

Why YOU should be involved in Urban Champions:

- Your personal investment (in time, energy and financially) will pay a lifetime of positive dividends of the lives of at-risk students.
- Your investment in Urban Champions is direct, local, and accountable.
- Your participation in Urban Champions activities gives you direct input into students' lives where it can help most.
- Your support of Urban Champions activities is a way to work together with other committed parents in an exciting journey of success.
- By working with Urban Champions, you are helping students build new strengths.
- *By simply attending a FREE introductory session, you will receive a complementary license to the proven effective BrainHQ (www.brainhq.com).*



Please consider being part of the growing Urban Champions success story. Our kids deserve it, you want it, and we will bring the expertise to make it all happen. Let's work together to get a win not just on the field, but also in life.

Join Urban Champions NOW and let's start getting results together.

Our overarching goal is that by January 1, 2017, we will launch our new and improved trial program model.

We need your assistance! Call 1-408-509-5483 or email us at vince@urbanchampions.org now to register for our FREE introductory session to learn more.

These students are already excited about sports, Urban Champions will assist students to channel that excitement into holistic, positive action that encompasses their entire life.



For attending the session, you will get a FREE license to one of the most powerful brain-training programs ever created (BrainHQ).

Empower aspiring athletes to become scholars. We need assistance in:

- Administration & Finance
- Asset management & Logistics
- Education, Programs, Services & Training
- Fundraising & Marketing
- Youth Advisory Board



"Urban Champions just works—by exposing at-risk kids to skills sets, techniques, and a kind of encouragement and inspiration that they just would not have access to. I'm excited to be involved with the good work they are doing."
Guy McIntyre, San Francisco 49er, 3-time Super Bowl Champion.



The battle between the importance of athletics and scholarship is over.

Urban Champions shows the way forward *for both.*



brainHQ
from Posit Science

Get a FREE license of BrainHQ! (Details inside)



Empowering students with the life skills to win in the classroom and in life.

Urban Champions is the best way for students, teachers and communities to win together.



Let's be frank. Our kids need our assistance. Statistics show that students in urban areas have less access to higher education and graduation levels are down. You can dramatically improve the odds for our kids by getting involved with Urban Champions.

Urban Champions has a simple charter—build on the energy youth already have for sports by coupling those sports activities to academic-boosting activities.

We work side by side with committed parents to empower their sons and daughters to excel in the Executive Function and Social-Emotional Skills they need to be independent, purposeful, goal-directed behaviors so that they can win academically and in life.

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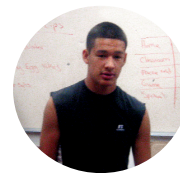
What Urban Champions is:

- We are a training program.
- We work to increase a student's *capacity to learn*.
- We use neuroscience and social emotional techniques to help students learn to self-manage and learn faster, easier.

We are not:

- We are not a tutoring program.
- We are not a discipline program.
- We are not a school program.

We represent 7 Core Values:



Personal Empowerment

We give students the ability to see the road ahead by walking them through simple exercises that help them build a plan for success.



Parent Empowerment Training

Our targeted parenting training program will help parents to improve their ability to work with and inspire students.



Cognitive (brain) and Executive Function skills training

We work with these students with a proven technology (BrainHQ) and other processes to invigorate their ability to assess information, take tests and make smart decisions.



Social-Emotional Skills Training

This is a key component of what we do. We work with students to help them get along with other students and relate to parents, coaches and the public in effective and honorable ways.



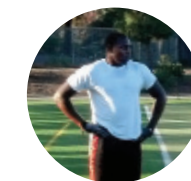
Healthy Habits and Nutritional Training

An effective life starts from the inside out and so as part of our training, we assist students to understand and engage in healthy eating habits and other essentials such as getting proper sleep.



Earned Rewards through Win-Win Agreement

The key to getting leverage on anyone is assisting him or her to see the win in taking action. We will show parents and students how to find the mutual win in any situation.



Athletic Performance Training

We work with the scholar-athletes in our program to maximize their performance on and off the field with innovative and effective training.

Our goal—change lives for the better.

Improving grades, assisting students to become more employable and/or get into higher learning institutions and having a fruitful life. That's what we all want and with your participation in Urban Champions, that's possible.