

BRUINS IN THE COMMUNITY

UCLA's student-athletes volunteered over 3,000 hours in community outreach events during the 2014-15 academic year. UCLA Athletics hosted over 20 events on campus and attended several events throughout the Los Angeles area. These service opportunities allow UCLA's student-athletes the chance to mentor youth, give back to the community and serve as ambassadors for UCLA Athletics. Some student-athletes have also created, initiated and implemented service projects and activities with assistance and support from the Bruin Athletic Council.

Examples of the past year's events include:

- Dribble for the Cure
- Weekly visits to Mattel Children's Hospital
- Mattel Children's Hospital Halloween Party
- Mattel Children's Hospital Teen Adventure Program
- Mattel Children's Hospital Bruin Run/Walk
- Team Prime Time
- Prime Time Games: Championship Saturday
- 'I'm Going to College' Program
- Adopt a Classroom
- Super Bowl Spirit Day at 186th Elementary School
- Bruin for a Day with Emerson Middle School
- Veterans Hospital visits
- Baseball Fantasy Camp with Veterans Hospital
- Movember
- Soles for Souls
- Harper for Kids Youth Development Program
- Shut Out Trafficking



UCLA students welcoming participants at the Prime Time Games.



UCLA's Dribble for the Cure event set a donation record with \$177,650 net revenue on Oct. 26, 2015.

Dribble for the Cure

UCLA hosted the seventh annual Dribble for the Cure at Drake Stadium and Collins Court. Over 550 participants set a donation record with net revenue of \$177,650. The men's and women's basketball teams led participants on a dribble tour as they dribbled basketballs and walked around a course through UCLA's campus. Dribble for the Cure has grown every year with a seven-year event total of more than 4,575 participants contributing over \$877,650 to benefit the Pediatric Research Foundation (PCRF) and the Cancer Research Program at Mattel Children's Hospital UCLA.

Mattel Children's Hospital

Throughout the year, several Bruin student-athletes visited playrooms at Mattel Children's Hospital on a weekly basis to spend time with the patients and their families. They are often asked to make special visits to patients who are not able to leave their rooms. Student-athletes also volunteered their time with Mattel's Teen Adventure Program and the annual Halloween "Trick or Treat" event for patients at the hospital.

Team Prime Time

Student-athletes volunteered their time with Team Prime Time (TPT), an after-school program for at-risk children from low-income areas of Los Angeles that combines academics, athletics, leadership training and the arts in order to prepare them for the future and allow them to reach their full potential. In December 2012, head football coach Jim Mora and the entire UCLA football team took time from their bowl preparation to visit Team Prime Time at Webster

Middle School in Los Angeles. Over 50 elementary and middle school students enrolled in Team Prime Time's after school program ("coaches") coach and play alongside children with developmental disabilities ("athletes") in the only after-school sports program of its kind. Over 100 student-athletes volunteered at the fifth annual event on May 30, 2015, hosted on UCLA's campus. UCLA student-athletes served as honorary coaches, captains and officials for the inclusive soccer and basketball games. Participants were awarded medals and received high-fives and autographs from the Bruins.

Prime Time Games: Championship Saturday

For the past six years, student-athletes have participated in Team Prime Time's fully inclusive sports program, the Prime Time Games. The peer-mentor

sports program helps economically disadvantaged and under-served middle school students from Team Prime Time's after school program ("coaches") coach and play alongside children with developmental disabilities ("athletes") in the only after-school sports program of its kind. Over 100 student-athletes volunteered at the fifth annual event on May 30, 2015, hosted on UCLA's campus. UCLA student-athletes served as honorary coaches, captains and officials for the inclusive soccer and basketball games. Participants were awarded medals and received high-fives and autographs from the Bruins.

Baseball Camp with Veterans

This year, the UCLA baseball program hosted a Fantasy Camp for residents of the West Los Angeles Veterans Home on Jackie Robinson Day. The team offered hitting and fielding instruction to military veterans and hosted a barbeque at the team's home field on April 15, a date celebrated nationwide as Jackie Robinson Day in honor of UCLA's legendary alumnus.

186th Street Elementary School

For the eighth year, members of the UCLA football team visited 186th Elementary School to participate in their annual Super Bowl School Spirit Day to celebrate the students' commitment to academic excellence. The student-athletes visited classrooms and participated in an after-school assembly that promoted the importance of citizenship, scholarship and sportsmanship. They encouraged the students to strive for excellence, respect their teachers, do their homework and work hard to achieve their goals and dreams.



UCLA football players during a visit to the 186th Street Elementary School.

Bruin for a Day

Members of the Bruin Athletic Council (BAC) and their teammates hosted over 50 students from Emerson Middle School to experience being a "Bruin for a Day." Student-athletes coordinated a day of presentations, group discussions, interactive activities, a campus tour and lunch in the dining hall for students. The student-athletes taught them about the Pyramid of Success and gave the students tips on academic success, time management, hard work and leadership.

'I'm Going to College'

Over 47,000 students from the Los Angeles Unified School District participated in this year's "I'm Going to College" program. This unique program brings youngsters, from kindergarten through the 12th grade, to UCLA events and couples the excitement and tradition of UCLA Athletics with a message about the importance of higher education. Upon arrival at the event, students are greeted by a UCLA alumnus, current students or student-athlete volunteers and are led to the IGTC fair area. Students are immediately immersed in Bruin traditions, as they learn the spirited UCLA 8-clap and receive educational information about questions they may have regarding education and preparing for college.

Adopt a Classroom Program

The Adopt a Classroom pen pal program paired several Bruin teams with elementary and middle school classrooms across the Los Angeles Unified School District. The student-athletes exchanged letters with students throughout the year, and the classrooms were invited to attend a home event to meet their Bruin pen pals. The Adopt a Classroom program stresses the importance of both education and athletics and aims to motivate students to work toward their goals in school and in life.

Harper for Kids Program

The Harper for Kids Youth Development Program is based upon former UCLA basketball coach John Wooden's "Pyramid of Success," striving to teach youngsters how to achieve their personal best in life. UCLA's student-athletes are able to interact with youngsters and talk to them about how their athletic opportunities are vehicles to heighten personal development and how the benefits of athletic participation can greatly help one's personal growth.



Bruin gymnasts Sophia DeJesus, Sadiqua Bynum and Danusia Francis with youngsters in the Harper for Kids Program.



UCLA student-athletes assisting at the Prime Times Games, a fully inclusive peer-mentor sports program.



Alongside UCLA alum Meb Keflezighi (center) are Jordyn Wieber (left) and Samantha Peszek of the gymnastics team.

WOODEN ACADEMY

The Wooden Academy is a leadership development program that educates and supports Bruin student-athletes. Named after legendary Coach John Wooden, this program teaches the principles of his Pyramid of Success. These skills assist student-athletes in their pursuit to be successful leaders and teammates at UCLA and beyond. Student-athletes have the opportunity to participate in the Wooden Academy each year by attending seminars to learn practical leadership lessons from coaches, administrators and Bruin alumni.

UCLA's featured speaker at the Wooden Academy was Bruins' alum Meb Keflezighi, who won the 2014 Boston Marathon. Keflezighi starred on the Bruins' track team from 1995-98, earning All-America honors four times in cross country. He was a five-time All-America selection at the NCAA Outdoor and a three-time All-America honoree at the NCAA Indoor. He was a two-time (1996-97) Pac-10 champion in the 5000m, the 1996 Pac-10 cross country winner and the sport's conference Male Athlete of the Year and in 1997 Meb was the Pac-10 Male Athlete of the Year in both track & field and cross country.

