

DIRECTIONS

All of the instructions listed below must be followed in order for your application to meet qualification standards when reviewed. Thank you for your attention to these requirements.

2013 FIRST STICK APPLICATION TIMELINE

May 3, 2013 - Grant application is available

July 15, 2013 - Deadline for submitting completed application

August 15, 2013 - Notification letters sent to all grant applicants

- Prior to completing the 2013 US Lacrosse First Stick application, please read the Frequently Asked Questions (FAQs) about the First Stick Program, requirements if awarded, and the application process go to www.uslacrosse.org/firststick.
- Only one (1) application per gender, per organization is permitted. An organization can submit up to two (2) separate applications; one boy's application and one girl's application. *Refer to the examples listed in the FAQs.*
- Applicant must be 18 years of age.
- Applicant is not required to be a member of US Lacrosse in order to apply for the grant.
- All information entered on this application form must be typed.
- Each application submission should include two (2) letters of recommendation. Please scan and email the letters along with your completed application. The individual completing the application cannot write the recommendation letter.
 - One recommendation letter should come from a leader within the organization (i.e. principal, athletic director, coach, program director, club president, etc.).
 - The second recommendation letter should come from a community member outside of the applicant team (i.e. local US Lacrosse Chapter, community leader, sponsors, etc.).
 - Connecting with your local US Lacrosse Chapter is a critical part of the process of starting and developing a lacrosse team. We highly recommend making a connection with your local chapter, if you haven't already, as part of the application process for the First Stick Program. We also strongly encourage you to include a letter of recommendation from your local US Lacrosse Chapter representative as one of the required letters for application. Visit www.uslacrosse.org/chapters to find out more about US Lacrosse Chapters.
- In order to view and print PDF documents on this website, you may need to download the free Adobe Acrobat Reader by clicking on the "Get Acrobat Reader" link- <http://get.adobe.com/reader/>. (Many newer browsers already include a PDF plug-in).
- Submit completed application to US Lacrosse via email at sportdevelopment@uslacrosse.org.
 - Do not mail or fax applications. Your full answers may not appear on the printed version of the application due to the format of the Adobe file.
 - You can submit recommendation letters and supporting documents via mail, but email is preferred.

Please contact the US Lacrosse Sport Development Department at 410-235-6882 ext. 164 or email sportdevelopment@uslacrosse.org with any questions or concerns about the application process.

PART I — APPLICANT CONTACT INFORMATION

Please fill in the contact information of the person completing this application, by typing in the spaces below. US Lacrosse will use the applicant's contact information for all correspondence regarding this grant.

Contact Name: Amber Guge

Date of Birth: September 22, 1982

Address: Beechnut

City, State, Zip: East Helena, MT 59635

Phone: 406-697-3737

Email: helenalacrosseclub@gmail.com

US Lacrosse ID # (if applicable-not required):

Relationship to Team (i.e. Program Administrator): President

PART II — SHORT ANSWERS

The 2013 First Stick application is designed so you can educate US Lacrosse about your local lacrosse program. There are eight sections that make up the short answers section of this application. All eight sections give you an opportunity to 'paint a picture' of your lacrosse program, and further explain your need to be part of the US Lacrosse First Stick Program.

The short answer sections include:

1. Mission & Vision
2. Leadership Structure
3. Organizational Structure
4. Target Participants
5. Registration Procedures
6. Fundraising Plan
7. Marketing & Communication Plan
8. Final Last Words

Mission & Vision

In the space below, please introduce your lacrosse team and give some background on the program.

- Define the organization's mission and vision.
- Describe the organization's goals and objectives for the lacrosse program.
- Why, and in what year, the team was established?

The mission of the Helena Lacrosse Club is to foster, promote, and advance the understanding and development of the sport of lacrosse in the Helena, Montana area while promoting sportsmanship among our players. During our inaugural 2013 season we fielded U11, U15 and high school teams. Our goal for the 2014 season is to field U9, U11, U13, U15, high school junior varsity and high school varsity lacrosse teams. Beyond 2014 our goals will be to expand our player membership so that multiple teams at each age level will be formed including two high school teams which will represent the two high schools located in Helena, Montana. The dream of lacrosse was born in Helena on October --, 2012 at a clinic organized by Board President Amber Guge with assistance from the Hellgate High School Lacrosse Team (Missoula, MT). The Helena Lacrosse Club was formed in short order with volunteer board members and coaches made our first season possible. It our vision that lacrosse be one of the primary sports offered to youth in the Helena community.

Leadership Structure

Great organizations depend on a team of people in leadership positions to help carry out the mission and vision of the organization. In the space below, please identify and define the roles and responsibilities of the teams' leadership.

- Do you have a leadership team assembled? For example, a board of directors and/or booster club.
- Have you identified and secured coaches for the team?
- Include the title of each leadership position, a brief description of each position (indicate if they are full time or part time, paid or volunteer), and name of the person(s) assigned to each position.

The Helena Lacrosse Club has a board of directors comprised of Amber Guge, President; Chris Romano, Vice President; Jen Skartveit; and Lori Schroeder, Treasurer. During our inaugural 2013 season we had ten coaches that assisted with our boys program. We will be recruiting additional coaches throughout the off-season. All board members and coaches are volunteers. The following are the descriptions of the board positions. President: Set the time and place for all meetings. Preside over all meetings. Serve as chair of the Executive Board. See that the Helena Lacrosse Club operates within the by-laws. Authorize payment of bills and other expenditures. Vice President: Assume the duties of the President in his/her absence. Assist the President in carrying out his/her duties. Serve as an ex officio member of all committees. Secretary: Record the minutes of all meetings, attend to all correspondence, and keep the records of the corporation. Keep a complete list of all voting members. Maintain a permanent set of all meeting minutes, correspondence, and by-laws. Treasurer: Collect all registration fees and all other monies derived from the activities of the organization. Keep a detailed account of income and expenditures of the corporation. Pay all bills properly passed upon and approved by the President. Submit a financial report at each meeting detailing total funds collected, dispersed and available for future use. Ensure the preparation and filing of any financial reports that may be required by law.

Organizational Structure

In the space below, describe the infrastructure of the organization, along with how, when, and where lacrosse is being played.

- Is the applicant team a stand-alone lacrosse team, or does the team fall under the umbrella of an already existing infrastructure, for example, an established lacrosse league?
- Is the lacrosse team a school (club or varsity) program, or a recreational or community-based program?
- Provide the name, description, and website (if applicable) of the facilities where you have practice and games.
- Describe the time of year and length of the lacrosse season.
- Are there plans to grow and expand participation such as hosting camps and instructional clinics, etc. outside of the team's season?

The Helena Lacrosse Club was conceived in October of 2012 and began with its inaugural season in the spring of 2013. In 2013 we fielded boys U11, U15 and high school lacrosse teams. We consider ourselves to be a community-based lacrosse program which does include boys high school lacrosse. Lacrosse is not sanctioned by the Helena school district. The Helena Lacrosse Club has brought the sport of lacrosse to Helena for the first time. We are excited to join other Montana communities that have organized youth and high school lacrosse such as Missoula, Bozeman, Billings, Polson and Kalispell/Whitefish. Our plan in 2014 is to expand to having U9, U13 and junior varsity boys lacrosse teams. Beyond 2014 it is our goal to increase our membership so we can support having multiple teams at each age level. In addition, there are two high schools in Helena. Presently our high school team combines players from both schools. Long term we expect to develop two separate high school boys teams. In the future we will explore developing a partnership with the Helena school district. Lacrosse practices have been held at Smith Elementary School and Barney Park in Helena, Montana. These locations were selected because we have been able to use them at no cost. We will continue to explore other available fields as our program grows. Games have been played at the Siebel Fields by the Helena Regional Airport. The Siebel Fields are managed by a local youth soccer association. We have worked to form a partnership with the Helena Youth Soccer Association (HYSA) so we can rent field by the hour for our games. The Siebel Fields provide us with the best possible venue in Helena for lacrosse games. The fields are well maintained, centrally located and provide us with enough space for single games or large jamborees. The HYSA operates their website under www.helenasoccer.org. In 2013 we began hosting weekly open clinics in February, weather permitting. Our official season kicked off the first week of May with practices. We wrapped up the season on May 18, 2013 at the Montana championship weekend. Next season we plan to follow this schedule, but hope to extend the season into June by playing in additional jamborees. This summer there are plans to hold a stick skills camp for boys and open clinics for returning and new players. We also plan to schedule open clinics throughout the off-season to build interest and participation for our 2014 season. If we were able to obtain a stick grant it would be beneficial so we could provide sticks at the clinics for interested players. There is only one sporting goods store in Helena that stock lacrosse sticks. At any given time they may only carry a few sticks on their shelves. The nearest other sporting goods stores that sell lacrosse sticks would be over 90 miles away. Sticks can always be purchased online, but the benefit of being able to provide sticks to interested new players at open clinics cannot be measured. We hope to get many more children hooked on lacrosse after they pick up a lacrosse stick and get the feel for the fastest game on two feet.

Target Participants

Integral to the mission and vision of US Lacrosse is fostering increased participation in the sport among underserved and underrepresented groups. These groups can be identified statistically through an examination of racial, ethnic and socioeconomic factors that affect particular populations and serve as barriers or potential barriers to participation in the sport of lacrosse.

In the space below, please identify and describe the player's on the applicant team.

- What gender are the participants (boys' team or girls' team)?
- What age bracket do the player's fall under (U9, U11, U13, U15, or U19)?
- Describe in detail the racial, ethnic and socioeconomic status of your participants.

The Helena Lacrosse Club was formed in October of 2012 and began its inaugural season in 2013 with U11, U15 and high school varsity lacrosse teams. There are plans to expand to include boys U9, U13 and junior varsity lacrosse teams in 2014. In 2013 we had two girls that played on the U15 boys team. We are hopeful to begin a girls lacrosse program in 2014. The ethnic majority in Helena is whites making up about 92.5% of the population followed by Hispanics (3.0%), American Indians (2.0%) and Asians (1.0%). The Helena Lacrosse Club is open to all players and interested persons in Helena and the surrounding communities. Helena is located in Lewis and Clark County. The population of Lewis and Clark County is 55,716. There are 22,850 households in the county with a median income of \$37,360. Low and moderate income comprise 39.5% of the households while the total poverty percentage is 10.9%. This economic data is courtesy of the State of Montana Department of Commerce.

Registration Procedures

Policies and procedures that your leadership establishes lay the foundation of your culture. In the space below, please explain your team's registration procedures, and include the person(s) leading the planning and executing of the registration process.

- What is the maximum number of participants the team can handle?
- What if more than the maximum register?
- Will participants who register late still be able to participate?
- What fees will the participants be required to pay? Fees for registration? Uniform costs?
- When in the season will those fees be due?
- Is there a selection/tryout process for players wishing to participate? If so, please describe.

In 2013 we fielded boys U11, U15 and high school lacrosse teams. Each team had about 20 players so as a program so in total there were 60 registered players during our first season. Next season our goal is to add U9, U13 and junior varsity lacrosse teams. Ideally each new team would have 20 players on its roster. It is our goal to expand our total roster to 120 players in 2014. The registration for members of the Helena Lacrosse Club is processed by the board of directors. A \$100 registration fee was utilized for our 2013 season which included the uniform. The board made a conscious decision to make the entry fee for our first season low so not to discourage participation. Based upon our preliminary evaluation of our 2014 budget we expect to increase the season registration fee to \$150. Players from last season may still use their uniform. The cost for new uniforms will be about \$40 per player. The registration fee will be due prior to the start of the season which begins in March. Late registration will be accepted and may be prorated in some cases. Our goal is to promote lacrosse and it is still such a new sport that we do not anticipate having tryouts for any teams. We will try our best to accommodate all interested players and will expand our rosters beyond 20 players per team if necessary.

Fundraising Plan

Fundraising is important to help cover costs associated with operating a lacrosse team. In the space below, please describe the organization's fundraising plan, whether or not the team has filed for 501(c)(3) status, and include the person(s) responsible for leading the fundraising efforts.

The Helena Lacrosse Club just completed its first season. We completed it on a shoestring budget and realize the importance of fundraising to offset costs of operating during the lacrosse season. We completed our first season operating in the black and are focused on creating opportunities to generate revenue so we can purchase additional equipment and offset costs associated with hosting a youth jamboree in 2014. Our fundraising plan includes team raffles, a summer stick skills camp, sponsorship opportunities from local businesses, sale of team apparel and player registration fees. The persons responsible for the fundraising efforts is the Board of Directors: Amber Guge, President; Chris Romano, Vice President; Lori Schroeder, Treasurer and Jen Skartveit, Secretary. The Helena Lacrosse Club has recently registered as a non-profit corporation with the Montana Secretary of State and has included the language necessary in its articles of incorporation to obtain the 501(c)(3) status. We are currently working with our local US Lacrosse chapter to file the application for the 501(c)(3) status with the Internal Revenue Service.

Marketing & Communication Plan

Getting the word out about your team and its mission is critical to the success of your program. In the following space, please describe the team's marketing and communication plan. Include the person(s) responsible for execution.

- What methods do you use to create team awareness within your community?
- How do you recruit players and coaches?
- Does the team have a website, or Facebook page, etc.?

The Helena Lacrosse Club operates a Facebook page under "Helena Lacrosse Club." We use the Facebook page to post information about our club's events, practices and games. It is part of our communication's plan to launch a website later this year. We have obtained information from one of other Montana lacrosse communities (Missoula, MT) about their web hosting service. It is a web hosting service that will provide us with a boilerplate website that we can customize. We have volunteers that have experience with managing and developing website content. Our goal is to obtain a sponsor for our website to offset the cost of the annual fee for hosting. The Helena Lacrosse Club has used its Facebook page, submission of news bulletins to local newspapers, television affiliates and radio stations, flyers and word of mouth to create awareness in our local community about the game of lacrosse. We also have used opportunities in the Helena school district to introduce lacrosse to students. We realize it is important to create vital partnerships with such groups as the media and local schools. We will leverage these relationships to create open clinics and participation in community events to broaden awareness of the Helena Lacrosse Club. We were fortunate in our first season to have ten volunteer coaches comprised of parents and interested community members who had experience playing lacrosse. We have commitments by these members to coach next season and have already begun to attract additional interested coaches from our awareness efforts outlined above.

Final Last Words

In the space below, provide a final conclusion as to why the applicant team needs to be part of the First Stick Program, and include any pertinent information about the program that was not addressed in the sections above.

The Helena Lacrosse Club kicked off its inaugural season in 2013 by fielding boys U11, U15 and high school teams. We had over 60 registered players in our first season. We hosted the first ever lacrosse games played in Helena, Montana. We had a volunteer board and coaches who believe lacrosse is a gift that should be shared. These board members and coaches donated countless hours, old equipment and some financial support to form our club. Some of us are motivated to give this gift to our children and some of us are motivated to give back since we have experienced the rewards of having played lacrosse. We want the Helena Lacrosse Club to grow. The first stick program would help us give the gift of lacrosse to more children in Helena. We want to offer more open clinics and throw-arounds to get children to pick up a lacrosse stick. We have seen the excitement from a first goal, assist, save, ground ball and face off. Above all we want to offer a positive experience to children emphasizing teamwork, comradery among the players and respect for the game. We have seen children pick up a stick for the first time and get hooked on the sport. This is our motivation in applying for the first stick program. We thank you for your consideration of our application.

PART III — TERM OF AGREEMENT

This is the final section of the 2013 First Stick Program application. By checking "I agree" and initialing the box below, the applicant is electronically signing this application for submission and agrees to the terms stated below.

- ✓ I have read, understand and agree to the objectives and responsibilities of the First Stick Program.
- ✓ If awarded, I understand that failure to uphold the two year commitment to the First Stick Program will result in termination of program benefits.

I Agree:

Initial Here:

I understand that the contact information of all First Stick applicants will be provided to participating equipment providers of the First Stick Program. US Lacrosse is the sole owner of the information collected. We will not sell, share, rent, or otherwise disclose this information to other parties other than as disclosed in this statement. Please indicate whether or not you would like to have your information shared with equipment contributors.

Permission to Share Contact Information: Yes: No:

Thank you for applying to the 2013 US Lacrosse First Stick Program! Please save a copy of your completed application for your records. Simply email your completed application, along with the letters of recommendation and any supporting documents to sportdevelopment@uslacrosse.org by July 15, 2013.