



The Children International Game On! Program:
Training Children for a Better Life Through Sports





A Chance to Change Lives

At some point in their lives, most children dream of being winners. The rush of scoring the big one...the bleachers going wild...the ride back to the locker room on the shoulders of teammates.

Children in the impoverished communities served by Children International are no exception. But when they open their eyes from their dreams, they are greeted by the stark reality of their poverty and the realization of the near certainty that those dreams are destined to fade away.

But things are changing! A growing number of children are learning what it's like to hear applause... the encouraging voices of coaches and teammates... and the satisfaction of being part of a winning team. This is what the launch of Children International's Game On! program, in partnership with the International Alliance for Youth Sports (IAYS), has meant to hundreds of kids in poor communities in developing nations...and our dream is to push that number into the thousands.

Game On! is about more than sports. It's about teaching skills and values that can help give children and young people the edge they need to get ahead in life. Please read more about the Game On! program in the next few pages...and please consider partnering with us to bring its message of health, hope and good, clean fun to the children who need it most.

A handwritten signature in cursive script, reading "Dan Phelan".

Dan Phelan
Campaign Chairman
Game On! Global Program

Teaching Life Skills...the FUN Way

Kids listen to coaches. They understand that coaches are there to help them win...to help them sharpen their skills and give them the discipline they need to succeed. But the Children International Game On! program uses the influence that coaches and trainers already have with children to do much more than just turn young people into better athletes.

Game On! is about involving children in sports – but its purpose goes deeper. We realize that children and youth in disadvantaged communities have enormous obstacles to overcome in life...and few chances to get the skills they need to overcome them. So besides coaching them on how to handle a ball or score a goal, we also train them in vital life skills and values like goal setting, teamwork, responsibility, conflict resolution, learning how to win and lose, and respect for authority figures – qualities that promote good citizenship and build strong communities.

Thanks to Game On!, hundreds of children are getting a chance to get involved in positive, healthy activities. And the life lessons they're learning along the way will stay with them long after they enter adulthood.



**Game On! develops athletic skills...
and strong communities.**

Foundational Values of the Game On! Program

In order to accomplish its dual purpose – getting children involved in sports and building life skills and values – the Game On! program adheres to the following four key principles:

FUN. We believe kids want to be challenged, and our program is designed to encourage its participants to push themselves to new heights. But at the same time, we strive to keep the experience fun and exciting to keep children motivated and encourage others to get involved.

PARTICIPATION. Instead of focusing on competition, Game On! focuses on total involvement. Emphasis is placed on effort, attitude and sportsmanship; and because we remove the stigma of losing, even children who are not athletically inclined can participate and have fun. According to volunteer coach Luzmenia Moncada of Valparaíso, Chile, “Slowly, [the children] are learning the real values of sports – and that’s important.”

LEARNING. Children in the Game On! program practice hard and are encouraged to do their very best. But sports is not all that is taught. Young people also learn respect for others, discipline, teamwork and honesty...all essential values that will help when the time comes to enter the workforce.

SUCCESS. Because we focus more on developing character than winning games, every child who participates in Game On! can feel like a champion. Everyone gets to play...everyone wins. Children from disadvantaged backgrounds can experience the affirmation of a pat on the back and a “Good job!” from their teammates and coaches...which builds their self-esteem and gives them hope for their future.

In Game On!, participation – not winning – is the point.



Scoring Big for Children

The cost to implement the Game On! program varies from country to country. The most costly phase is the initial launch, which requires extensive training for coaches and other volunteer staff, purchasing equipment and securing places to play. We foresee costs diminishing and return on investment increasing in each location as the program matures.

In general, Game On! operates at a cost of approximately \$125 per participant. These funds are provided by generous donors like yourself who see the potential that lies in children and young people and who share our vision of opening doors for their future.

We bring to the Game On! program the same fiscal responsibility you have come to expect from Children International in other areas, like our signature child sponsorship program. And, of course, you can count on all contributions to the Game On! program being used wisely and efficiently.

Our goal is to expand Game On! to include nine countries and over 7,500 participants by 2015. We're already making progress toward our goal of over \$3.3 million, but we still need your help.

While the cost of the program is substantial, it's a small amount compared to the lifelong impact it will have on the children who participate. We're convinced it's worth it. By making a major donation to the Game On! program, you'll be helping make a lasting difference in children...as well as entire communities.



By 2015, our Game On! program will serve over 7,500 children in nine countries.

A Winning Strategy

When we decided to use youth sports as a means of teaching life skills and values, we sought to partner with an organization with a proven track record in operating youth sports programs aimed at developing children's character and abilities. This led us to join with the IAYS, the creator of the Game On! model. It is an organization driven by the belief that sports have great value in the physical, social and moral development of children; as such, it works with organizations all around the world to ensure children have access to the trained volunteers, programming, facilities and equipment they need in order to participate.

Through our partnership with the IAYS, donors can be confident that the Game On! program will be operated in a safe, responsible and effective way at each Children International agency where the program operates.

One key element of the program is that we prepare key figures of the community to serve as coaches and co-captains of teams. Parents, teachers and responsible youth volunteers receive specialized training that gives them the technical knowledge they need and enables them to become positive role models.

The Children International Game On! program is open to all children and youth, regardless of sponsorship status. Teams meet twice weekly for practice sessions that incorporate life skills lessons through a combination of sports and outdoor games.



Game On! is a team effort that involves parents and community leaders.



“I love sports, but I can’t play them in my neighborhood; my dad says it’s too dangerous...”

The program will be very good for all who participate; now we have a place to play sports in a way that’s fun!”

*– María Farias, 10,
participant in Chile*

Take Your Place on the Team

Visit a Game On! playing field and you’ll see kids...lots of them. Running, playing, laughing, exercising, training. Game On! fields are busy places.

Our staff and volunteers are right in the heart of all the action – teaching life lessons, imparting lasting values, and just being there for children and young people who were born without the opportunities a lot of us take for granted: to have a safe place to play, positive role models and the chance to be a winner.

Please consider joining the team and becoming a major financial supporter of the Children International Game On! program today. You’ll have the opportunity to visit Game On! programs around the world and participate in activities to see for yourself the impact of the program. We’re sure you won’t regret it.

Game On! matters. Join the team!



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