



# SPONSORSHIP PROGRAM 2018

Help Support Lawrence Youth Participate in a Multi-Sport Summer Camp



## OUR MISSION

**Help Lawrence kids get and stay “in the game”.**

Lawrence Sports Leadership Academy (LSLA) is a first of its kind, multi-sport leadership summer camp designed to get more kids off the streets of Lawrence and onto the playing fields. Our goal is to provide the youth of Lawrence access to a high-quality summer program that will allow them to stay active, develop sports and leadership skills, gain knowledge about healthy nutrition, and help improve the quality of their lives.

LSLA will run August 6<sup>th</sup> – August 10<sup>th</sup>, 2018 and serve 200-250 Lawrence youth, ages 12-17. LSLA was founded in 2016 by Beyond Soccer, Everyone’s A Player (EAP) and Lawrence High School (LHS) Athletic Department to help families overcome the impact of economic poverty by ensuring youth in Lawrence have access to a top-notch sports leadership camp experience at 90% below average camp costs (\$20/week for campers).

With the tremendous success and a 25% increase in participation over the last 2 years, LSLA will now offer 7 different sports including Baseball, Basketball, Field Hockey, Soccer, Tennis, Track and Volleyball and expand the offering of speakers, leadership development, team building exercises, nutritional education and fitness options (yoga, Zumba, speed and agility).

### PROGRAM OVERVIEW

**MONDAY, AUGUST 6 – FRIDAY, AUGUST 10, 2018**

**Lawrence High School Sports Complex**

Motivational Speaker • Activity – Yoga, Zumba, Speed and Agility Training  
 Dynamic Stretching Warm Up • Technical Sports Training  
 Scrimmage and Game Play

### Sports Being Offered

-  **TENNIS**
-  **SOCCER**
-  **BASKETBALL**
-  **VOLLEYBALL**
-  **FIELD HOCKEY**
-  **BASEBALL**
-  **TRACK & FIELD**

Studies show that sports increase a child's ability to lead active, healthy lives while developing many of the fundamental skills necessary for success. Children will have improved health, academic success, self-confidence, peer relationships, & teamwork skills.



## WHY LSLA IS CRITICAL

- Lawrence is the poorest city in the state of Massachusetts. About 29% of families live below the poverty line and 64% families are economically disadvantaged.
- The City has one of the highest youth obesity rates in the state. (42% which is significantly higher than the state average of 26%)
- It has the 2nd highest teen pregnancy rate in the state at 56.9 per 1,000 women.
- Lawrence High School has one of the lowest participation rate (15%, less than 500 of the 3,300 kids play a sport) in high school sports.

With a high percentage of low-income families in Lawrence that have little to no disposable income, access to affordable sports camps and summer enrichment programs that promote active and healthy lifestyle is limited or unavailable to them.



The “summer slide” is something that often happens to disadvantaged children during the summer months.

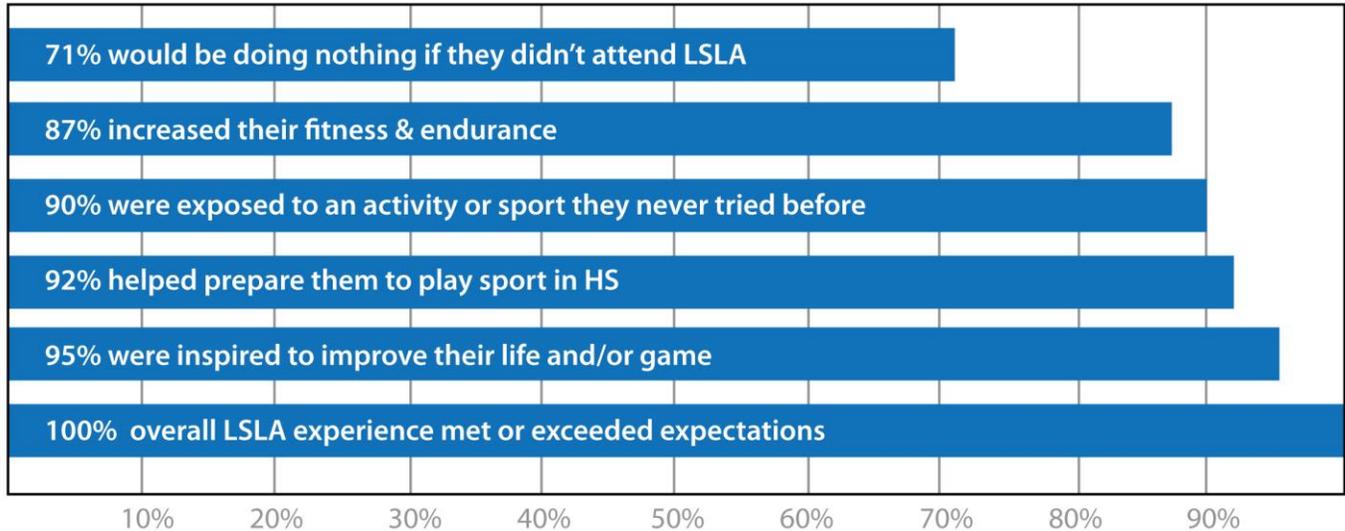
- Lower-income youth are also more likely to experience negative health outcomes, such as obesity.
- The average weight gain is three times faster

Studies have shown that participation in an active summer enrichment program is beneficial to maintain a healthy lifestyle.



## LSLA IS HAVING AN IMPACT AND IMPROVING LIVES

*Survey results from campers:*



*“LSLA pushed me to work harder and think differently about myself and gave me the confidence to be as great as I want to be.”*

*“LSLA was the best experience! It taught me that I could accomplish anything with hard work and a positive attitude.”*

*“LSLA helped me improve mentally and physically. The speakers inspired me in many ways and training sessions improved my skills and endurance.”*



At only \$20 a week, LSLA provides a high level experience equivalent to a \$300 per week camp sport and leadership summer camp. To remain a low cost affordable camp, we rely on sponsorships, in kind donations, and grants to support our program. A few of our funders and partners include:



**Change a Life TODAY!**

**Become a sponsor and help change the trajectory of a Lawrence youth life.**

For more information about sponsorship opportunities, please contact

**Michelle from Everyone's A Player (978) 394-2350, [michelle@everyonesaplayer.org](mailto:michelle@everyonesaplayer.org)**

**or Stephanie from Beyond Soccer (617) 970-1623, [stephanie@beyondsoccerlawrence.org](mailto:stephanie@beyondsoccerlawrence.org)**

Founding Organizations:



[www.lawrencesportsleadershipacademy.com](http://www.lawrencesportsleadershipacademy.com)