

S.T.E.P.

SOCCER AND TUTORING IN EAST PALO ALTO

About STEP

The STEP program is an after school academic tutoring class and a soccer (football) training program for 5 to 8 year old children (girls & boys) in East Palo Alto (EPA). Begun September 2004, the program can accommodate up to 60 children at each school. STEP is a non-profit 501(C)3 organization.

• Objective

To help students improve their performance at school together with an enjoyable soccer learning experience.

• Filling A Void

At present, the Ravenswood School District is experiencing a significant and expanding demand for After School tutoring and activities. There are a great many children whose parents are relying upon the schools to help provide essential academic and recreational opportunities. STEP has established itself in a very short time to be a very positive and supportive resource for the Ravenswood After School program.

• A Healthy Alternative to Strengthening Young Minds and Bodies

The STEP program provides academic support, a regimented exercise conditioning and soccer skill training opportunity for young ones in EPA, and early life lessons about building self-discipline, self-confidence and perseverance.



Academics

All participants are required to attend tutoring class after school from 3:30 – 5pm, 5 days per week. The tutoring subject matter will differ among students and will depend upon the current state of the student's report card and teacher evaluations/recommendations. Academic progress of each member will be routinely monitored to ensure that all children are in compliance.



The tutoring will be performed by volunteer high school students (Palo Alto, Menlo-Atherton, Gunn), college students (Stanford, San Jose State, De Anza College) and adult volunteer tutors from the Mid-Peninsula.

The organization seeks to create a congenial relationship among the STEP team, the child's family and the elementary school teacher, in order to provide guidance and a system of accountability.

Football

Participants in the program will train two times a week (Mon & Fri) from 3 to 5:30 pm. The staff of UNION Football Academy (UFA) are responsible for all onfield activities. The football instruction will be individual skill technique training and will avoid the pressures commonly associated with youth sports today.

The football training will be coached by ex professional coaches who have played and coached in England, Czech Republic, Spain, Malaysia and Australia.

Participation Criteria

Participation within the STEP program will require that children, who will typically be in grades K through 3, commit to year-round disciplined scholastic improvement and consistent participation on football training days. Children will be selected based on several factors. These include academic requirements, financial need and a desire for personal development.



Parental Involvement

One of the most important elements to the success of the STEP program will be the vital role which parents will be asked to play. When required, parents will be called upon to ensure their children remain committed to the program.

Parents must be prepared, should the occasion present itself, to deal with any discipline issues directly or indirectly affecting their children's attendance.

Parental communication within the program is a priority.



Program Calendar 2004/05

First Semester: September 1 to December 15, 2004

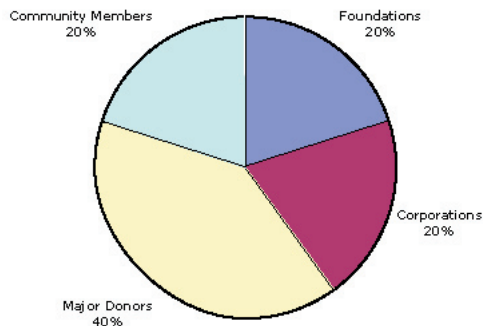
Second Semester: January 15 to May 15, 2005.

In June/July 2005, it is proposed that STEP will host a two week summer session, comprising an academics and football camp experience.

Funding/Budget

STEP is offered to children and their families in EPA free of charge. The overall operational success of the first year of the STEP program is dependent upon the generous gifts from private donors. The financial goal to run the program in 2004/05 is \$46,950.

The STEP organization understands that the long term success of this non-profit effort will require a broad base of community and corporate support to sustain this model. The five-year plan is to achieve a balance of private and public contributions.

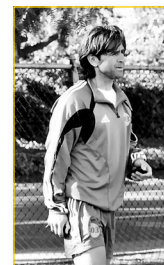


STEP's Management

Simon Ireland & Gary Ireland

Over the past thirteen years, the Ireland brothers are responsible for having brought the game of soccer, as both players and youth coaches, to new heights. Their passion for the sport has touched thousands of players, young and old, boys and girls, men and women. Their dedication to performance excellence has been unwavering in spite of the culture of results oriented' (must win) approach to youth sports. They have insisted on developing talent by insisting that repetitive skill based education is in the best interest of the young athlete. A formula that has been proven many times over by graduates from their coaching programs, who have gone on to have successful soccer experiences at many U.S. colleges, National Teams and some establishing professional careers in the men's and women's arena. The brothers have provided professional soccer services on four continents including a special marketing promotion partnership with Nestle in Indonesia, appearances on the famous Pele's own soccer television show, creating and managing international tours for National, Club and select teams and assisted the Prince of Brunei in establishing his own professional team. Also they have been instrumental in bringing the 'world's game' to everyone by marketing some of the worlds most popular skills coaching video series by Wiel Coerver and most recently chosen by GSM media to consult & market their acclaimed interactive coaching CD.

Gary Ireland brings to the program a wealth of soccer and business experience. He possesses an MBA (Football Industries) from the prestigious University of Liverpool, England. As a coach, none can claim any higher achievement in the game, as he was also a member of the staff at the world famous Liverpool Football Club Youth Academy.



Simon Ireland is the older brother who founded World Soccer Inc. WS Inc. is the flagship coaching program which has been the coaching program by which all other programs in the San Francisco Bay Area are measured. An uncompromising commitment to providing the best quality youth soccer instruction has placed World Soccer and its carefully selected staff, as the unrivalled industry leader in the eyes of the soccer community.

