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Announcement

WSA By The Numbers

Leigh Steinberg Social Event

20th Anniversary Recap

Joe Buck Social Event



ABOVE: The winning teams celebrate their Team Prime Time Middle School - WSA Cup Championships this Spring at Daniel Webster Middle School!

WSA's Mission in Action

It is quite amazing when you think about how big a difference Westcoast Sports Associates, a volunteer membership organization, has made across Southern California over the years. The method has not changed too much. By celebrating star athletes and high profile leaders in the sports world, WSA has increased awareness about the limited youth sports opportunities available in low-income areas. The organization's Social Events and Annual Dinner Gala have raised millions of dollars that have contributed to many youth sports programs which benefit thousands of young people each school year and summer break.

Over the past year, I have visited WSA's partners and heard some touching stories about how youth sports programs have changed lives in their respective communities. Every time it is inspiring to see the countless smiles of participants playing their favorite sports alongside their friends with family members cheering in the background.

WSA recently produced videos that tell the organization's story through the perspectives of long-term members, grant recipient representatives, volunteers and some of the young people WSA has served.

Check out "20 Years of WSA Impact" and "WSA Case for Support" which profile the organization's community impact as well as "20 Years of Roy Firestone Award Honorees" spotlighting all the impressive sports legends who have made the WSA Dinner Gala such a rich tradition.

Visit
vimeo.com/westcoastsports
and watch **WSA Making Youth Sports Possible**

Once again this April Westcoast Sports Associates has allocated over \$250,000 in grant funding to youth sports administrators in our region. WSA is proud to award 25 grant recipients much needed funding to ensure that the programs they host are high-quality experiences. In addition to working with 13 City of Los Angeles Recreation Centers in 2016, WSA is pleased to announce its renewal of 10 non-profit grant recipients and two new partners: *City Lacrosse & Beat the Streets, LA*.

Beat the Streets, LA provides wrestling-based youth development programming at 23 program sites in South LA, East LA, and in the San Fernando Valley.

Angeles' most underserved communities, these groups ensure their programs are accessible by providing full scholarships to 100% of their participant populations.

Both these groups expose elementary and middle school students to non-traditional sports while emphasizing life lessons within the program curriculum. Located in some of Los

City Lacrosse provides lacrosse-based youth development programming at six program sites in South LA and Central LA

The work continues and we need your helping hands. There are a number of ways members and friends of the organization can support our mission. I hope to see you this summer and fall at WSA's upcoming events and discussing opportunities for you to become more involved.

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21st Roy Firestone Award Dinner Gala

On October 22nd Westcoast Sports Associates will be recognizing Bob Costas as the 21st Roy Firestone Award recipient, continuing the annual Dinner Gala tradition that supports thousands of families in Southern California each year.

Following the Dinner Gala's annual tradition, WSA's Honorary Chairman Roy Firestone holds an "Up Close" interview with the the Honoree. Bob Costas will serve as a compelling award recipient as he has become one of the most respected and honored broadcasters of our time!

Mr. Costas' resume includes hosting 11-consecutive primetime Olympic games telecasts, multiple Super Bowls, World

Series, Golf Majors and Triple Crown races. Costas has been recognized as an Eight-time Sportscaster of the Year and the recipient of 26 Emmy Awards for his formative sports journalism.



21st Roy Firestone Award Honoree, Bob Costas

WSA is very proud to add Bob Costas to our renowned list of Honorees, which includes: Roy Firestone, Jim Brown, John Wooden, Sugar Ray Leonard, Wayne Gretzky, Howie Long, Cal Ripken Jr., Terry Bradshaw, Arnold Palmer, Steve Young, Hank Aaron, Jack Nicklaus, Jerry West, Pete Carroll, Andre Agassi, Vin Scully, Joe Montana, Clayton Kershaw, Bill Walton, and George Foreman.

WSA Grant Recipient Nonprofit Partners

America Scores, LA
 Beat the Streets, LA
 City Lacrosse
 Futbolito Pacoima, Youth Speak Collective
 Hollenbeck Police Activities League AYSO Sites
 Kids in Sports, LA
 Youth Sports Camps at Loyola Marymount University
 SCTA National Junior Tennis & Learning Sites
 Youth Basketball Camp at Pepperdine University
 Team Prime Time Middle School Sports Sites
 TGA Golf Foundation School Sites
 Watts-Willowbrook Boys & Girls Club

WSA Grant Recipient City of LA Recreation Centers

Algin Sutton
 Central Park
 Echo Park
 El Sereno
 Elysian Valley
 Hazard Park
 Jim Gilliam
 Lincoln Park
 Montecito Heights
 Queen Anne
 Ramon Garcia
 Ross Snyder
 Slauson



WSA Bus Tour July 20th Beginning at 4pm

We invite you to join WSA Members and donors at this year's Bus Tour. We will visit multiple supported program sites, meet the role models that coach participants, and cheer on the friendly competition that is the highlight of many kids' summer.

MAKING YOUTH SPORTS POSSIBLE

BY THE NUMBERS



\$250,000

Amount of grant funding provided by WSA each year to community-based partners who make quality youth sports programs accessible across Southern California.

49

Number of youth sports facilities WSA grant funding supports in 2016.

10,000+

Annual participants that benefit from WSA supported programs.

95%

Percentage of participants at WSA affiliated Recreation Centers that come from diverse backgrounds.

\$34

Average per sport season program fee cost charged by Recreation Center partners; which is less than one dollar per program hour!

61%

Percentage of participants awarded full scholarships by WSA nonprofit partners. Some of these partners offer full scholarships to all of their participants, in some cases amounting to over 1,000 per site!

14

Number of sports WSA funding makes accessible to children in low-income communities: Aquatics, Volleyball, Cheer, Dance, Lacrosse, Wrestling, Golf, Tennis, Flag Football, Soccer, Futsal, Basketball, Baseball, Softball.

Visit www.vimeo.com/westcoastsports and watch WSA *Making Youth Sports Possible*

Steinberg Social Event

Over 45 guests joined six of Westcoast Sports Associates' volunteer members to celebrate the organization's community impact at The Balboa Bay Club for a conversation between special guests Paul Bartelt and Leigh Steinberg on Wednesday May 18th 2016!

Members Paul Bartelt, Zac Bindler & Mike Gottlieb were instrumental in organizing this special event and filling the room with new friends of WSA from Orange County.

Leigh shared some formative experiences from his days at UC Berkeley, including interactions with then-California Governor Ronald Reagan. His roles in student government were influential beyond campus, but one relationship fostered in college with Steve Bartkowski quickly propelled Leigh into his (over 40 year) career as a sports agent. The group in attendance heard about the deep connections he developed with Steve Young, Warren Moon and countless other NFL legends. Leigh's stories all applied to how members of the audience could enhance their personal and professional capacities. Lessons from how great quarterbacks have handled adversity as well as effective negotiation techniques with Jerry Jones, were all presented in a way that guests could incorporate the practices in their daily lives. The audience also heard, first-hand, about the level of care Leigh prioritizes among the athletes he represents. Of the utmost importance to Leigh is that athletes use their higher profile to help the communities close to them. He recounted his three decades of Super Bowl parties that have provided substantial fundraising dollars to both local and national charities. Thank you Leigh for making



this night so special for Westcoast Sports Associates and our many friends in Orange County.

2016 Poker Tournament

On Saturday April 23rd 2016, WSA held its third annual Poker Tournament at the 900 Club in Manhattan Beach. This fundraiser was organized by Regan Hagestad and other WSA Members who helped gather over 40 donors.

Once again this event generated significant support that will help one of the partner Recreation Centers by providing uniforms, trophies, and other essential equipment for their summer sports programming. Congratulations to the tournament champion WSA Member Marc Navarro, who closed out the final table.

Westcoast Sports Associates is especially grateful to the event's generous hosts at the 900 Club and sponsors at MGM Resorts for making our youth sports programming a priority again this year.



Foreman Dinner Gala

On Thursday October 22nd 2015, WSA held its 20th Annual Dinner Gala & Roy Firestone Award, where we honored George Foreman and celebrated an impressive milestone for WSA: 20 Years of *Making Youth Sports Possible!*

Approximately 320 guests were in attendance to hear about the impact WSA grants make across Southern California. This annual fundraiser's main event, Roy Firestone's interview with George Foreman, as usual, did not disappoint. George's recollection of his upbringing, led him to describe America as the home of compassion, giving to kids that "drop out of society" a chance to grow in positive ways. He shared the immense pride felt after winning the gold medal at the 1968 Olympics and waving the American flag. Foreman's many story-book fights were discussed including knocking out Joe Frazier in Jamaica, the unforgettable match against Muhammad Ali in Zaire, and culminating his comeback



by beating Michael Moorer to regain his position as the world Heavyweight champion, at age 45 no less.

George put WSA's annual marquee event in perspective very nicely when he said:

"Well if it hadn't been for the work you are all doing, if someone wasn't doing that for me, it never would have happened. There is a George Foreman in those donations, believe me!"

Thank you to our many generous sponsors continuing your support of WSA's efforts to make quality youth sports more affordable and accessible in Southern California.

Joe Buck Social Event

Nearly 70 guests celebrated Westcoast Sports Associates' community impact at The 900 Club for a friendly conversation between special guests Chris



McGee and Joe Buck on Wednesday August 12th 2015.

Joe recounted growing up in the press box and always hoping to follow in the footsteps of his best friend, his Dad Jack Buck. He highlighted the ways his Dad influenced his broadcasting and joked he felt he was a rip-off artist leading a "Jack Buck Cover Band". Guests were able to hear about what its like to announce World Series and Super Bowl championships and learned which were Joe's favorites over the years. The impromptu command performance of Ring of Fire by Joe Buck Cash, paired with (WSA Member) Kelley James' acoustics was an exciting end to a very memorable evening.

Come out to hear **WSA's Special Guest Rick Reilly** speak at the 900 Club in Manhattan Beach on Tuesday July 12th 2016!



makingyouthsportspossible.

www.westcoastsports.org

WSA's 2016 Dinner Gala

Honoring Storied Broadcaster **Bob Costas**

Saturday
October 22nd 2016

The **Westin
Bonaventure**
Hotel Downtown
Los Angeles



**REGISTER
ONLINE
& HELP**

WESTCOAST SPORTS ASSOCIATES achieve its
mission of **MAKING YOUTH SPORTS POSSIBLE**
www.westcoastsports.org/dinnergala

WSA is committed to Making Youth Sports Possible for economically disadvantaged children in Southern California. WSA believes that every child should have the opportunity to participate in organized sports, learn life lessons through competition and experience the joy of having a uniform and a trophy. WSA Members raise financial resources, review WSA Dinner Gala & Roy Firestone Award, and hold private social events throughout the year. To learn more about WSA Membership or to become one of our distinguished sponsors contact Executive Director Dan McKeagney 310.294.7179 - dan@westcoastsports.org

Mission Statement:

Join Us Saturday, October 22nd 2016!



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