



2009 Foundation Service Week

**BASKETBALL**  
**Participation Packet**

Wednesday, November 18 – Saturday, December 5, 2009

*“Kids Who Care”*

[www.ohsaafoundation.org](http://www.ohsaafoundation.org)

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# 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 six leadership conferences across the state for over 1,200 captains and team leaders. 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. The project began in the sport of basketball and has expanded to volleyball for 2009.

## 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 9.

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  
Gene Ford  
Tom Hof  
Bill Hosket

Jim Lachey  
John Muhlback  
Clair Muscaro  
Mike Richards

Dr. Dan Ross  
Jack Schrom  
Jerry Snodgrass  
Ron Stokes

Amy Taylor-Sheldon  
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.
- At their February 12, 2009 meeting, the OHSAA Board of Directors approved the expansion of the Service Week initiative to the sport of volleyball.

## 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](http://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

<b>11/6/09</b>	Deadline to Submit Foundation Game Application
<b>11/18/09 – 12/5/09</b>	2009 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).

## Event Schedule

- The schedule of events will be posted on the Foundation's website ([www.ohsaafoundation.org](http://www.ohsaafoundation.org)).

## 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, 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 12.
- 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 6, 2009.

## Application Process

- Through a partnership with UGIVE, all participating schools will complete their Service Week application online. Additional information about UGIVE can be found on page 10.
- Please go to [www.ugive.org](http://www.ugive.org) and click on the OHSAA Foundation logo on their homepage.
- You will then be taken to a page with three simple steps to complete your online application. The three steps are as follows (the next page includes helpful information regarding each step):
  - ✓ **STEP 1: CREATE YOUR SCHOOL REPRESENTATIVE ACCOUNT**
  - ✓ **STEP 2: ADD SERVICE PROJECT**
  - ✓ **STEP 3: SUBMIT OHSAA SERVICE WEEK APPLICATION**
- After successfully completing steps 1 and 2, you will be returned to the original page in order to access the subsequent step. Once you have successfully completed the third and final step, you will be taken to a screen that indicates "Your application has been submitted." You will then receive an e-mail confirming receipt of your application and providing important information regarding the final authorization of your event.
- Information boxes outlined in orange indicate information that is required. Blue boxes are optional.

# APPLICATIONS & AUTHORIZATION

## Application Process (cont.)

A couple notes regarding each step...

### ✓ STEP 1: CREATE YOUR SCHOOL REPRESENTATIVE ACCOUNT

- You will provide contact information and school information
- You should be able to select your school from a list of OHSAA member schools in your area (after providing the school zip code), but if for some reason you cannot find your school, you will have the option to add it.

### ✓ STEP 2: ADD SERVICE PROJECT

- "Title" refers to the title of your service project.
- "Location" refers to where the service activity is going to take place. If it is taking place at your school, you can simply click on "Use Organization or School Address" and it will automatically complete that section for you.
- When selecting the specific dates of your service project, you will be required to indicate the number of volunteers needed. Please estimate the number of volunteers that will be used in completing your service project.

### ✓ STEP 3: SUBMIT OHSAA SERVICE WEEK APPLICATION

- Select the appropriate application based on the sport, volleyball or basketball. The applications are different so be sure to select the correct one for your event.
- You will provide names and contact information for all ADs and Head Coaches from participating schools, as well as details regarding your event (i.e. date, times, etc.).
- Regarding the "Service Week Sponsor" field, this refers to a local sponsor you may have found to cover the contribution to the OHSAA Foundation. If you do not have a sponsor, simply enter "none" in this field.
- Regarding the "Game Times" field, please provide the start times for each of the games taking place as part of your event (i.e. Freshmen, JV, Varsity, etc.).
- Once you have successfully completed your application, you will be taken to a screen that indicates "Your application has been submitted." You will then receive an e-mail confirming receipt of your application and providing important information regarding the final authorization of your event.

## 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 2009 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 2008, Ohio schools collected clothing, books, eyeglasses, toys and approximately 30,000 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 2008 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 23,000 lbs. of food this past fall! We will use the information they have shared with us to create a template to assist other schools interested in conducting a food drive. We would also like to thank Lebanon City Schools for their generous spirit in helping others! Look for more information to come!

## COMMUNITY SERVICE PROJECTS



The OHSAA Foundation is proud to partner with UGIVE.ORG, a non-profit organization on a mission to catalyze, excite and empower the next generation of volunteers. UGIVE is 100% focused on student volunteers and bridges the gap between schools participating in community service, charities desperately in need of volunteers, and the students who have the time, energy and passion to volunteer. Schools and students can search the UGIVE site and calendar for activities that match their interests and schedules. Charities on UGIVE.ORG confirm the students who volunteer, creating an online community service resume for students that can be used for graduation requirements, college application and scholarships, or job applications. UGIVE.ORG also provides free tools to schools to track service of their students, foster group volunteering and promote service in the school. All high schools in Ohio are given free access to the UGIVE platform and each school can create its own "high school portal" to manage specific school service projects and/or requirements. Any high school student in Ohio can create a free online profile, search relevant volunteer opportunities, and begin making a difference in their community and beyond.

UGIVE was conceptualized and founded in Cincinnati by community leaders Cris Collinsworth, Anthony Munoz, Deanna Castellini, Tom Hiltz, Karen Cassidy and Craig Young. The organization is funded by charitable contributions and is 100% free to students, schools and charities across the state of Ohio.

# 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, which 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@ohsaa.org](mailto:kcombs@ohsaa.org)).

**To ensure your contributions are attributed to the proper Service Week application, please complete the contribution form found on page 15 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.

During 2008, 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.

In some instances, the sponsor may prefer to donate directly to the community service project selected by the participating school. If that is the case, then the participating school can make the contribution to the OHSAA Foundation from gate receipts (as they likely would have done without a sponsor). Either way, the sponsor's involvement enables you to put more resources toward the community service project.

### 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 saw in 2008, those schools that were creative in coming up with other ideas were much more successful in their fundraising efforts or collection efforts. Some examples from 2008 included:

- 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

The updated tools will be available online no later than June 15, 2009.

## CONTACT US

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

[www.ohsaafoundation.org](http://www.ohsaafoundation.org)

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# OHSAA FOUNDATION CONTRIBUTION FORM



## 2009 OHSAA Foundation Service Week

*“Kids Who Care”*

## CONTRIBUTION FORM

<b>Sport</b> (circle one):	Volleyball	Basketball
<b>Host School:</b>		
<b>Opponent(s):</b>		
<b>Event Date:</b>		

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](http://www.ohsaafoundation.org). Go to “Service Week” and select “Contribution Form.”