

VHSL FOUNDATION



Our Mission

As an extension of the Virginia High School League, the **VHSL FOUNDATION** stimulates ongoing statewide support for League activities and programs by securing, managing and allocating resources for the expansion and enrichment of League services to Virginia's youth.



LIFETIME OPPORTUNITIES THROUGH
STUDENT ACTIVITIES

QUOTES

“*G*rowing up in a large family, my mom practically preached that, “Life is not a competition.” But she was wrong. Every day, we compete: for the winning basket, the next great scholarship opportunity. Although, it may seem like it, we do not compete to win; we compete to struggle. It is the struggle, and possibility of success in the face of adversity, that defines our character and prepares us for the next competition. I now see everything in life not as a matter of being the best, but as being the most determined, the most hard-working, the most like Coy. **”**

Lindsay Riordan, E.C. Glass High School, Lynchburg, VA
2013 Wells Fargo Citizenship Award winner

Note: Coy is a severely autistic classmate who, to everyone's surprise and cheering, scored the winning basket during E.C. Glass High School's Project Unify Basketball Game with the special education classes.

“*S*alem High School, like all high schools, has some amazingly well-rounded students. It is exciting to see students who make excellent grades, work hard, play sports, join clubs, and seek leadership roles. As an administrator, you wish all students would make such choices, and you're thankful for the ones who do. **”**

C. John Hall, Principal, Salem High School
Salem, VA

What would it be like without the VHSL? **“***Chaos.***”**

Steve Barnett, Director of Athletics and Supervisor of Health & PE, Roanoke City Public Schools
Roanoke, VA

FACTS, GOALS, LEADERSHIP

Your gift will

Enrich students' educational experiences
Encourage strong academic achievement
Promote positive school and community relations
Foster good citizens and inspired leaders
Lower the dropout rate by offering quality co-curricular activities
Set a course for healthy lifestyles

Goals

As former VHSL Foundation Board Chair, Carl Rosberg often says, "It took us over 15 years to raise the first million dollars. Now with our Centennial Campaign celebrating 100 years of providing athletic and activity opportunities for high school youth, we hope to reach the next million dollars in 1/5 of that time (three years)."

Building on the momentum created by our Foundation Board's 100% participation and \$142,500 in early commitments we are hopeful for a preliminary goal of \$1 million from more than 500 donors. These dollars will be added to our endowment where a portion of the interest will be returned annually to our member high schools in support of non-revenue sports and activities.

Additionally, our hope is that many donors will choose to honor or memorialize a former coach, teacher or administrator who impacted their life. Each honoree will be notified of the donor's gift.

Volunteer Leadership

We are grateful to those whose names are listed below. They are going "above and beyond" in helping our Centennial Campaign reach our goals.

- Honorary Chair---Bryant Stith
- Campaign Tri-chairs---Carl Rosberg, Bert Dodson, Debbie Pickford
- Advisory Council Chair---Ken Willard
- Corporate and Foundation Chair---Mark Meana
- Executive Committee Chair---Dante Lee
- Hall of Fame Chair---Bryant Stith
- Officials Chair---Bryan Thomas
- VHSL Membership Chair---Pete Koste

In addition to those named above, we express thanks to the many other valuable volunteers who have hosted and will host regional luncheons and who have advocated vigorously for high school activities.

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Helping Young People Win in Life

Participating in VHSL activities is an ideal way for students to develop the skills needed to be well-rounded citizens.

Through their involvement, students experience great physical, intellectual and emotional growth. This growth ultimately translates into future successes in college, career and civic life.

With the exception of just a few team sports, VHSL activities cost more to administer than they bring in. Yet, each program—whether revenue-generating or not—has the ability to inspire students to reach their fullest potential as individuals. Since students have varying interests, a diversity of athletic and academic programs is essential for maintaining strong participation levels.

The Virginia High School League faces a critical crossroads, with two choices: to turn back or step forward.

Turning back means eliminating or reducing programs and services, because the VHSL cannot continue offering its full roster of activities without a significant increase in revenue. We find this course of action difficult to consider, because there is such demonstrated and intrinsic value in what the VHSL does for Virginia's youth.

Stepping forward means strengthening existing programs to keep up with the growing student demand. It also means acting on new initiatives. Public high schools are frequently under-funded. Teams have difficulty covering the cost of travel to events; the VHSL Foundation assists in covering these costs. Similarly, many moms and dads, brothers and sisters, would not be able to afford an increase in ticket prices. League events are family events, and admission prices should not be so high as to exclude family participation. And, because the VHSL receives no state funding whatsoever, it must rely on other revenue sources to help offset rising program costs.

Given a choice, the VHSL would like to step forward. Therefore, working through the VHSL Foundation, we are embarking on a campaign to generate private support. Moving forward requires your help. By making a gift to the VHSL Foundation, you will be making an investment in the future of Virginia's youth as well as in the quality of the nation's communities and workplaces.

Please help us build a foundation for Virginia's students.

BACKGROUND INFORMATION

VHSL Foundation

- Established in 1997 as a 501(c) (3) organization
- Reduces fundraising required by individual schools
- Uses funds for programs (not operating expenses) of VHSL
- Endowment seeks support to endow *all* non-revenue activities

The VHSL believes in:

- Providing educational opportunities for students beyond the classroom
- Ensuring fairness and equity through safe competitions
- Paving the way for personal growth
- Offering opportunities for students to develop teamwork and leadership skills
- Promoting sportsmanship, ethics and integrity
- Building better citizens through student activities

The Foundation was established as a way to ensure that future generations will have the same opportunities that have enriched the lives of young people since 1913.

The Foundation was designed to create an endowment wherein the principal funds would be invested so that the *interest from that fund could support existing programs and provide for future growth to meet the needs of boys and girls*. No proceeds would be used for the operating expenses of the League; instead, all funds disbursed from the Foundation would be used for programs that benefit member schools and student participants themselves. This new source of revenue would guarantee that the VHSL can continue to provide quality programs and services, including non-revenue sports and other scholastic activities, classified championships, professional development for coaches and activities administrators and special programs such as the Student Leaders Conference.



LIFETIME OPPORTUNITIES THROUGH
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GROWTH

100 years ago, in 1913, the Virginia High School League began as a student activity of the Washington and Jefferson Societies at the University of Virginia. That year 20 schools took part in the first state debate competition. Soon thereafter, numerous other literary activities and athletic contests were added, and a uniform set of rules for equitable competition was established.

1913-14

First-ever State Debate Championship

1970-71

4 academic activities

70,000 student participants

10 boys sports

29 state championships

2,800 officials in 4 sports

Rules clinics in 4 sports

Budget of \$175,000

2013-14

11 academic activities

Nearly 200,000 student participants

13 boys sports; 14 girls sports

150 state championships

8000+ registered officials in 13 sports

Rules clinics in 12 sports and 4 academic activities

Budget in excess of \$4.5 million

Increased print publications and resources

Live telecast and webcast events

Annual publications workshop for students/advisers and evaluation services

Area eligibility meetings and staff attendance at region/superintendent meetings

Education courses/workshops for journalism/speech advisers/coaches

Sportsmanship and recognition for schools /Student Leaders Conference

VHSL/VIAAA Booster Summit

Structured appeals criteria and procedures

Annual seminars for coaches, AD's and principals

Sports Medicine Advisory Committee (SMAC)/Catastrophic insurance for students

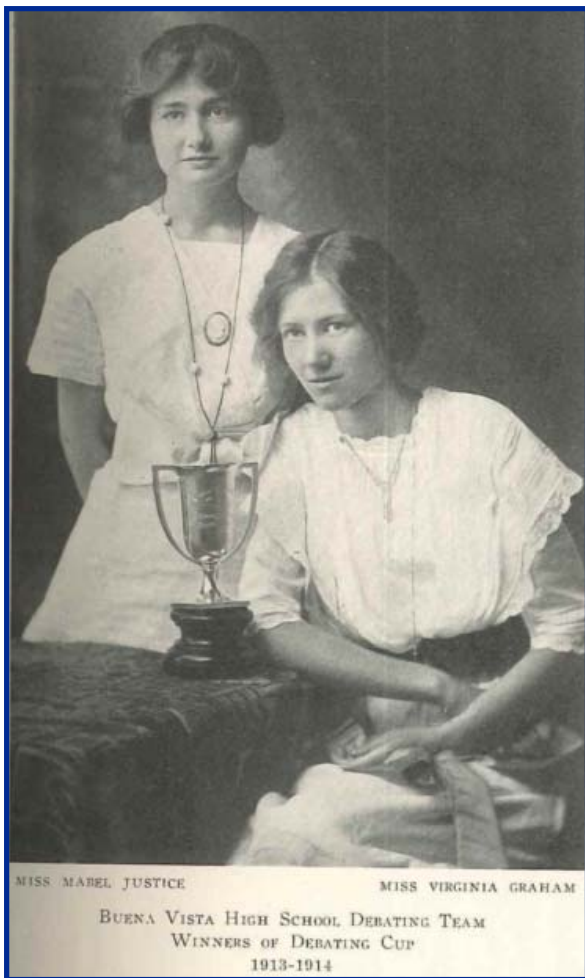
Virginia High School Hall of Fame

VHSL Foundation

Corporate partnerships / University partnerships

Wells Fargo Cup and upgraded awards for participants

17 student scholarships (Allstate Foundation/VHSL Achievement Award, Wells Fargo Citizenship Award and Charles Savedge Journalism scholarships)



LIFETIME OPPORTUNITIES THROUGH
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NEED FOR FUNDING

As we gather throughout our Commonwealth in small towns and large...in small schools and large...in athletic competition or forensic and debate competitions, the story is the same—VHSL youth are learning valuable lessons that will carry over into adulthood—lessons like fair play, integrity, ethics, responsibility and respect that a committed teacher or coach taught them. That is what the Virginia High School League does. That is what we do day after day at more than 300 high schools impacting more than 200,000 youth. We take our jobs seriously. It's that important. Isn't that worth your support?

Unfortunately, the sports and activities you and I enjoyed during our high school days are being threatened by serious, necessary budget cuts in order to meet salary, laboratory and library needs. That is why this campaign is so critical. Our aim is to ensure that those same high school opportunities that impacted our lives so positively are still there for our children, our grandchildren and others to participate in and enjoy.

Thanks, Coach! What better way to pay it forward than to give back and recognize your coach, teacher or administrator. Make a gift today in honor or in memory of a special person.

We ask that you join us.

We need you.

We invite your participation and involvement.

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OUR FUTURE



Our Purpose

- To develop alternative financial resources for athletic and educational programs supported by the VHSL;
- To preserve, enhance and diversify opportunities for all students involved in VHSL activities;
- To ensure that the VHSL can continue to provide quality programs and services, including non-revenue sports and other academic or scholastic activities, classified championships and special programs

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