
Rotary SAS All-Stars:

A partnership between Rotary and the Argos to promote and engender Service Above Self to teens

Detailed Program Plan

Program Overview

It's increasingly evident that today's youth are becoming more isolated and do not comprehend the Service Above Self mentality. Technologies like iPods and Blackberries encourage isolation and a lack of communication, and do little to promote or foster a sense of community.

No one understands the value of community service like Rotarians, and no one can connect with and motivate youth like the Toronto Argonauts. That's why the two organizations have come together to promote and engender the Service Above Self mantra to our teens. Through Leadership Training Camp, it's the goal of *Rotary SAS All-Stars* program to put 2,000 high potential teenagers through a series of activities and experiences that will help educate them on the value of service, change their perspectives on how they view their role in the community, and hopefully ignite a passion within them to become a more active volunteer. Specifically the Leadership Training Camp that our young leaders will go through has 7 steps to parallel the actual experiences of a professional football player:

1. **Recruitment:** Individual Rotary Clubs will identify high potential youth that they'd like to send to Leadership Training Camp.
2. **Physical:** Before beginning Camp, each participant will fill out a survey assessing their perspectives on excellence, character, and service.
3. **Coaching:** The participants will come to an Argos game, where an Argos alumni will give them a motivational speech on leadership and service.
4. **Playbook:** Each participant will receive their own handbook on the keys to becoming a successful leader.
5. **Film Study:** After attending the game, participants will fill out a similar survey to the physical, and how their views on leadership and service have changed will be assessed.
6. **The Game:** Rotary will identify and communicate volunteer opportunities for participants to apply for within their communities.
7. **The Awards:** Four scholarships per year will be awarded based on successful completion of this program.

The document that follows provides a detailed overview of the *Rotary SAS All-Stars* program. It leads the reader through the program from start to finish (e.g., how to sign up right through to the follow up activities). In the event that you have further questions please do not hesitate to contact Sarah Myton of the Toronto Argonauts front office at 416-341-2735 (or via email smyton@argonauts.ca). We look forward to seeing you at Rogers Centre, and wish you the best of luck in continuing to live the Service Above Self way of life.

How do I sign up my Rotary Club?

Good news! It's not too late to sign up your Rotary Club to participate in the *SAS All-Star Program*. There is still space available for our fall games, and we would love to have the youth you select join fellow Rotarians, the current youth participants, and the Argos in Leadership Training Camp. Here's how you can sign up and ensure your Club is included in the excitement.

- **Club approval:** The first step is to bring forward this initiative to your Club for discussion. If your club would like to participate then 2 things must be voted upon: 1) how many youth you'd like to send, and 2) which games you'd like to participate in.
- **Notify Argos:** Following the decision to support this program please fill out the attached sign up sheet (See Appendix A – Sign Up Sheet) and either fax or email to the indicated address.
- **Date confirmation:** Shortly after the Argos receive the sign up sheet you will receive a confirmation email for which date your club will be coming to the game. Every effort will be made to get your club in its first choice, but we may have to go with your second or third choice based on clustering Rotary Clubs in proximate geographies to facilitate bus transportation.
- **Finalize list of participants:** With the date finalized you are now equipped to finalize the list of participants. Most clubs are working through local high schools, but you are also welcome to select youth who have participated in other youth-oriented Rotary programs. The target population for this program is high school students (both males and females), and since this is a leadership program we are seeking high potential teens. Additionally, the Argos have extensive experience working with high schools in the GTA and surrounding area and can help identify groups of youth who would like to participate.
- **Confirm participation:** The final stage in the recruitment process is getting parent/guardian permission. The Argos have prepared a permission form (See Appendix B – Permission Form) that can be distributed to all participants. This permission form will also include the key information on date, time, and transportation information. As well, the Argos have created a tracking sheet (See Appendix C – Tracking Sheet) to make the logistics of tracking receipt of information as simple as possible.
- **Payment:** Once the date and number of participants is confirmed each Rotary Club will receive an invoice for the cost of the program. Clubs will be billed \$50 per student (taxes and service charges inclusive) which will cover transportation, t-shirt, all program activities and materials, and the platinum game ticket.

What key messages will be delivered?

With the end goal of engendering and promoting the Service Above Self way of life to more youth, the *Rotary SAS All-Stars* program has been designed around 3 key elements: character, excellence, and service. Starting with the survey, the youth will begin to learn about each of these elements. On gameday all three of these will be discussed in far greater detail, and then youth will be encouraged to put their learnings into practice by finding a community service opportunity that suits their interests. The key messages for each of the 3 elements will be as follows:

- Character: TBD – need to meet with Michael Clemons.
- Excellence: TBD – need to meet with Michael Clemons.
- Service: TBD – need to meet with Michael Clemons.

What is there to do before gameday?

The *Rotary SAS All-Stars* has been designed to keep the amount of effort and time required by individual Rotary Clubs to a minimum. As you'll see below, there is only a tiny amount of prep work assigned to the participating Rotary Clubs. The Argos will handle all of the logistics, while the Rotary Clubs need to simply communicate the message to the youth. Specifically here are the activities involved before the gameday:

- **Send in tracking sheet:** Once all of the youth have returned their permission forms and attendance has been confirmed please fax or email the tracking sheet to the contact provided on the sheet.
- **Select chaperones:** We are encouraging each Rotary Club to send chaperones free of charge with their group. The ratio of Rotarians to youth is 1:10.
- **Fill out surveys:** Approximately three weeks before the day of the game, each youth will receive the survey (See Appendix D – Survey). This survey will gauge the participants' preliminary views on character, excellence, and service, and will help shape the curriculum for the gameday. Along with the survey, participants will be reminded of their gameday information (e.g., times, bus location). A deadline of one week will be given to fill out the 10-minute survey, and individual clubs will be notified of the status of completion so they can follow up directly with those youth who have not yet completed the survey.

What happens on gameday?

The entire gameday experience has been designed to give the *Rotary SAS All-Stars* participants an experience that they'll never forget. Throughout the day the youth will learn about Service Above Self, and how they can apply that in their own lives. To ensure the day is extra special the teens will be treated like VIPs, as they will be granted access to the stadium before the general public, taken on a behind the scenes tour, get to walk the sidelines, meet a professional athlete, and then enjoy the game from some of our most premium seats. The specific elements of the program are as follows:

- **Pick-Up:** Participants will meet at the specified location and time where a school bus will meet them and transport them directly to Rogers Centre. Rotary Clubs who bring less than 40 participants will be grouped with clubs in nearby locations to fill the bus. All busing will be coordinated by the Argos, and the details will be communicated with both the permission form and the pre-game survey.
- **Arrival at Rogers Centre:** Two hours before the game the participants will arrive at Rogers Centre they will be met by an Argos staff who will grant them access to the stadium ahead of the general public. At this point they will receive their game ticket, *Rotary SAS-All Stars* t-shirt, and will have the opportunity to meet the other youth participants for the day.
- **Stadium tour:** The teens will enjoy a pre-game experience that is truly VIP. They will be escorted onto the field to watch their heroes warm-up up close, and will then be toured around Rogers Centre to see some of the building's highlights.
- **Motivational speech:** One hour before the game the participants will gather for their motivational speech by an Argos alumni who lives Service Above Self everyday. We have been fortunate enough to secure two outstanding individuals for this program who are excited to share their experiences with the youth. These gentlemen are Adrion "Pee Wee" Smith and Orland Bowen (See Appendix E – Mentor Biographies for full details on each individual). Both of these men have extensive service in the community, speak to youth regularly, and have excelled in multiple aspects of life. At the conclusion of the speech all participants will be given a Leadership playbook so they can review what they've learned, plus have a nice piece to get autographed.
- **The game:** A special section in the 200-Level Platinums have been reserved for the program participants, so they will truly enjoy the game from some of our best seats in the house.
- **Drop-off:** Immediately following the game the youth will meet the bus outside Rogers Centre and be transported back to the same location where they were picked up.

What happens after the game?

The program does not end after the *Rotary SAS All-Stars* participants leave the game. There is follow up work that the youth are expected to do, with rewards in place to help motivate the teens to take action.

- **Post-game survey:** Immediately following the game program participants will be emailed a survey. This questionnaire will be the same one they filled out before the program, and we're looking to see if the program has shifted their thinking on character, excellence and service.
- **Report on survey results:** At the conclusion of the program the Argos will take the lead on putting together a report on the survey results. We will report back to the participating clubs on how the mindsets of the youths have changed, and also have feedback on the program so we can build it stronger for 2010.
- **Volunteer opportunities:** Program participants will receive frequent emails of volunteer opportunities in the GTA and be encouraged to sign up and participate. We are looking for the individual Rotary Clubs to provide these opportunities and send out to the participants on a monthly basis. This will be a wonderful way to engage the youth in Rotary's current slate of activities.
- **Scholarships awarded:** Rotary will fund 4 scholarships for program participants who exemplify the Service Above Self way of life, and put it into practice in their communities. In February of 2010, students who participated in the 2009 program will be asked to apply for one of four scholarships. In order to apply, students will have to submit a resume, and write a short 1000-word essay on how they live "Service Above Self" everyday. The 4 winners selected by a small committee of Rotarians and will then be recognized on the field at an Argos home game in 2010

APPENDIX A – SIGN UP SHEET



ROTARY SAS ALL-STARS SIGN UP SHEET

The Argos couldn't be more excited to partner with Rotary on the 2009 Rotary SAS All-Star Program! With your Club's help we are aiming to put 2,000 lucky youth through Leadership Training Camp over the course of the 2009 Season.

Believe it or not, the 2009 season is less than one month away! That means we need to start finalizing details. Please fill out the sign up sheet below to give Rotary and the Argos an estimate of numbers and dates so we can plan for the upcoming season. And yes...it's not too late!

CONTACT INFORMATION:

Rotary Club # and Area: _____

Club Contact Person: _____ Phone: _____ Email: _____

SCHEDULING:

Number of youth your club would like to send: _____

Please indicate below your 1st, 2nd, and 3rd preference for the games your club wants attend.

Date	Opponent	Preference
Friday, August 28 th @ 7:30pm	Calgary	
Friday, September 11 th @ 7pm	Hamilton	
Saturday, October 3 rd @ 1pm	Montreal	
Friday, October 16 th @ 7:30pm	Edmonton	
Friday, October 23 rd @ 7pm	Hamilton	
Saturday, November 7 th @ 1pm	Montreal	

The cost will be approximately \$50 per youth participant which includes all Leadership Training Camp costs (game ticket, round-trip bus transport, T-Shirt, Playbook, Online Surveys, Speech by Argos Alumni, and Rogers Centre Tour).

Please return completed form by Friday, July 17th, 2009 by:

1) FAX: 416-341-2714 (Attn: Sarah Myton)

2) Email: smyton@argonauts.ca

If you have any questions please do not hesitate to call Sarah Myton at 416-341-2735.



TORONTO ARGONAUTS FOOTBALL CLUB
416.341.ARG0 | argonauts.ca

APPENDIX B – PERMISSION FORM



355 King Street West
Floor 6
Toronto, ON M5V 1J6

Phone: 416-341-2746
Fax: 416-341-2714

Website: argonauts.ca

ROTARY SAS ALL-STARS PROGRAM

To the parents/guardians of the SAS ALL-STARS Program,

Your son/daughter has been selected to participate in Rotary SAS All-Stars Program. The program is a leadership enrichment program founded on two principles: promoting and engendering the SAS (service above self) mentality and encouraging youths to replicate their goodwill in the community. Participants will attend an Argonauts home game, be given a stadium tour and receive a motivational speech from an Argos alumni on leadership and service. After returning from the game, participants will begin to receive email updates of volunteer opportunities within their communities and will become eligible for one of four scholarships. We are writing this letter in hopes of obtaining your permission to have your son/daughter partake in the program.

The date of the game is <date> at Rogers Centre, Toronto ON. <# of adults> of chaperones will accompany your son/daughter and <# of attendees>.

Rotary Club:
Kick Off:
Depart <location>:
Arrive at Rogers Centre:
Return <location>:

Your son/daughter will be required to bring money and/or food for the game as they will be away for most of the day.

If you have any questions please contact <Rotary contact> at <phone #> from the <Rotary name>.

Please remember to check off the photo liability box at the bottom of the page.

Sincerely,

<Name>
<Rotary Club>

Bob Nicholson
President & CEO

Joey Nalevka
VP, Business Operations

Jason Colero
Manager, Community Relations

Please return to <Rotary contact> by <deadline date>.

___ Yes, my child has permission to take part in the program.

___ No, my child does not have permission to take part in the program.

Participant Name: _____

Rotary Club: _____

Parent/Guardian Signature: _____

My child's photo can be used by the Toronto Argonauts for promotional use only



APPENDIX C – TRACKING SHEET



Rotary SAS All-Stars Tracking Sheet

Rotary Club _____

Number of Participants _____

	Name of Participant		Address			Phone Number	Email	Permission?	Survey?
	First	Last	Line 1	Line 2	City				
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APPENDIX D – SURVEY

TBD – need to meet with Michael Clemons.

APPENDIX E – MENTOR BIOGRAPHIES

Orlando Bowen

Orlando Bowen is the Executive Director of One Voice One Team, a non-profit youth leadership development organization that uses sport and community awareness to teach leadership and life skills to young people. He is the creator of the Get “S.W.O.L.E.”™ Leadership Development program and was a finalist for the Canadian Football League’s Tom Pate Award. The award is presented to the athlete that demonstrates outstanding commitment to his community and team.

Orlando knows firsthand the importance that athletics and other high performance activities can play in developing character-based leadership skills. He was the Education Legacy Chair on the City of Hamilton’s Commonwealth Games Bid Team and led a research team that resulted in the creation of one of Ontario’s sport academy institutions. As a Brampton, Ontario native and graduate of Brampton Centennial Secondary School, Orlando attended Northern Illinois University (N.I.U.) on a full athletic scholarship. While at N.I.U., he not only excelled as an athlete, captaining the football team in his senior year, but also obtained both a Bachelor of Science (Business Marketing) degree and a Masters of Science (Management of Information Technology) degree while under scholarship.

“Bo”, as his teammates affectionately call him; can be seen on the big screen as well. He is a co-host of the TV fitness series, The Art of Building Bodies and has also had actor roles in TV shows such as Darcy’s Wild Life, Paramount Pictures, the Sum of All Fears and the hit ESPN series Playmakers. These accomplishments began while Bo was plying his trade as a professional football player.

Through One Voice One Team, the actor, television personality and former Toronto Argonaut brings together nationally recognized youth and athletes from all levels to mentor students and families across Canada.

Orlando, his wife of 6 years (Skye) and their 3 young sons reside in Brampton, ON. His father-in-law, Chuck Ealey, is an NCAA record-holder and CFL legend at the Quarterback position.

Adrion Smith

Adrion “Pee Wee” Smith, a native of Kansas City Missouri played 12 years in the CFL, and 10 years with the Toronto Argonauts. Adrion’s career has been highlighted by; 3 Grey Cup victories and the Grey Cup record for the longest kick off return for a touchdown in Grey Cup history. He was the 2003 Interception King leading the CFL with 8, and has made the All-Star team six times. His accomplishments both on and off the field is what has earned him the title of “FAN FAVOURITE”. Adrion has spoken to over 300 schools in and around the Greater Toronto Area and has been involved with numerous community projects and fundraisers. Adrion majored in Human Resources, and holds a minor in psychology from Southwest Missouri State . Adrion makes Mississauga, Ontario, Canada his home.