



Please join us for the

# **PHILADELPHIA YOUTH FOOTBALL COALITION SUMMIT**

**MARCH 26, 2022  
8:30 AM — 3:15 PM  
LINCOLN FINANCIAL FIELD**

**Philadelphia Parks & Recreation, in partnership with the Philadelphia Eagles, is hosting a full-day conference for youth football coaches throughout the city.**

**The goal of the Youth Football Coalition Summit is to educate and support Philadelphia's amazing volunteer coaches so you can lead stronger, healthier youth football organizations that can thrive, all in greater service to the youth and communities you serve.**

**GROW YOUR  
PROGRAM!**

**SERVE YOUR  
COMMUNITY!**

**Reserve your spot for this FREE event today!  
RSVP to [John.Murawski@phila.gov](mailto:John.Murawski@phila.gov) by Friday, March 18, 2021**



**PHILADELPHIA YOUTH FOOTBALL  
COALITION SUMMIT  
SATURDAY, MARCH 26, 2022  
8:30 AM – 3:15 PM  
LINCOLN FINANCIAL FIELD**

- 8:30 AM      Registration & breakfast**
- 9:00AM      Welcome:**  
                **Kathryn Ott Lovell, Commissioner Philadelphia Parks & Recreation**  
                **Carlton Williams, Commissioner Philadelphia Streets Department**  
                **Ron Jaworski, former Eagles star**
- 9:45AM      Session #1 – Guests are free to choose from the following topics**  
**(see next page for details):**
- **De-escalation and Conflict Resolution**
  - **Coaching Kids Beyond the Sport**
  - **Youth Sports Nutrition**
- 11:00 AM      Session #2 – Guests choose a second session from the above topics**
- 12:15 PM      Lunch- First Trust Club**  
**Advocacy (15 min)**  
                **Tess Donie, PPR Community Engagement Coordinator**  
**Local Government & elected officials will be invited to join lunch.**
- 1:45 PM      Session #3 – Guests are free to choose a third session from the**  
**following topics**
- **Non-Profit Basics and Best Practices**
  - **Fundraising 101**
  - **Social Media Tips & Tricks**
- 2:30 PM      Coaches Roundtable – Panel comprised of local college and high school**  
**coaches hosted by Eagles On-Air host: Gabriella DiGiovanni**
- 3:15 PM      Closing Remarks & Departure**



## Breakout Sessions

### **De-escalation & Conflict Resolution Techniques** – Nia Eubanks-Dixon, Creative Praxis

This session will help coaches connect with their athletes through the emphasis of excellent communication, empathy, mutual respect, and intentional personal growth. The session will also focus on understanding cultural differences and how to embrace these differences both on the field and in our world.

**Coaching the Kid Beyond the Sport** – Jillian Loughran, Lead Consultant and Trainer, Center for Healing and Justice through Sport. The session will focus on how coaches can use Football as a tool to facilitate learning and life skill development beyond the gridiron.

### **Youth Sport Nutrition** – Gina Tripicchio, Temple University, PhD, MEd

Most youth do not meet national nutrition recommendations and overconsume high-calorie, low nutrient-dense foods. In this session participants will learn how to help athletes better understand what foods will help fuel their performance. Coaches will be given tools to help promote healthy eating behaviors using evidenced-based sports nutrition guidelines and recommendations from the Dietary Guidelines for Americans.

**Non-Profit Basics & Best Practices** – Beth Devine, Executive Director PYSC. The Philadelphia Youth Sports Collaborative is an intermediary organization that works with 65 nonprofit organizations that use sports to develop young people. The Collaborative provides training and education around nonprofit best practices and board duty, as well as technical training for coaches. Devine has extensive nonprofit experience, including having started her own nonprofit in the sports-based youth development sector. In this session participants will learn best practices for starting, growing, and sustaining a successful non-profit organization. PYSC will also offer follow up sessions after the summit to support organizations as they expand.

### **Fundraising 101** – Kevin Roche, Fairmount Park Conservancy

This session will help organizations lay the groundwork for a strategic, year-round fundraising plan. Focusing on a donor-centric program, attendees will learn how to cultivate recurring donations, how to crowdsource funds and where these campaigns should land on your annual fundraising calendar

### **Social Media Tips & Tricks** – Charlotte Merrick, Digital Communications Manager, PPR

We have all heard that our teams need a presence on social media. But which platforms and for what purpose? How can coaches keep up with the constantly changing digital world? Join the City's social media experts to discuss how a well-crafted social media presence can benefit community-led youth sports organizations. This session will explain the differences between social media platforms, what they can help you achieve, and tips and tricks for creating content to boost your fundraising and communications to families.