

Business Plan for PPPLax, Inc. Lacrosse & Mentoring program

1.0 Executive Summary

PPPLax, Inc., is a nonprofit organization that seeks to provide Lacrosse skill training and life lesson mentoring for urban elementary, middle and high school youth in the Winston-Salem, Forsyth County area. The program is designed to foster integration through the sport of Lacrosse in youth from various racial and socio-economic backgrounds. In partnership with local schools, churches, and community organizations, PPPLax, Inc., attempts to emphasize Lacrosse skill development, and to strengthen the personal character of participants through life lesson mentoring.

PPPLax, Inc., strives to provide a positive, supportive and competitive environment in order for students to mature mentally, physically and socially. A direct goal of this personal growth, facilitated through the game of Lacrosse, is the cultivation of highly competent individuals who are prepared to fully contribute to society and their communities upon reaching adulthood. Through the advancement of character, integrity, perseverance, hope, and a sense of life purpose, participants will be nurtured in the intellectual, interpersonal, and character skills required to excel in the twenty first century.

A key focus area of this program is to promote the creation of interpersonal relationships among youth from various racial and socio-economic backgrounds which would otherwise not exist, especially within the context of the sport of Lacrosse.

Generally, this sport brings to mind contests between well to-do Caucasian players in private or parochial school systems. Contrary to popular belief, Lacrosse's history is noteworthy for having been invented by people of color namely, Native Americans. Unfortunately, the perception that Lacrosse is a sport played only by wealthy Caucasians is well-established, so few people of color have any exposure to the sport. Barriers to participation are exacerbated by home or school location, cost, and the potential for rejection within the minority community for pursuing a nontraditional sport.

The following statistics are provided to illustrate the need and importance of establishing programs that support the bolstering of personal responsibility, educational opportunities, and improved self-image for at-risk urban youth:

In a 2007 University of Georgia Selig Center study, U.S. Census Bureau, National African American Chamber of Commerce, Target Market News, and 2004 NUL "State of African American America" Report, findings include:

- ❖ Only 74% of African Americans live above the poverty line.
- ❖ Overall median household income \$37,000.
- ❖ 50% married households earn \$50,000 and 27% earn \$75,000.
- ❖ Percentage of poor children who live in single-mother households is 85%.
- ❖ 43% of African American women in US have never been married.

- ❖ 70% of African American children are being raised in homes with single moms.
- ❖ 58% of African American children are dropping out of school.

Through repeated failures in the classroom and the development of destructive habits, “at-risk” youth continue to lose faith in the possibility of attaining healthy and successful lives. To counter this cultural erosion, young people must be placed in caring, inclusive learning environments that promote accountability, respect, and the pursuit of individual and community excellence.

PPPLax, Inc., is a direct response to the growing number of African American youth who are falling-through-the-cracks at school, who need additional emotional support at home, and/or who are entangled in the juvenile court system. Additionally, PPPLax, Inc., seeks to advance the development of enhanced interpersonal dynamics in these at-risk youth through the formation of personal relationships with individuals from different racial and socio-economic backgrounds through the sport of Lacrosse.

PPPLax, Inc., will target primarily elementary to middle school youth. It is projected that within three years 50% of the organization’s participants will be in middle school. This age group is particularly problematic. Students in this life-stage benefit greatly from programs designed to provide positive influences as they transition from elementary school into the stress-filled middle school years.

PPPLax, Inc., mentoring program will provide positive young adult and mature adult mentors to help influence the youth over a 6 month period.

Over time, the Lacrosse training/game sessions and interactions between program participants and adult mentors will yield positive interpersonal outcomes, as well as improved confidence, excitement and hopefulness for their future.

Mentors will receive ongoing training and will participate in periodic meetings to provide participant progress reports.

PPPLAX, INC., will foster a holistic environment designed to provide an invaluable resource to at-risk youth, aspiring mentors, and the community at large.

1.1 Objective

To teach the game of Lacrosse through skill training and life lesson mentoring for urban elementary, middle and high school youth in the Winston-Salem, Forsyth County area.

By using the game of Lacrosse as a vehicle, PPPLax, Inc., is designed to encourage inclusion among youth across various traditionally segregated racial and socio-economic backgrounds. PPPLax, Inc., will form partnerships with local schools, churches and community organizations to provide Lacrosse and life skills training within a positive and empowering environment through guided mentoring.

1.2 Mission

The mission of PPPLax, Inc., is to promote Christian values-centered character development and to foster inclusion among youth across various racial and socio-economic backgrounds through the sport of Lacrosse.

1.3 Keys to Success

- Establish a strong support network with the school system, local churches, and community organizations.
- Launch a series of fundraising activities that will fund an expanding program.
- Devise an effective training regimen for mentors that will maximize their opportunity to successfully influence program participants.
- Formulate a safe and effective monitoring system to protect both mentors and participants.

2.0 Organization Summary

PPPLax, Inc., is a nonprofit organization that seeks to provide Lacrosse skill training and life lesson mentoring for urban elementary, middle and high school youth in the Winston-Salem, Forsyth County area. The program is designed to foster integration through the sport of Lacrosse in youth from various racial and socio-economic backgrounds. In partnership with local schools, churches, and community organizations, PPPLax, Inc., attempts to emphasize Lacrosse skill development, and to strengthen the personal character of participants through life lesson mentoring.

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2.1 Legal Entity

PPPLax, Inc., is a tax-exempt not-for-profit mentoring organization that pairs volunteer mentors with at-risk youth.

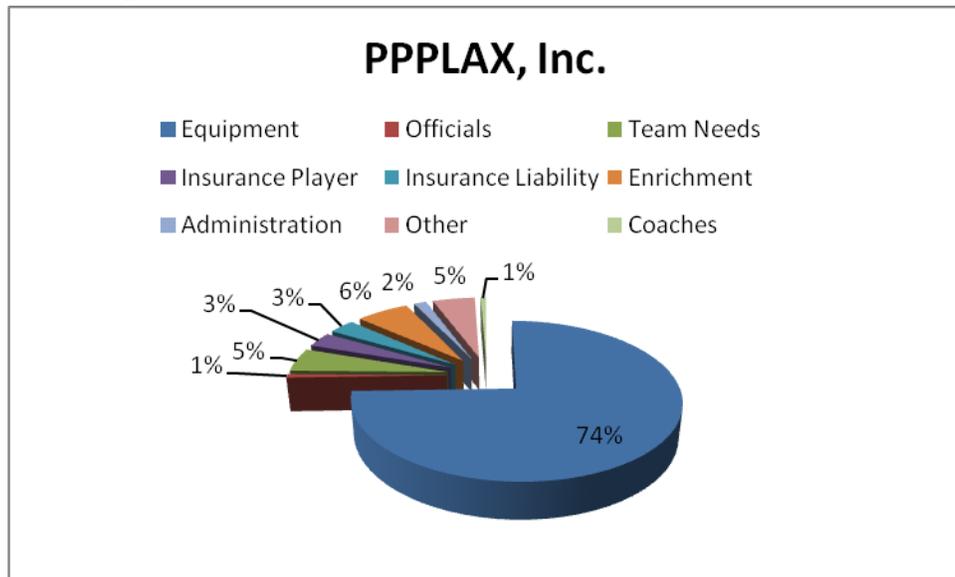
2.2 Start-up Summary

Start-up costs total \$2,530, most of which are insurance, 501c(3) application expenditures, and expenses associated with opening a new business. The start-up costs are to be financed by contributions from multiple private sponsors and special fundraising projects. Assumptions are captured below.

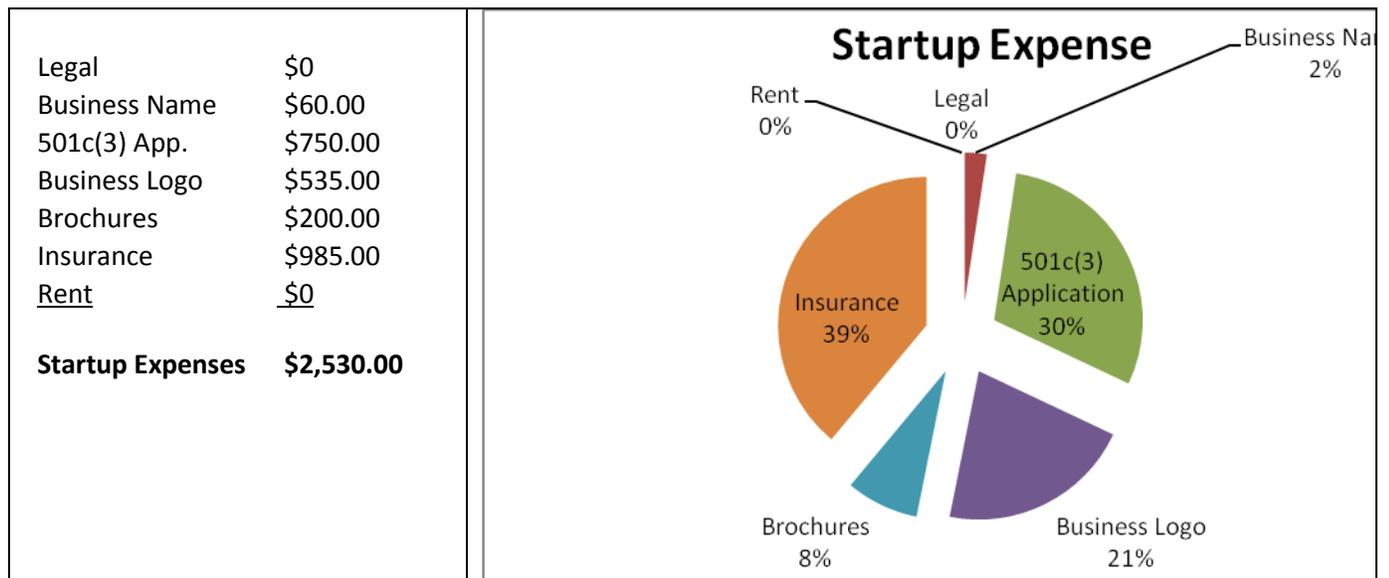
Program Components	Estimated Cost to Organization	Program Components	Estimated Cost to Organization
Uniforms <ul style="list-style-type: none"> - Jerseys - Shorts / Kilts - Footwear (cleats) - Equipment (helmets, padding, eyewear, etc). - Goals / nets 	\$1,200 Pinnies (\$12x100) \$2,200 Shorts (\$22x100) \$12,000 Helmet (\$120x100) \$5,000 Pads (\$50x100) \$1,400 Sticks (\$35x100) \$1,800 Goals (\$450x4) \$23,600 Equipment Total	Officials <ul style="list-style-type: none"> - Training - Game Fees 	\$0 Training <u>\$250</u> Game Fees (\$25x10) \$250 Officials Total
Team Needs <ul style="list-style-type: none"> - Field Rental / Lining - Game horn, clock, score pad - Whistles - Cones - Ice Packs - First Aid kit - League Dues 	\$1,200 Field Rental (\$120x10) \$250 Field Lining \$75 Game horn, clock, etc \$40 Medical & First aid kit <u>\$0</u> League Dues \$1,565 Team Needs Total	Transportation	
Participant / Program Insurance (Costs for player personal liability, program and administrative liability and insurance. USL Membership insurance and board insurance packages are recommended to meet some of these needs).	\$1,000 US Lacrosse Player Membership (\$10x100) <u>\$985</u> Board & Organization Insurance \$1,985 Insurance Total	Enrichment Activities <ul style="list-style-type: none"> - Curriculum materials - Snacks / beverages - Field Trips - Guest Speakers - Other 	\$200 - Tutoring Booklets \$100 - Snacks/Beverages \$1,200 - ACC Lacrosse Tournament (\$12x100) <u>\$500</u> Motivational Speakers (DestinySuccess & MyUBU) \$2,000 Enrichment Total
Administration <ul style="list-style-type: none"> - Support staff - Flyers, mailings - Other (website, phone line) 	\$ 0 Support Staff \$300 Flyers & Mailings \$120 Web Site <u>\$60</u> Phone Line \$480 Administration Total	Other <ul style="list-style-type: none"> - Year End Banquet - Awards - Additional (warm ups, bags, etc). 	\$1,200 Year End banquet \$200 Awards <u>\$200</u> Shirts \$1,600 Other Total
Coaches <ul style="list-style-type: none"> - Training - Stipends (if applicable) 	\$200 – Training <u>\$0</u> – Stipend \$200 Coaches		

Proposed Budget Total - \$31,680

Proposed Budget



Startup Expenses



Start-up Funding

Start-up Expenses to Fund	\$2,530.00
Start-up Assets to Fund	\$31,680.00
Total Funding Required	\$34,210.00

Assets

Non-Cash Assets from Start-up	\$ -
Cash Requirements from Start-up	\$31,680.00
Additional Cash Raised	\$ -
Cash Balance on Starting Date	31,680.00
Total Assets	\$31,680.00

Liabilities and Capital

Liabilities

Current Borrowing	\$ -
Long-Term Liabilities	\$ -
Accounts Payable (Outstanding Bills)	\$ -
Other Current Liabilities (interest-free)	\$ -
Total Liabilities	\$ -

Capital

Planned Investment

Donor 1	\$3,200.00
Donor 2	\$3,200.00
Donor 3	\$3,200.00
Donor 4	\$3,200.00
Donor 5	\$3,200.00
Donor 6	\$3,200.00
Donor 7	\$3,200.00
Donor 8	\$3,200.00
Donor 9	\$3,200.00
Donor 10	\$3,200.00
Additional Investment Requirement	\$ -
Total Planned Investments	\$32,000.00

Loss at Start-up (Start-up Expenses)	2530
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Total Capital	\$29,470.00
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Total Capital and Liabilities	\$29,470.00
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Total Funding	\$32,000.00
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3.0 Services

PPPLax, Inc., goal is to provide a positive, supportive and competitive environment for at-risk youth to develop and grow personally through the game of Lacrosse. The program specifically seeks to foster the development of highly competent individuals who will make significant future contributions to their communities and society at large. Additionally, PPPLax, Inc., will nurture a sense of life purpose through the core values of Inclusion, good character, Integrity and Perseverance in order to build up youth characterized by personal strength, enhanced intellect, well-rounded interpersonal skills, and hope-filled outlooks.

In order to tap into the spirit of volunteerism currently sweeping through the African American community, PPPLax, Inc., will rely upon adult mentors acting as role models to expose program participants to positive influences in a group setting. This mentoring portion will improve the children's ability to develop a positive outlook for their future and encourage them to strive towards greatness in every aspect of their lives.

Last but not least, the intermingling of youth and adults from various racial and socio-economic backgrounds will benefit anyone who partakes in this program.

The program will run for a four to six month period.

4.0 Market Analysis Summary

Winston-Salem, North Carolina is becoming a hotbed for Lacrosse as excitement is brewing with the fun and wonderful things the existing teams are doing. A representative of Winston-Salem Lacrosse just completed a proposal to the school board Athletic Director, in which it was decided that instructional lacrosse equipment, along with US Lacrosse curriculum will be purchased for every school; elementary through high school in the county for instruction during Physical Education class. Existing coaches of the league have been asked to perform training for all PE teachers in the county during a mandatory school system meeting. An expansion of the Emerging Groups Program in Winston-Salem after exposure in the classroom, is exactly what the area needs to expose youth of various backgrounds to the existence of the sport.

Historically speaking, PPPLax is well equipped to introduce the sport of lacrosse to urban youth and foster integration across various racial and socio-economic backgrounds. As noted above the founder had to combat stereotypes, verbal and emotional abuse from all people for playing the sport of lacrosse as an African American male in a dominated Caucasian environment.

Developmentally, in order to aide urban integration within Lacrosse, PPPLax initiates specialized clinics in two locations: The first is held in a public housing recreation center and the second at the local Salvation Army Boys & Girls Club. The clinics consist of basic Lacrosse instruction to introduce the concepts of the game in a casual

environment. As interested youth improve their skill level, more advanced instruction is provided and eventually these participants form a team or join existing teams with the local city competitive league.

Most importantly, PPPLax can empathize from experience with African American youth that face the mounting social dilemma of playing a sport historically not enjoyed in the African American community. The unique experience of feeling fear of what peers would say, or acceptance of a new culture can weigh heavy upon a young person desiring acceptance. PPPLax is here to help and teach that one should not be confined to anything solely due to race or someone’s perception about what one should do based upon race, culture or background.

4.1 Market Segmentation

COMMUNITY STATISTICS:

The U.S. Census Bureau and the North Carolina Employment Security Commission, supplied pertinent information concerning population data for the Winston-Salem/Forsyth County area for 2008. *The statistics for PPPLax community is as follows:*

- The Winston-Salem Metro area has a population of 468,124 people.
- The labor force consists 237,827 with 213,669 employed and 10.2% unemployment rate due to downturned global market.
- Per Capita income for 2006 was \$34,311 while USA was \$36,714.
- The school system population: 45 percent of the students are white, 31 percent are black, 17 percent are Hispanic, 2 percent are Asian, 4 percent are multiracial and less than 1 percent are American Indian.

EDUCATIONAL STATISTICS:

A noted national and local problem plaguing the Black community is disproportionate low test scores between Black and White students in the same school system. In Winston-Salem, negative standardized test scores are grossly affecting high school graduation rates, educational and life career opportunities for youth in the near future.

The chart below illustrates the Adequate Yearly Progress (AYP) scores for Black, White and the Economically Disadvantage identified groups, grades 3-8 in the Winston-Salem Forsyth County School System. The large disparity between these groups in the education arena indicates a great need for additional instruction and possible non-traditional means of learning and motivation. PPPLax can be that driving vehicle to help youth aspire for greatness both in and out of the classroom.

Adequate Yearly Progress (AYP) - No Child Left Behind for 2009

Reading Grades 3-8

AYP Criteria	Black Students	White Students	Economically Disadvantaged
Target Goal Proficient (At or Above Grade Level)	43.2%	43.2%	43.2%

Percent Proficient (At or Above Grade Level)	48%	83%	47.4%
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Adequate Yearly Progress (AYP) - No Child Left Behind for 2009

Math Grades 3-8

AYP Criteria	Black Students	White Students	Economically Disadvantaged
Target Goal Proficient (At or Above Grade Level)	77.2%	77.2%	77.2%
Percent Proficient (At or Above Grade Level)	64.7%	90.4%	66.5%

4.2 Target Market Segment Strategy

Youth ages 8-16 yrs old in the Winston-Salem, NC Forsyth County area.
Youth noted as urban and/or at-risk based on low income or underserved areas.

PPPLax, Inc. offers clinics and mentoring participants come from urban developments and single family homes around town. Namely, the Happy Hills public housing development, Sims Recreational Center; and the Salvation Army, Ken Carlson Big Brothers & Sisters club.

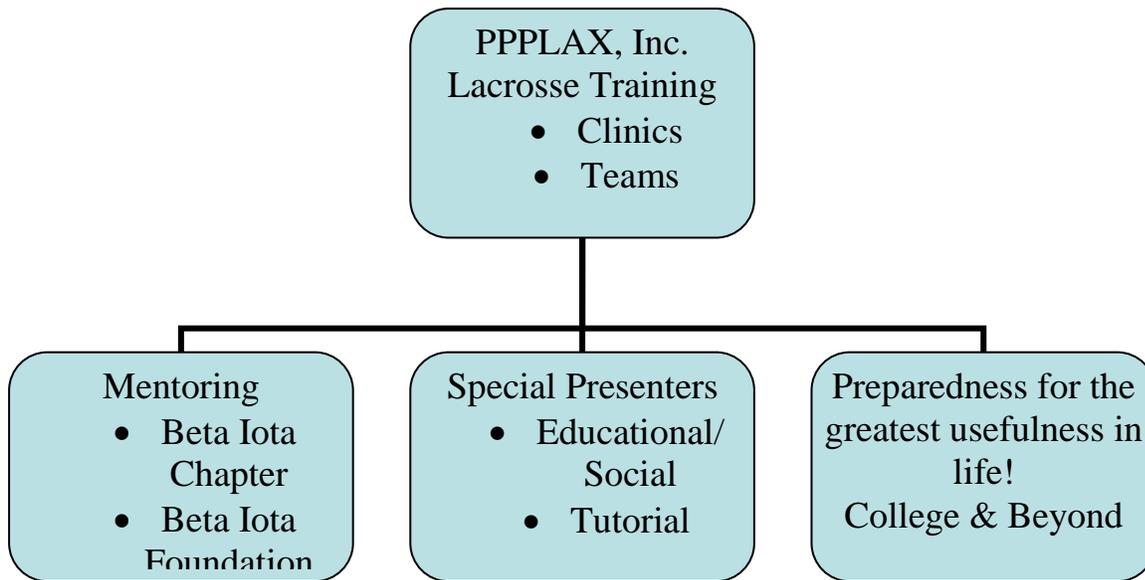
The community consists of a school system which is 45 percent white students, 31 percent black, 17 percent Hispanic, 2 percent Asian, 4 percent multiracial and less than 1 percent American Indian. These percentages are an extrapolation of 80,000 school age children based on the *2009-2010 Forsyth County Schools report*.

5.0 Strategy and Implementation Summary

The focus of simple exposure, teaching and follow-up will provide easy methods for PPPLax, Inc. to perform the following:

- ❖ Monitor and review clinic attendance.
- ❖ Identify youth that wish to expand exposure to sport by participating in competitive league.
- ❖ Review by observation and surveys youth mentoring initiative through academic grades and personal development in relationships with peers, family members, teachers and mentors.

5.1 Marketing Strategy



5.2 Fundraising Strategy

In order to provide a pleasant, enriched and formidable Lacrosse & Mentoring program to triad urban youth, the following services must be secured:

- Lacrosse equipment
- Field rental space
- Personal development literature & Educational books
- Overall program funding

PPPLAX, Inc., is eagerly seeking corporate sponsors, strategic partners and independent program funding sources to turn the vision of urban Lacrosse in the Triad to reality.

