

## BRUINS IN THE COMMUNITY

**UCLA's student-athletes volunteered over 2,500 hours in community outreach events during the 2011-12 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
- Team Prime Time
- Prime Time Games: Championship Saturday
- UCLA Lab School Jog-A-Thon
- 'I'm Going to College' Program
- Adopt a Classroom
- Super Bowl Spirit Day at 186th Elementary School
- Athlete Ally Day
- Bruin for a Day with Emerson Middle School
- P.L.A.Y. Day with Bruin Belles Service Association
- Field Day with the Santa Monica Boys & Girls Club
- Samaritan's Feet
- Marathon Kids
- Sports clinics
- Elementary school activities and reading days
- Individual speaking engagements



A young UCLA fan receives an autograph at an outreach event.



Student-athletes interact with children at one of the Marathon Kids event on UCLA's campus in Westwood.

### Dribble for the Cure

UCLA hosted the fourth annual Dribble for the Cure at Drake Stadium and Collins Court, setting record numbers with over 900 participants who raised over \$115,000 to help find a cure for children's cancer. UCLA head coaches Ben Howland (men's basketball) and Cori Close (women's basketball) led the participants as they dribbled basketballs and walked around a course through UCLA's campus. Event proceeds benefit the Pediatric Research Foundation (PCRF) and the Cancer Research Program at Mattel Children's Hospital UCLA. The event has grown each year with a four-event total of over 3,000 participants contributing over \$376,000 in the fight against children's cancer.

### Marathon Kids

For the past six years, UCLA has partnered with Marathon Kids® and the Los Angeles Unified School District to host two annual Marathon Kids events at Drake Stadium. The Kick-Off Celebration marks the beginning of the five-month program encouraging Marathon Kids to learn to live an active, healthy lifestyle. During the five-month period, children (accompanied by their parents) will run or walk quarter- to half-mile segments towards their goal of the marathon distance of 26.2 miles. Marathon Kids are encouraged to eat five servings of fruits and vegetables per day and to learn how to grow fruits and veggies. Participants are invited to return for the Final Mile Medal Celebration in the spring to receive their finisher medals from UCLA student-athletes.

### Mattel Children's Hospital

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

### Prime Time Games

For the past three years, student-athletes have participated in Team Prime Time's fully inclusive sports program, the Prime Time Games. This full-inclusion, peer-mentor 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"). UCLA hosted the third annual event (Championship Saturday) in June, where UCLA's student-athletes served as honorary coaches, captains, and officials for the inclusive soccer and basketball games.

### Bruin for a Day

Members of the Bruin Athletic Council (BAC) hosted 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.



Huddled with mascot Joe Bruin, UCLA student-athletes and spirit squad members at the UCLA Lab School's Jog-A-Thon.



## Bruin Academy

The Bruin Athletic Council (BAC) coordinated and hosted the Bruin Academy at Drake Track & Field Stadium this past spring. Kids who participate in Team Prime Time's after school program were invited to UCLA to participate in an afternoon of fun, educational activities. BAC members and their teammates came together to teach the participants about Coach Wooden's Pyramid of Success. They facilitated interactive activities that stressed the importance of teamwork, initiative, skill, poise, alertness, leadership and competitive greatness.

## UCLA Lab School Jog-A-Thon

For the sixth year, Bruin student-athletes volunteered at the UCLA Lab School's annual Jog-A-Thon at Drake Stadium. They helped with warm ups and cheered on kids as they ran laps to earn money for school field trips. Student-athletes also visited the school prior to the event, speaking to students about the importance of living a healthy lifestyle and working hard at school.

## "I'm Going to College"

Over 47,000 students from the Los Angeles Unified School District participated in the "I'm Going to College" program, designed to give youngsters (aged from kindergarten through 12th grade) the unique opportunity to attend UCLA events. The IGTC program couples the excitement and tradition of UCLA Athletics with a message about



Student-athlete volunteers in costume at the annual Halloween "Trick-or-Treat" event at Mattel Childrens Hospital.

the importance of higher education. Upon arrival to 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 immersed in Bruin traditions, such as the spirited UCLA "Eight Clap" cheer, and receive educational information about questions regarding education and the college application process.

## 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. 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 towards their goals in school and in life.

## WOODEN ACADEMY

The Wooden Academy is a leadership development program designed to educate and support Bruin student-athlete leaders. The program was named after legendary Coach John Wooden, and strives to teach the principles of his Pyramid of Success. We believe that these skills will assist student-athletes in their pursuit to be successful leaders and teammates at UCLA, and as they prepare to be champions in life. 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 student-athletes, coaches and support staff listen to the late John Wooden speak at the first-ever Wooden Academy event in Pauley Pavilion.