



On Behalf of American Youth Football

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****B.A.L.L****

Why "Adopt" an American Youth Football (AYF) team?

Because the AYF believes that all kids should be able to play B.A.L.L.. Through AYF, boys and girls ages 5 through 16 can learn the life skills and benefit from the challenge inherent in B.A.L.L. AYF, the fastest growing youth organization in America, promotes the wholesome development of youth through the sport of American football. We are recognized as a National Youth Partner of the NFL and our mission is to *give back* to the communities we serve.

Become a leader *and* a teammate. AYF players will learn to be both, fostering a confidence and sense of self-worth that extend beyond the gridiron and into the school, family and community. Rules are crafted to insure young people play safely, with a competitive balance between teams so all participants get the maximum value. Emphasis is in learning, playing, and enjoying the sport while instilling high moral standards by stressing the importance of academic achievement and community involvement.

All youth are welcome, regardless of size, skills, athletic ability, or means to pay. No child is turned down because he or she is too large, too small, or inexperienced. Our program is structured around the belief that you don't have to be fit to get fit. And if a league can't afford a team, AYF, through its fundraising efforts, will cover the costs, which is \$25 per team -- children *never* pay to play. Since our goal is to help tackle the nation's obesity problem by getting kids to enjoy using their bodies, *we find a way for every body to play.*

L league: Founded in 1996, AYF is as vast and diverse as our nation, with 700,000 youth participants in all 50 states, plus military bases throughout the world. Internationally, AYF has a foothold in Panama, Samoa, and more. There are 18,300 teams in over 4,200 communities, with 140,000 experienced coaches and over a million parents committed to the good works of AYF. This vast network of dedicated individuals working towards the same goal is a powerful force that has been proven to create positive change in the lives of our youth. While drawing on AYF's resources, local leagues are strongly encouraged to govern themselves according to their own specific needs. AYF is especially focused on creating responsible football programs where none are provided by the public schools or communities.

Learning: Learning is the cornerstone of our program, both on the field and off. Physical education, safety, nutrition, and lessons on how to apply the discipline and challenge of football to the classroom and beyond are incorporated in every aspect of the program. Where needed, AYF has special programs for "at-risk" kids, as well as the international football community. All coaches around the country must go through

rigorous background checks and coaches training in order to qualify as an AYF coach. Coaches at AYF are more than just instructors on the field. These coaches serve as mentors and role models to help children excel in all areas of their lives. They are paradigms of good sportsmanship, strong academic pursuit, and strong character and integrity. Children who may not otherwise have guidance, are provided structure and a safe haven to grow.

Giving Back

Giving Back is the mission of AYF, and as such, we are immensely proud of distributing over 15 Million Dollars product to deserving programs, we are proud of our existing partners, including a "Shoes for Study" program sponsored by Under Armour; field development initiatives with Field Turf; the Rising Stars program that sends inner-city kids to football camp and AYF proudly distributes financial grants from generous individuals and companies directly to leagues who need help. We hope you can join this group and become part of a program that brings hope, help and results to over a half a million boys and girls across the nation.

TO DONATE email: akrieger@americanyouthfootball.com

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