



Philadelphia Youth Football Academy \* C/o the Urban Affairs Coalition \* 6th Floor \* 1207 Chestnut Street  
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## Strategic Plan FY2021-25

**History:** Under the name Leaders In Training Sports Program, the Philadelphia Youth Football Academy, was founded in 2016, by Eugene Pough, to empower and mentor male youth (14-24) of Philadelphia /Tri-state area. Eugene, a Philadelphia area native, knew firsthand the benefit and discipline mentoring and sports provided for his life during his youth.

**Context:** The Philadelphia Youth Football Academy is an innovative youth development approach to increase graduation, attendance and truancy rates of Philadelphia male youth of color attending Philadelphia schools. Our curriculum also includes a Project Based Learning component. The Philadelphia Youth Football Academy is geared for youth to become informed of and be prepared for the post-secondary and workforce transition process. Why the Philadelphia area and male youth of color attending public and charter schools? Twenty three percent of Philadelphia residents have graduated from college; Philadelphia ranks 41<sup>st</sup> out of the 50 largest cities across this metric. Seventy six percent of students in Philadelphia Public Schools are from economically disadvantaged households. 31% of students in Philadelphia school districts are from impoverished households; Philadelphia's 25% overall poverty rate ranks the 6<sup>th</sup> highest among the 50 largest cities in the country. And only 37% of graduates of the city's public high schools (not including charter schools) go to college immediately after graduation and about 51% do not go at all.

While it is the dream of many youth, in particular, urban youth of color, to play professional sports, the reality is that 99% will not attain this goal and instead may find themselves with a limited education and few opportunities. Aspiring youth need to be set up for success in life regardless of what happens on the field. Understanding and addressing this realism is why our program was created. With also participating in football enrichment activities; program participants are paired up and are completing a Project Based Learning "Build Your Career" Project. Professionals from the fields of Sport Management, Sport Administration, Career Workforce and Mass Communication are currently being recruited. They will be matched in team, group settings with mentees who are interested in pursuing careers in the latter fields. This consist of them building a trifold of the sports careers through Project Based Learning projects/activities. They are mentored to become producers, executive producers, coaches, general managers and other front office staff administration (i.e., team operations, scouting, sports nutrition, public relations, community outreach, COO's and CEO's). They are also be mentored about careers in Law Enforcement, Politics, Civic Engagement and other workforce areas.

**Vision:** The Philadelphia Youth Football Academy exposes youth to positive role models and productive lifestyles to encourage them to remain in school and set positive goals for their adult lives.

**Mission:** The Philadelphia Youth Football Academy is an innovative youth sports-based development



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<p>initiative designed to help youth from low-income families in Philadelphia, strengthen their chances to graduate high school and obtain full-time employment, become entrepreneurs or gain admission to a post-secondary institution.</p>
<p>Values: That our youth also participate in Civic Engagement, Health/Wellness, Sport Management and Sports for Social Justice activities involving improving their schools and communities, while developing themselves and their capacity to become agents of change.</p>
<p>Critical Obstacles: Our major challenges have been securing adequate funds because we are a pilot program. Funders and donors are hesitant to support new programming. Funders are very reluctant to disburse funding to a new program that has no or recent track record.</p>
<p>Strategic, Long-term Goals/Directions: our goals are to continue our program at our designated site (or sites), start one or two more sites, enroll 30-40 new mentees and 20 new mentors. Our other goals are to increase our stakeholder and program support. That will be through more community outreach, thorough recruitment and networking and executing effective fundraising activities.</p>
<p>Short-term Goals or Objectives; At least eighty percent of our participants will complete program as measured by attendance records; at least 80% of our participants will transition to high school and post-secondary education-albeit two, four colleges, universities and trade-schools; and at least 80 % of our participants will demonstrate academic improvement as measured by quarterly report cards, teacher progress reports and staff/mentor/parent/caregiver feedback</p>
<p>Indicators of Success/Benchmarks: Our program's success will be defined by the program's overall enrollment. If enrollment increases; that will show evidence that our program is very liked. Our youth will consistently ask about meeting with their "coaches" and attend weekly programming/sessions. That will determine and define the success of our program. Our program will actively engage and consult with our youth and their parents/caregivers. We will complete quarterly surveys and collect data.</p>
<p>Infrastructure Assessment: Through our fiscal sponsorship partnerships with the Urban Affairs Coalition; their Growth Developmental staff will assist our program with data collection, advocacy and training. Our collaboration with the Urban Affairs Coalition will assist the Philadelphia Youth Football Academy with increasing its' capacity among sports-based youth development program practitioners in Philadelphia, as well as recruiting and training dedicated staff, donors and stakeholders.</p>
<p>Implementation Plan: Over the 5-15 years, we will explore adding two more sites to schools that do not have athletic programs; football mainly. We will attempt to establish four successful sites and enroll 100 youth. Our goal is to hire male high school youth and young adults of color. They will serve as Coaches (Group Leaders), Program Coordinators, Director and higher management positions. Former participants will be recruited to come back and become program administrators, staff and coaches</p>



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(mentors). They will hold various leadership positions (as the program grows).

**Dissemination Plan:** An embedded system for collection of evaluation data and outcomes is being created. Ultimately, the goal of this collaboration is to produce a linkage where our data will be easily accessed by the East Germantown and surrounding communities. Both internal and external electronic mailing lists will be created. An external list will have the means of reaching our relevant community, stakeholders and donors/supporters. Other forms in disseminating our program will include producing articles and literature, such as brochures and newsletters (and videos) to distribute (and show) at community events, Parent/Teacher Association and other Back to School meetings; conferences, professional development and networking events (see our partners and supporters).

**Monitoring and Revising Strategic Plan:** We are building into the project design a role for partners in developing and implementing a sustainability plan. We are documenting and evaluating our current outputs and outcomes as marketing tools. We are producing and recording data and are preparing reports that can be used as tools to explain our mission and successes and to serve as outreach tools to garner further support. We have and are also looking at what others have done to sustain their projects. Through site visits and research, our staff has at what other projects have done to see how they have sustained themselves and see what ideas might be adaptable to our project. Through strategic planning and proper guiding from the Urban Affairs Coalition administration, our program will develop and execute strategies for securing funding and nonfinancial support from a variety of sources, such as government grants, foundations, individual giving campaigns, and special events. It also provides tips for organizing a planning team and mapping available resources, as well as several worksheets and planning tools that can help programs manage the often-complicated logistics of pursuing multiple funding streams.