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[All Star Kids Concept] [loose]

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To Encourage and Reward
Youth Achievement

0-13

February 17, 1993

Mr. Eli Segal
The White House
Washington, D.C. 20500

Dear Mr. Segal:

May I suggest that there is a way to make a college education available to virtually every deserving student in America, regardless of his or her economic circumstances - and at no cost to taxpayers. Here's how it might work:

1. In order to qualify, high school students would have to meet the following standards:
 - A. Maintain a "C+" or better average their last two years of high school. Also pass a general education test.
 - B. Perform 100 hours of community service during their last two years of high school.
 - C. Pass a physical fitness test and written exam.
 - D. Pass a drug test and pledge not to use illegal drugs, alcohol or smoke cigarettes during college or vocational training.
 - E. Participate in one or more leisure activities or hobbies during their last two years of high school.
 - F. Earn a "good citizen" recommendation.
2. Qualifying students would be automatically guaranteed a federally backed loan for up to four years of schooling provided they continued to meet minimum academic standards.
3. In addition to interest, the borrower's loan repayments would include a default factor large enough to make the whole program free of any government subsidies. Also there would be strict repayment rules that would include automatic deduction from

payroll checks and provisions entitling lenders essentially the same collection rights as the I.R.S. This, combined with the fact that the borrowers themselves would generally be better loan prospects than the typical recipient of a federally backed student loan, would tend to minimize the default rate.

While granted the default factor would drive up the loan repayment cost, it would make the program self-funding and therefore enable the loans to be offered to all qualifiers. As a result, virtually any youth in America could be assured of the opportunity to get a college or vocational education provided he or she met the qualifying standards. And that's a far cry from where we are today.

To the extent that monies did become available in the future, it might be that borrowers could be given the chance to pay off some or all of the default and interest portions of their loan repayments by earning credits for community service.

Turning to another concern, I would like to see a community service requirement added as a condition of all or most government facilitated student aid or loans. Given the enormous need for mentors and tutors to assist our schoolchildren and for youth leaders to help facilitate after school activity programs, not to mention numerous other needs for community service volunteers, I think taxpayers have a right to insist on such service during high school as a condition of government financial assistance.

With this in mind, may I urge you to read my enclosed description of "Allstar Kids", a new non-profit program to encourage and reward youth achievement. You will be pleased to hear that the YMCA of the USA has agreed to field test this program through 12 different Y's around the country starting later this year. We think it has a tremendous potential to benefit America's youth.

Many thanks for your attention and if you feel any of my ideas have merit, I would very much welcome the opportunity to further explore them with you at your convenience.

Cordially,



Roger Chapin

P.S. I might mention that I am the founder and director of non-profit organizations which have distributed, free of charge, over \$100 million dollars worth of arts and crafts and other gifts to our hospitalized veterans and to overseas G.I.'s during the Vietnam and Persian Gulf wars.



To Encourage and Reward
Youth Achievement

ALLSTAR KIDS...

Encouraging and Rewarding
Youth Achievement

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The mission of Allstar Kids is to challenge and encourage school age children to nourish their minds and bodies and to become good citizens by being more fit, by serving their community and by developing and/or furthering skills, hobbies and special interests - artistically, academically and athletically.

Through both participation and achievement kids can earn points that could qualify them for a series of wide ranging recognitions and rewards, both of an immediate and long-term nature. Qualifiers would earn "Certificates of Achievement" as well as tee-shirts and jackets on which they could display their award symbols. Kids could also earn a variety of free or heavily discounted items at fast food outlets, music stores, sporting goods retailers, etc. As the program develops, employers will be urged to give special consideration to kids who achieve Allstar status.

Allstar Kids is a non-profit, tax deductible corporation

2065 KURTZ STREET, SAN DIEGO, CALIFORNIA 92110 ★ (619)291-5846 / FAX (619)291-3842

program develops, employers will be urged to give special consideration to kids who achieve Allstar status.

The kids will be challenged by opportunities for achievement in five broad areas:

1. Physical Fitness And Healthy Living. Children will be encouraged to get and stay fit, eat a good diet, practice proper hygiene, be alcohol, drug and cigarette free and conduct themselves responsibly in their social relationships.

Achieving the "Star" level will require engaging in regular physical activity for a specified period, meeting satisfactory fitness and healthy living standards, (these to be measured by both physical and written tests) and signing a pledge to remain alcohol, drug and cigarette free. "Allstar" qualification will mean meeting higher desired standards for fitness and healthy living that every youth should strive to achieve.

2. Leisure Activities. This category will encourage young people to develop skills in a wide range of endeavors - art, music, drama, sports and hobbies, virtually any kind of positive, constructive activity.

3. Academic Achievement. The emphasis will be on enhancing a child's academic abilities, knowledge and skills - in math, writing, reading, social studies, science and a nearly unlimited variety of subjects.

Children will be awarded points both for achievement in individual subjects, which can be unrelated to their school studies, and for their grade average. Points can also be earned for good attendance. The "Star" level can be met by progress in improving grade averages plus achievement in individual subjects. The Allstar level will require meeting a minimum grade average plus achievement in individual subjects as well as being a "good citizen" at school.

4. Community Service. Every child needs to experience as well as understand the importance of helping others and the value of volunteerism. Children will have countless opportunities to earn points by assisting senior citizens, helping to clean up the community, serving as recreation

leaders, doing chores for the next door neighbor, mentoring younger children, etc.

Point accruals will be based both on the number of hours of service and the task performed, with a minimum number of points being required in a given time period to earn both the Star and the Allstar levels. Once a child achieves either of these levels they can earn extra stars for each additional year they meet the service criteria.

5. Life Skills For Success. Special emphasis will be given to the development of skills and behaviors that would better enable youth to successfully cope with the everyday challenges of life. These could include managing your money, personal grooming and appearance, character building, good manners, getting and keeping a job, good study habits and many more. Points will be awarded on the basis of a written test and personal recommendations.

SUPERSTARS

A child can earn Superstar status and an upgraded jacket by reaching the Allstar level in all five achievement categories within a two-year period.

We expect to ultimately be able to guarantee to Superstars, with continuing good records, the availability of a loan for up to four years of post-high school educational training. A default factor would be built into the loan repayments in order to make the program totally self-funding and subsidy free. By means of this, virtually every child in America could have the chance to secure for themselves a college or vocational education. We also expect that Superstar highschoolers will be able to earn special scholarship credits for college by mentoring other kids to become Allstars. They'll also get help with summer job placement.

Once the Allstar Kids program takes hold, we will endeavor to put together a vast network of employers who will give the kids special consideration when they apply for jobs. Also envisioned is a European style apprenticeship job training program. Another benefit to Allstars would be a card that

could entitle them to a multitude of discounts at stores, restaurants and entertainment centers across the country.

The whole idea is to show kids that it pays to achieve - not only in terms of their own self-satisfaction and personal growth, but also when it comes to better job opportunities and stretching their dollars further.

PROGRAM DELIVERY

Allstar Kids will initially be field tested through the cooperation of the YMCA of the USA, which is arranging for twelve different local Y's around the country to serve as program delivery directors and coordinators. The Y's will not only offer Allstar Kids to their own youth members, but will endeavor to oversee its delivery to other youth organizations - i.e., 4-H, the Scouts, Boys and Girls Clubs, etc., and also through various schools. The Y's will train youth leaders from these organizations, and in the case of schools, will either train or provide youth leaders for Allstar Kids after school activity programs. Schools will be urged to promote Allstar Kids through special assemblies, distribution of informational brochures and wherever and whenever possible. Teachers and coaches will be encouraged to incorporate Allstar Kids into their regular curriculum.

Children can enroll in Allstar Kids by filling out a registration form and purchasing an Allstar Kids guidebook for about \$1.00. Other guidebooks will be available for parents, Y leaders, and youth leaders of other organizations and schools.

As part of the field test, an effort will be made to recruit and train highschool seniors to serve as volunteer youth leaders for after school activities, this under the direction of the YMCA. Such community service would help to qualify them for scholarships at local colleges, an arrangement which could ultimately lead to the involvement of tens of thousands of highschool seniors as well as college students all across the country. At some point, community service might also be made a condition of federally guaranteed student loan programs.

Additionally we expect to be able to entice many parents to come to monthly Allstar Kids evening parenting sessions. Such sessions will be designed to help parents better fulfill their responsibilities and to teach them how best to encourage and assist their children in the Allstar Kids program. A special Allstar Kids Family Award will be available to families that meet the qualifying criteria.

AWARENESS AND RECRUITMENT

A major on-going effort will be initiated to make kids aware of the program and to encourage them to participate. This effort will also extend to parents, schools, youth organizations, churches and many others in the community. To enhance this effort several corporate sponsors will be brought on board. Public service messages will be placed on TV and radio and also in magazines. A leading fast food chain will be asked to become a special distribution center for Allstar Kids informational materials.

We also anticipate recruiting one of the major national service clubs to assist local Y's with fundraising and other aspects of the program, particularly those that would involve the business community.

Athletes could be part of a nationwide speakers bureau network that would address school assemblies, meet with youth groups and otherwise promote the program.

As part of this campaign, senior citizens and others will be recruited to call one on one on families with children and explain the program to them, leaving behind, when appropriate, an information kit and an Allstar Kids video. These materials will also be available through video rental outlets, libraries, schools, etc.

SPECIAL FUNDRAISING ACTIVITIES

A number of different vehicles will be employed to generate on-going funding for the program.

One of the most promising is a highly successful "supermarket scrip" or gift certificate program presently being utilized by thousands of non-profit groups in southern California. A P.T.A., for instance, could purchase blocks of supermarket scrip at a 6% discount and then sell the scrip at full face value to parents. Other fundraising possibilities include the commissionable sale of residential long-distance telephone service to the parents of Allstar Kids, a manufacturers' proof of purchase collection program, the in-store sale of private label products and other innovative promotional initiatives.

ACHIEVEMENT VALIDATION

One of the keys to the successful administration of Allstar Kids is an effective system to ensure correct, consistent and fair validation of performance and achievement by the kids. Participating YMCA's would recruit and train youth leaders, coaches, teachers and other individuals to certify the kids have met specified guidelines and standards and to encourage and assist their involvement.

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This will be a special experimental project to challenge school children of all ages to endeavor to meet the Y's fitness standards. The Kids would be given at least six months to get ready for an all-day Allstar Kids Fitness Field Trials during which every child would have an opportunity to qualify for a special Allstar Kids fitness award. Qualifiers would receive special tee-shirts and be treated to a big league baseball game with all the trimmings. In addition to promoting youth fitness, the event would help to publicize Allstar Kids and introduce the broader Allstar Kids program to prospective participants.

YOUTH ACHIEVEMENT AWARDS CEREMONIES

When the program broadens in scope, we plan to conduct local and state annual award ceremonies which would culminate in a nationally televised "All-America Allstar Kids Achievement Awards" ceremony that would celebrate, for all to see, the accomplishments of our young people.

SUMMARY

Allstar Kids is an invitation and a challenge to every school age child in America to, as the Army says, "be all you can be." It's also a splendid opportunity for the rest of us to give our kids all the help we can so they grow up in a way that better enables them to fulfill not only their own dreams, but our dreams for them as well.

Allstar Kids is founded on the belief that our kids - each and every one of them, regardless of circumstances or upbringing, has a duty to themselves, their family and their country to make the most of themselves - of their time, their energies and their talents, and to mature into caring, contributing and responsible citizens.

Allstar Kids is all about expecting and encouraging our young people to expand their interests, their knowledge and their abilities and their involvement with the world around them and, by doing so, to build their self-esteem and confidence. Every child can progress at his or her own pace and can achieve a measure of success without necessarily having to join a team or organization. Nonetheless, Allstar Kids will encourage every child to become part of something that is bigger than himself and to experience and enjoy interaction with youth organizations and other groups. In fact, we envision Allstar Kids becoming the bridge that brings more kids into such groups.

Goodness knows, America needs programs the likes of Allstar Kids and, indeed, Allstar Kids needs all the help that you and the rest of America can give. We look forward to your cooperation.

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February 17, 1993



January 21, 1993

Mr. Roger Chapin
Project Drug Free
2230 George C. Marshall Drive
Suite 123
Falls Church, VA 22043

YMCA of the USA
An Office of Program Services
40 West Long Street
Columbus, Ohio 43215
614-621-1231

Barbara C. Roper
Chairman, National Board

David R. Mercer
National Executive Director

Dear Roger:

It was a pleasure meeting with you in Phoenix to discuss the YMCA's involvement with the All-Star Kids Program. I am convinced that this concept is very consistent with the new directions we have established for our health and fitness program.

The YMCA of the USA is willing to assist in field testing the All-Star Kids Program with twelve YMCAs based upon the attached proposal and with the understanding that Charlie Kuntzleman will develop and manage the project on behalf of your organization.

The estimated cost for the project is \$15,640. If you would like to have an evaluation meeting with the representatives from the twelve YMCAs following the field test, it would cost an additional \$7320. These figures do not include development costs and Charlie Kuntzleman's time. It is expected that these costs would be covered through your organization at your discretion.

Upon receiving your approval to proceed with the project, the YMCA of the USA will establish a custodial fund at headquarters for All-Star Kids. We would request that funds to cover each phase of the project be deposited in the account prior to the initiation of that phase. At the conclusion of the project or at the end of each phase, any remaining funds would be returned to you.

YMCA Mission:
To put Christian principles
into practice through
programs that build healthy
body, mind, and spirit for all

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If this proposal meets your approval, please send us a letter informing us of your desire to proceed with the project. We are looking forward to working with you to help young people live healthier and more productive lives within our society.

Sincerely,

A handwritten signature in cursive script that reads "Dick Jones".

Dick Jones
Associate Director of Sports

cc. Mr. Charles Kuntzleman
Mr. David R. Mercer
Mr. Thomas Massey



February 17, 1993

Mr. Saul Benjamin
4150 Arch Drive
Apartment 205
Studio City, California 91604

Dear Saul:

Given your earlier enthusiasm for our Allstar Kids concept, I thought you might like to have the latest write-up on the program.

I've also enclosed a letter from the YMCA of the USA confirming their agreement to field test Allstar Kids through 12 different local Y's around the country starting this September.

Additionally, please take note of the enclosed copy of a letter I sent to Eli Segal in connection with community service.

I'll hope to look forward to a visit at your convenience. Just give me a holler.

Cordially,

A handwritten signature in blue ink that reads "Roger".

Roger Chapin



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programs that build healthy
body, mind, and spirit for all

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If this proposal meets your approval, please send us a letter informing us of your desire to proceed with the project. We are looking forward to working with you to help young people live healthier and more productive lives within our society.

Sincerely,

Dick Jones

Dick Jones
Associate Director of Sports

cc. Mr. Charles Kuntzleman
Mr. David R. Mercer
Mr. Thomas Massey

PROGRAM PROSPECTUS

PROJECT DRUG FREE and YMCA of the USA ALL STAR KIDS PROGRAM

INTRODUCTION

The Program Services Staff in cooperation with the National Program Field Consultants will identify 12 YMCAs to participate in this project.

Each YMCA will send one professional staff representative to a two day training experience scheduled in the spring of 1993 at YMCA headquarters in Chicago.

This training experience will be designed to provide the participants with information and materials to implement an All Star Kids program.

Following this training experience, the participating YMCAs will be expected to:

- (1) implement an All Star Kids program in their YMCAs in September, 1993. This program will be six months in length.
- (2) provide periodic evaluations of the program to the YMCA of the USA and Project Drug Free.

CRITERIA FOR PARTICIPATING YMCAS

Have experience in child care, teen leadership and collaborative programming.

Are willing to make a sincere commitment to develop a comprehensive All Star Kids program.

Are willing to appoint as the program coordinator, a member of their professional staff. This person will be providing direct leadership for the program.

Are willing to provide written reports and evaluations on their programs to Project Drug Free and the YMCA of the USA.

PHASE I - TRAINING EXPERIENCE

Participants: one representative from 12 YMCAs.

Site: YMCA of the USA, 101 North Wacker Drive, Chicago Illinois.

Dates: Spring, 1993

Times: Starts - Friday
Ends - Sunday

Transportation: Coordinated by Best Travel.

Training Team:

Project Drug Free - Charles Kuntzleman
YMCA of the USA - Dick Jones, Associate Director of Sports.

Benefits to participating YMCAs:

Complimentary air fare for one representative.

Complimentary food and lodging for one representative.

Free materials and resources for implementing an All Star Kids Program.

\$500 to cover administrative costs of implementing the All Star Kids program locally.

PHASE II - PROGRAM IMPLEMENTATION

The 12 YMCAs will implement All Star Kids programs in September, 1993. These programs will continue for six months.

Note: Evidence that promotional materials have been developed and that the All Star Kids program has been included in the fall program schedule must be submitted to the YMCA of the USA by August 1, 1993.

The 12 YMCAs will provide written progress reports on the program to the YMCA of the USA on January 1, 1994. At that time they will receive a check for \$250 to assist in the payment of their administrative costs.

The 12 YMCAs will provide written reports on the program to the YMCA of the USA on April 1, 1994. If they have met all the requirements outlined for the program, they will receive a second check for \$250.

PHASE III - PROGRAM TRAINING AND EXPANSION

Hosts:	Initial 12 YMCAs
Dates:	May - June, 1994
Time Frame:	One Day
Leadership:	Host YMCA All Star Kids Staff Coordinator YMCA of the USA Representative
Host YMCA:	Selects and confirms site and date Secures hotel space for people needing lodging Manages registration process Provides complimentary meeting space Promotes training to other YMCAs in area Provides written evaluation to YMCA of the USA.
Local YMCAs:	Covers expenses for their participants

BUDGET
YMCA/PROJECT DRUG FREE
ALL STAR KIDS PROGRAM

Project Development Meeting

Airfare for Kuntzleman/Jones to Chicago.....	\$ 800
Lodging/Meals for Development Team.....	440
Airfare for YMCA staff to/from Chicago (12 x 400).....	\$4,800
Airfare for YMCA/Project Drug Free Leadership.....	800
Lodging for YMCA staff and project leadership in Chicago..	1,080
Meals for YMCA staff and project leadership in Chicago....	720
YMCA Administrative Costs (12 x 500).....	6,000
Administrative and Promotional Materials for YMCAs.....	1,000
Total.....	15,640

OPTIONAL COSTS

Evaluation Meeting

Airfare for YMCA staff to/from Chicago (12 x 400)....	4,800
Airfare for YMCA/Project Drug Free Leadership.....	800
Lodging for YMCA staff and project leadership.....	1,000
Meals for YMCA staff and project leadership.....	720
Total.....	7,320



To Encourage and Reward
Youth Achievement

ALLSTAR KIDS...

Encouraging and Rewarding
Youth Achievement

America's kids are in deep trouble. 25% drop out of school, 26% of 8th graders and 38% of 10th graders had five or more drinks on a single occasion in the previous two weeks, teenage pregnancy has reached epidemic proportions and the incidence of AIDS among teenagers is skyrocketing as is crime and violence. Over 100,000 weapons are brought into U.S. schools daily. Scholastic performance and fitness levels have dropped dramatically, with obesity increasing 39% over the last twenty years and only 36% of teenagers now meeting an acceptable standard of fitness. Little wonder, since the average 8th grader spends twenty-one hours watching TV a week as compared to less than one hour on vigorous physical activity and less than six hours on homework. In a society where both families and values are steadily disintegrating, far too many of our kids increasingly appear to be without purpose or direction - leaving them ill-equipped to effectively meet the challenges of an ever more demanding world.

The mission of Allstar Kids is to challenge and encourage school age children to nourish their minds and bodies and to become good citizens by being more fit, by serving their community and by developing and/or furthering skills, hobbies and special interests - artistically, academically and athletically.

Through both participation and achievement kids can earn points that could qualify them for a series of wide ranging recognitions and rewards, both of an immediate and long-term nature. Qualifiers would earn "Certificates of Achievement" as well as tee-shirts and jackets on which they could display their award symbols. Kids could also earn a variety of free or heavily discounted items at fast food outlets, music stores, sporting goods retailers, etc. As the program develops, employers will be urged to give special consideration to kids who achieve Allstar status.

Allstar Kids is a non-profit, tax deductible corporation

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program develops, employers will be urged to give special consideration to kids who achieve Allstar status.

The kids will be challenged by opportunities for achievement in five broad areas:

1. Physical Fitness And Healthy Living. Children will be encouraged to get and stay fit, eat a good diet, practice proper hygiene, be alcohol, drug and cigarette free and conduct themselves responsibly in their social relationships.

Achieving the "Star" level will require engaging in regular physical activity for a specified period, meeting satisfactory fitness and healthy living standards, (these to be measured by both physical and written tests) and signing a pledge to remain alcohol, drug and cigarette free. "Allstar" qualification will mean meeting higher desired standards for fitness and healthy living that every youth should strive to achieve.

2. Leisure Activities. This category will encourage young people to develop skills in a wide range of endeavors - art, music, drama, sports and hobbies, virtually any kind of positive, constructive activity.

3. Academic Achievement. The emphasis will be on enhancing a child's academic abilities, knowledge and skills - in math, writing, reading, social studies, science and a nearly unlimited variety of subjects.

Children will be awarded points both for achievement in individual subjects, which can be unrelated to their school studies, and for their grade average. Points can also be earned for good attendance. The "Star" level can be met by progress in improving grade averages plus achievement in individual subjects. The Allstar level will require meeting a minimum grade average plus achievement in individual subjects as well as being a "good citizen" at school.

4. Community Service. Every child needs to experience as well as understand the importance of helping others and the value of volunteerism. Children will have countless opportunities to earn points by assisting senior citizens, helping to clean up the community, serving as recreation

leaders, doing chores for the next door neighbor, mentoring younger children, etc.

Point accruals will be based both on the number of hours of service and the task performed, with a minimum number of points being required in a given time period to earn both the Star and the Allstar levels. Once a child achieves either of these levels they can earn extra stars for each additional year they meet the service criteria.

5. Life Skills For Success. Special emphasis will be given to the development of skills and behaviors that would better enable youth to successfully cope with the everyday challenges of life. These could include managing your money, personal grooming and appearance, character building, good manners, getting and keeping a job, good study habits and many more. Points will be awarded on the basis of a written test and personal recommendations.

SUPERSTARS

A child can earn Superstar status and an upgraded jacket by reaching the Allstar level in all five achievement categories within a two-year period.

We expect to ultimately be able to guarantee to Superstars, with continuing good records, the availability of a loan for up to four years of post-high school educational training. A default factor would be built into the loan repayments in order to make the program totally self-funding and subsidy free. By means of this, virtually every child in America could have the chance to secure for themselves a college or vocational education. We also expect that Superstar highschoolers will be able to earn special scholarship credits for college by mentoring other kids to become Allstars. They'll also get help with summer job placement.

Once the Allstar Kids program takes hold, we will endeavor to put together a vast network of employers who will give the kids special consideration when they apply for jobs. Also envisioned is a European style apprenticeship job training program. Another benefit to Allstars would be a card that

could entitle them to a multitude of discounts at stores, restaurants and entertainment centers across the country.

The whole idea is to show kids that it pays to achieve - not only in terms of their own self-satisfaction and personal growth, but also when it comes to better job opportunities and stretching their dollars further.

PROGRAM DELIVERY

Allstar Kids will initially be field tested through the cooperation of the YMCA of the USA, which is arranging for twelve different local Y's around the country to serve as program delivery directors and coordinators. The Y's will not only offer Allstar Kids to their own youth members, but will endeavor to oversee its delivery to other youth organizations - i.e., 4-H, the Scouts, Boys and Girls Clubs, etc., and also through various schools. The Y's will train youth leaders from these organizations, and in the case of schools, will either train or provide youth leaders for Allstar Kids after school activity programs. Schools will be urged to promote Allstar Kids through special assemblies, distribution of informational brochures and wherever and whenever possible. Teachers and coaches will be encouraged to incorporate Allstar Kids into their regular curriculum.

Children can enroll in Allstar Kids by filling out a registration form and purchasing an Allstar Kids guidebook for about \$1.00. Other guidebooks will be available for parents, Y leaders, and youth leaders of other organizations and schools.

As part of the field test, an effort will be made to recruit and train highschool seniors to serve as volunteer youth leaders for after school activities, this under the direction of the YMCA. Such community service would help to qualify them for scholarships at local colleges, an arrangement which could ultimately lead to the involvement of tens of thousands of highschool seniors as well as college students all across the country. At some point, community service might also be made a condition of federally guaranteed student loan programs.

Additionally we expect to be able to entice many parents to come to monthly Allstar Kids evening parenting sessions. Such sessions will be designed to help parents better fulfill their responsibilities and to teach them how best to encourage and assist their children in the Allstar Kids program. A special Allstar Kids Family Award will be available to families that meet the qualifying criteria.

AWARENESS AND RECRUITMENT

A major on-going effort will be initiated to make kids aware of the program and to encourage them to participate. This effort will also extend to parents, schools, youth organizations, churches and many others in the community. To enhance this effort several corporate sponsors will be brought on board. Public service messages will be placed on TV and radio and also in magazines. A leading fast food chain will be asked to become a special distribution center for Allstar Kids informational materials.

We also anticipate recruiting one of the major national service clubs to assist local Y's with fundraising and other aspects of the program, particularly those that would involve the business community.

Athletes could be part of a nationwide speakers bureau network that would address school assemblies, meet with youth groups and otherwise promote the program.

As part of this campaign, senior citizens and others will be recruited to call one on one on families with children and explain the program to them, leaving behind, when appropriate, an information kit and an Allstar Kids video. These materials will also be available through video rental outlets, libraries, schools, etc.

SPECIAL FUNDRAISING ACTIVITIES

A number of different vehicles will be employed to generate on-going funding for the program.

One of the most promising is a highly successful "supermarket scrip" or gift certificate program presently being utilized by thousands of non-profit groups in southern California. A P.T.A., for instance, could purchase blocks of supermarket scrip at a 6% discount and then sell the scrip at full face value to parents. Other fundraising possibilities include the commissionable sale of residential long-distance telephone service to the parents of Allstar Kids, a manufacturers' proof of purchase collection program, the in-store sale of private label products and other innovative promotional initiatives.

ACHIEVEMENT VALIDATION

One of the keys to the successful administration of Allstar Kids is an effective system to ensure correct, consistent and fair validation of performance and achievement by the kids. Participating YMCA's would recruit and train youth leaders, coaches, teachers and other individuals to certify the kids have met specified guidelines and standards and to encourage and assist their involvement.

ALLSTAR KIDS FITNESS FIELD TRIALS

This will be a special experimental project to challenge school children of all ages to endeavor to meet the Y's fitness standards. The Kids would be given at least six months to get ready for an all-day Allstar Kids Fitness Field Trials during which every child would have an opportunity to qualify for a special Allstar Kids fitness award. Qualifiers would receive special tee-shirts and be treated to a big league baseball game with all the trimmings. In addition to promoting youth fitness, the event would help to publicize Allstar Kids and introduce the broader Allstar Kids program to prospective participants.

YOUTH ACHIEVEMENT AWARDS CEREMONIES

When the program broadens in scope, we plan to conduct local and state annual award ceremonies which would culminate in a nationally televised "All-America Allstar Kids Achievement Awards" ceremony that would celebrate, for all to see, the accomplishments of our young people.

SUMMARY

Allstar Kids is an invitation and a challenge to every school age child in America to, as the Army says, "be all you can be." It's also a splendid opportunity for the rest of us to give our kids all the help we can so they grow up in a way that better enables them to fulfill not only their own dreams, but our dreams for them as well.

Allstar Kids is founded on the belief that our kids - each and every one of them, regardless of circumstances or upbringing, has a duty to themselves, their family and their country to make the most of themselves - of their time, their energies and their talents, and to mature into caring, contributing and responsible citizens.

Allstar Kids is all about expecting and encouraging our young people to expand their interests, their knowledge and their abilities and their involvement with the world around them and, by doing so, to build their self-esteem and confidence. Every child can progress at his or her own pace and can achieve a measure of success without necessarily having to join a team or organization. Nonetheless, Allstar Kids will encourage every child to become part of something that is bigger than himself and to experience and enjoy interaction with youth organizations and other groups. In fact, we envision Allstar Kids becoming the bridge that brings more kids into such groups.

Goodness knows, America needs programs the likes of Allstar Kids and, indeed, Allstar Kids needs all the help that you and the rest of America can give. We look forward to your cooperation.

February 17, 1993