



2011 Foundation Service Week

BASKETBALL
Participation Packet

Wednesday, November 16 – Saturday, December 3, 2011

“Kids Who Care”

www.ohsaafoundation.org

TABLE OF CONTENTS

Background Information	
Foundation Mission & Programs.....	2
Service Week Purpose	2
Foundation Board of Trustees	2
Service Week History	3
Participating School Quotes	3
OHSBCA	4
Participation Checklist.....	4
Logistics	
Board of Directors Action.....	5
OHSAA Regulations	5
Dates & Deadlines.....	5
Guidelines for Selecting Opponent & Event Location.....	6
Officials.....	6
Applications & Authorization	
Application Requirements.....	7
Application Process	7
Final Authorization.....	7
Community Service Projects	
Selecting a Community Service Project.....	8
Previous Community Service Projects.....	8
Food Drives	8
Marketing Your Event.....	9
Financials & Post-Event Report	
Contribution to the OHSAA Foundation.....	10
Sponsor Involvement & Alumni Support	10
Revenue Sources	11
Post-Event Report	11
Planning Tools.....	12
Contact Us	12
Foundation Contribution Form.....	13

BACKGROUND INFORMATION

Foundation Mission & Programs

The Ohio High School Athletic Association Foundation was created over ten years ago to provide resources for enhancing educational opportunities and services for Ohio's student-athletes. The initial funding was provided by the OHSAA and the Foundation was established as a 501(c)(3) organization. The OHSAA and the OHSAA Foundation are separate non-profit organizations. The Foundation is governed by its own volunteer Board of Trustees. The mission of the Foundation is to provide scholarship, leadership and service opportunities for Ohio student-athletes and all funds raised are used to fulfill our mission.

In the beginning, the Foundation sponsored a single leadership conference held in Columbus and later provided a college scholarship in each of the OHSAA six's athletic districts. Today, the Foundation sponsors four leadership conferences across the state for over 1,200 sophomore and junior student-athletes. These all-day sessions address leadership, teamwork, sportsmanship, role-modeling and citizenship. The Foundation's scholarship program continues to grow and currently includes twelve \$2,000 scholarships and six \$1,000 minority scholarships.

As part of our continued efforts, the OHSAA Foundation has launched a new statewide community service initiative.

Service Week Purpose

Many schools already incorporate community service as an extension of learning in the classroom. Foundation Service Week provides an opportunity for member schools to participate in a community service project, as well as a platform to highlight community service activities the schools participate in throughout the year. Foundation Service Week is highlighted by a "Foundation Game." OHSAA member schools are encouraged, but not required, to participate. If member schools elect to participate, they are permitted to use one of their 5 allotted basketball scrimmages to play a regulation game under all normal game conditions. Foundation Games **do not** count on a team's record.

For each Foundation Game, participating schools are required to select a community service project(s). We encourage school administrators to identify a local service project where students from both schools can participate together in the service activity during Service Week. Then, the Foundation Game provides the platform to highlight your community service activities and an opportunity to generate proceeds for the same service project or for a different one. Schools may also elect to conduct the service project simultaneously during the Foundation Game. Additional information regarding service projects can be found on page 8.

As part of the Foundation Game, each participating school is required to make a \$250 contribution to the OHSAA Foundation, which will be returned to the schools in the form of the Foundation's continuation of the scholarship program, leadership conferences and educational materials for student-athletes in ALL sports. The Foundation Board has long-range plans for expansion of all programs, as well as the creation of new educational materials.

Foundation Board of Trustees

Steve Craig
Dave Gray
Tom Hof
Bill Hosket

Jim Lachey
John Muhlbach
Clair Muscaro

Mike Richards
Dr. Dan Ross
Jerry Snodgrass

Amy Taylor-Sheldon
Steve Stirn
Rock VanFossen
Duane Warns

BACKGROUND INFORMATION

Service Week History

- During their September 13, 2007 meeting, the OHSAA Board of Directors approved a recommendation for the original OHSAA Foundation Service Week in the sport of basketball. They recommended a minimum number of schools be selected to conduct a pilot game in 2007-08 with statewide implementation planned for 2008-09.
- Four pilot games were conducted with resounding success, where students helped flood victims, provided food for a local food pantry, raised money for local scholarships and raised over \$10,000 for an education fund for the children of a coach that passed away unexpectedly.
- The inaugural OHSAA Foundation Service Week took place from November 21, 2008 through December 6, 2008 in the sport of basketball.
- In 2008, over 250 high schools participated in 136 events across the state. The 44,000+ fans assisted in generating nearly \$250,000 for charitable organizations and causes. Additional information regarding community service projects can be found on page 9.
- At their October 2, 2008 meeting, the OHSAA Board of Directors approved Foundation Service Week dates in basketball for 2009 and 2010.
- At the January 15, 2009 OHSAA Board of Directors meeting, the Ohio High School Volleyball Coaches Association put forth a proposal for a Foundation Service Week in volleyball.
- At their February 10, 2009 meeting, the OHSAA Foundation Board of Trustees discussed the OHSVCA's proposal and expressed their support to the OHSAA Commissioner.

Participating School Quotes

"I think it is a great opportunity for the kids to recognize the value in doing something for others."

AD & Coach Brook Cupps – Graham HS

"This was a positive experience for the kids in our program and made them feel as though they can make a difference."

Coach Doug Stiverson – Logan Elm HS

"The Service Foundation Game was a big success in our community. Our basketball players worked at the Salvation Army unloading food, packing boxes and then distributing these "care packages" at Christmas time. Our young men found it very gratifying and humbling to be able to brighten someone's day. Hopefully, everyone gets on board with this idea. Everyone wins."

Coach Phil Tidrick – New Philadelphia HS

"The Husky boys donated their time to the Harrison County Historical Society in their relocation efforts. Also, they worked at the Cadiz food Pantry where they built shelves to store the pantry's various food items. Overall, participating in the Foundation Game was a great success for our program and we look forward to making this an annual event at Harrison Central High School."

Coach Adam Pittis – Harrison Central HS

OHSBCA



The OHSAA Foundation is proud to partner with the Ohio High School Basketball Coaches Association in our efforts to provide service opportunities to student-athletes in Ohio. We're excited about the opportunity to assist communities across the state, while providing educational experiences for Ohio student-athletes and appreciate the assistance and support provided by the OHSBCA.

www.ohiobkcoaches.com

PARTICIPATION CHECKLIST

- ✓ Identify an opponent
- ✓ Finalize game date and location
- ✓ Select a community service project(s)
- ✓ Complete online application
- ✓ Submit your OHSAA Foundation contribution
- ✓ Confirm your final authorization to participate
- ✓ Market your game
- ✓ Manage your game
- ✓ Submit post-event report

LOGISTICS

OHSAA Board of Directors Action

- During their September 13, 2007 meeting, the OHSAA Board of Directors passed a motion to approve the recommendation for OHSAA Foundation Service Week.
- At their October 2, 2008 meeting, the OHSAA Board of Directors approved Foundation Service Week dates in basketball for 2009 and 2010.
- OHSAA member schools are encouraged, but not required, to participate.

OHSAA Regulations

- Per the OHSAA Basketball Regulations for grades 9 – 12, each team is permitted a maximum of five scrimmages plus one preview.
- Based upon BOD action, if member schools elect to participate in Foundation Service Week, they are permitted to use one of their 5 allotted basketball scrimmages to play a regulation game under all normal game conditions.
- Foundation Games **do not** count on a team's record.
- Foundation Games must take place during the scheduled Basketball Foundation Service Week dates.
- Each school is permitted to participate in a maximum of one Foundation Game event for the girls' team(s) and one Foundation Game event for the boys' team(s).
- A single event may include Varsity, JV and Freshmen. A single event may include boys and girls.

Dates & Deadlines

11/11/11	Deadline to Submit Foundation Game Application
11/16/11-12/3/2011	2011 Basketball Foundation Service Week

LOGISTICS

Guidelines for Selecting Opponents & Event Location

- The selection of an opponent and the event location can significantly impact the success of the event.
- More fan interest will be generated by a match-up that fans rarely, if ever, get the opportunity to see.
- However, if you schedule an event where one team has to travel too far, it will negatively impact attendance, which in turn may negatively impact the success of your service project.
- Ideally, participating schools will schedule a unique match-up to take place within relatively close proximity for both school's fans and community members.
- Participating schools may consider creating an all-day event where a number of schools participate at one strategically selected site.
- Participating schools may elect to include the Freshmen and JV teams and / or may elect to hold a boys and girls double-header.
- Your opponent(s) does not have to be an OHSAA member school, but the same Foundation contribution is required (\$250 per school).

Officials

- Also making valuable contributions during the inaugural Service Week were over 340 licensed OHSAA basketball officials who donated their time.
- We recognize that is not possible for all officials, especially in these difficult economic times. However, we will encourage those officials that are able, to donate their time in support of participating schools and their community service efforts.
- Information will be included in the pre-season mailing sent to all basketball officials.

APPLICATIONS & AUTHORIZATION

Application Requirements

- Member schools electing to participate are required to submit an application to the OHSAA Foundation.
- As a general rule, the host school is responsible for submitting the application. **However**, if the two participating schools have selected different community service projects, the visiting school(s) must also complete an application.
- Upon successful completion of the online application, each school will receive an e-mail confirmation regarding receipt of your application.
- As part of the Foundation Game, each participating school is required to make a \$250 contribution to the OHSAA Foundation. All contributions which will be returned to the schools in the form of scholarships, leadership conferences, and educational materials for student-athletes in ALL sports. Additional details regarding the contribution to the OHSAA Foundation can be found on page 10.
- Prior to final authorization for your Service Week application, all contributions must be received in the OHSAA Foundation office. Checks will be held until the corresponding application has been approved. In the event an application is rejected, all corresponding checks will be returned.
- **Only those schools that have submitted their application and contributions AND have received a final authorization from the OHSAA Foundation are permitted to play a Foundation Game in place of a scrimmage.**
- Applications will be accepted until Friday, November 11, 2011.

Application

You will receive an email with a username and password which will allow you to access the online application. The application will also be available on the website. Once you have submitted the application you will receive an email stating that your application has been received.

Applications can also be found on the OHSAA Foundation website. Completed applications can be faxed or mailed to the OHSAA office or emailed to Kim Combs, kcombs@ohsaafoundation.org.

Final Authorization

Once your online application has been reviewed and all corresponding contributions have been received in the OHSAA Foundation office, you will receive a "Final Authorization" e-mail indicating that your application and event have been authorized. **Once you have received this authorization, you are then permitted to use one of your allotted scrimmages to participate in the 2011 OHSAA Foundation Service Week.**

COMMUNITY SERVICE PROJECTS

Selecting a Community Service Project

- We encourage school administrators to identify a local service project where students from both schools can participate together in the service activity.
- When possible, we encourage all students, faculty and staff to be involved in the service project.
- Then, the Foundation Game provides the platform to highlight your community service activities and an opportunity to generate proceeds for the same service project or for a different one.
- Schools may also elect to conduct the service project simultaneously during the event.
- While all participate schools are required to identify a community service project as part of their participation, they have the flexibility to select a service project that is particularly meaningful to them and their community.
- The intent of Foundation Service Week is to promote community service projects and is not designed to benefit a school or school athletic department directly.
- To ensure your efforts contribute to your intended goals, we **strongly encourage** participating schools to work with service projects presented by 501(c)(3) organizations.

Previous Community Service Projects

Oftentimes, schools simply focus on raising money for a selected charity and in some instances that is the best thing to do. However, equally important are those activities where schools collected items for the needy or simply gave their time.

Beyond the dollars raised in 2010, Ohio schools collected clothing, books, toys and approximately 60,000 lbs. of food. One school conducted a blood drive. In many instances, participating schools found a local sponsor to cover the contribution to the OHSAA Foundation (oftentimes the booster club) and instead of charging admission, fans brought items to donate.

In addition, in 2010 Ohio student-athletes actively performed service in their communities such as working in local food pantries, reading programs with elementary school students, mentoring programs, visiting nursing homes / senior centers, working with athletes at the Special Olympics, clinics for youth players, delivered gifts to underprivileged children and community clean-ups. It is these activities where student-athletes tend to have more rewarding and educational experiences.

In some instances, there is a great opportunity to get other groups within the high school involved, as well as local elementary and middle schools. Please feel free to contact us anytime to talk about potential ideas for your community service project.

Food Drives

The OHSAA Foundation is working with the Lebanon City Schools who have designed a wonderful program that resulted in the collection of over 30,000 lbs. of food this past fall! We have used the information they have shared with us to create a template to assist other schools interested in conducting a food drive. The template can be found on the OHSAA Foundation homepage under "Basketball for Food" We would also like to thank Lebanon City Schools for their generous spirit in helping others!

MARKETING YOUR EVENT

“Kids Who Care”

The more fans in attendance the greater the impact of your community service project. So to maximize the potential, all efforts need to be made to market your game and encourage community involvement. The following are suggestions to assist in your efforts:

- Press release to local media announcing your event including...
 - Newspapers
 - Radio
 - Television

- Announcements to students, parents and school personnel through...
 - Listserv
 - Newsletters
 - Daily school PA announcements
 - School website
 - During other school events

- Invitations to alumni.

- Working with other school organizations to help promote the event such as...
 - Student government
 - Marketing classes
 - Broadcast production programs
 - Elementary school and middle schools

- Working with the selected charity organization for their assistance in promoting the game. They can reach out to their media contacts and donors to encourage both media coverage and attendance.

- Working with participating sponsors for their assistance in promoting the event. They can reach out to their media contacts, their employees and customers. Depending on the sponsor, they may be able to promote your event at their place of business.

- Extend an invitation to local media to attend / cover the event.

- **MAKE IT AN EVENT!**

FINANCIALS & POST-EVENT REPORTS

Contribution to the OHSAA Foundation

As part of the Foundation Game, each participating school is required to make a \$250 contribution to the OHSAA Foundation. All contributions will be returned to the schools in the form of scholarships, leadership conferences and educational materials for student-athletes in ALL sports. The Foundation Board has long-range plans for expansion of all programs, as well as the creation of new educational materials.

The \$250 contribution is per school, per event. So if schools elect to hold a varsity / JV double-header or a boys and girls double-header, the Foundation contribution is \$250 per school (not per team). However, if a school elects to participate in two different events (boys and girls), then they would be required to make a \$250 contribution for each event, \$500 total.

Checks should be made payable to the "OHSAA Foundation." If you need an invoice in order for a check to be issued, please e-mail your request to Kim Combs (kcombs@ohsaafoundation.org).

To ensure your contributions are attributed to the proper Service Week application, please complete the contribution form found on page 13 and mail it with your check(s).

After expenses and the contribution to the OHSAA Foundation, **all other revenues generated from Foundation Games remain with the participating schools for the community service project(s) they have selected.**

Sponsor Involvement & Alumni Support

Local Support

Schools may elect to identify a sponsor to make the \$250 contribution to the OHSAA Foundation on their behalf. Schools may also be able to identify a prominent alumni member interested in finding a way to support their alma mater by making the \$250 contribution to the Foundation on behalf of the participating school. The OHSAA Foundation is a 501(c)(3) organization and all donations are tax deductible. Finding local support to cover the contribution to the Foundation enables more resources to go directly to the selected community service project.

Many participating schools were successful in securing support from alumni, local restaurants and shops, local insurance agents, local radio stations, etc. For most businesses, \$250 or \$500 is a small price to pay for all of the positive public relations from their involvement. Then you can recognize them for their support through traditional means including acknowledgement in the program, PA announcements, signage, website, etc.

Statewide Support

In the event the Foundation secures a statewide sponsor, there may be restrictions regarding the **type** of local sponsors that may be involved.

FINANCIALS & POST-EVENT REPORTS

Revenue Sources

Participating schools are permitted to charge admission for Foundation Games. Schools are also encouraged to identify additional methods for increasing revenues beyond ticket sales as a means to further support for your selected community service project.

Based upon what we have seen in previous years, those schools that were creative in coming up with other ideas were much more successful in their fundraising efforts or collection efforts. Some examples include:

- Change wars (some included elementary and middle schools in this one)
- Free throw shooting contests / 3-point shooting contests
- Program sales
- T-shirt sales
- Prize raffles (collected items from local businesses to raffle off)
- 50/50 raffles
- Spaghetti dinners
- Sold paper basketballs and hung them on the wall at school

Besides generating additional revenue, these activities help create a real "event."

BE CREATIVE!

Post-Event Report

Participating schools are required to submit a post-event report briefly reviewing the completed service project(s) and the Foundation Match / Game. If the visiting school(s) selected a different community service project, they will be required to submit a report regarding their activities as well.

We also ask that you take photos of your service activities and collect any newspaper articles regarding your event or service activities. We would prefer the photos be shared electronically. Additional information regarding the post-event report will be provided at a later date.

PLANNING TOOLS

The OHSAA Foundation has created a basic "tool kit" for each school including the following:

- Press release template
- Letter template for contacting alumni for their support / involvement
- Web announcement template
- PA announcements (pre-game, timeouts, halftime, etc.)
- Program shell design

CONTACT US

Please feel free to contact us with any questions or for additional information.

www.ohsaafoundation.org

Kim Combs
kcombs@ohsaafoundation.org
(614) 267-2502 office

OHSAA Foundation
4080 Roselea Place
Columbus, OH 43214
(614) 267-2502
(614) 267-1677 (fax)



OHSAA FOUNDATION CONTRIBUTION FORM



2011 OHSAA Foundation Service Week *“Kids Who Care”* CONTRIBUTION FORM

Host School:	
Opponent(s):	
Event Date:	

Check #(s):	
Check(s) submitted on behalf of which school(s):	
Contact Name:	
Contact Number:	
Contact E-Mail:	

This form is also available online at www.ohsaafoundation.org. Go to “Service Week” and select “Contribution Form.”