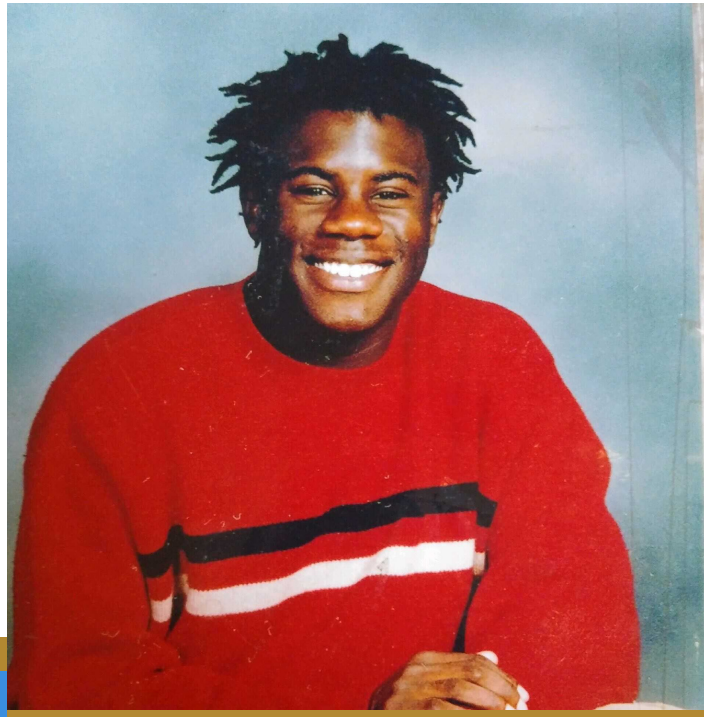




**Trippley
Foundation**

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William Trippley Youth Development Foundation Fall 2021 Fundraising

Sept 2021

Patricia Trippley-Demiranda | Co-Founder
William Trippley Youth Development Foundation
EIN | 113836287

www.willtrippley.org



To whom it may concern

The Trippley Foundation is excited to present this proposal to join our Fall 2021 Fundraising Campaign. As a staple in the community of Chester, with 15 years of service, we are in a great position to expand our current program offerings in response to the unmet needs of the city of Chester and beyond. With programs developed around the passions of our namesake, we look forward to the ability to offer them within a safe and secure environment as we move out of post-pandemic times.

Sincerely,

Patricia Demiranda
Co-Founder

Organization Overview

Will Trippley was an extraordinarily bright and talented son, friend, and athlete. After earning himself a full soccer scholarship to the prestigious Shipley School and Elizabethtown College in Pennsylvania, Will's life was taken too soon by prevalent gun violence in the Chester Community. Full of grief yet determined, his mother, Patricia, with the help of Will's friends launched the [William Trippley Youth Development Foundation](#) to change the narrative for the next generation of Chester's youth.

At the [William Trippley Youth Development Foundation](#), our mission is to enrich all children's lives by giving them opportunities to develop their cognitive intelligence, open their hearts, learn new skills, and rediscover hope. To help children and their families face challenges, address grief and unlock their highest potential we offer these engaging, experiential, and impactful programs.

Chester City United - FESPI Fútbol

The [Chester City United](#) program combines high-level soccer coaching with Growth Mindset tools to help kids learn soccer and develop resilience skills to help them in both school and life. Utilizing the [Growth Mindset](#) FESPI approach, players are evaluated on their Focus, Effort, Strategies, Perseverance, and Improvement. This framework helps them to meet challenges and learn from them, rather than simply giving up.



Mentor Spotlight

Fuzz Mack

Camp Encouragement provides programs that make sure our campers are EXCITED to participate in. For 2021, in addition to our regular programs, we offered campers the unique opportunity to learn new skills in the FuzzMack Audio Engineering Academy.

Leading this program was Tyler “FuzzMack” Paul, an artist and audio engineer from Philadelphia, PA. As a part of the program, campers learned the basics of audio engineering.

FUZZMACK
STUDIOS



Camp Encouragement

After receiving her master's in Strategic Organizational Leadership Pat created Camp Encouragement with the hope of supporting children and facilitating digestible conversations around the topic of grief of losing a loved one. The program is a multifaceted counseling program for children who have experienced the loss or separation of a loved one. Students are connected with one another and with mentors to participate in activities that foster the **Growth Mindset** such as art lessons, creative writing, and Audio Engineering.

The bereavement that follows a loss is painful, crucial, necessary, and unavoidable, and it's a phenomenon that millions of youth across the country face every day. According to research, camps are promising therapeutic outlets in helping bereaved children develop and build resilience in dealing with loss. Various sources show that "Grief Camps" specifically, provide a safe place for children to share their feelings about their loss with other children who can empathize in their own unique ways that are otherwise challenging for adult family members to relate to.



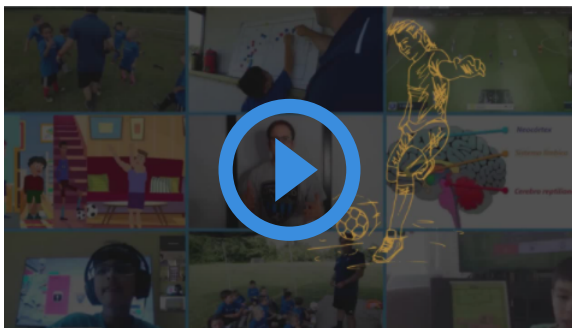


Virtual Fútbol Academy

Utilizing the same **Growth Mindset** FESPI approach as Chester City United, the **Virtual Fútbol Academy** combines tactical soccer lessons such as passing, shooting, and dribbling with soft skills like teamwork and sportsmanship. Students ages 6-12 work together in teams using their Xbox, Playstation, Nintendo Switch, or PC with FIFA 21 to advance through different scenarios and challenges. As a result, the **Virtual Fútbol Academy** is providing a fun and novel way for young players to learn how to play the game more effectively in real life AND virtually.

Need an idea of what this looks like?

Check out a preview below!



In the Press:



How do you teach soccer in a pandemic? Educators Combine Zoom With Other Platforms To Create Powerful Learning Experiences - Michael J McMorrow

With in-person events curtailed due to COVID-19, soccer coaches, musicians, and film critics are combining accessible tech tools like Zoom, YouTube, Google Classroom, Eventbrite, and even EA Sports' FIFA soccer game to create powerful learning experiences.

By putting these long-existing tools together, these educators are also attracting new audiences. A small nonprofit like the Will Trippley Foundation, located near Philadelphia, can now extend its reach from nearby counties to distant places like Hong Kong.

A Good Idea Finds Its Niche

While volunteering with the Trippley Foundation, I found that President David A. Brown had converted the foundation's in-person activities to online offerings, including its youth soccer program. Learning experts suggest gamifying courses as a way to increase engagement. But Brown found a new way to gamify. Brown combined Zoom and the popular FIFA soccer game to create the Virtual Fútbol Academy, an online version of the foundation's long-running local soccer program.

"FIFA was an obvious choice," according to Brown, "because it's the most popular sports video game on the planet. I played growing up and still do. So when I was coaching a couple of years ago, the idea struck me that FIFA could help accelerate the young players' learning." An early attempt to implement the FIFA game in a previous organization was nixed. "I spoke with the director of the club, but he did not understand the value. It was pre-Corona then, of course, so I shelved the idea."

But later, at the Trippley Foundation, "approximately one month into Corona, our Chairperson was adamant that we needed to get on Zoom," says Brown. "I told her that I'd have an idea for her in a week, and almost as soon as I got off the phone, I remembered my FIFA idea."...

Read more at: <https://thriveglobal.com/stories/how-do-you-teach-soccer-in-a-pandemic/>

Organization Leadership



**PATRICIA
DEMIRANDA**

Co-Founder

Patricia Demiranda was born in Chester, Pennsylvania, to the late Jake Earl Sr. and Anna Mae Earl. She was educated in the Chester Upland School District and graduated from Chester High School. She continued her education and received her B.S. in Accounting from Virginia State College. Patricia also graduated from Neumann University with her Master of Science degree in Organizational and Strategic Leadership.



**NEAL
REGINO**

Co-Founder

Neal is a partner at Evolution Financial Group. In 2005, he co-founded the William Trippley Youth Development Program, in memory of his best friend Will. Neal is also a member of the Shipley School Alumni Council since 2013, He became President of the Alumni Council in 2018. Neal graduated from Muhlenberg College with a B.A. in Business Administration and as well as a B.A. in Studio Art.



**DAVID
BROWN**

President

A former US youth national team player, Brown has dedicated much of his life to entrepreneurial activity supporting the advancement of American soccer. In 2013, Brown took ownership of Future Captain Sports, a club-neutral entity that supplied trainers and coaches to soccer clubs. In 2017, after flying to Spain to meet with RC Celta owner Carlos Mouriño, Brown founded Celta Academy, Pennsylvania. In 2020, Brown became President of the Trippley Foundation, where he created the Virtual Fútbol Academy, Virtual Basketball Academy, and the Creation Zone.

What we know

After School programs are in short supply

According to the After School Alliance, for every child in afterschool care, 4 more are waiting on an available program. In Pennsylvania, about 190,000 children participate in afterschool programs but an additional 600,000 would participate if an affordable one were available to them. These programs are not simply daycare for working families, studies provided by youth.gov show that afterschool programs provide a significant return on investment, with every \$1 invested saving at least \$3 through increasing youth's earning potential, improving their performance at school, and reducing crime and juvenile delinquency. Additional benefits include:

- Social and Emotional Learning (SEL) - Attending high-quality afterschool programs and regular participation can lead to improved social and emotional competencies, including prosocial behavior, intrinsic motivation, better concentration efforts, and a higher sense of self-worth.
- School Participation - Attending afterschool programs leads to improvement in-class participation, better adjustment as young people move to the next phase of schooling, increased school day attendance and participation, and reduced school dropout rates.
- Safety - Participating in afterschool programs leads to increased adult supervision which makes youth feel safer and reduces instances of being left unsupervised with peers out of school. It also means that younger children are supervised by older siblings less often. Adult supervision that is based on developmental relationships promotes positive youth development as it not only promotes personal safety and decreases risky behaviors such as smoking or drug abuse, but also creates an environment where young people learn better and are able to thrive.

Based on our findings the city of Chester currently has 5 low/no-cost afterschool programs. With over 4300 households containing children under the age of 18, we believe that there is an important need for additional afterschool programs within our community. As a staple in the city of Chester already, we are confident that a physical location for the [William Trippley Youth Development Foundation](#) would help to fill this need.

What we need

A Central Location

Currently, the [Trippley Foundation's](#) most pressing need is a central location consisting of bright, light space where we can establish an afterschool program that Chester's youth will look forward to visiting each day. All of our current programs contain specific needs that can be met with the availability of a central location.

- [Camp Encouragement](#) - Prior to the pandemic, Camp Encouragement operated on a mobile basis. Traveling to locations where campers would have the ability to participate in activities designed to assist in their individual grieving processes. This created an unnecessary obstacle to the deployment of new and innovative programs. With a central location, we can expand our current programs and develop new ones created specifically with afterschool participants in mind.
- [Virtual Fútbol Academy](#) - At first glance, it may not seem that a central location is necessary for a virtual program. However, based on data provided by the US Census, a central location would reduce a severe disparity in access to technology and high-speed internet access for many of the youth within our city. By providing access to computers, gaming consoles, and high-speed internet service the [Trippley Foundation](#) can expand the [Virtual Fútbol Academy](#) to the ESports demographic and open doors to additional grant opportunities.
- [Chester City United](#) - Part of the FESPI Fútbol model requires players to look at the game from a different point of view. Rather than focusing on the development of technical skills, [Chester City United](#) provides additional perspective on the tactical principles involved throughout the game. A central location would provide an area where teams could leverage technology to assist in off-field learning.

To meet the needs of these programs and qualify for Pennsylvania afterschool certification we have identified multiple spaces strategically located near the Philadelphia Union Stadium, headquarters, and practice fields. This location will provide additional opportunities for creative partnerships with multiple organizations such as the Union, Sons of Ben, and Healthy Kids Running Series, as well as the City of Chester's political infrastructure. Based on the following, we are projecting the need to raise \$1,718,100 in order to launch a physical location for the [William Trippley Youth Development Foundation](#).

- \$250,000 - 5 Year commercial lease - based on an average cost of \$10.00 SF/YR in our identified location (South Chester).
- \$72,500 - 5 years utilities - based on US Dept. of Energy studies on average annual utility cost for comm. education space.
- \$50,000 - Furnishing - based on US Dept. of Education study for The NRC on Charter School Fin. and Gov.
- \$25,600 - Consists of 20 PCs, 16 Gaming Consoles, and 16 Monitors for students and staff.
- \$1,320,000 - Consists of staff including 3 part-time and 2 full-time employees specific to the location.
 - \$336,000 - 5 years salary for 1 high-quality part-time Grant Writer
 - \$336,000 - 5 years salary for 1 Associate Director
 - \$288,000 - 5 years wages for 1 full-time Program Manager
 - \$288,000 - 5 years wages for 2 part-time Program Assistants
 - \$72,000 - 5 years wages for 1 part-time Custodian

What's next

Fall 2021 Preliminary Fundraising

To take on the ambitious goal of raising nearly \$2,000,000 we believe it is in the best interest of the [Trippley Foundation](#) and its donors to begin preparing for a large-scale capital campaign. As you may know, capital campaigns differ from other traditional forms of fundraising. They are massive projects that can span multiple years and cost tens of thousands of dollars to execute. With the incentive of an immediate and tangible need for an additional afterschool program location in Chester, we are prepared to start the planning phase of our campaign immediately. **We have set a goal of \$150,000** for our Fall 2021 Fundraising Campaign to directly support the following needs of a proper planning phase for a successful capital campaign.

1. **\$25,000 - Feasibility Study** - Although we have already indicated the need for an additional afterschool program location in Chester, there is further information needed. By using this study as a cultivation tool, it will allow us to develop stronger relationships with donors and key community leaders. Through strategic and personal surveys, we will gauge community interest in an additional afterschool program. We will also identify whether or not we will be able to meet the goals that are set as a part of the [William Trippley Youth Development Foundation's](#) capital campaign.
2. **\$50,000 - Staff** - Capital Campaigns often enlist the help of major gifts officers, prospect researchers, volunteer coordinators, event planners, and marketing coordinators (among others) to bring their unique expertise to the table. It is our hope that by enlisting the help of an experienced firm we can take a unique approach to connect major stakeholders to our mission while filling the need of multiple staff members.
3. **\$25,000 - Marketing** - We expect to raise at least 60% of our goal through major donors identified by both staff and the feasibility study. That leaves us with an additional \$800,000 to obtain. We intend to raise this balance through both tactical marketing campaigns and events.



Make a contribution today by returning the form below to:

P.O. Box 223 Wallingford, PA 19086

OR

By visiting us at www.willtrippley.org and clicking "Donate" on the right-hand side of the navigation bar.

Donation Form



Donor Information

BUSINESS NAME:

NAME (LAST, FIRST, MI)

STREET ADDRESS

CITY, STATE, ZIP

EMAIL/PHONE

Donation Description

CHECK ONE:

CASH CHECK OTHER

AMOUNT/DESCRIPTION

DATE

NOTES

EMAIL/PHONE