

From Meagan Connolly:

**USA Field Hockey Fundraising Report
(As of 6.29.12)**

Annual Fund Dollars Raised: \$31,806.61 (\$18,357.04 from leadership donors)
Total Donors: 463 (11 Leadership donors)
Total Gifts: 535
SILENT AUCTION: \$14,558
TOTAL Dollars: \$46,364.61
Anticipated USOC Matching Grant: \$50,000

Lighting the Way to London and Beyond:

Goal is to secure 2,012 GIFTS (if a donor makes 3 gifts in the year, it will count for 3 times) by the end of the fund year, December 31, 2012. As our first goal, we would like to seal 1,006 gifts (half of the total) by the time the torch is lit in London on July 27th.

Since launching the London and Beyond campaign on June 11th:

Dollars: \$4,129

Donors: 77

USOC Matching Grant:

The USOC will match dollar for dollar, up to \$50,000 from October 2011-December 2012. We will reach this match after the next report to the USOC in September.

Upcoming Solicitations and Strategies:

Direct and consistent push to try to reach the first milestone goal of 1,006 gifts before the torch is lit in London on July 27th.

Prepare for post-Olympic fundraising opportunities based on the outcome at the Games

September 1, 2012 – December 31, 2012:

Heavy travel to perform face-to-face solicitations, including asking for leadership gifts of \$500+. Also reach out to donors that are close to the leadership level, to ask them to consider making a total leadership gift for this year.

November and December:

Heavy Lybunt/Sybunt (made a gift last year and some years, but have yet to make a gift this year) campaign with a letter from an author from High Performance asking to consider a gift to USA Field Hockey again for this year

Last Year: FY2011 Year-End Push: September 1st – December 31st

Total Dollars: \$34,814.10

Donors: 736

At this pace and based on previous performance:

Projected amount on December 31, 2012: \$135,000-150,000

From Liz Tchou:

***FUN*damental FH Program Update: July 1st, 2012**

Liz Tchou **Youth Development Manager**
Simone Attles **Youth Development and Marketing Coordinator**
Courtney Tavener **Youth Development Coordinator**

Programs:

- Over 50 programs have signed up as of this week, looking to finish our web story and press release early next week. Throughout the summer, the Youth Development Team will conduct local site visits to Hosts to check in and to continue to build lasting relationships.
- We have completed our entire WebPoint host application and club registration process. We've streamlined the system to take about 10 days before shipment, which includes approval, follow-up contact, collecting insurance, and placing order with Harrow Sports.

Strategy: After three months of launching and talking with our members, we are focused on clubs to promote and implement Fundamental Field Hockey. From the start, we have required Hosts to be located within 50 miles of a USA Field Hockey Member Club. However, rather than seeking Hosts and asking Clubs to help, we will now seek Clubs and ask them to suggest Hosts they would like to work with. Thus, USA Field Hockey Member Clubs have become our number one clients and allies in making this program successful. Over the next few months we will continue to build and nurture these relationships,

National Futures Tournament/Olympic Celebration: The Youth Development Team successfully orchestrated the halftime show of the final match between Argentina and US Women's National Team. In front of over 3,500 fans, nearly 50 kids demonstrated fun, field hockey, and Olympic-themed obstacles. Later that evening at the Olympic Celebration, our members and guest were given an inside look at how the program runs with a video presentation. In addition, throughout the National Futures Championship, Futures Elite Championship and Women's National Team Series, the Youth Development Team answered questions and collected applications at the Fundamental Field Hockey booth.

USOC Multi-Sport Organizations: Working with the USOC currently to set up webinars and conference calls with heads of the YMCA, National Recreation and Parks Association (NRPA), Jewish Community Centers (JCC), and the Boys and Girls Club of America (BGCA) in the month of July. To date, we have sent out 2 e-blasts and received interest from all four directors to move forward.

Let's Move in London: Fundamental Field Hockey was recently asked to showcase and participate in a youth field day hosted by The First Lady prior to the start of the Olympic Games in London. More information to follow.

National Team/Olympic Connection: We plan on launching several marketing initiatives to play off the Olympic Games in London. Specifically a 'Letters to London' program that will allow Fundamental Field Hockey participants to connect with the Women's National Team at the Games. We will also look to use the Men's National Team to promote Fundamental Field Hockey throughout the summer.

Website: Our new website will launch just as the Olympics gear up in mid to late July. Expect lots more content and teaching videos for clubs, hosts and parents, as well as fun and games for kids.

Boys Programming: Through FUNdamental Field Hockey, we are going to expand the number of boys playing the sport. All of the programs signed up will advertise and welcome both boys and girls. Eventually, these boys will be offered the chance to join a local club. We are also identifying Regional Ambassadors and groups of club coaches throughout the country, who specialize in youth

development and understand the importance of offering consistent regional playing opportunities for boys.

Schedule:

National Club Championships / Disney Junior Showcase / Local visits

Current FUN FH Program Hosts

Northeast Region-19	City	State	Organization Type	Status
Connecticut Revolution	Southbury	CT	Clinics	Shipped
Western Connecticut Field House	Norwich	CT	Clinics	Shipped
Canton Recreation Dept.	Sudbury	MA	Recreational	Approved
Charles River School	Canton	MA	Recreational	Approved
Fay School	Dover	MA	School (K-6)	Approved
Easton Field Hockey	Southborough	MA	School (K-6)	Pending
Franklin Recreation Dept.	Easton	MA	Clinics	Approved
The Edge Sports Center	Franklin	MA	Clinics	Approved
Westfield Parks and Rec	Beford	MA	Clinics	Approved
Belchertown Recreation	Westfield	MA	Clinics	Approved
Hosmor Elementary	Belchertown	MA	Clinics	Shipped
Lowell Elementary	Watertown	MA	School (K-6)	Shipped
Manchester Athletics	Watertown	MA	School (K-6)	Shipped
Community of Malden	Manchester	MA	Clinics	Shipped
Alfond Youth Center	Malden	MA	Clinics	Shipped
Regional School RSU 13	Waterville	ME	Clinics	Approved
Town of Orono	Rockland	ME	Clinics	Shipped
Cave Girl Field Hockey	Orono	ME	Clinics/camps	Shipped
	Manchester	NH	Clinics/camps	Approved
Region 4–NY - 2				
Greater Johnston School	Johnston	NY	Clinics	Shipped
Pittsford Sutherland FH	Fairport	NY	Clinics	Approved
Region 5–PA - 3				
AEC youth Sports	Akron	PA	Clinics	Shipped
Drexel University	Philadelphia	PA	Clinics/camps	Shipped
Temple University	Philadelphia	PA	Clinics/camps	Approved
Region 6 – NJ - 4				
Neeta Sports Association	Medford Lakes	NJ	Recreational	Approved
Our Lady of Sorrows	Mercerville	NJ	School (K-6)	Approved
Randolph Parks + Recs	Randolph	NJ	Recreational	Approved
South Plainfield Rec	South Plainfield	NJ	Recreational	Approved

Region 7–Mid-At. - 5

Ashburton Elementary	Bethesda	MD	School (K-6)	Shipped
Champions of Tomorrow	Bethesda	MD	School (K-6)	Approved
Jarrettsville Recreation	Street	MD	League	Pending
Spark	Severna Park	MD	Clinics	Approved
Wheaton Woods	Rockville	MD	School (K-6)	Approved

Region 8–South - 3

Christopher Newport	Newport News	VA	Clinics/camps	Shipped
Hampton Roads Academy	Newport News	VA	School (K-6)	Pending
Virginia Beach FH	Virginia Beach	VA	Clinics	Shipped

Region 9–Gr. Lakes - 7

	Cleveland			
Cleveland Heights	Heights	OH	Clinics/camps	Shipped
Columbus Academy	Gahanna	OH	School (K-6)	Shipped
Darby Creek	Hilliard	OH	School (K-6)	Approved
Our Lady of Angels	Cleveland	OH	School (K-6)	Approved
St. Marks School	Cleveland	OH	School (K-6)	Approved
True North Community	Freemont	MI	Recreational	Approved
Calvary Baptist Christian	Macomb	IL	Clinics	Approved

Region 10-Central - 5

Bear Creek	Monument	CO	School (K-6)	Approved
Lewis Palmer	Monument	CO	School (K-6)	Approved
Palmer Lake	Palmer Lake	CO	School (K-6)	Approved
Prairie Winds	Monument	CO	School (K-6)	Approved
Kindergarden Plus	Milwaukee	WI	School (K-6)	Approved

Region 11–West - 4

Hong Kingston	Stockton	CA	School (K-6)	Pending
Muirlands	La Jolla	CA	School (K-6)	Pending
Neil Armstrong	San Ramon	CA	School (K-6)	Approved
South Bay Lions	San Jose	CA	Clinics/camps	Shipped

Camps/ Clinics	24	
Parks & Rec/ Leagues		7
Schools (K-6)	21	
Pending	5	
Approved	29	
Shipped	18	

FUNDamental FH Clubs (45)**Northeast Region**

Cape Ann Coalition
Extreme Field Hockey
Htc Field Hockey Club
Lead The Way
Maine Majestix
New England Strikers
Nomads Field Hockey
Seacoast United
Sick Hockey
Worcester County United

Region 4 - NY

Adk

Region 5 - PA

Bison Field Hockey Club
Colonial Field Hockey Club
East Coast Field Hockey Club
Key State Field Hockey Club
PA Mavericks Field Hockey Club
Penn Lanco

Region 6 - NJ

Nj Express
Quik Stix Elite
South Jersey Edge
Total Dutch Hockey

Region 7 – Mid-Atlantic

Atlantic Storm Chasers Field Hockey club
Delaware Shore Field Hockey, INC
Hymax Field Hockey Club
Majestx
Shore Field Hockey
Spark
Tnt

Region 8 - South

Charlotte Field Hockey Club
ECFH:NoVA
High Voltage
NC Tardevils
Potomac Field Hockey
Stick Power Field Hockey
Typhoon Elite

Region 9 – Great Lakes

Cleveland Field Hockey Club
Coyotes

Pinnacle Field hockey

Region 10 - Central

Aim Field Hockey

Club Lewy

North Shore Field Hockey Club

Sound Hockey

Region 11 - West

East Bay Field Hockey Club

Mulligan Field Hockey Club

From Terry Walsh:

Please find below an update to the Milestone Updates as requested:

Measurable Outcomes

For initial term (.July 1, 2010 through December 31, 2012)

I. Sustainability of domestic coaching training programs to the degree that individuals potentially replacing the technical director and high level coaches will be USA citizens. This outcome will include both an international element and a domestic element.

a. International:

(i) at a minimum, 2 coaches to be certified as FIH Coach at the conclusion of 2012 (or, at least in the process of FIH certification) and

The Accreditation program has provided opportunity for one further coach to be involved with the FIH program. That award from FIH is pending.

This means USAFH has 3 FIH Coaches in the program with one (1) pending.

(ii) at a minimum, 5 additional coaches to be considered/certified USA Field Hockey Level III, FIH recommended.

We have one (1) coach already recommended to FIH since 2010 with 2 more 'pending' but will be in this category post the Olympics 2012.

This will mean in the USAFH coaching program we will have a total of nine (9) coaches in this category by the end of 2012.

b. Domestic:

(i) at a minimum, 12 newly identified (i.e. not currently Level III pending or certified) coaches certified as Level III; and

The program has five (5) newly identified Level III coaches with a further three (3) coaches being upgraded from Level III Pending to Level III since July 2010.

This means our program has now thirty two (32) Level III coaches.

The Coaching Accreditation program has Identified eleven (11) new coaches who have moved into the Level III Pending since July 2010. Two more coaches have been identified in this category and will be upgraded post the 2012 Olympics in London.

Important to note is that nine (9) more coaches have attended Level III courses but have not received the Level III Pending Accreditation. Their outcome has been 'Level III Attendance and Participation' with opportunities to make a further step in the near future.

(ii) at a minimum, 12 newly identified (i.e. not currently Level II recommended for Level III) coaches designated as Level II, recommended for Level III.

The Coaching Accreditation program has Identified nineteen (19) new coaches who have moved into this category since July 2010. Three of these coaches have been recommended to 'observe' the next Level III course.

There are two more Level II courses set for the remainder of 2012 also.

Key additions to these outcomes are:

a) A program in release which permits Upgrades to be completed remotely with a combination of articles and mentor coaches. This will provide coaches another medium through which to attain their advanced accreditation.

- i) from Level II Development to Level II
- ii) from Level II to Level III Pending
- iii) Level III Pending to Level III
- iv) Level III to Level III FIH Recommended

b) Provision of Streamed coaching sessions has been promoted and USAFH will have it's first streamed coaching update on July 17th prior to the Women's Olympic Team departing for London. These streamed events will provide coaches from around the country updates to the international programming and high performance domestic issues requiring discussion.

2. Qualification by USFH's Women's Team for the 2012 London Olympic Games and 5th place or better finish by USFH Women's Olympic Team at the 2012 London Olympic Games.

Direct qualification to London Olympics with an historic Gold Medal at the 2011 Pan Am Games. Presently ranked #10 in the official FIH World Rankings.

Worth noting is the complete upcoming qualification changes with the pending World League Competition - being initialized after the 2012 London Olympics.

3. USFH's Men's Team will achieve a 15th or better FIH ranking by the end of the initial term.

Presently ranked #26 in the official FIH World Rankings. Indeed USA is 496 points away from 16th ranking position in the world. (China)

The inability for this program to be effective at the February 2012 Olympic Qualifier in India necessitated withdrawal and a penalty relating to ranking points and finance.

Worth noting is the complete upcoming qualification changes with the pending World League Competition - being initialized after the 2012 London Olympics. Indeed, USAFH has been allocated the hosting of the World League 1 event at the Olympic Training Center in November. The new World League system will enhance the USAFH team to advance significantly more quickly with World Rankings given a relative level of performance is achieved.

From Chris Clements (Chris lists incentive bonus below and an explanation of progress below that:

Qualification to 2012 Olympic Games	\$ 4,000
Gold Medal at the 2012 Olympic Games:	\$25,000
Silver Medal at 2012 Olympic Games:	\$20,000
Bronze Medal at 2012 Olympic Games:	\$10,000
Pan Am Cup 2013-Finals Appearance	\$ 2,500
World League 2013-Stage 3 Qualification	\$ 1,000
World League 2013-Stage 4 Qualification	\$ 1,500

No developments on my milestone front
Olympics - withdrew from qualifier and not attending Olympics.

Did we miss including the World League 1 and 2 milestones or maybe these were never on the table? I am assuming not? (the WL events were not included within milestones as the events were created by the FIH subsequent to the creation of milestones)

Nick Conway Milestones

TECHNICAL PRESENTATION OF UMPIRING EDUCATION

Principal Duties:

1. Liaise with Commissioner of Officials, regarding the critical aspects of rule interpretations. Discussions with Commissioner oriented around platform development research and understanding of framework implementation: March 1, 2012.

2. Provide a platform that stimulates umpiring information transfer utilizing video, image and audio presentation tools effectively. Pre-Olympic platform launch: July 1, 2012.

3. Incorporate within the umpiring platform a comprehensive rules video database. Create an Olympic and Junior Pan American Championship database update: November 1, 2012.

Progress Update:

1. Completed by March 1, 2012
2. Presently in the process of finalizing umpire development platform and remain on task for a pre-Olympic launch.
3. To be completed by November 1, 2012.

Regarding #2 above; the following link will direct you to the video rules platform, of which rules 1 through 6 have been completed to date. My expectation is that the following rules will be updated by the end of this week (2, 3, 4, 5, 7, 8, 10, 11 and 14) with the remaining rules video uploaded by the end of next week (9, 12 and 13).

http://www.usafh.com/Umpire_Education_Platform/Rule_2.html

For your reference the Umpires Development Platform has been updated to include all of the video content for all rules except Rule 9, 12 and 13. Steve Horgan is presently working on the video content for these specific rules and is expected to forward these to me by the end of next week so that we can remain on task for a pre-Olympic launch.

Until then I'm working on the cosmetics of the website and continuing the preparations for the pre-Olympic launch.

http://www.usafh.com/Umpire_Education_Platform/Griffins_Nest.html (this is a confidential website at this point)

Contract milestones for the Umpiring Director and Steve Horgan's revised report below:

Umpire Development Milestone: To increase Level I umpire membership by 100 (December 31, 2012); Develop plan for promotional material for Umpire Development. (January 31, 2012)

Increase of umpire members is currently at 40 new umpire members from 1/1/12-present. Ideally we will achieve 100 new umpires by the conclusion of the year.

Recruitment plan is in place and is currently being executed toward schools, colleges, and umpiring boards throughout the nation.

Recruitment information is now being sent out through the marketing group.

Umpire Education Milestones: Develop and produce instructional rules database to compliment international rules database (Nov. 1, 2012); Develop and train pool of umpire Managers and instructors minimum of two per region (July 31, 2012); Develop educational curriculum for umpire and athlete development (December 31, 2012)

Platform for education is established and is being finalized for a pre-Olympic launch (initial milestone slated a launch by November 1, 2012). Educational materials for athlete development will be part of a platform of education.

We currently have at least one UM trained from each region except region 10. UM course will be out for sign-ups in August. We will have an Umpire Manager Training Seminar in August via WebEx.

Rating and Evaluation Milestone: Revise and implement rating and evaluation system (July 15, 2012)

Evaluation system of quantification began with the NFC / FEC. (June 19, 2012). Information is being put into the database and will be ongoing. Current umpire ratings are being grandfathered into the new system until quantifications can be established on all USA Field Hockey Umpire members. Only issue right now is the Level III accreditation (very few opportunities to umpire this level of play). Meeting with the NCAA in July to help establish parameters for this.

Domestic Appointments Milestones: Create overall quantitative measurement of umpire satisfaction for USA Field Hockey events. Maintain 3 men and 3 women in the international develop. Insure proper allocation of umpires to international and domestic events.

Trial at Disney for overall umpire satisfaction did not produce proper results to quantify true satisfaction. Currently, "Survey Monkey" is being used and the numbers returned from that system seem to give us better overall information on the quality and satisfaction of the umpiring of the event. We will continue to use "Survey Monkey" and revise the questions asked if necessary.

We currently have 6 men and 6 women in the international development pool of umpires. All domestic Appointments are covered...U-21 Camp and training/ NCC / Junior Olympics / Disney Jr. Showcase.

International Development: Appointments for Pan Am Indoor and Pam Am Junior Outdoor are complete. We have 2 men and 2 Women applied for Continental Umpire Managers for the Pam Am Federation. The FIH has accepted my application to become an FIH Umpire Manager again.

Strategic Partnerships: NCAA and NFHS Partnerships are ongoing. Meetings set with both entities in July to discuss USAFH membership/education/evaluation.