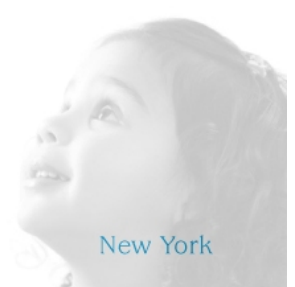




San Francisco



Los Angeles



Dallas

New York

QUARTERLY PLAYBOOK

All Stars wishes you a wonderful holiday season and a prosperous New Year.

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[Click here to make an end-of-year donation to All Stars](#)



The [2nd Annual Sports, Business & Philanthropy Luncheon](#) honored this year's Bill Walsh Champion of Change Award, George Martin, and All Stars announced a new partnership with Justin Tuck of the New York Giants. (From left: George Martin, Willie O'Ree, Justin Tuck and Ronnie Lott)

2nd Annual All Stars Helping Kids Sports, Business & Philanthropy Luncheon

All Stars Helping Kids and the Sports Museum of America brought to life the [2nd Annual Sports, Business & Philanthropy Luncheon](#) in downtown Manhattan on December 9, 2008. Key supporters of the event included Conifer Securities, the NFL, the New York Giants, the NHL, Hewlett-Packard, and First Republic Bank.

The event kicked off with a heartfelt keynote address from Secretary of Education Margaret Spellings, who honored the many achievements of founder Ronnie Lott and All Stars, saying: "all of us know when money is scarce we need to be smart and strategic about how we spend limited resources. All Stars Helping Kids sets a great example of how to do that." She also offered remarks on the "No Child Left Behind" act and highlighted the urgent need for continued education reform.

All Stars Helping Kids welcomed Justin Tuck and his “Tuck’s RUSH for Literacy” to the team. He and All Stars founder Ronnie Lott exchanged questions, advice and even some jabs before the crowd of 120. Tuck is poised to enact meaningful change in the New York area and beyond through his literacy initiative and All Stars.

Craig Walsh offered a riveting speech that honored his late father, Coach Bill Walsh, and the change he wanted to see in the world. He then presented this year’s [Bill Walsh Champion of Change Award](#) to George Martin: a former New York Giant whose epic walk across the country brought money and awareness to first responders suffering from lung disease in the wake of the attacks on September 11, 2001.

Martin’s speech provided a fitting end to an afternoon aimed at highlighting the roles that companies and individuals can play in providing children with the resources the need to succeed in life. Without the power of business, the inspiration of sports heroes and the relentless dedication of nonprofits serving kids, these needs could go unmet.

Following the Luncheon, All Stars Helping Kids hosted a panel discussion about “Creative Philanthropy in a Struggling Economy.” The panel was moderated by All Stars Executive Director Marlon Evans and panelists included Charles Moore from the *Committee Encouraging Corporate Philanthropy*; Kimberly Hunt from the *Salesforce.com Foundation*; Richard Berlin from *Harlem RBI*; and Stephanie Canada, the *Washington Teaching Ambassador Fellow from the United States Department of Education*.

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New Jersey Toy Drive Benefits Boys & Girls Club



Justin Tuck and Terrell Thomas join members of the Boys & Girls Club for a New Jersey Toy Drive.

The night before the [All Stars Helping Kids 2nd Annual Sports, Business & Philanthropy Luncheon](#), Justin Tuck and teammate Terrell Thomas signed team pictures at a mall in New Jersey as part of a toy drive with the Boys & Girls Club. The drive attracted lines of generous fans and brought in hundreds of toys for underprivileged children.

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All Stars Helping Kids Get in the Game Challenge

On January 22, 2009, All Stars Helping Kids will kick off our [20th Anniversary festivities](#) and formally announce the beginning of a major community service initiative: our *Get in the Game Challenge*.

In addition to celebrating our [20th Anniversary](#) with a gala in the spring, we will honor two decades of giving through this grassroots community service challenge. Drawing on the goodness of people from all walks of life, we will encourage them to get active in the community by completing “plays”: volunteering, participating in an All Stars community service day, making a donation to All Stars, or simply performing an act of kindness towards another person. Our goal is to track 20,000 “plays” online, which will unlock \$1 million in funding and educational tools for disadvantaged kids in low-income communities.

Upcoming Events

To take part in our *Get in the Game Challenge*, we invite you to visit allstarshelpingkids.org for volunteer opportunities and information on one of our Community Service Days that will take place in the first few months of 2009. The Community Service Days will honor each of our three tenets that provide 360 degrees of support for the learning environment: Rigorous Academics, Health & Fitness and Life Skills.

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Academics	Health & Fitness	Life Skills
<p>February</p> <p>All Stars is working with Jumpstart to bring out the reader in all of us.</p> <p>Check out allstarshelpingkids.org for details about how you can be a part of this important Community Service Day.</p>	<p>March</p> <p>Lifelong Fitness is partnering with All Stars for their 1-5 K Community Walk at Stanford University Campus in Palo Alto, CA.</p> <p>For more information about signing up and taking part, visit the registration page.</p>	<p>April</p> <p>All Stars will facilitate a Career Day at Eastside College Preparatory in East Palo Alto, CA.</p> <p>The day will provide opportunities for corporate partners to showcase their areas of expertise for students through hands-on seminars.</p>

Inauguration West

The Metreon in San Francisco will host "Inauguration West" on the evening of President-Elect Barack Obama's inauguration: January 20, 2009. The celebration will feature entertainment from Morris Day and The Time and Ronnie Lott will be a special guest. Doors open at 6pm and VIP tickets are \$125 and regular tickets are \$75 each. A portion of the proceeds will benefit All Stars Helping Kids and Omega Boys Club. To buy tickets visit: www.inaugurationwest.com

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For more information about the contents of this newsletter, please email sarah@allstarshelpingkids.org.