

3-13-12
Public Comment
Mike Donelon

Empowering Kids through Sports, Education, Art & Community

ASK 2012 CALENDAR OF EVENTS

Our events are designed to fulfill our mission. These contests give Action Sport Kids something to strive for with a chance to demonstrate to the community their talents and skills. By committing to an event, Action Sports Kids develop discipline, dedication and the persistence it takes to compete; we teach them that these strengths benefit them in the skate park and translate into other areas of their lives. Our scholastic events instill in Action Sports Kids the importance of an education and illustrate to them how staying in school will help them to achieve success. Our community events show Action Sport Kids the significance of neighborhood well-being and how each of them can make a difference.

You can help. ASK Long Beach invites you to join us this year on our journey to create positive change in the lives of our Action Sport Kids.

April 8th - Spring Clean Skate Jam -

Michael K. Green Skate Park - 10am to 4pm - Park Clean Up and Skate Jam

June 3rd - Autism in Long Beach - Bully Free Zone

Houghton Skate Park - Autism Awareness Festival

June 16th - Wheels Unite Am Jam-

Michael K. Green Skate Park - 10am to 4pm - Skate Contest with Car Show

July 7th - Freedom to Ride -

Bixby Park - 10am to 4pm - Skate Jam BBQ with Dodge Ball Game - Hood Games

July 28th - Jeffery Dempsey Memorial AM Jam -

McBride Skate Park - 10am to 4pm - Skate Contest

August 24th & 25th - Houghton AM Jam -

Houghton Skate Park - 10am to 4pm - Skate and BMX Contest Festival

ASK 2012 CALENDAR OF EVENTS

WWW.ASKLONGBEACH.ORG

WWW.FACEBOOK.COM/ASKLONGBEACH

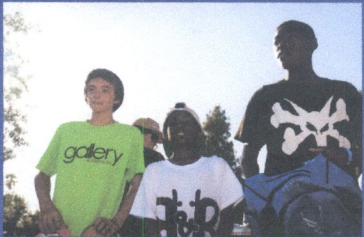
YOUTUBE: ASKLB1

Contact:

Executive Director/Founder: **Mike Donelon**
mikedonelon@aol.com

Board Member/President: **Daniel TimTim**
dtimtim@gmail.com

DLN 17053172345011



Empowering Kids through Sports, Education, Art & Community

ASK LONG BEACH AM JAM CONTEST SERIES

ASK Long Beach developed the AM Jam contest series to give the Action Sports Kids in our community the opportunity to showcase their hard work and skill. There is a growing need for programs like these because of the increasing popularity of action sports. By providing our Action Sports Kids with a safe, positive environment to build character, ASK Long Beach fills this need.

This year our Action Sports Kids will have three occasions to shine. There will be three contests with the final contest featuring the best amateur riders that our community has to offer. Along with demonstrating their talents, Action Sports Kids will also have the chance to be recognized by the community and our sponsors in the action sports industry.

Three categories will be represented: 15 and under, 16 and over and Expert. This will allow opportunities for riders at all levels.

Our goal is to promote the qualities that it takes to be a Champion and we believe these characteristics along with Discipline, Dedication, Persistence, Focus and Hard Work translate directly into winning in life.

Contact us today to find out how you can participate in the contest series or contribute your time, resources and energy to helping our Action Sports Kids develop into confident, healthy community members. Please join us this year for our ASK Long Beach AM Jam contest series!

June 16th - Wheels Unite AM Jam

Michael K. Green Skate Park - Top 5 riders from each category receive a golden ticket to the end of summer finals.

July 28th - Jeffery Dempsey Memorial AM Jam

McBride Skate Park - Top 5 riders from each category receive a golden ticket to the end of summer finals.

August 24th - Houghton AM Jam Qualifier

Houghton Skate Park - Riders who have not qualified for the summer final obtain one last chance to qualify (amount of spots will be determined by availability).

August 25th - Houghton AM Jam Summer Final

Houghton Skate Park - 45 of the best local riders will compete to make it to the finals.

ASK LONG BEACH AM JAM CONTEST SERIES

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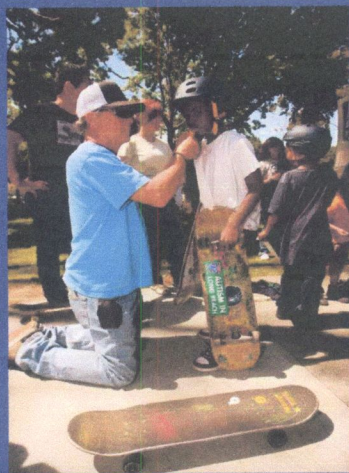
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ACTION SPORTS KIDS FOUNDATION

Currently, at-risk youth in our community are overlooked, underappreciated and underestimated because of the economy, poverty, budget cuts in education and other detrimental factors. We believe our future is at stake. It is proven in many statistics that these kids, when not provided positive resources, activities and role models, have a higher chance of being involved in gangs, violence and crime.

Mission: ASK Long Beach's ultimate goal is to be a valuable resource for the community's at-risk youth so that they may obtain the life skills needed to grow into responsible, productive citizens.

Strategy: ASK Long Beach provides means to confront these issues by focusing on three major areas:

1. Safe Environments—create places where youth can focus on positive activities and not negative external influences.
2. Activities—provide events, programs and other resources where youth can showcase their talents.
3. Education—demonstrate the importance of school and the life skills it teaches so that at-risk youth commit to acquiring an education.

We accomplish these objectives by involving youth, local businesses, schools, the city and other organizations to provide win-win situations.

How You Can Help: To establish an environment that encourages at-risk youth to engage in their best efforts so that they may build the mindset necessary to succeed, ASK Long Beach requests that you:

1. Become a Member
2. Volunteer
3. Share Our Story

The Benefit: By becoming our member, you succeed as well!

1. With a \$20 annual membership donation you show your support for at-risk youth in our community.
2. As a volunteer, you can use your talents and skills to promote positive activities for these kids and encourage the betterment of our community.
3. Sharing our story raises awareness for our cause and gives a meaningful voice to at-risk kids who rarely experience advocacy in their lives.

Your contributions will significantly impact our community by developing strong, confident kids who grow into productive members of society. Our continued efforts will provide lasting effects to drive change and create a better future for our youth, our neighborhoods and our city.

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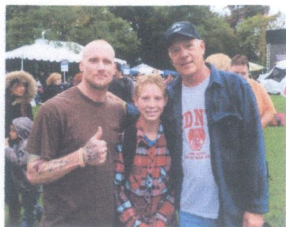
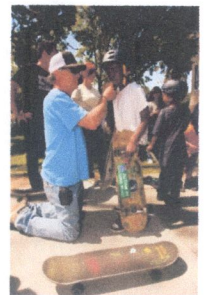
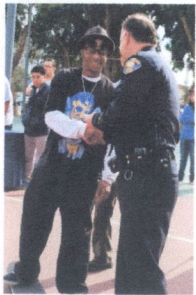




www.ASKLongBeach.org

MISSION

“Action Sports Kids Foundation” is dedicated to promoting youth activities as an alternative to the streets and gangs. We support skate parks as one alternative for all youth and encourage kids to engage in the community process to design, build, and maintain them. Our goal is to build strong, healthy, confident kids through sports, education, arts, diversity and community. Our partnerships with the city, school district and other organizations in the community help promote our belief to provide safe environments for at-risk youth to grow.

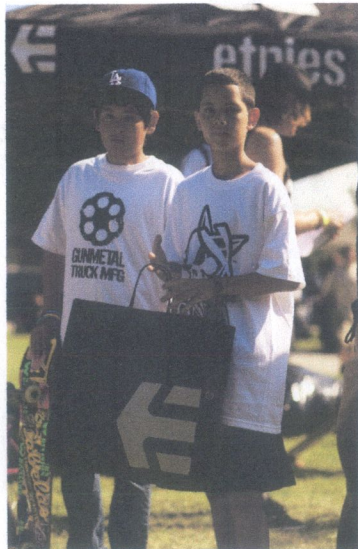
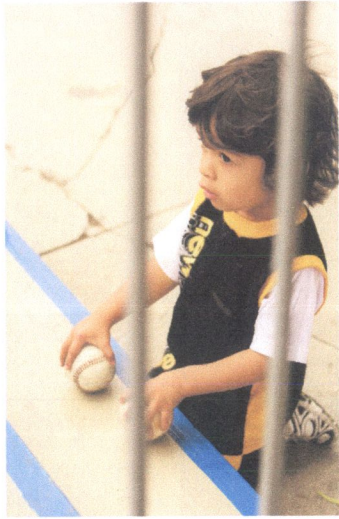


Who We Are



- ASK Long Beach is a 501(c)(3), non-profit organization.
- Our focus is to provide an alternative to the streets and gangs through healthy activities, education, art and community involvement.
- Our founder and Executive Director, Mike Donelon, has led this grassroots movement for the last 15 years.
- ASK LB proves that the act of engaging our youth has a positive effect in Long Beach by lowering crime in our low-income neighborhoods.
- Our continued efforts will provide further safe environments for our youth to grow, stay out of gangs and remain in school.

Why we do it

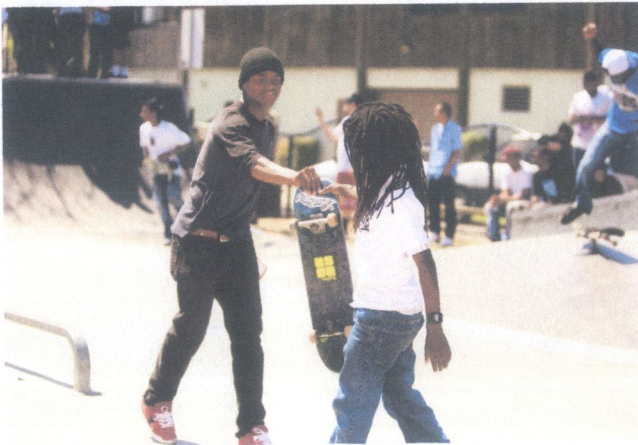


- Today's environment is filled with negative factors such as the recession, unemployment and budget cuts. Our at-risk youth in the community are often overlooked because of these issues.
- These kids already struggle with difficult social environments such as physical and mental abuse, violence, crime, substance abuse and poor academic performance. To cope many of our youth, turn to the streets and gangs.
- In Long Beach alone there are approximately **over 3000 kids that participate in Action Sports.**
- We have shown that something as simple as opening a skate park can have a huge impact on the community
 - Within three years of the opening of the Michael K. Green skate park in 2003 drug related incidents have dropped 60.9%, violent crime has dropped 29.3% and overall incidents have dropped 22.8%. Calls for service have dropped 23%.

Our Solution

- We have proven that as a community we can work together to help them in three major areas:
 - **Safe environments** – create places where youth can focus on positive activities and not negative external influences.
 - **Activities** – provide events, programs and other resources where youth can showcase their talents.
 - **Education** – demonstrate the importance of school, diversity, and the life skills it teaches so that at-risk youth commit to acquiring an education.

By providing these resources, ASK Long Beach will significantly impact our communities by developing strong, confident kids who grow into positive members of society.

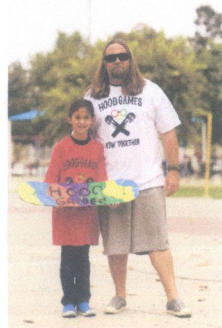
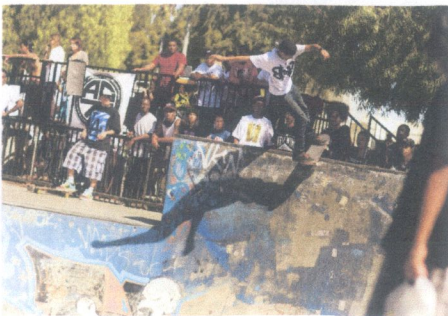
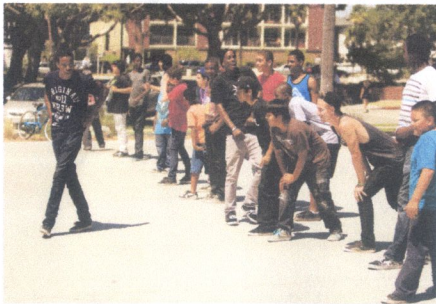


How We Do It



- Youth Involvement
- City Involvement
- Non-Profit Involvement
- Business Involvement
- We tie all these together and provide win-win situations for our cities at-risk youth.

What We Have Accomplished



- Integral force in the development of all skate parks in Long Beach, CA
- Led the effort in the naming of the Michael K. Green Skate Park
- Jefferson Middle School Essay Contest
- Autism in Long Beach, Bixby Park event
- Wheels Unite Skate Jam
- Bixby (Cherry) Park Skate Jam/Dodge Ball Game
- Houghton Skate Park Jam
- Youth Forums
- Co-Sponsored Hood Games Art Show and Skate Jam

Current Projects

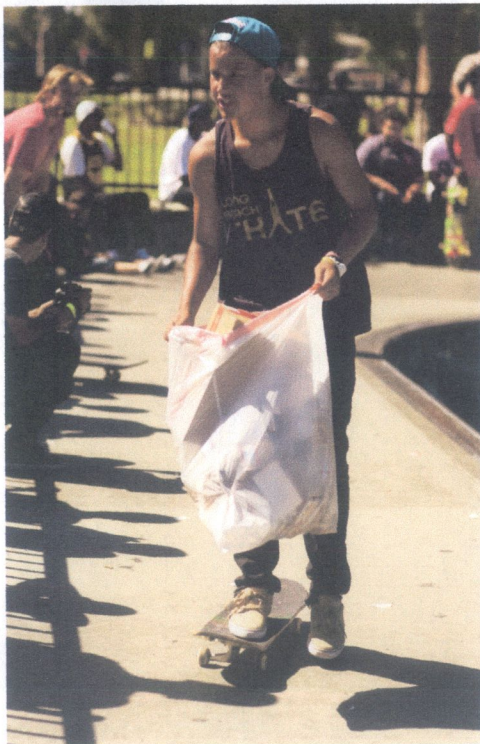
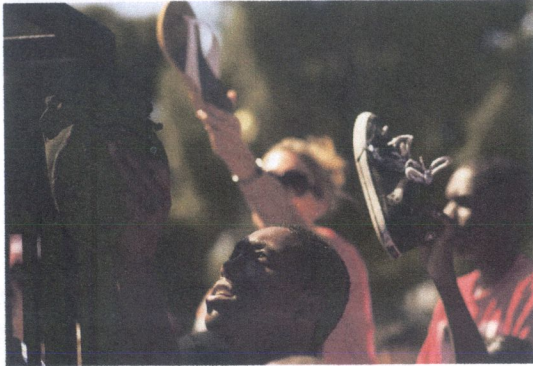


- Long Beach Amateur Skate/BMX contest Series 2012



- ASK Long Beach Youth Advisory Team

What We Need



- Monetary Donations
- Product Donations in kind
- Use of Sponsor's Logo

What's in it for you?

- It's all about our youth! Showing your support for our city's at-risk youth will provide corporate good will.
- Grassroots Marketing – As our sponsor, you have the ability to use our events as a marketing tool to attract socially conscious consumers.
- Contributions are tax deductible.

