

WE VALUE CHAMPIONS.

WE CHAMPION VALUES.™



TrueSport®

Changing the culture of
youth sports...*together.*





WHO
WE ARE

It began with a vision: a vision of what youth sport in America could be. That vision inspired TrueSport – a grassroots movement growing in communities across America.

We support athletes, parents and coaches by partnering with organizations throughout the country to promote a positive youth sport experience. An experience that gives young athletes the tools to be leaders in life.

TrueSport is founded on three cornerstones that are accessible, actionable, and intensely meaningful:

- SPORTSMANSHIP**
Winning the right way – with respect and gratitude for teammates, coaches, parents, and competitors.
- CHARACTER BUILDING**
Using the sport experience to develop positive whole-life attitudes and behaviors: perseverance, courage, honesty and more.
- HEALTHY PERFORMANCE**
Wellness-centric lifestyles that fuel athletic and personal success – in sport and in everyday life.

We're powered by the experience and values of USADA – the U.S. Anti-Doping Agency. A trusted guardian, dedicated to preserving the integrity of competition at every level.

There are plenty of sports programs with a singular focus on winning. And just to be clear, we think winning is hugely important. But we define winning a little more broadly – to include not only success on the field, but also success in the greater fields of our lives. Family. Career. Community.

How are we different? We like to think that our name answers that question. We're all about the true essence of sport – integrity, respect, teamwork, courage and responsibility. If those qualities sound a little old-fashioned, maybe it's time to make them new again.



WHAT WE DO

We don't just talk the talk.

We walk the walk and run the run.

We're committed to real-world, life-changing action.

We provide powerful educational tools: lessons, playbooks, videos, apps, and more.

We're a sports camp that mixes inspiration with education. We're a program that helps a track coach teach their kids how to clear life's hurdles. We're a game that helps a young soccer player learn about teamwork - without feeling like he's doing homework. We're an app that helps a young swimmer put up better times...and make better choices.

We're the faces and voices of dozens of athlete ambassadors drawn from every sport: positive role models for the TrueSport message. And we're much, much more.

Together with partner programs across the country, we're working to turn the TrueSport vision into transformative, living reality.



WHY IT MATTERS

We all believe that sport can enrich the lives of our young people. **That it can help them build the skills – and the character – that will equip them for lasting success.** That it can teach them the important lessons that will prepare them to be our future leaders. And that it can be an uplifting, positive, joyful part of childhood and young adulthood.

But somehow, the aspirations got disconnected from the reality. We all recognize the symptoms. Overcompetitive coaches. Out-of-control parents. And kids, under pressure to win, who just get burned out.

Somehow we forgot about winning the right way, and began to focus on winning any way we could. We forgot that you can't get to a good place by taking bad shortcuts. We forgot about the simple life-affirming power of play.

And when we asked the parents of young athletes, we discovered that they feel the same way. **85% of those parents agree that youth sport *should* reinforce positive values. But shockingly, only 35% of those parents believe that youth sport is *actually* building those values.**

That's a stunning 50% difference. And that's the realization that led us to create TrueSport. Not just to encourage sportsmanship, character building, and healthy performance – but to fundamentally change the culture.

To ensure that youth sport in America delivers on its bright, amazing promise.

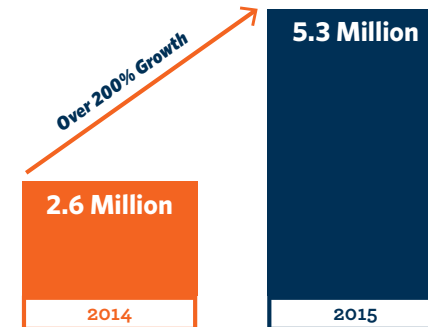


WHAT
WE'VE
ACHIEVED

We're proud of the things we believe. But we're even prouder of the things we've achieved.

For TrueSport, 2015 was a year of tremendous opportunity – and tremendous growth. **Compared to 2014, our overall reach and impact – online interaction plus program participation – more than doubled, from 2.6 million to 5.3 million.**

TrueSport® Online Interaction & Program Participation



The numbers show remarkable success across every platform:

- ✦ More than 400,000 unique website visitors
- ✦ Over 4,000 followers on primary social media channels (Facebook, Twitter and Instagram)
- ✦ More than 6,900 in-person program participants and attendees
- ✦ Nearly 1.2 million patches awarded by the Deck Pass program

The numbers also measure a different kind of success. 95% of program participants agreed that their TrueSport experience had a positive impact. 96% described their experience as educational...and meaningful. And – perhaps most importantly – **93% said that they went on to apply their TrueSport lessons to everyday life.**

By any standard, that's a story of profound, transformative change.

Yes, the challenge is enormous. But we know we're on the right track, and we know we're making a difference...one stride at a time.



It's time to change things for the better. Together, we can transform youth sport into a life-changing, value-driven, powerfully positive experience that sets kids up for success beyond the playing field. Explore a world of resources at [TrueSport.org](https://www.truesport.org), a place where coaches, parents, and kids can *TEACH*, *LEARN* and *PLAY*.

✦ **TEACH**

Coaches • Educators • Administrators

- ✦ Download and share informative, targeted TrueSport materials and lessons
- ✦ Sign up today and become part of the TrueSport movement
- ✦ Make TrueSport values a part of your everyday coaching/teaching experience

✦ **LEARN**

Parents • Mentors • Thought Leaders

- ✦ Find inspirational stories and videos that show TrueSport values in action across the country
- ✦ Connect with us on social media for news, updates and more
- ✦ Advocate by encouraging schools, teams and organizations to include TrueSport lessons and materials

✦ **PLAY**

Young Athletes

- ✦ Take the TrueSport Pledge: a meaningful commitment to our core values
- ✦ Discover fun games and activities that reinforce TrueSport principles and values
- ✦ Download the TrueSport app - take the fun everywhere you go!

**BE A
TRUESPORT
CHAMPION!**



TRUE

STORIES

We've gathered a few of our partners' "TrueStories" here. We hope you'll take a moment to get acquainted with – and inspired by – their remarkable achievements.



A'S & ACES: BUILDING THE FUTURE



For youth sport programs, it's all about building character, building skills. And sometimes it's also about rebuilding – quite literally, from the ruins.

That's the reality David Schumacher faced, back in 2005. Schumacher was used to athletic success. He had coached Tulane women's tennis for six seasons, taking his team all the way to the NCAA Top 10. And he had gathered a few honors of his own: four-time Conference USA Coach of the Year, and five-time Louisiana Sports Writers Association Coach of the Year.

Then Hurricane Katrina decimated his home town of New Orleans...and shut down the Tulane tennis program. When that happened, he found himself thinking about a whole different kind of success.

Time and again, he had seen how tennis could help his team members develop important life skills. Now he looked around at the at-risk children of his devastated city and he wondered: could it do the same for these kids, so desperately in need?

And then he stopped wondering, and he started doing something about it. He created A's & Aces, a National Junior Tennis League club for public-school students throughout the city.

"I thought back to my own childhood, and it was so clear: playing tennis had helped me to develop not only into a better athlete, but into a better person," says Schumacher. "I realized that playing tennis could help keep students motivated to stay in school...and help them develop important skills for success throughout their lives. The problem was that these youngsters, after Katrina, had no access to the sport. So I decided to address that problem head-on – to give back to these kids."

But A's & Aces is much more than a tennis program. It's as much about the classroom as it is about the court.

"A's & Aces – it's all right there in the name," Schumacher says. "There's the emphasis on academic improvement – the word 'A's' is the recognized mark of academic achievement. And 'Aces' – well, that's a word that sums up excellence in tennis. So it's all about combining those two things, and promoting the student-athlete concept among public school students."

It wasn't easy. In the storm-ravaged city, tennis facilities were virtually non-existent. Early on, the answer was ingenuity: improvised courts and portable nets. Year after year, school by school, student by student, A's & Aces grew and thrived. And TrueSport has been a full partner in that growth.

That partnership has included memorable visits from two TrueSport Athlete Ambassadors: DeeDee Trotter – three-time Olympic medalist in track and field – and, most recently, four-time Olympian Lauryn Williams.

Lauryn is the first U.S. woman to medal in both the summer and winter Olympics, but her accomplishments go far beyond those extraordinary achievements. She's also a tireless advocate for clean competition, a remarkable role model – and a proud TrueSport ambassador.

“We’re so proud that we were able to add value to the A’s & Aces program – to enrich a program that was already so successful,” says Jennifer Dodd, TrueSport Senior Manager. “We offered a complete ‘toolkit’ – lessons, videos, and a coaching playbook. We conducted train-the-trainer sessions with the A’s & Aces coaches, and that was great. But it’s the personal interaction that takes it to another level. When Lauryn presented the TrueSport lessons to the kids, it was so exciting for them, so empowering. You could tell, then and there, that she was making a real, deep connection. It was almost magical! That’s the kind of moment that can change a kid’s life.”



“We want to send these students out into the world fully equipped to succeed.”



Today, A’s & Aces – partnering with TrueSport – is a real force in the community, helping the children of New Orleans in profound, life-changing ways. It provides both in-school and after-school tennis programming, holiday camps and a summer camp – along with a continued emphasis on academics.

“The tennis and academic sides of the program work in parallel,” Schumacher adds. “We introduce the kids to the sport, walk them through their first tournament, follow them into more serious competition. Off the court, we start out with basic literacy and life skills, then fundamental reading and writing – or a lesson about bullying prevention or good nutrition. And as the kids grow, along with the program, it evolves. Now we’re beginning to offer individualized tutoring and instruction, depending on each student’s needs. The goal, ultimately, is to add things like SAT and ACT preparation, as well as college admission advising. We want to send these students out into the world fully equipped to succeed.”

What began with a handful of kids, from kindergarten to third grade, has grown into a program that’s helping students at every level build the skills they need for success – on and off the court.



Sometimes the whole really is greater than the sum of its parts. Case in point: the TrueSport Deck Pass program, a partnership with USA Swimming.

From USA Swimming comes the Deck Pass app with its core swimming-focused functionality. Young swimmers can keep track of their times, check on scheduled meets, and more.

TrueSport contributes rich educational content. Kids can earn virtual patches through games and educational activities, including video lessons, puzzles and word searches – all designed to reinforce positive values – from sportsmanship to character building to healthy performance.

And beyond the app? There's a highly visible presence at USA Swimming-sanctioned meets across the country, where swimmers who visit the TrueSport Deck Pass booth have the chance to take part in scavenger hunts, win prizes and earn exclusive patches. There's a special outreach initiative to get parents and coaches involved as well – by signing up to learn more, they can earn “swag bags” containing meaningful TrueSport materials.

“We identified USA Swimming as a wonderful partner, given their large youth sport community and their Deck Pass app, which offers a great opportunity to use technology to promote TrueSport values,” says Lisa Voight, TrueSport Business Development Manager. “We knew that the TrueSport lessons, multiplied by the power of Deck Pass, could have a huge impact. We knew it could help change behaviors and empower kids to make better decisions”.

Jim Fox, USA Swimming Marketing Director, agrees.

“For us, the single most important thing about Deck Pass is the fact that it's literally changing the way athletes interact at swim meets. To earn their patches, the kids have to put the TrueSport principles into action – then and there. How? By thanking a teammate, parent or coach. By congratulating an opponent. Frankly, it's something to see. It's like you're watching the culture changing right before your eyes.”

That cultural change is real. The program has awarded over 1.2 million patches. Overall TrueSport awareness has increased by a remarkable 73%. In personal terms, 97% of participants said that they found the program's content to be educational – and 92% said that they incorporated the TrueSport lessons into their everyday lives.

But the numbers are never the whole story. What do they mean – what do they add up to – in personal terms? We asked Kate Borg, a former Olympian (and swim-mom TrueSport advocate) associated with the highly successful South Carolina Swim Club in Charleston.



USA SWIMMING: DRIVING THE CHANGE





“...the TrueSport Deck Pass program is the most on-target education tool that I have experienced in youth sports.”

“It was amazing to watch these kids connect with the TrueSport message,” she says. “They listened to the lessons, internalized them - and put them into action. Everybody talks about positive change. Well, I saw Deck Pass inspire that kind of change, right here. There’s no doubt - it’s working, and it’s making a difference. To put it simply, the TrueSport Deck Pass program is the most on-target education tool that I have experienced in youth sports.”

You might say that the Deck Pass story is all about integration. The integration of two organizations dedicated to making a positive difference in the lives of young swimmers. The integration of digital and real-world content to create a truly relevant 360° experience. The integration of program content with the authentic culture of the sport. The integration of TrueSport values into life beyond the pool.

Or you could just listen to TrueSport Athlete Ambassador Peter Vanderkaay, four-time Olympic swimming medalist and captain of the 2012 U.S. Olympic swimming team.

“I am proud to be a TrueSport Ambassador, and I support the partnership with Deck Pass.... I believe all young athletes benefit both in sport and in life when they learn about the importance of competing clean, being a person of integrity, and the value of good sportsmanship.”





TREVOR TIERNEY: GREATER GOALS



In the world of lacrosse, Bill Tierney is a living legend – a renowned player and coach who has led seven NCAA Division 1 championship teams. So it was only natural that his son Trevor would follow in his footsteps...and live up to his legacy. You might say that winning was in his DNA.

“I was born with a lacrosse stick in my hand...literally,” Trevor laughs. “Well not literally, but almost! The first baby picture that was ever taken of me and my bald head was with a mini wooden lacrosse stick in my little paw. With a father...as a college lacrosse coach, I had countless lacrosse playing heroes who I was able to hang out with every day after school.”

In time, Trevor came to emulate his heroes. He starred at Princeton, where he was a two-time All-American and NCAA goaltender of the year, leading his team to two NCAA championships and four Ivy League championships. He was named All-World Goalie for Team USA in the 2002 ILF World Championships. He led the Baltimore Bayhawks to the 2005 MLL championship. He is the only goalie in history to win NCAA, MLL, and FIL World Championships.

By any standard, it was an impressive record. And yet there was something missing.

“At first, when I was a young athlete, I simply wanted to win,” Trevor says. “I wanted to be the best player so people would cheer for me. I wanted to win trophies and championships and be in newspaper articles just like my father... I would succeed at one level, but that was never enough and I wanted to be great at the next level...and then the next...and then the next. [W]hen I reached my goals, that was never good enough to me.”

Unfulfilled by his accomplishments, Tierney took a long, hard look inside. And he came to realize that winning was only one part of the deeper success that sport can help us achieve.

“I was missing the other real lessons and deeper meanings behind playing lacrosse. Lacrosse can train us...to become amazing, well-rounded and happy people if we are... open to the teachings that the sport brings us. Lacrosse can develop young boys and girls into great young men and women...!”

Driven by the same dedication that had powered his playing career, Tierney resolved to share his insights with the next generation of lacrosse players – not just technical skills, but meaningful life lessons as well. To help make that goal a reality, he co-founded LXTC Lacrosse Training Center, LLC, an organization that runs world-class lacrosse camps, clinics and tournaments. LXTC hosts more than 1,000 young campers every summer and develops an additional 500 players through the Denver Elite field and box club lacrosse teams.



“You can actually see the principles taking root – see them changing the behaviors of the athletes.”

TrueSport is a natural partner in his successful efforts to elevate the culture of his sport. Trevor is a proud TrueSport coach and Athlete Ambassador, including TrueSport lessons in every one of his programs.

“There’s an amazing synergy here,” Trevor continues. “TrueSport is working to share and encourage the very same values that my camps are built on. Things like integrity, perseverance and courage. And the TrueSport lessons are delivered in an actionable, relatable way. You can actually see the principles taking root – see them changing the behaviors of the athletes. So, on top of playing an amazing game that is fun and on top of trying to be great and succeed, we can also learn what it takes to grow from a youngster or adolescent into a respectable young adult through the sport. This is something that any and every young player can achieve through the game...and that is awesome!”





BIG SANDY SCHOOL: TAKING ROOT AND GROWING

The town of Simla, about fifty miles from Colorado Springs, started out as a stop on the Rock Island Rail line. Once upon a time, it was a center for the region's potato-farming industry. It grew over the years, but it never grew very big. Today it's a picture-postcard small American town, population right around 600.

What's going on in Simla? You might be tempted to answer 'not much.' But the reality is that something very exciting – and very inspiring – is happening there.

It all started back in 2013, when staff and coaches from Simla's Big Sandy School were invited to attend a meeting to learn about the TrueSport movement. Shortly afterward, TrueSport Athlete Ambassador Jimmy Moody – a world-class fencer – paid a visit to the school, talking about the core TrueSport values: integrity, respect, teamwork, courage and responsibility.

You might say that those first events planted a seed...because the TrueSport message flourished there. It didn't happen overnight, and it didn't happen because somebody said so. It happened organically...because that message resonated so deeply with the Big Sandy students.

Students and faculty got together to figure out a way to spread TrueSport values throughout the school. A group of high school student athletes took on the challenge of mentoring younger classes, from second to eighth grade. Working from TrueSport lesson plans, they came up with their own individual teaching solutions.

One student at a time, the TrueSport vision became a fundamental part of student life at Big Sandy. Before long, a TrueSport Club was founded – a group of students fully committed to sharing the values of the movement.

"TrueSport really connected with the students," says Sammi Swennes, Big Sandy 6-12 principal. "The faculty didn't push the idea of a club – the students came to us. It was so impressive to see that they didn't just want to live the TrueSport values; they also wanted to teach them to the younger students. So you had students becoming teachers, in the most positive sense."

Simla is a town of neighbors. And when those neighbors heard about the new club, they reached out to support it – not just with encouraging words, but also with their hard-earned dollars. The folks at TrueSport heard about it too, and they invited club members to TrueSport headquarters to meet the entire team. What began as a VIP tour turned into a strong, ongoing relationship between the organization and the school. Today, Big Sandy is the first officially recognized TrueSport school. Visit the gymnasium, and you'll find a TrueSport banner proudly displayed.





“If you want to know what TrueSport is all about,

Big Sandy would be a pretty good place to start.”

“It was so rewarding, so exciting to work with the Big Sandy club,” says Jennifer Dodd, TrueSport Senior Manager. “It was amazing to see them take a leadership role in promoting the TrueSport message – to build it into the culture of the school. We were thrilled to be involved with the first annual TrueSport Games at the school – an event that they created!”

And those inaugural 2015 games were a great success. There was fun for everyone – from an elementary-school coloring contest to athletic and academic games for the older kids. And each and every activity was centered around the core TrueSport values. At the end, faculty-chosen students were recognized with TrueSport Awards for their sportsmanship, academic integrity and kindness.

And beyond game day? A group of TrueSport Club members went on to create a highly successful Future Business Leaders of America project centered on the TrueSport partnership...taking TrueSport values and principles to an entirely new level.

“For me, the most important thing wasn’t the specific activities or the awards,” Dodd continues. “It was the simple fact that these kids, with the support of their parents, teachers and community, had done all of this by themselves. They took ownership of the TrueSport values and principles – embraced them, made them a part of their day-to-day lives. And they felt the obligation to share them with the next generation of students. We think of it as a model – a way that the movement can spread and grow across the country. If you want to know what TrueSport is all about, Big Sandy would be a pretty good place to start.”

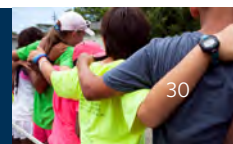
So what’s going on in the little town of Simla? Just this: the future of youth sport in America has taken root and begun to grow.

GET INFORMED. GET INSPIRED. GET INVOLVED.

Together, we can write a new story. Join us today at TrueSport.org.



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