

THE EXTRA YARD

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EXTRA YARD
FOR **TEACHERS**
COLLEGE FOOTBALL PLAYOFF
FOUNDATION



A "WIN-WIN"

A partnership between the CFP Foundation and Notre Dame is providing opportunity for eager young minds and the communities they will serve

BY JAN HUBBARD

When the College Football Playoff (CFP) was launched in 2013, it is unlikely that Catholic school administrators in poverty-stricken areas figured it would provide a boost for their students. If there was a parallel between the popularity of college football and the needs of distressed schools, it was not evident at first.

However, CFP administrators knew that the excitement generated by the four-team playoff system would result in a substantial

increase of revenues. This would enable the organization to boost their support of charitable and worthwhile causes.

As a result, the College Football Playoff (CFP) Foundation was established along with its primary cause platform, Extra Yard for Teachers, whose mission is to elevate the teaching profession by inspiring and empowering teachers.

"Our primary focus is education, specifically supporting teachers," said CFP Foundation Executive

Director Britton Banowsky. "We make investments to educational initiatives all across the country through our conference and bowl partners that enable us to support teachers and promote the teaching profession."

One of the programs that piqued the CFP Foundation's interest was the Alliance for Catholic Education (ACE), which has been in existence at the University of Notre Dame since 1993. ACE is a two-year post-graduate program that enables students to earn a Masters of

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Education. The key factor for students is that tuition is provided resulting in a free advanced degree from one of the most prestigious learning institutions in the country.

The key element for Notre Dame, ACE and needy Catholic K-12 schools in depressed areas is that the new teachers agree to not only work at the school, but also live in the community for two years.

Banowsky met with Notre Dame Athletics director, Jack Swarbrick, to see if a partnership could be formed through matching grants to the ACE program. Banowsky proposed a goal of \$50,000 which turned out to be modest.

A social media strategy aimed at acquiring donations from alumni to support the ACE program was developed, and all parties were shocked at what happened. The CFP Foundation contribution was matched... and matched... and matched... 10 times over.

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BRITTON BANOWSKY

“Notre Dame raised \$500,000 in 2015,” Banowsky said. “Then they did the same thing the next year. At that point, a light bulb went



PAYING IT FORWARD: Those hoping to become teachers benefit from ACE, as do future generations who will learn from these educators.

off, and we knew we were onto something. The idea of leveraging college football for the benefit of a nonprofit cause, and specifically for the benefit of teachers, works because the college football community responds well, particularly if you utilize a big brand like Notre Dame.”

ACE was formed to improve and support urban and rural catholic schools in areas where underprivileged children are desperately in need of help. For Dr. John Staud, Executive Director of ACE, the partnership between the CFP Foundation and



Notre Dame was an enormous boost for the unique program because the financial contributions have provided support in 30 of the most challenging areas in the country.

“ACE is in schools on the south side of Tucson, the sixth poorest zip code in the country,” said Staud. “We are in inner city Chicago, the Bronx, Mobile, Alabama, South Central Los Angeles and Compton. These are the kind of places we want to serve. These are the most under-resourced schools in the Catholic school system.”

The money generated by the CFP Foundation and the Notre Dame fundraising program has enabled ACE to help schools in new ways. Besides providing teachers, ACE utilizes grants from the CFP Foundation to supply schools with learning tools ranging from

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computers to graphic calculators in addition to instruments and uniforms for music and drama programs.

Katie Moran graduated from Notre Dame in 2015 with a degree in pre-med and theology. She entered the ACE program and was assigned to teach 7th and 8th grade at St. Anthony's in inner-city Indianapolis.

"It was a rough part of town," Moran said. "During my first year, there was a homicide a couple blocks away, and the school went into lockdown. There were people wandering around that you would not want in the school."

While in Indianapolis, Moran found out that she could apply for a grant from the CFP Foundation. She submitted the paperwork and successfully acquired a surveillance system for the school.

"It really helped," Moran said. "It was a great school, but it was just in a tough neighborhood."

After her two years at St. Anthony's, Moran joined ACE on the administrative side and is currently on the pastoral staff. As a former cross country and track and field college athlete and current ACE employee, the relationship between college football and K-12 education is special for her.

"It's an awesome win-win," she said. "I love football, and I think it's nice to be able to use the platform for a greater good."

"We hope we're getting better at it with each passing year," Banowsky said. "We'd like it to be a much bigger initiative with a much larger impact as we go forward."



HONORED
 HONORING EDUCATORS

The College Football Playoff Foundation and Honored Team Up to Recognize Teachers

Beginning this month, the College Football Playoff Foundation will partner with Honored, a nonprofit organization dedicated to keeping great teachers in the classroom and to inspiring a new generation of talent to pursue teaching. Each month, *The Extra Yard* will feature Honored's monthly "Honoree" and provide a glimpse into each deserving teacher's journey.

NOVEMBER HONOREE

KRISTEN McCLINTOCK



Hurricane Harvey took a toll on eastern Texas this August. The storm forced nearly 10,000 Houstonians from their homes and into temporary shelters such as the George R. Brown Convention Center in downtown Houston. Kristen McClintock, a 35-year-old teacher from Houston Independent School District, visited this particular shelter with a mission to provide assistance to students who

had been displaced from their homes and their schools. "I know there are kids here who could use my help," McClintock told a shelter supervisor. Specifically, McClintock was offering to use her role as a special education teacher to assist autistic children because she understood the toll the new environment would take and how to provide specific care to these students. While at the convention center, she learned that it might be weeks before Houston schools would reopen due to the physical damage to the schools and displacement of students, teachers and administrators. As a result, McClintock started a Facebook page and a website, "Teachers Volunteering in Shelters", that encouraged teachers to volunteer to work at any of the 200 shelters set up around the city. Within days, almost 1,400 teachers had signed up to teach at the shelters. "We were just doing what we were called to do," said McClintock. "We were taking care of our kids."

Visit www.honored.org to read Kristen McClintock's full story.

HONORED



STUDENTS FIRST

Atlanta teacher Katie Carlson finds creative ways to pour value into the lives of her students **BY DAVID LEE**

“Kids have always made me feel good.”

That’s a big reason why Katie Carlson left her family in Indiana and moved to Atlanta to become an elementary school teacher. She wanted a career with purpose that allowed her to make a positive impact on children. “I got lucky that I ended up loving it so much,” Carlson says about her career.

Now a third-grade teacher at Garden Hills Elementary in Atlanta, she has found many ways to expand her influence on her students. A few years ago she started a garden for her classroom that has developed into a school-wide activity, teaching kids the value of healthy food. Carlson’s students actually get excited about eating fruits and vegetables.

The school’s ‘Plant, Learn, Grow’ curriculum allows the students to have a hands-on approach to learning so they can see where their food comes from. Carlson also schedules field trips for outside activities, such as hiking, that she enjoys doing with her students. “It’s nice to be able to incorporate things that I’m interested in,” she says.

Carlson has developed relationships with her students’ families that go beyond the classroom. She leads the school math committee, she regularly attends her students’ birthday parties, sporting events, and she has even celebrated some holidays with



THE GREAT OUTDOORS: Katie Carlson uses outside activities and field trips to inspire her students.

students’ families. “The relationships that I’ve formed with my students, their families and the community are everything to me,” Carlson says. “My students’ families welcome me into their lives and support me in and out of the classroom.”

Carlson knows the importance of extending relationships beyond her job and is involved with several after-school programs. She directs a program called LaAmistad (Spanish for “friendship”) which brings together volunteers from the community to assist Latino students and their families. The volunteers help students with their homework and education development, as well as provide parenting and English as

a Second Language classes for the parents.

In addition to directing LaAmistad, Carlson is a coach for Atlanta’s Soccer in the Streets, which aims to empower local youth through soccer training and character development. In the spring, she’s involved with Girls on the Run, a national program that inspires girls to be healthy and confident, while creatively integrating running. “I teach the kids during the school day, and after school I get to play a different role as coach. So, we spend a lot of time together,” she says about her students.

While Carlson enjoys the impact she’s able to make and the

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relationships she's building, there are still challenges. According to Carlson, acquiring quality books for her students can sometimes be tough. However, support and donations from individuals and organizations outside of the school and school district helps tremendously. "Whenever I have a need, I create a project on DonorsChoose.org and usually it's met," Carlson says thankfully. "I've been able to get a lot of books into the hands of my kids, and they are books they want to read."

Her students write thank you notes when they receive outside support. "It shows the students how the generosity of strangers can make an impact on our classroom," she says. "The kids show appreciation to the people that made it possible."

Carlson has also received funding for the school garden, which has grown to include more than 20 garden beds. Items like soil, wood, seeds and tools are needed every year to maintain the garden for the entire school to use. Her class regularly cooks, and Carlson often provides the groceries, which is difficult to find funding for. She says managing it all can be hard, but all the extra effort is worth it because the kids know she cares. Having close relationships and open communication with the parents also builds trust and makes things a little easier in the classroom.

Even though Carlson gets new students and parents every year, she still maintains many relationships through coaching and after-school programs once her students move on to higher grades. This way, Carlson's able to continue impacting lives while watching her students grow.



CALLING ALL EDUCATORS!

January 6, 2018 | 2 – 4 PM ET
Georgia World Congress Center

Imagine teachers coming together to hear inspiring speakers and see incredible performances by people who are there for one reason: to recognize the hard work of those on the front lines of education.

During the weekend of the College Football Playoff National Championship, the College Football Playoff Foundation hosts the Extra Yard for Teachers Summit, a two-hour, fast-paced stage show, as a way to inspire and empower teachers in the host city. The Extra Yard for Teachers Summit is FREE for attendees!

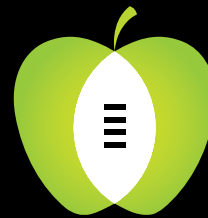
Registration is now open!

REGISTER





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