

APPROVED

REPORT OF GENERAL MANAGER

MAY 20 2011

NO. 11-139

DATE May 20, 2011

BOARD OF RECREATION and PARK COMMISSIONERS

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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: EXPO CENTER - GRANT FROM BROTHERHOOD CRUSADE CONSISTING OF FUNDING FOR THE IMPLEMENTATION OF A PILOT AFTERSCHOOL YOUTH SOCCER PROGRAM

R. Adams [Signature] K. Regan _____
H. Fujita _____ M. Shull _____
*V. Israel _____ N. Williams _____

[Signature]
General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board

- 1. Retroactively accept with gratitude, a grant in the amount of Nineteen Thousand, Two Hundred Twenty-Two Dollars and Fifty-Nine Cents (\$19,222.59), from the Brotherhood Crusade, a California non-profit corporation, to fund a pilot, afterschool, youth soccer program (Program) at EXPO Center;
2. Recognize Brotherhood Crusade for their generosity;
3. Authorize the Department's Chief Accounting Employee to establish the necessary account entitled "Soccer for Success Grant Program" within "Recreation and Parks Grant" Fund 205 Dept 88 to accept the grant from Brotherhood Crusade in the amount of \$19,222.59 for the afterschool youth soccer pilot program at EXPO Center; and,
4. Authorize the Department's Partnership Division to begin negotiations with Brotherhood Crusade for the future execution of an agreement setting forth the terms and conditions for the continuance of programming and possible expansion.

SUMMARY:

Brotherhood Crusade has offered to provide the Department with funding in the amount of \$19,222.59 to implement a pilot, afterschool, youth soccer program at EXPO Center (Program)

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during the spring of 2011. Brotherhood Crusade is providing said funding through its Soccer for Success Grant Program (SSGP), which is a free afterschool soccer program for youth ages 6-17. Brotherhood Crusade has chosen EXPO Center to launch the SSGP. The goal of the SSGP is to improve the physical, mental, social and emotional health of South Los Angeles youth, by engaging them in organized soccer activities in a safe, pro-social environment. The pilot Program began on April 11, 2011, and ends on or about June 13, 2011, and will be offered three days per week, 90 minutes per day. The program will be managed by Department staff.

Brotherhood Crusade has secured grant funding from the US Soccer Foundation, the Laureus Sport for Good Foundation, the California Endowment, and Verizon to fund the SSGP for the benefit of the Program, including associated Department staff costs.

The Brotherhood Crusade was founded in 1968 as a grassroots, community-based organization. Brotherhood Crusade's vision is to improve the quality of life of lower-income families by meeting the unmet needs of under-served, under-represented, and disenfranchised individuals. Brotherhood Crusade envisions a South Los Angeles devoid of health disparities, disenfranchisement, and poverty-associated adverse public health conditions. Brotherhood Crusade believes that South Los Angeles can be a safe, thriving, culturally relevant, and inclusive community that provides all residents equitable access to human and social services, and continually improves the quality of life of its residents.

The \$19,222.59 will be used to cover 25 percent of EXPO Center's full-time coordinator's salary, as well as all part-time staff costs associated with the pilot afterschool soccer program. In addition, EXPO Center will have funds to provide daily nutrition to program participants.

The Program is a pilot program which, when successful, may be expanded to include additional park sites, increased community participation, and/or enhanced Program components. With the Board's approval, the Department's Partnership Division will begin negotiations for the preparation and execution of an agreement between the City of Los Angeles and Brotherhood Crusade, setting forth the terms and conditions for the continuance and/or expansion of the Program, subject to review and approval by the Board at a future date.

FISCAL IMPACT STATEMENT:

Acceptance of this grant results in no fiscal impact to the Department's General Fund. This grant will reduce the Department's cost of providing soccer programming at EXPO Center which otherwise may have been provided at the Department's expense.

This report was prepared by Belinda Jackson, Executive Director, EXPO Center.