



SANFORD™



IT'S ALL ABOUT THE KIDS

**GRANT
ANNOUNCEMENT**

August 4, 2011



SANFORD™



IT'S ALL ABOUT THE KIDS

Hy-Vee Foods and Sanford Health are very excited, proud and honored to share our 2011 Hy-Vee/Sanford Legends Event results with our community. Since our partnership began six years ago together we have raised **\$678,000** to be given back to our local football teams and youth athletic organizations in our region. No other event of this kind has done that and we are very, very proud!

Our goal every year is to provide a wonderful learning opportunity for children/student athletes to grow, enjoy and be inspired in the world of sports by providing many different sporting clinics and camps for them to attend. Every year, we try our best to bring in celebrity athletes who represent our goals...quality, integrity and character and this year's celebrities were some of the best we ever had.

Event Attendance in 2011:

➤ Free Legends Clinics (7)	2,200
➤ Soccer Camp	103
➤ Celebrity FB Camp	584
➤ Kids Triathlon	156
➤ Legends Banquet	910
➤ Campers Award Banquet (FB)	735
➤ Legends Golf Tournament	<u>320</u>
➤ Total Individuals Touched	5,008

We are very pleased to announce we will be giving back....a **RECORD**

\$135,000

This fantastic amount brings the seven year total to **\$813,000** which has given back through the Hy-Vee/Sanford Legends Grant program. Given the economic times we are in and the challenges every event undertakes in this day and age, we couldn't be prouder to give back such an impressive amount. This could not have been possible without the generous support of all our sponsors, individuals and teams who support this wonderful event. So we would like to publicly say **"THANK YOU!"** to all our sponsors, teams and individuals who made this possible!

The **\$135,000** is divided in half each year supporting our two different grant programs:

\$67,500 Football Camp Grant Program
(High School Teams which supported Celebrity Football Camp)

\$67,500 Free Sports Clinics Grant Program.
(Youth Athletic Organizations)

Grant Application Process & Important Dates: (Youth Athletic Organization)

- ◆ August 15, 2011 Grant Applications are **ONLINE** at www.legendsforkids.com
- ◆ October 3, 2011 Grant Application Deadline
- ◆ November 4, 2011 Grants will be awarded on or before
- ◆ April 23, 2012 Grant Award Winners **MUST** be submitted proper documentation (invoices) for payment prior to this date.

Grant Process: (Football Camp) (Football Camp Attendance – 584)

- ◆ Each high school team which had a minimum of seven players participate in the football camp will be entered into the high school camper's pool. From there each team/FB program will received a specific amount back to their football program per player for each student-athlete registered at the camp under their schools name.
- ◆ Our Football Camp Partner – Augustana College will also receive a grant based on their participation, camp leadership, coaching staff and use of their wonderful facility.

Hy-Vee/Sanford Legend Event Dates – June 14-26, 2012

Event Name	2012 Dates:
Celebrity Soccer Camp	June 12-14
Legends Banquet	June 14
Legends Golf Tournament	June 15
Legends Free Sports Clinics	June 15-16
IronKids Triathlon	June 16
Celebrity Football Camp	June 24-26

Again, thank you very much for coming to day and we look forward to next year's event!

Hy-Vee/Sanford Legends Committee!