

WHY INVEST IN KARE YOUTH LEAGUE?

Results from 2009 Kare Parent Survey

Why would you want to invest in an organization that uses athletics as a tool to help children?

Youth sports are suppose to develop character. They should instill time honored values like respect, honesty, teamwork, sportsmanship, and self-discipline while children are engaged in an activity they love.

Sports are even purported to help in learning. According to a 2009 report, *Learning to Play and Playing to Learn: Organized Sports and Educational Outcomes* by Ann Rosewater and published by *Team-Up*. “High quality organized sports are a gate-way to academic achievement, better grades, improved chances and success in the labor market – and these benefits are especially important for low-income youth.”



BUT - according to a study by *Healthy Youth*, “our system of youth sports in this country is not doing what everyone thinks. Clearly, it is not serving the needs of our children and their families. These statistics dramatically expose the myths about sports being fun for all, educational, character building, providing a foundation for life- long exercise and physical activity, fostering teamwork, and promoting self-confidence.” We found the following statistics that support their arguments for five trouble spots for in youth sports.

1. **Coaches** - Coaches need training. (Survey by *Kids FIRST in Sports*)
Less than 20% have received any training.
17.5% of kids say they have been hit, kicked or slapped by their coach.
85% of the coaches are dads coaching their own children.
2. **Parents** – Parents need guidelines (Survey by *SportingKids magazine*)
84% of parents, coaches, administrators & youth witnessed parents acting violently.
80% believe inappropriate behavior is destroying what youth sports are meant to be.
3. **Winning** - Children need less emphasis on winning (Survey by *Kids FIRST in Sports*)
71% of the kids said they wouldn't care if no score were kept in their games
95% said they would rather have fun than worry about winning
4. **Interest** - Children need sustained interest (Survey by *Kids FIRST in Sports*)
50% of the parents of players aged 6-10 said their child had lost interest in playing.
70%-80% of kids who began playing a sport at an early age dropped out by age 15.
5. **Transportation** - Children need transportation (Quote from *Healthy Youth*)
“Many youth are not able to participate in youth sports because they have no means, or no safe means, of getting to the programs from home or school and getting home afterward.”

So why would you want to invest in Kare Youth League? Well consider the following:

1. **Coaches** - Kare's coaches are not just dads coaching their own children. They are "leaders" who have years of training in child development plus an average of 17 years of coaching experience. In a recent survey, 550 parents were asked "What one thing about Kare Youth League do you think makes it unique?" Twenty-nine percent of our parents answered that it was the quality of our coaches.



2. **Parents** - Parents sign an agreement that they will provide support, care and encouragement for the children of Kare Youth League and follow the guidelines of the Parents' Code of Ethics. In our recent survey no one reported a problem with parents.

Some of the comments from parents in the recent survey were

- "parents have positive participation"
- "Kare teaches and reminds parents that it's about the kids"
- "less politics because parents aren't coaches"
- "maintain standards as far as the parents' behavior during games and practices"
- "don't allow parents to cuss or misbehave"



3. **Winning** - Kare coaches are leaders who 'kare' for children rather than just teaching a sport or winning a game. In a recent survey we asked, "What one thing about KYL do you think makes it unique or different?" Forty-three parents commented on how Kare wasn't just about winning. Some comments were:

- "They focus on making a child a better person not just wins and losses"
- "It's never about winning – It's about playing and having a good time"
- "Teamwork supersedes winning"
- "Kare may not be as competitive as some other organizations but what the kids learn is endlessly more important"

4. **Interest** - Fifty-two percent of our members have been in Kare for three or more years. In order to sustain interest, younger children have fewer and shorter practices than older boys and girls. They stay with their team and coach for two or more years so they can forge friendships, gain self-confidence, and develop trust in their leader. Through group

or team activities, a leader is able to create a spirit of positive peer pressure that encourages members to help their teammates and others.

5. **Transportation** - In order to assist parents who need transportation for their children, Kare Youth League owns and maintains a fleet of busses and vans. All authorized Kare drivers are listed on the Kare web site and have the appropriate DMV and/or CHP certificates to transport members.

Is Kare Youth League Making a Difference?

Kare Youth League strives to “kare” for youth in a wholesome environment where children can build confidence, make positive choices and develop time honored values like caring, honesty, respect, teamwork, leadership, and hard work while they shape their future.

Kare Youth League is a year around program with a variety of sports and activities. It is available to all children from ages 5 to 18. Team members come together from different neighborhoods, cultures and walks of life. Kare is ethnically diverse with 7.7% African American, 11.7% Asian, 44.2% Hispanic, 1.9% Original People, 1.5% Pacific Islanders and 31.2% Caucasian. The annual family incomes vary from less than \$11,000 to over \$100,000. Children play on teams and embrace their teammates from different races, religions, incomes and abilities. Because children play year around for two or more years with the same team and coach, parents report that “our team is like a family group.”

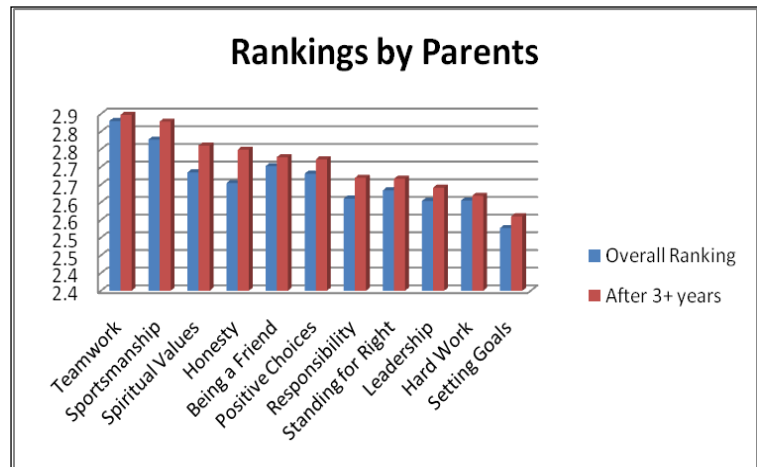
But, is Kare Youth League making a difference in the lives of children?

In a recent survey of Kare Youth League parents, the following question was asked:

What one thing about Kare Youth league do you think makes it unique or different from other youth sport organizations? The top five responses to that question were:

1. Teaching of spiritual/moral values or character development.
2. Quality of coaches; professional and caring leaders.
3. Year around sports and team activities; team stays together.
4. Not just about competition and winning.
5. All children get to play equally regardless of ability.

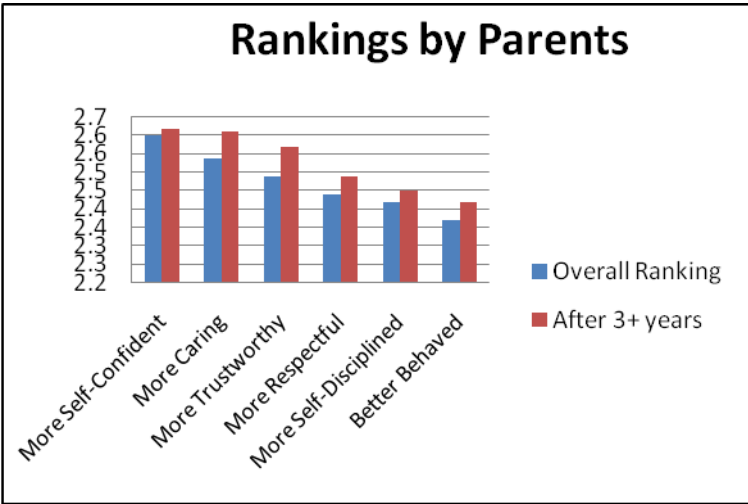
In that survey of 550 of our members, all of the following values were chosen by parents as one of the three most important values their child has learned at Kare Youth League: Teamwork, Sportsmanship, Spiritual Values, Honesty, Being a Friend, Making Positive Choices, Responsibility, Standing up for the Right, Leadership, Hard Work, and Setting Goals.



Parents were also asked to rank all the values from 1-3 with 3 being best. The results can be seen in the above chart. All values increased in ranking after three or more years in the organization.

In the same survey, all of the following behaviors were chosen by parents as the one area in which their child had most improved since attending Kare Youth League: More Self-confident, More Caring, More Trustworthy, More Respectful, More Self-Disciplined, Better Behaved.

All values again increased in ranking after three or more years in the organization.



The values and behaviors listed in the survey are ones emphasized and role-modeled by the Kare leadership in clubmeetings, practices, games and other activities. We were pleased to discover that all seventeen were observed by parents in the children we mentor. Self-Confidence was chosen by 45% of our parents as the most improved behavior in their child since attending Kare.

Remember the earlier quote from *The Center for Kids First in Sports* that claims statistics "dramatically expose the myths about sports being fun for all, educational, character building, providing a foundation for life-long exercise and physical activity, fostering teamwork and promoting self-confidence.?"

Well, according to statistics from our parent survey – At Kare Youth League, athletics is a positive influence and makes a difference in the lives of children.