

**Appendix C: Community Outreach**  
**COMMITMENT TO SERVICE**

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*TLC Toreros Linking to the Community*

**TLC Toy Drive & Donate-a-Dollar collections – November 13 & 22 and December 3**

- Collaboration with SDSU Student Athlete Council
- Benefited over 50 local families with holiday gifts and grocery gift certificates
- Increased community awareness of service-minded USD student athletes

USD athletes joined with SDSU athletes to collect holiday gifts to support families at the Mission Valley Family YMCA. Athletes manned “Donate a Dollar” booths at two Torero athletic contests to ask students and fans to contribute. These booths also gathered donations by ‘selling’ raffle tickets and awarding a signed Torero soccer ball and volleyball. Torero teams also collected gifts for 20 ‘adopted’ families. 14 of 16 of our teams participated.

The Toy Drive was held during the December 3 men’s basketball game vs. SDSU, when the Student Athlete Councils from both schools was recognized for their community efforts. Marketing efforts asked fans to donate a new unwrapped gift for a child age 6-14. The athletes were also recognized at the December 10 women’s basketball game vs. SDSU. University administrators delivered the gifts to the YMCA for distribution.

This project was successful in many ways. It provided collaborative interaction among USD athletes and SDSU athletes. With the tremendous assistance of the USD Athletics Marketing staff, this project also brought local media attention to the service efforts of USD athletes. Finally, the Toy Drive was successful in large part to the efforts of many student-athletes who volunteered their time to collect monetary donations at multiple athletic contests and all the teams who worked to collect holiday gifts for their adopted families. This involvement brought athletes from a variety of teams together, creating a collaborative spirit among USD athletes.

**Shop With a Jock – December 2, 2003**

- Exposed local youth to higher education while exposing USD student athletes to the life experiences of local disadvantaged youth
- Increased community awareness of service-minded USD student athletes

Approximately 70 USD athletes attended the annual event, sponsored by the Junior Seau Foundation. The event paired each USD athlete with a child from a San Diego Boys and Girls Club for an hour-long shopping spree at a local department store. The child was given a \$100 gift card to shop for holiday gifts. The USD athlete assisted them in choosing gifts for the child and family members. This event also positions the USD athlete as a role model to the child and exposes the child to higher education opportunities.

### **Girls' Night Out-February 5, 2004**

- Motivated young female athletes toward academic and athletic success
- Celebrated the achievements of local and USD female athletes and support USD women's basketball
- Increased community awareness of USD athletics

In celebration of Women and Girls in Sports Day, Torero women athletes hosted young female athletes on February 4, 2004. Local sports groups and recreation programs were invited to come to campus for mini-clinics, guest athlete speakers, and the women's basketball game vs. Santa Clara University. USD athletes and coaches organized and ran sport clinic stations on the Eagan Plaza (e.g., soccer goal kicks, volleyball skills, etc.) for the youth, who were screened for age requirements. A USD female athlete and another notable female athlete spoke to the group of over 60 attendees on the topics of athletic success and personal goals. The USD Cheer team was present for a mini pep rally immediately prior to the basketball game. Event attendees (excluding USD athletes) were given a voucher for a snack at the concession, funded by event partners. This event was in partnership with the USD Women's Center and AS Athletics. Participating USD teams included Volleyball, Women's Rowing, Women's Soccer, Women's Cross Country, and Swimming and Diving.

### **Montgomery Running Club- Spring 2004**

- Motivated and encourage local youth toward physical education and fitness
- Exposed local youth to higher education and positive role models
- Increased local awareness of service-minded USD student athletes

Linda Vista's Montgomery Middle School began a running club to encourage physical fitness for its students. Torero athletes traveled to the local middle school to run with the students for a four-week session every Friday morning. The program was a trial partnership, illustrating the need for increased organization and recruitment on the part of the middle school partner. The USD athletes who participated provided encouragement to the young runners and served as positive role models through this interaction.

There is potential for this partnership to provide USD athletes with an opportunity to model and encourage physical fitness among local youth. The casual interaction exposes the youth to higher education opportunities and experiences. As this partnership is local, it would likely also encourage USD athletes to develop a sense of connection to the surrounding Linda Vista community.

### **Mentor Program at Kimbrough Elementary School-Spring 2004**

- Provided USD student athletes with opportunity to volunteer as mentors in local elementary classrooms
- Provided career development opportunities for student athletes considering educational careers

- Increased local awareness of service-minded USD student athletes

Six USD athletes volunteered between 2 and 4 hours each week during a 6-week pilot project offered through Athletes for Education. AFE is a non-profit organization that seeks to support youth through a variety of programming. USD volunteers assisted in classrooms at Kimbrough Elementary School, placing them with a consistent classroom for a positive mentor experience. The elementary students enjoyed the interaction tremendously and certainly benefited from this exposure to higher education and the life of the student athlete. The AFE staff coordinated the schedule and other logistics, and the project went smoothly. Upon completion of the semester, USD athletes expressed strong interest in continuing their volunteer time in the fall, with some athletes planning to continue beyond the completion of the USD spring semester.

This program gave USD athletes an opportunity to participate in an ongoing service project while remaining successful as student athletes. The program involves a regularly scheduled 2-hour time block for their involvement at the elementary school. The accessibility of this program is perhaps its greatest strength.