



all
stars
HELPING
kids





EVERYONE CAN BE AN **All Star**

In 1989, Hall of Famer Ronnie Lott founded All Stars Helping Kids with the belief that everyone could be an All Star when it comes to our children.

What began as a passionate belief in changing the lives of kids in the San Francisco Bay Area has grown into a national movement aimed at leveling the playing field for children in low-income communities nationwide.

Now everyone's joining the huddle.

Marcus Allen and Emmitt Smith, founding partners of the National Community Fund, are leading the charge in Los Angeles and Dallas.

More athletes in more cities are joining the roster.

Corporations have become key players in helping us establish a national presence.

Individual donors from all over are making plays and getting involved.

Are you in the game?

“In our society, we're starving for people to step up and make a difference. I want to be one of those people. I don't want to walk away from my life feeling that I didn't do enough.”

Ronnie Lott
Founder and Chairman
All Stars Helping Kids

ALL STARS HELPING KIDS IS...



- A unique non-profit organization that allows you to fully experience philanthropy through donations, volunteering, and networking events.
- A trusted non-profit organization that past and present professional athletes, corporations, and individuals enlist to assist with their philanthropic efforts and identify worthy charities to support.
- An effective non-profit organization facilitating successful events that raise awareness and support for high-performing non-profits.
- An organization that Charity Navigator has given a rating of four out of four stars, saying All Stars “excels...in successfully managing [its] finances in an efficient and effective manner.”



WHY WE'RE

Different

We believe that philanthropy doesn't end when you sign a check.

Whether you're a professional athlete, part of a benevolent organization or a concerned citizen, we're invested in your philanthropic goals.

We take pride in the personal attention we give each of our partners as they decide on the direction of their philanthropy.

We combine the rigorous due diligence process implemented by many high quality foundations with the personal touch you deserve as a valued partner.

We care about you and your family. By leveraging our network, we provide opportunities for your loved ones to develop a passion for philanthropy, too. We aim to carry the spirit of giving to the next generation.

By investing in our philanthropic processes, you gain access to our unique networking events and more.

“All Stars has been a key partner in bringing my foundation, Champion Charities, to where it is today. All Stars and Champion Charities have worked closely to support brain tumor research and children's programs. Together we're carrying out our belief in each person's potential for excellence.”

Harris Barton
Co-Founder
Champion Charities

WHO WE

Work With

“All Stars Helping Kids has had a tremendous impact in helping to level the playing field for children who don’t have advantages in life. My son worked as a volunteer with All Stars this past summer and they showed him this impact up close and personal, truly inspiring him to be his best and contribute to the welfare of others. I can’t say enough about how All Stars is a complete organization with a world class team dedicated to their mission of truly helping kids.”

Michael Grimes
*Managing Director
Morgan Stanley*

Individuals partner with All Stars to help guide the strategic vision and direction of their philanthropy and take part in strategic volunteer opportunities with some of our high-quality beneficiaries. We are uniquely positioned to combine the professional services of a community foundation with fundraising initiatives, special events and highly personalized services.

“I understand and appreciate the value of a rigorous due diligence process through my own foundation work. In a world full of thousands of well-meaning non-profits, it can be difficult to know where to best direct your charitable donations. Organizations like All Stars can help companies and individuals identify high-quality programs that align with their interests.”

Kimberly Hunt
*Senior Foundation Manager, Americas
Salesforce.com Foundation
New York Advisory Board Member*



WHO WE

Work With

CORPORATIONS partner with All Stars to associate their philanthropic initiatives with sports heroes that embody the spirit and mentality of their organization as well as utilize our resources to enhance existing benevolent activities.

“I am constantly impressed by the level of service we receive as a result of our relationship with All Stars. It’s great to know our funds are well directed and our employees can feel connected to their mission.”

Jim Herbert
*Chairman and CEO
First Republic Bank
National Advisory
Board Member*



First Republic Bank

FIRST REPUBLIC

Since 2006, First Republic Bank has funneled hundreds of thousands of dollars through All Stars as a way of driving their philanthropy and enhancing the impact of their grantmaking dollars.

In addition to receiving a high return on their investment on dollars going back into the community, First Republic employees have had access to unique networking events and volunteer opportunities.

NASDAQ

All Stars has had a valuable “public-private partnership”

with NASDAQ for over a decade-providing

opportunities for NASDAQ to highlight their

commitment to the community, corporate

citizenship and to network. In 2007,

NASDAQ was a key player in the unveiling

of our National Community Fund - by

hosting the first Sports, Business &

Philanthropy Luncheon at the MarketSite

in New York.



PAST AND PRESENT PROFESSIONAL ATHLETES partner with All Stars to streamline their philanthropic activities and align their image with a high-quality non-profit organization through PR opportunities and high-profile events.



Pat and Emmitt Smith

Pat & Emmitt Smith Charities joined forces with All Stars in 2006 to maximize their impact in the Dallas area.

All Stars now provides the infrastructure and back-end support of PESC so more money can go back into the Dallas community in the form of grants.

Marcus Allen

Over the last few years, Marcus Allen has raised almost half a million dollars for programs in Los Angeles through the Marcus Allen Celebrity Invitational.

“I believe that you are rich by what you give and poor by what you keep. As the leader of All Stars in Los Angeles, my goal is to develop a program that provides multiple opportunities for individuals and corporations to respond to the needs of the community.”

Marcus Allen

NFL Hall of Fame 2003

*Founding Partner,
National Community Fund*

“Giving back can be rewarding—and demanding. With All Stars Helping Kids I can serve the communities I want to and All Stars can streamline that process for me.”

Darren McFadden
*Running Back
Oakland Raiders*



WHAT WE'RE

Doing

NATIONALLY: We're advocating for first-class learning environments in low-income communities through mass media outlets, coalition building, and events driven by our athletes.

LOCALLY: We're creating a groundswell of education enhancement activities through sustainable community outreach programming driven by one or more high-profile athletes.

WHERE WE

Are

“Like KIPP, All Stars has the reach of a national organization and the depth of a local one. All Stars helps us by providing funding for our schools. They help us carry out our dual mission: changing the life opportunities for the kids we serve and letting the world see that where you are born need not dictate where you go.”

Richard Barth
Chief Executive Officer
KIPP Foundation

If we're able to do more, we should.

What started as a fundraising dinner in San Jose is now a national movement funding organizations in Dallas, Los Angeles, New York, and the San Francisco Bay Area.

All Stars distributes 1 million dollars across these regions annually.

Moving forward, we will expand our existing programs and establish outreach efforts in major cities across America.



HOW WE'RE

Doing It

As our partner, your contributions are pooled into a National Community Fund in support of local and national non-profits. You can organize your philanthropic activities, learn about recipients of your donation as well as become part of a larger movement-all in one place.

The result is a multiplier effect that gives each contribution even more impact.

The Community Fund embodies the idea that we can make significant strides towards helping all children realize their potential if we give back collectively.

Through this fund we will fulfill our mission of promoting a safe, healthy and rigorous learning environment for disadvantaged children in low-income communities.

We are working towards a reality where all kids receive 360° of support for their learning environment in the areas of Rigorous Academics, Health & Fitness and Life Skills.

“Finding people who are willing to invest their money, their time, and their influential voices to improving the lives of our children is one of the critical drivers of dramatic improvement in education. All Stars provides a powerful and unique platform that maximizes the impact of all three (money, time and voice) for professional athletes to have a significant positive impact.”

Jim Shelton

Program Director

Bill & Melinda Gates Foundation

National Advisory Board Member



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