



A Sports Character Education Program

Empowering Youth

To Reach Their Full Potential



A Word From Our Founder

PUREGAME®

I can't remember a time when I haven't been around sports. It has been such a large part of my life and has taught me so many lessons.

It saddens me to think about how much today's youth sports has moved away from the fun experience I had as a kid. It is now much more of a business model than a place for kids to make friends and learn about life.

I believe there to be too much of an emphasis placed on creating the next superstar and not enough on the fun and enjoyment of the game.

I started Pure Game because I wanted more kids to experience the joy that can be found in sport. Instead of focusing on the traditional sporting model, we intentionally focus on the power of positivity, encouragement, free play, games, character education, and leadership skills.

By providing a safe space for kids to belong Pure Game does more than keep kids active. Our positive role models and character education curriculum, we are creating good and decent human beings who know the difference between right and wrong and act accordingly.



Tony Everett,
Founder and
Chief Play Maker

Who We Are

PUREGAME®

MISSION:

Positive youth development using sports for positive youth engagement.

VISION:

Creating a world of positive influencers who will lead future generations by redefining what is possible.

LEADERSHIP:

We are a group of passionate, dedicated change-makers who use soccer as a vessel to provide at-risk youth positive role models who help them understand their worth and value in life.

Our Field Champions understand the need for positive role models and mentors because many of them live in the communities we serve. They have local knowledge and expertise that helps them connect with the children in a way that creates lasting change.



What We Do

PUREGAME®

CREATING POSITIVE YOUTH ENGAGEMENT:

We

- deliver a character education and leadership program through our school partner network
- teach kids to become self-confident, resilient, and respectful
- use an experiential learning process to teach kids how to make positive life choices
- improve School Climate by creating safe environments where children feel they belong
- create a fun, attractive space for children to want to be involved, active, and engaged
- provide safe spaces for kids to be physically active and learn life skills
- make sport fun – in fact fun is the number one reason for kids getting involved with sport
- develop the whole child by engaging the natural play cortex within the child's brain



Why It Works

BEYOND THE FUN:

Pure Game creates programming for children that integrates a character education curriculum, leadership coaching, and sport. Our programs increase and encourage physical activity (aligned with public school physical activity standards), incentivizes attendance, introduces life skills, builds character, and helps children create a positive self-image.

Benefits:

- Engaged students*
- Stronger attendance
- Increased wellbeing and mental health**
- Improved self-esteem
- Higher level of engagement with peers
- Increased physical activity
- Improved literacy engagement
- Reduces stress, anxiety, and depression
- Helps students develop strategies to manage their emotions



“Our students are more engaged in the classroom and better-behaved during recess.”

- Michelle Rushall, Principal of Wakeham Elementary

As reported by the CDC:

*Research confirms that healthier students make better learners (https://www.cdc.gov/healthyyouth/health_and_academics/).

**Research also shows that offering children 90 minutes or more of physical activity per week improves the student's well-being and academic success (<https://www.cdc.gov/healthyschools/physicalactivity/guidelines.htm>).

Why Soccer?

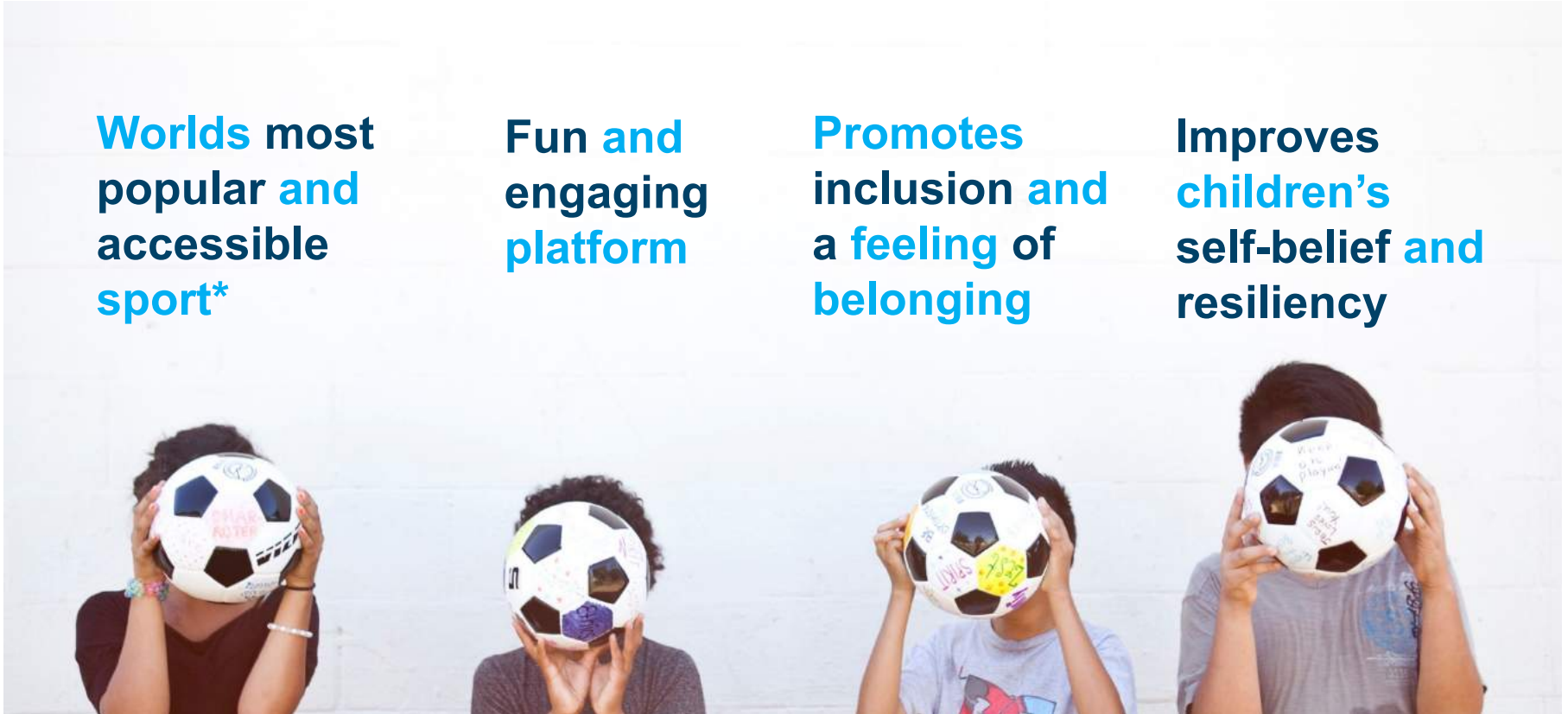
PUREGAME®

Worlds most popular and accessible sport*

Fun and engaging platform

Promotes inclusion and a feeling of belonging

Improves children's self-belief and resiliency



*According to worldatlas.com

Our Outcomes

ASSISTING SCHOOLS REACH THEIR GOALS:

- Children reported feeling an increase in safety towards their peers after the Pure Game program increasing the likelihood of a sense of school connectedness
- Students attitudes towards personal safety increased by 30% after participating in the Pure Game program allowing for an elevated capacity to engage in learning and attend school on a regular basis
- After graduating from the Pure Game program, students reported feeling more confident in being able to make more positive and ethical choices
- Pure Game participants reported an increase in their ability to stop and think about their actions as it relates to their goals with more regularity
- Pure Game student participants demonstrated an increase in their ability to look on the favorable side of conditions and results in a team related activity

School Retention

- 97% of new schools return the following year, and with an increase in funding for the program
- 100% of school return rate, budgets and funding permissible
- Principals who move schools contract with Pure Game at their new school

Our School Partners

PUREGAME®

We currently serve 64 school partners, operating 92 programs within those partnerships.

- 43 Elementary School Partners
- 14 Middle School Partners
- 5 High School Partners
- 2 Specialty School Partners

We operate across 15 school districts.

- Anaheim SD
- Buena Park SD
- Newport Mesa USD
- Fountain Valley SD
- Fullerton SD
- Garden Grove USD
- Saddleback Valley USD
- Placentia-Yorba Linda USD
- Orange USD
- Capistrano USD
- Santa Ana USD
- Los Alamitos USD
- Tustin USD
- Westminster SD
- Magnolia SD



Our Community Partners

PUREGAME®

Pure Game delivers our positive youth development program to the kids who attend these community based organization.

- Boys & Girls Clubs of Central Orange Coast
- Boys & Girls Club Stanton
- Boys & Girls Club Anaheim
- Boys & Girls Club Aliso Viejo
- Boys & Girls Club Tustin
- Big Brother Big Sister Orange County
- His House
- Girls Inc.
- City of Stanton
- Stanton Community Center



Our Funding Partners

PUREGAME®

World Cup Sponsors:

LA84 Foundation

United Way

David & Molly Pyott Foundation

Tod & Linda White

l'Padrini Foundation

Golden State Foods Foundation

Aberdeen Productions

Champions League Sponsors:

Will and Jada Smith Family Foundation

Ueberroth Foundation

Bravo Foundation

Chris Hite

Joe Beattie

Tim Leydon

Vincent Khristov

Gold Cup Sponsors:

Boeing Foundation

Pimco Foundation

David Vautrin

Wescom Foundation

Arbonne Foundation

Rooster Foundation

Vizari Sports



Child Sponsorship Options

PUREGAME®

SPONSORSHIP	OPPORTUNITY	YOUR RETURN
Child Development Sponsorship	Sponsor one child for only \$5-\$10 per month	You will help a child understand their worth and value in life
Positive Youth Development Sponsorship	Sponsor multiple children from \$25-\$50 per month	You will introduce children to the power of a positive role model
Positive Youth Engagement Sponsorship	Sponsor an entire classroom for \$150 per month	You will make an impact on the lives of children who can be a generation of change

For more information visit: thepuregame.org/impact-champion

School Partnership Options

PUREGAME®

SPONSORSHIP	OPPORTUNITY	YOUR RETURN
Positive Role Model Sponsorship	Partially sponsor an in-school Pure Game program and reduce the fee paid by the school Investment of \$1000-\$2000	You will help children understand the value of positive role models
Positive School Culture Sponsorship	Subsidize a school partnership program Investment of \$3000-\$7000	You will create a school culture that has a positive and lasting effect on the lives of children
World Cup Level Sponsorship	Fully support the cost of one first year school program partner fee and subsidize the fee of a returning school partner Total Investment \$10,000	Pure Game has a 97% school partner return rate after the initial year. You will be part of a proven model that creates change

For more information visit: thepuregame.org/impact-champion

Join The Board

PUREGAME®

AS A BOARD OF DIRECTORS:

We

- create and develop relationships that supports Pure Game and its mission fulfillment.
- take part in programming, event planning, and hosting small gatherings to share the vision.
- serve as trusted advisors to the ED as he develops and implements Pure Game's strategy.
- are part of a team who believe that sport plays a key role in positive youth development.
- network with fellow professionals who are succeeding in their chosen field of business.
- learn valuable leadership and other skills as we guide and direct the organization.
- put our passion, skills, and talents toward a worthy cause.
- get to be part of an organization that is making a difference in the lives of young people.






Our Board Needs



SKILLS NEEDED	OPPORTUNITY
Event planner	Put your event planning passion to work to help create the FOOTY-GOLF Classic, Casino/Comedy Night, and the Pure Game Soccer Ball
Legal Expertise	Guide and direct the organization through legal issues that can arise within the nonprofit world
Technology Guru	Assis the Pure Game team create and implement a technology strategy that will take the organization to the next level

Thank You!



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