews while approximately 25% of sites will receive formal site visits.

-Distribution of a monthly CAA newsletter. This newsletter provides host sites with regular programming reminders and information, as well as an opportunity to share success stories, highlight members in the field, and cover pertinent training topics.

Member Communications. CAA significantly increased its capacity to collect and analyze data from host sites and service members. CAA communicates with members on a weekly basis through the America Learns database, a system that collects member-submitted data, field observations, reflections, and inquiry responses. Forms and questions are updated weekly to ensure the precise tracking of service members' and participating youths' progress. America Learns is also a platform for ongoing dialogue between members and CAA staff to make certain that challenges are handled, strategies shared, and goals met.

Staffing. In November 2010, Program Coordinator Caitlin Barrett was hired to oversee training and evaluation. Ms. Barrett supports members through online and in-person training sessions, collects and analyzes data, and evaluates the impact of CAA on youth, members, host sites, and communities. Prior to Up2Us, Ms. Barrett served two AmeriCorps terms at City Year New York, and then became a staff

Narratives

member focused on training, evaluation, and curriculum development. With the addition of Ms. Barrett, the role of Program Director Christina Saulter has shifted to focus solely on host site-related issues, resulting in a greater emphasis on risk management, procedural direction, policy, compliance issues, and financial management.

Enrollment

CAA utilized 100% of MSY for Year 1 and is projected to use 100% of MSY for Year 2; CAA has already utilized 92% of MSY within the first 3 months of Year 2 programming. We also implemented policy that places deadlines on recruiting and selecting members which will ultimately allow CAA to avoid delayed service term start dates and improve retention rates. As stated, CAA is requesting expansion for Year 3 programming to 484 members to serve as sports coaches at 86 host sites in 31 communities.

Retention

To date, CAA has a retention rate of 83%. Minimum-time members who left the program to seek full-time employment account for the majority of the shortfall. With the goal of 100% retention, CAA has addressed retention challenges in four ways:

- Encouraging host sites to utilize minimum-time slots over shorter, more intensive periods of time
- Increasing the match amount required from host sites for minimum-time members, thus encouraging host sites to be sure that a minimum-time slot is a strong match with their program model
- Developing a risk assessment tool to help identify and work with sites at a higher risk for turnover
- Implementing a stricter member selection procedure, a heightened applicant screening process, and a two-week probationary period before enrollment for all members

Training

Member and host site staff training is a critical component of CAA. For year 2, 95% of full and half-time

Narratives

members began their service at the CAA Training Institute, an annual three day intensive professional development event. The Year 3 Institute will expand to include all reduced half-time members and host site supervisors. Supervisors' attendance will allow CAA to maximize support for their efforts to oversee the program at site-level and to manage members in the most effective way possible. Also, CAA will have completed 20 online educational training videos in sport and youth/community development for Year 3 members.

Explanation for Budget Changes

Increases in host site match totaling nearly \$1.5mm drive the following budget changes:

- Decrease in Cost/MSY from \$10,053 to \$9,990
- Decrease in total CNCS cost share for member Living Allowance/Benefits from 55% to 47%
- Increase in operating budget line items to support expansion to 484 members

The following represent changes to the operating budget:

- Increased staff from 3fte to 5fte to support capacity for expansion
- New line item for Site Supervisors to attend the CAA Training Institute
- New evaluation line items to include an external evaluation of CAA as well as physical activity data collection devices for members to use with youth
- New line item for maintaining Online Educational Videos for member training
- New line items for computers, shipping, and printing

It should be noted that CAA met its match for Year 1 and has already raised 95% of its match for Year 2.

State Commissions

CAA reached out to the State Service Commissions (SSC) in the following states: AR, AZ, CA, CO, CT, FL, HI, IL, IN, MD, MA, MN, NE, NJ, NY, NC, OH, OR, TX, UT, VA, WA, DC. This outreach utilized the

Narratives

CNCS Multi-State Consultation Form or followed the procedures as laid out by each Commission. Many SSCs did not require additional information or follow-up, however this outreach did result in supportive interactions via phone and email conversations with the SSCs in DC, CO, IL, IN, NY, CT, MA, TX.

Deleted year 2

Performance Measures

SAA Characteristics

- AmeriCorps Member Population - None
 Geographic Focus - Urban
 Geographic Focus - Rural
 Encore Program

Priority Areas

- | | |
|---|---|
| <input type="checkbox"/> Education | <input checked="" type="checkbox"/> Healthy Futures |
| <i>Selected for National Measure</i> <input type="checkbox"/> | <i>Selected for National Measure</i> <input type="checkbox"/> |
| <input type="checkbox"/> Environmental Stewardship | <input type="checkbox"/> Veterans and Military Families |
| <i>Selected for National Measure</i> <input type="checkbox"/> | <i>Selected for National Measure</i> <input type="checkbox"/> |
| <input type="checkbox"/> Economic Opportunity | <input type="checkbox"/> Other |
| <i>Selected for National Measure</i> <input type="checkbox"/> | <i>Selected for National Measure</i> <input type="checkbox"/> |

Grand Total of all MSYs entered for all Priority Areas 84.34

Service Categories

- | | | |
|------------------------------------|---|---|
| Afterschool Programs | Primary <input type="checkbox"/> | Secondary <input checked="" type="checkbox"/> |
| Elementary Education | Primary <input type="checkbox"/> | Secondary <input type="checkbox"/> |
| Secondary Education | Primary <input type="checkbox"/> | Secondary <input type="checkbox"/> |
| Other Health/Nutrition | Primary <input checked="" type="checkbox"/> | Secondary <input type="checkbox"/> |
| Mentoring | Primary <input type="checkbox"/> | Secondary <input type="checkbox"/> |
| Children and Youth Safety Programs | Primary <input type="checkbox"/> | Secondary <input type="checkbox"/> |

Number of children/youth engaged in obesity-reducing physical education activities

Service Category: Other Health/Nutrition

Measure Category: Not Applicable

Strategy to Achieve Results

Briefly describe how you will achieve this result (Max 4,000 chars.)

Research indicates that getting kids involved in physical activity is the most effective way to reduce obesity levels. The CAA national office will identify a representative sample of CAA host sites for our Healthy Futures performance measure. These sites will be located nationwide, serve youth ages 10-18 in underserved communities, and support full-time or half-time CAA members.

At the CAA National Training Institute in September 2011, all participating CAA coaches and host site supervisors will do in-depth training on procedures for evaluation. Following the Institute, CAA

Briefly describe how you will achieve this result (Max 4,000 chars.)

members will keep enrollment documentation and regular program attendance to track unduplicated, on-going student participation in obesity-reducing physical activities. This data will be entered into site-specific and national (America Learns) databases.

They will also administer the research-based, statistically reliable/valid Physical Activity Questionnaire (both the version for older children and the one for adolescents) at the beginning, middle (6-month) and the end of the year (pre/6-month/post test) to track changes in physical activity behavior and participation over time.

The Physical Activity Questionnaire (PAQ) is a self-report measure that examines how much moderate-vigorous physical activity a young person gets on a regular basis. Research has shown that the PAQ is highly reliable and valid compared to other self-report measures and in comparison to other ways to track youth physical activity. Questions include asking youth to identify how many times they have participated in a variety of activities/sports over the past 7 days; to describe how active they were according to a 5-point scale; and to record what their go-to activity was during non-school hours like lunch, recess, after-school, and evening time. Final data is expressed as a physical activity score for each respondent. The CAA national office will coordinate data aggregation for 1036 youth participants.

Because CAA coaches serve 35,000 youth around the country, a sample size of 1036 students is statistically significant at a confidence interval of 95% and a margin of error of 3%.

Results

Result: Output

CAA members in the representative sample will cumulatively enroll 1036 students, ages 10-18, in obesity-reducing physical activities.

Indicator: participants

Target: 1036 un-duplicated youth, ages 10-18, who attend programming run directly by a CAA member at a CAA host site in the representative sample.

Result: Output

Target Value: 1036

Instruments: Attendance trackers, America Learns logs

PM Statement: Members will provide obesity-reducing physical activities to 1036 students at CAA host sites in the representative sample.

Prev. Yrs. Data

Result: Intermediate Outcome

Of the 1036 un-duplicated youth, ages 10-18, who participate in obesity-reducing physical activity programming run directly by a CAA member at a CAA host site in the representative sample, 65% (673 kids) will show an increased level of physical activity outside of program hours; this change will be measured as the difference between the physical activity score of the 6-month test compared to the pre-test.

Indicator: Increase in physical activity (PAQ score)

Target: 1036 un-duplicated youth, ages 10-18, who attend programming run directly by a CAA member at a CAA host site in the representative sample.

Target Value: 65%

Instruments: Physical Activity Questionnaire (PAQ) for Older Children and Adolescents

PM Statement: After 6 months, 65%, or 673 youth (out of a sample of 1036) who participate in obesity-reducing physical activities with CAA members will spend more time participating in physical activity outside of their program attendance following their experience of working with a CAA coach.

Prev. Yrs. Data

Result: End Outcome

Of the 1036 un-duplicated youth, ages 10-18, who participate in obesity-reducing physical activity programming run directly by a CAA member at a CAA host site in the representative sample, 75% (777 kids) will show an increased level of physical activity outside of program hours after a full year; this change will be measured as the difference between the physical activity score of the post-test compared to both the 6-month and pre-tests.

Indicator: Increase in physical activity (PAQ score)

Target: 1036 un-duplicated youth, ages 10-18, who attend programming run directly by a CAA member at a CAA host site in the representative sample.

Target Value: 75%

Instruments: Physical Activity Questionnaire (PAQ) for Older Children and Adolescents

PM Statement: After 12 months, 75%, or 777 youth (out of a sample of 1036) who participate in obesity-reducing physical activities with CAA members will spend more time participating in physical activity outside of their program attendance following their experience of working with a CAA coach.

Prev. Yrs. Data

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Subapplicants

<u>ID</u>	<u>Organization</u>	<u>Amount Requested</u>	<u>Amount Approved</u>	<u># FTEs Requested</u>	<u># FTEs Approved</u>	<u>Status</u>
Totals:		\$0	\$0	0.00	0.00	

Required Documents

<u>Document Name</u>	<u>Status</u>
Evaluation	Not Applicable
Federally Approved Indirect Cost Agreement	Not Applicable
Labor Union Concurrence	Not Applicable