



Hispanics Across America

dares you to jump into

ACTION.

(Athletes Coming Together In Others Needs)

Mission Statement

Hispanics Across America (HAA) has launched A.C.T.I.O.N. to encourage involvement by Hispanic athletes from all major sports (Basketball, Baseball, Football, Hockey, Soccer, etc.) in Hispanic communities throughout the United States. Our mission is to have Hispanic athletes, who can serve as positive role models, reach out to children from Hispanic neighborhoods in the cities where they live and/or work.

Need

Traditionally, Hispanics have had a great interest as well as a high level of participation in sports – particularly soccer (which is the most popular sport worldwide) and baseball (where over 35% percent of the professional athletes are Hispanic). More recently, though, Hispanic athletes have made breakthroughs in other major sports such as basketball and football. Even hockey, which is generally considered a Canadian/European sport, has at least one professional Hispanic player (Scott Gomez, NJ Devils). As an organization that supports Hispanic issues, HAA applauds these inroads and we feel these accomplishments should serve as a model for future generations of Hispanic youths to follow.

Research of what these leagues are doing to put Hispanic athletes in touch with the Hispanic community revealed, that although the major sports leagues in the United States have community outreach programs, only a small portion, if any at all, are inclusive of the Hispanic community. And though the leagues may not be intentionally excluding these athletes from community exposure, they haven't made an effort to feature Hispanic athletes as a significant part of their program's objectives. Take, for instance, the members of the NBA's and WNBA's *Reading to Achieve* program:

Atlanta Hawks Jason Terry	Golden State Warriors Jason Richardson Tom Abdenour - Trainer	Minnesota Timberwolves & Lynx Fred Hoiberg Wally Szczerbiak Tamika Williams Katie Smith	Portland Trailblazers Dale Davis Theo Ratliff
Boston Celtics Paul Pierce Ed Lacerte - Trainer	Houston Rockets & Comets Steve Francis Sheryl Swoopes	New Jersey Nets Jason Kidd	Sacramento Kings & Monarchs Brad Miller Yolanda Griffith
Charlotte Sting Dawn Staley	Indiana Pacers & Fever Rick Carlisle Jeff Foster Tamika Catchings	New Orleans Hornets David Wesley	San Antonio Spurs & SilverStars Bruce Bowen Tim Duncan Malik Rose Marie Ferdinand
Chicago Bulls Tyson Chandler	Los Angeles Clippers Elton Brand	New York Knicks & Liberty Allan Houston Becky Hammon	Seattle SuperSonics & Storm Ray Allen Sue Bird
Cleveland Cavaliers LeBron James Carlos Boozer	Los Angeles Lakers & Sparks Karl Malone Shaquille O'Neal Nikki Teasley	Orlando Magic Pat Garrity Juwana Howard Tracy McGrady	Toronto Raptors Chris Bosh Michael Curry Morris Peterson
Connecticut Sun Nykesha Sales	Memphis Grizzlies Shane Battier	Philadelphia 76ers Allen Iverson Todd MacCulloch Aaron McKie	Utah Jazz Greg Ostertag
Dallas Mavericks Michael Finley	Miami Heat Eddie Jones Dwyane Wade	Phoenix Suns & Mercury Casey Jacobsen Jahidi White Kayte Christensen	Washington Wizards & Mystics Brendan Haywood Jerry Stackhouse Chamique Holdscaw Murriel Page
Denver Nuggets Carmelo Anthony Marcus Camby	Milwaukee Bucks Desmond Mason Keith Van Horn		
Detroit Pistons & Shock Richard Hamilton Corliss Williamson Swin Cash Ruth Riley			

As can be seen by this list there is great participation by NBA athletes, however, there are no Hispanic players involved in this outreach program¹. Yet, from the positive responses to the tentative proposal we floated to many Hispanic athletes, we know most would openly embrace the opportunity to give back to their communities and to interact with the legions of young Hispanic fans that look up to them.

HAA envisions Hispanic athletes, who have succeeded in professional sports, reaching out to the Hispanic community, whose support and admiration they enjoy, and giving back to these young fans by sharing the story of their success and being a positive sports role model for them. Essentially, we would like to see Hispanic children learn about these athletes they admire and understand how they rose to superstardom.

¹ Although some Hispanic NBA athletes may be involved with community outreach programs, the NBA is not featuring these accomplishments nor promoting them on their official website.

Program Overview

In major cities throughout the United States, HAA will bring together Hispanic athletes and youths in schools, community centers, youth centers, etc., to share their professional achievements and discuss the importance of health/education in the lives of athletes. The activities that will be undertaken by the participants will be an offshoot of the current community outreach programs the different leagues currently endorse, such as the NBA's *Reading to Achieve* or MLB's *Join the Major Leagues @ your Library*TM. However, the participating athlete will have the opportunity to engage the youths in alternative activities of their choice.

➤ League Endorsed Programs²:

NBA

Read to Achieve is a year-round campaign to help young people develop a life-long love for reading and encourage adults to read regularly with children. Reaching an estimated 50 million children a year, "Read to Achieve" is the most extensive educational outreach initiative in the history of professional sports.



MLB

*Join the Major Leagues @ your Library*TM is a new program Association to help people of all ages build 21st century literacy skills and ensure success in today's ever-changing information age. To be literate in the 21st century, Americans need to "step up to the plate" with more than just reading skills, including:

- Learning how to use computers and other media
- Learning how to find, evaluate and use information
- Learning how to use information and communicate



² The NBA, MLB, and NFL have several community programs, but we are only mentioning those that are aligned with HAA's goals.

➤ **Alternative Programs³:**

Sports Clinic

The athlete would discuss and demonstrate different strategies with the children that will help them sharpen their athletic skills. At the conclusion of the clinic, the athlete and the children will participate in a short discussion of how discipline on the field can lead to positive interaction in the community.

Answer & Question Segment

In a relaxed environment, the athlete will share the experiences that have led him/her to be the successful athlete they have become. The children will ask questions relating to the athlete's specific sport, the milestones that he/she has had to reach to realize their goal of becoming a professional athlete, or specific plans for life beyond sports.



Importance of School

Athletes will discuss the role academics have played in shaping their success as an athlete, and how academics helped pave the way for their development as an adult. Since most people who succeed in life have had a mentor, or a person who was a significant positive influence on them, an emphasis on the respect for teachers, authority figures, and peers could be made.



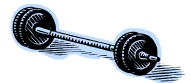
Sportsmanship

The admiration youngsters have for athletes usually leads them to emulate the athlete's behavior. So, in this segment the athlete would highlight the importance of sportsmanship and integrity while competing in athletics.



Health & Fitness

Recent studies have demonstrated that obesity has become an epidemic in America and in particular among young Hispanics. Here the athlete could discuss the value of staying fit through participation in sports, exercising, and eating healthy. The athlete's personal work ethic could serve as a model for the children to follow.



³ These segments can be taken up individually as a full feature or as combination of different segments per session.

Program Goals

HAA has set some goals for the impact A.C.T.I.O.N. should have on those communities where we engage this program. HAA would like to see:

- An increase in the involvement of Hispanic athletes in Hispanic communities throughout the United States. Many athletes have a positive impact on children's lives by merely appearing on their TV sets. The positive results of meeting these athletes would help make concrete the message that success could be achieved by children everywhere.
- Children understand that hard work and persistence can lead to success in sports as well as in life. And that even their favorite athletes had to work hard to reach the level of success they have achieved.
- Young Hispanics understand how school and athletics go hand in hand, and that hard work in school, as well as in sports, could lead to college scholarships and more opportunities.
- More children exposed to positive and successful Hispanic athletes. Sports are a major part of American culture, and the athletes that participate in them become American heroes. HAA would like to expose these sports heroes to the Hispanic community.
- Lastly, but not in the least, an appreciation for the contributions of Hispanics to sports, and an appreciation within the Hispanic of the diversity of our culture.



Hispanics Across America is a non profit organization