

The Premier Charity for Youth Sports in the Yakima Valley!

Strategic Plan 2022 - 2026



Table of Contents

Mission, Values, Vision, & Goals	3
Leadership Ladder	7
Strategic Direction and Action Steps by Committee	8
Grants and Scholarships Awarded	.19
2022 Board of Directors	20
Graphs of Participants Involvement	.21
Graphs of Revenue and Expenses for Parker Youth & Sports	22
Graphs of Types and Totals of Grant Allocations	25
Historical and Modern Photos of Foundation	27
Summary of Strategic Planning Process	37
'Legends' Honorees	38

Study Assembled & Directed by: Nancy J. Leahy, Vice President, Secretary PYSF 30 Participants: Board, Staff, Volunteers & Community Partners of PYSF



Mission

Parker Youth & Sports Foundation is dedicated to the preservation and support of parks, sports facilities and athletic programs in the greater Yakima area by awarding grants and



scholarships to organizations and individuals.



Values

Teamwork - We believe in the creation of lasting memories and community strength gained when all athletes, challenged athletes, families, volunteers, officials and coaches work together toward a shared goal.

Equity - We believe in the fair treatment of all persons, celebrate different views, and welcome all athletes and challenged athletes as equals. Parker Youth & Sports Foundation does not discriminate on the basis of race, color, religion, sex, age or national origin as all belong in our community.

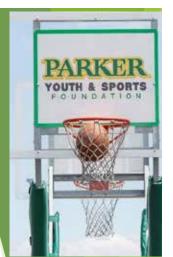
Leadership - We believe all athletes benefit greatly from the mentors, teachers, coaches and other leaders who masterfully teach drills, skills, teamwork and the values of good character that guide youth into adulthood.

Commitment - We believe team members reach their full potential in sports and in their lives by being positive, engaged, and totally committed to the goals of health, fitness and participation.

Vitality - We believe in healthy active young people developing habits of lifelong fitness, trustworthiness, and discipline in our community.

Sustainability - We believe in demonstrating fiscal competency, accountability and transparency in a multiyear effort of financial management to ensure the foundation's sustainability.





Shirley D. Parker had a vision and a commitment to the community's need for athletic and educational opportunities that endure to this day. As the founder of Yakima's first professional baseball team in 1937, he built Parker Field on the same 10-acre plot on which the Yakima Valley College ballpark stands today. His mother, Rose B. Larson, donated an adjacent 20 acres to the City of Yakima to be used as a park. The Parker Larson vision and desire for an educational, cultural and recreational center for the city were realized. The Parker Youth & Sports Foundation remains strongly committed to the goals of the first Parker Youth Foundation, but with a broader mission. It is interested in parks, youth, sports and recreation and is committed to support sports programs and facilities throughout the greater Yakima area.

Parker Youth & Sports Foundation is dedicated to our Parker Partners who support the mission of improving parks, sports facilities and athletic programs in the greater Yakima area. Foundation members are called Parker Partners, and they share the mission when necessary. The annual membership dues star a donation of \$30.00. The Foundation's overall purpose is to engender and support community quality of life. The Parker Youth & Sports Foundation grantpProgram was developed to provide support to programs that meet the goal(s) of the Foundation. The Parker Youth & Sports Foundation Board of Directors established the Faller/Brayton Endowment in 2007 to honor Bill Faller and Chuck Brayton and their individual and collective contributions to baseball and other sports programs. The purpose of this endowment fund is to provide a permanent, long term financial base to further the Foundation's mission and objectives. Awards have been given from the Endowment each year for 10 years, yet the endowment fund has grown to over \$620,000.

The Foundation is directed by 13 committed and diverse board of directors. All grants are presented by the Parker Youth & Sports Foundation board of directors. Contributions, the endowment fund, grants and proceeds generated from special events support the awards to organizations. Since 2004, we have been awarding grants to youth athletic programs and facilities in the greater Yakima area. To date Parker Youth Sports Foundation has given over \$605,000 to parks, Yakima Valley College and to youth athletic programs. Our Foundation is a 501c(3) non-profit organization. The tax ID number is: EIN: 20-1584691. We look forward to youth sports programs returning to "normal" in 2022. Join us in bringing sports back to kids in the Yakima Valley!

FOOUNDOATION

Goals

1. Provide a better future.

Providing, preserving and supporting the local parks, sports and recreation facilities for our youth means accepting responsibility and opportunity in this era of challenge.

Organizations do more and communicate more at this time so that the youth can thrive.

2. <u>Careful stewardship of resources.</u>

Use thoughtful, transparent, and sustainable decisions regarding finances, investments and material resources, including the human resource of volunteers and staff.

3. Volunteer recruitment and recognition.

Community members are invited to support and participate in our mission and are recognized for their deeds of leadership and service to youth sports.

4. <u>Award youth and Yakima Valley College programs scholarships and grants.</u> Young athletes and Yakima Valley College athletes receive scholarships, and their athletic facilities and programs receive grants, in order to change lives and improve facilities.

5. Protect our legacies!

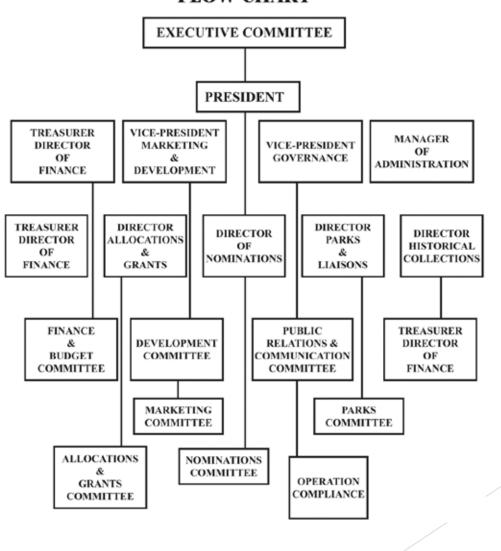
Preserve and honor the history of Shirley D. Parker and Rose B Larson for the parks they generously contributed. Promote and communicate the heritage of sport legends in the Yakima area to recognize their courage and commitment.

6. <u>Provide education about the benefits of physical activity.</u> Educate the public about the lifelong value of sports and physical activity. Promote the need of accessible, safe parks and recreation facilities to provide a better future for families in the Yakima Valley.

6



FLOW CHART



GOVERNANCE: Leadership & Staff

Strategic Direction	Action steps	Milestones	Resources Time or Money potential	Responsibility	Value
Recruit new Board members with diverse skills, education and ethnicity who are committed to positive youth development, and community service. Seek enthusiastic attitude in new members. Take Time to evaluate	 a. Develop a Board member recruitment brochure b. Distribute 200 brochures to potential candidates throughout the Yakima Region c. Candidate meetings d. Candidate list with contact info e. Informal quarterly committee evaluations 	 a. Gov Committee member follow up with phone calls to potential candidates b. Board packets assembled and delivered to candidates 	 a. Money for Brochure b. Time c. Committee chairs and Executive Committee meet every quarter 	Governance Committee Board members Office manager Marketing	Vitality Equity Financial sustainability Volunteer Teamwork Leadership
Orientation of Board Members Possibly a group orientation Provide neutral arbitration for Disagreements between board members	 a. Develop an outline of the orientation information and presentation b. Set a date and place c. Assemble written information for the volunteers d. Maintain civility when disagreements occur 	 a. The orientation is held each year b. New members decide on a committee to work with c. Seek council for positive communication 	 a. Money for copies b. Money for a meal after the orientation c. Time of Governance Committee members d. Money for legal advice 	Governance Committee. Office Manager Outside Council Legal Advisor	Volunteer Teamwork and Leadership Legal compliance Civility
Board Retreat Topic 1: Recognition of Volunteers and outgoing board members Topic 2: Putting FUN back into Fundraising Topic 3: Developing leaders of PYSF Topic 4 - Possible Executive Director	 a. Set date and organize an every other year retreat for Board or more often if requested b. Develop a retreat budget c. Maintain records on achievements and cost of the retreat 	 a. A retreat is held b. A majority of the Board attends the retreat c. Critical business of sustainability and good business achieved 	 a. Board members effort b. Opportunity to learn about youth of today and spots management c. PYSF volunteers can gain from professional speakers. 	Governance Committee. Office Manager Marketing.	Vitality Equity Financial sustainability Volunteer Teamwork Leadership

GOVERNANCE: Leadership & Staff

Strategic Direction	Action steps	Milestones	Resources Time or Money potential	Responsibili ty	Value
Establish a leadership succession plan for the President, President Elect and Past President. Define the leadership responsibilities of each executive position	 a. Develop a Board member recruitment brochure b. Distribute 200 brochures to potential candidates throughout the Yakima Region c. Candidate meetings d. Candidate list with contact info 	 a. Gov Committee member follow up with phone calls to potential candidates b. Board packets assembled and delivered to candidates. 	a. Money for Brochureb. Time	Governance Committee Board members Office manager Marketing	Vitality Equity Financial sustainability Volunteer Teamwork Leadership
Review and define activities of each committee: 1. Governance 2. Finance/Invest 3. Allocation 4. Marketing 5. Fundraising 6. Networking &PR 7. Off Environ/Equip 8. Historian	 a. Develop an outline of the orientation information and presentation b. Set a date and place c. Assemble written information for the volunteers 	a. The orientation is held each yearb. New member decide on a committee to work with	 a. Money for copies b. Money for a meal after the orientation c. Time of Governance committee members 	Governance Committee Office Manager	Volunteer Teamwork and Leadership
Monitor Compliance and performance Oversight of submission of yearly Federal, State, County and City documents Oversight of productivity and compliance to the mission & Strategic Plan	 a. Decisions are made about what type of organization we will be in leadership, meetings held, and places for the meetings, marketing, and fundraising b. Invite broad and diverse groups to come to meetings as guests 	a. Six new members are recruited who are enthusiastic, currently involved with sports, and good at fundraising	a. Board members smile more!b. People want to be on our boardc. PYSF volunteers are popular in the community	Governance Committee Office Manager Marketing	Vitality Equity Financial sustainability Volunteer Teamwork Leadership

TABLE OF BUSINESS MODELS FOR PARKER YOUTH & SPORTS

COMPONENTS	1.SERVICE CLUB	2. TRUST BOARD	3. PARTNER ORG.	4.SPORT TEAM ORG	5.REWIND MODEL	6. STATUS QUO
MISSION, VALUES	SAME	SAME	SAME - plus add Share services within network	SAME	SAME plus add Transform youth sp organizations	SAME
VISION=GOALS	GRANTS- INCREASE VOLUNTEERS ON BOARD	GRANTS- FUNERAL HOME PACKETS	INCREASE VOUNTEERS NEED GRANTS JOIN GRANTS JOINT EVENTS	GRANTS EVENTS	GRANT WRITER \$6,000 TO THREE NEEDY ORG EACH YR FOR 3 YEARS	GRANTS EVENTS NEWSLETTER
BUDGET	GROWTH BUDGET \$60-\$100 k	\$60-\$100 k	GROWTH BUDGET \$60-\$100 k	GROWTH BUDGET \$100-\$200 k Grants needed	GROWTH BUDGET GRANTSL PROJECT UNDEERWRITERS	\$60,000 - PLATEAUED
LEADERSHIP- ORGANIZ, CHART	OFFICERS - 2 YR EXEC. COMMITTEE PRES. ELECT- PAST PRES 8 COMMITTEES	OFFICERS 2 YR EXEC. COMMITTEE OFF MGR 4 COMMITTEES	OFFICERS - 2 YR EXEC COMMITTEE PRES. ELECT- PAST PRES COMMITTEES - COMMUNITY MEMBERS ON COMMITTEES	OFFICERS - 2 YR HIRE GEN MGR HIR OPERATONS STRONG STAFF SPEC. EVENTS & GRANT POSITION	OFFICERS 2 YR EXEC. COMMIYYEE Office mgr. HIRE GRANT WRITER Community members on Committees	OFFICERS OFFICE MGR TWO COMMITTEE CHAIRS
PYSF NETWORK IN COMMUNITY	IDENTIFIED NETWORK- INTERVIEW	IDENTIFIED NETWORK MEETS	IDENTIFIED PARTNERS SHARED RESOURCES	IDENTIFIED NETWORK QUARTERLY CONTACT	IDENTIFIED NETWORK QUARTERLY CONTACT	INFORMAL
EDUCATION	FITNESS EDUCATION YOUTH FIT IN NEWSLETTER	FITNESS ED YOUTH FIT IN NEWSLETTER	FITNESS ED YOUTH FIT IN NEWSLETTER	FITNESS ED YOUTH FIT IN NEWSLETTER	FITNESS ED YOUTH FITNESS IN NEWSLETTER	NO
MEETINGS/YR	MONTHLY	QUARTERLY	BOARD - 6, EXEC 6	BOARD 6 EXEC 6	QUARTERLY	MONTHLY
FUNDRAISING	EVENT -YEARLY GOAL	EVENT-YEARLY GOAL	EVENT- YEARLY GOAL	EVENT- YEARLY GOAL	YEARLY EVENT- NO GOAL	YEARLY EVENT- NO GOAL
NEWSLETTER	QUARTERLY PUBLICIZE ECON. IMPACT LOCALY OF SPORTS	2 TIMES PUBLICIZE ECON. IMPACT LOCALLY OF SPORTS PER YEAR	QUARTERLY PUBLICIZE ECON. IMPACT LOCALY OF SPORTS	MONTHLY LETTER PUBLICIZE ECON. IMPACT LOCALY OF SPORTS	2 X PER YR PUBLICIZE ECON. IMPACT LOCALY OF SPORTS	NEWSLETTER 3 x PUBLICIZE ECON. IMPACT LOCALY OF SPORTS
OFFICE LOCATION	YAKIMA FAIR GROUNDS	GREENWAY HARMON CENTER	SOZO COMPLEX VACANT MEDICAL FACILITY	Henry Beauchamp Center (SECC) WITH OIC	PUBLIC HEALTH BLDING- Union Gap	LARSON BUILDING Allied Arts Building

FINANCE & INVESTMENT

Strategic Direction	Action steps	Milestones	Resources	Responsibility	Value
 a. Customize the yearly financial calendar to the new fiscal year Jan-Dec31 b. Notify significant funding partners c. Oversight of the budget compliance and cost containment, d. Prepare monthly, quarterly and annual financial reports 	 a. Contact CPA Rasmussen b. Contact Yakima Valley Community Foundation c. Notify Sec. of State d. Prepare short term 6 month I 990 for short 2021 half year e. Financial reports distributed 	 a. Notifications of FY achievements b. Short term 2021 six month I 990 completed c. Board members receive monthly and /or quarterly financial reports d. Notify Board of rev & exp status 	Rasmussen CPA Clifton Larson or Alegria can assist with monthly and quarterly and annual financial reports	Finance Committee Treasurer Office Manager Board Approval	Sustainability Leadership Teamwork
Establish a target of 33% allocation amounts for the Foundations yearly allocation categories. The percentage amounts can vary with urgent needs. Parks - Facilities 1/3 YVC - 1/3 Prep Sports- 1/3	 a. Office manager maintain list of allocations by category b. Allocation Report is made quarterly 	 a. Running list is maintain with total allocations by categories b. List is distributed to Board quarterly 	Time	Finance Committee Treasurer Allocation Committee Office manager	
Review and conduct analysis of investment account at Yakima Valley Community Foundation Oversight of records and preservation of contact information for legacy and memorial gifts	Investment Committee meeting with Director of YCF to learn the amount of the allocation to PYSF for the yearly grant awards Monitor the rightful spending of designated and endowment gifts	Report to Board of Directors on the status of the yearly allocation from the Endowment Fund to PYSF Report to the Board quarterly on annual memorial gifts.	Time Financial expertise	Investment Committee Treasurer Allocation Committee Office manager	

ALLOCATIONS

Strategic Direction	Milestones	Resources	Responsibility	Value
Grant application process is reviewed to establish the effectiveness of current applications process. Is it cumbersome or easy, demeaning or respectful to candidates? For grants - consider not requiring a 502-c-3 recipient. It limits us to giving only to larger organizations.	Grants awarded in three priority areas. Grants awarded to new sports like Skateboarding, more girls sports, challenged athletic programs.	Time	Allocation Committee Finance Office Manager	All values
Establish a target of 33% allocation amounts for each of the Foundations yearly allocation categories. The percentage amounts can vary with needs. Parks - Facilities 1/3 YVC - 1/3 Prep Sports- 1/3	Contributions or grants to community youth service groups who need support grants to achieve a new level of service to youth.	Money Time	Allocation Committee Finance Office Manager	
Arrange site for the presentation of checks. Involve media if possible	Quaterbacks Club, School assemblies, etc. MEDIA CONTACTS	Time	Networking Committee	
Consider establishing grant categories 3 year commitments with set amount to new or troubled organizations needing help Continue the Jump Start Quarterly grants for org Grass roots organizations can receive grants - also 501-c-3. Decide if a Business license is required.	 a. Establishing perspective and an evaluation system of grant distribution to know the type of grant, gender equity, geographical balance and diversity of sports and projects. b. Grassroots organization may not be a 501-c-3. 	Money Time Cost of Legal Advisor Yakima Valley Community Foundation Allocation Committee	Allocation Committee Finance Office manager	

FUNDRAISING: LEGENDS NIGHT

Strategic Direction	Action steps	Milestones	Resources	Responsibility	Value
Fri. August 26, 2022 APPLE TREE - Up stairs 5:30-8:30 pm Barbecue or Steak 'n Chocolate Cake Honor Legends for the year Establish if Auction, Raise the Paddle, dessert run will be followed. MONEY: SEPARATE CASH BOXES FOR EACH REVENUE SITE	Invite Legends Announce date and sponsor invite in March newsletter Individual sponsor invites Planning of Activities Work with golf on sponsors KEEP TRACK OF EACH REVENUE SITE SEPARATELY	Set goals for number attending Program Planning Order Trophies Shirts KNOW THE FINAL REVENUE FOR EACH PART OF THE LEGENDS AND GOLF	Consultant Money in Budget Time Bank tellers or special trained volunteers for handling money	Fundraising Committee Finance Board Members Office Manager	Financial Sultanabad Teamwork Leadership Commitment
NEWSLETTER OUT IN APRIL - with return envelope Silent Auction Dessert Run Table Décor SPECIAL FEATURE: FLOWER SHOW - BOUQUETS FROM FLOWER SHOPS AIN TOWN	Add 800 names to mail list. Add all youth sport groups. Auction of quality items and variety of items. Fun sport items	Have a mail list of 2000 recipients by Fall Legends Announced Golf Registration in Newsletters April and July	Time Money for newsletter Darlene tracking names and teams for Legends and golf	Fundraising Committee Finance Board Members Office Manager	Communication Leadership Vitality
Hostess volunteers Special Honored Guests REVIEW CASH BOX MONEY HANDLING POLICY WITH ALL VOLUNTEERS ALWAYS - TWO PEOPLE COUNT THE MONEY AND SIGN OFF BEFORE THE DEPOSIT.	Board members add 10 new names each Be sure Audio=Visual works well Photographer and Camera ready for photos of the golf teams	Growing address list for PYSF Photos delivered to golf teamS	Volunteers Photographer Donated decorations Donuts, Pepsi, fruit donated	Fundraising Committee Finance Board Members Office Manager	Financial Sultanabad Teamwork Leadership Commitment

FUNDRAISING: GOLF

Strategic Direction	Action steps	Milestones	Resources	Responsibility	Value
Sat. August 27, 2022 1pm tee off time Barbecue burger after Or cocktails appetizers and beer/wine Goal 130 golfers Trophies SHIRT ORDER IN Contract consultant MONEY: SEPARATE CASH BOXES FOR EACH REVENUE SITE SECURE SPONSORS	Set timeline Special youth foursomes sponsored by businesses Newsletter Intro Decide on a theme Golfer bags Golf Shirts - YVC maroon requested. Trophies after play Work with legends on sponsors KEEP TRACK OF EACH REVENUE SITE SEPARATELY	Set goals for number attending Program Planning Order Trophies Shirts KNOW THE FINAL REVENUE FOR EACH PART OF THE LEGENDS AND GOLF	Budget Time Bank tellers or special trained volunteers for HANDLING MONEY	Fundraising Committee Treasurer Office Manager All Board Members involved COVID ITEMS AVAILABLE AT BOTH EVENTS FOR GUESTS. MASKS, HAND WASH, GLOVES, KLEENEX	Vitality Equity Sustainability Historic Legends Teamwork Leadership Commitment
NEWSLETTER OUT IN APRIL SPECIAL HOLE PRIZES? SPECIAL PUTTING CONTEST AT TOURNAMENT PHOTOGRAPHER (done!!) ORDER SIGNS FOR COURSE - ABBOTTS RESERVE NEXT YEAR DATE!	Add 800 names to mail list. Add all youth sport groups PRIZES of quality items and variety of items Plan a Fun sport time SPECIAL GUESTS!!?? TALK WITH PRO TO RESERVE 2023	Have a mail list of 2000 recipients by Fall Legends Announced Golf Registration in Newsletters April and July A Large Donation Jar on Display on one HOLE for a Specify sport or goal Legends decide	Time Money for newsletter Darlene tracking names and teams for Legends and golf	Fundraising Committee Finance Board Members Office Manager Consultant	Financial Sultanabad Teamwork Leadership Commitment
Sponsor Letter out Youth Participation letter Out Volunteers secured SHIRT STYLE-COLOR	Board members add 10 new names each. Be sure Audio-Visual works well Photographer and Camera ready for photos of the golf teams	Growing address list for PYSF Photos delivered to golf teams	Volunteers Photographer Donated decorations Donuts, Pepsi, fruit donated	Fundraising Committee Finance Board Members Office Manager	Financial Sultanabad Teamwork Leadership Commitment

PARKER YOUTH & SPORTS FOUNDATION Professional Network and Public Relations

Strategic Direction	Action steps	Milestones	Resources	Responsibility	Value
Communication with other youth sports organizations Inquire about finding a person to do our Social Media work Assist with a grant to support social medica outreach	Learn and stay informed about what is happening with youth sports in clubs, schools, municipal league Learn of equipment status with difference sports Grant research for Social Media consultant	Expand support to new sports we have not supported like skateboarding, challenged athletes, and more female sporting groups. Social Media Consultant secured for website, Facebook and Twitter account	Time Chris at Invisible Ink Marketing Dept. of our partners	Public Relegations Committee Fundraising Office Manager Marketing	Communication Leadership Vitality Equity
Keep a record of new youth sport needs in the community Communicate Events to the Board members Accommodate the new Yakima Herald Sport printing-publishing schedule	Invite other youth sport organizations to our events or meetings Add all youth sports organizations to our mailing list Advertise in school athletic programs and posters	Present grant checks at youth events or games Have a monthly Media Press Release with our activates and grant presentations	Attend sport networking meetings in Yakima Valley - like Quarterback, Yakima Sport Commission Assist State Tournaments held in Yakima	Networking & Public Relegations Committee Fundraising Office Manager Marketing	Communication Leadership Vitality Equity
Sport toys for Tots Scheduled and prepared for in December Assist Board members in using the same language for our programs: Sport, Legends, Legends Banquet etc.	Communicate with Marines and media about dates, times and placed Shop for toys through year to get good prices	Sport equipment to kids in need Media coverage Fun for the board Winter project	\$1,000 grant for promotion consultant Time Local Nor Profit Councils and Conferences	President and the elves! Consultant Fundraising press releases.	Communication Leadership Vitality Equity Teamwork

TECHNOLOGY & OFFICE ENVIRONMENT

Strategic Direction	Action steps	Milestones	Resources	Responsibility	Value
Review & Troubleshoot Computer and printer Prioritize: Security Efficiency Quality Storage	Have two techs involved with the technology needs of the foundation Check up 2x per year	Computers and printer-copiers that are secure efficient, produce quality and with limited storage use	\$500- \$700 Time	Governance Committee Finance Committee Office manager	All Values
Get bulletin board. Install shelving in office Hang photos Need storage Organization completed in basement ASSESS OFFICE SPACE YEARLY	Organize a work party for the office and basement sort and clean Find alternative office outlet	Office with capacity and storage Executive officers know where items are in storage Office in Larson Bldg Office on Westside - Check with Sozo	Time \$100 Builder Budget Technology asst.	Governance committee Finance Committee Office Manager Secretary	All Values
Secure CRN software (CUSTOMER RELATIONSHIP MANAGEMENT) to record donors and manage contributions Record the productivity of events	RESEARCH CRM SOFTWARE FOR DONOR MANAGEMENT. Check for cost and availability Donor Perfect is used by many smaller non-profits	The purchase and training of a CRM software Check to see if computer and printer are compatible with the CRM	May need to budget about \$3,000 the first year and \$1,200 each year after	Governance committee Finance Committee Office Manager Secretary	All values

PARKER YOUTH & SPORTS FOUNDATION HISTORICAL

Strategic Direction	Action steps	Milestones	Resources	Responsibility	Value
PROTECT the history of Parker and Larson family and PYSF information and photos Historical display put up in Larson building lobby, at County courthouse windows, or other places of interest in community	Search, obtain and store historical items of Parker family and Yakima sports figures Obtain and maintain items of PYSF history	Parker files- artifacts complete Larson file artifacts complete PYSF events, photos and artifacts complete	Time Yakima Valley Museum Copying costs budgeted	Jerry Ward Office Manager Sherrie Parker	Teamwork Leadership Commitment Equity
File kept on each Legend personality Create a process of storage for select items. File cabinet is designated to historical people, occasions	Assembly file for each of 35 legends with materials used for their acknowledgement News releases Photos Newsletters Table Tents Posters	Purchase storage units with fire and water protection File Parker-Larson items Build Legend files by year Build event files by type and by year	Time Yakima Valley Museum Budget and purchase storage unit with fire and water protection	Jerry Ward Nancy Leahy Office Manager Sherrie Parker	Teamwork Leadership Commitment Equity
File and photos kept on Parker and Larson monuments in town Build a portable display board or expandable banner that can be put up at different PYSF events and in the office	Parker-Larson file system created Portable display researched Consult a design marketing professional to advise display	Appropriate storage units secured Committee works together creating displays with eye appeal and history	Time Yakima Valley Museum Yakima Valley College Museum	Jerry Ward Office Manager	Teamwork Leadership Commitment Equity

MARKETING & NEWSLETTER

Strategic Direction	Action steps	Milestones	Resources	Responsibility	Value
Set yearly Marketing calendar Decide - recruit marketing volunteers Pay for Consultant to bring consistency to our brand Contract social media tech to keep adding items to the page SPORT FAN SPOTLIGHT	 a. Newsletter in March July and October b. March - Announce golf and Legends c. Winter -Spring grants-projects d. September - Results of grants and gifts e. Folder over in November f. Interview fansofficials & find shat outrageous things they do as a fan 	Newsletter Three editions One Christmas Mailer Press Releases Send out a Press Release every other month FAN Focus Officials On Board	Budget all items 1. Newsletter 2. Consultant 3. Editor 4. Press Release 5. Social media technician 6. Picture development	Marketing Committee Office Manager Newsletter Editor Photographer President Networking PR committee	Teamwork Equity Leadership Vitality Commitment
Build monthly news bulletin for website and Facebook Consider Twitter Account Collect stories from grant recipients and write them down	Use recipient stories in newsletter, Facebook and website Use current and former Legends stores in newsletter, Facebook and website.	BLAST FROM THE PAST Review Legends dates in history and post monthly achievement of PYSF legends - or other Valley athletes and teams	Sport events Coaches Fans Officials Photographers Museums	Office Manager Writer Photographer Historian	Teamwork Equity Leadership Vitality Commitment
Identify 3 to 4 Board members who can take quality photographs Photograph each grant recipient Write Legends story cards for Sports Galore weekend	Photograph every event and recipient Attend community sports events, members and meetings Recruit writers for stories		Sport events Coaches Fans Writers Officials photographers	Photographer Office Manager Network PR Committee	Teamwork Commitment

SUPPORT & PRESERVATION OF PARKS, SPORTS FACILITIES & ATHLETIC PROGRAMS IN THE GREATER
YAKIMA AREA

GRANTS AND SCHOLARSHIPS AWARDED 2004- JULY 2022

Total \$ Amount \$ 634,621

Recipients:
Parker/Faller Field
YVC Athletics
Davis High School
First Tee of Yakima

Madison House Flag Football

Rotary Trust
West Valley Dance
Wine Country Crunch
Yakima Fastpitch
Yakima Pippins

Yakima Sports Commission Yakima Youth Baseball

Officials Award

YMCA

Mabton Community Parks Eisenhower Wrestling Selah Aquatic Project

Astria Foundation/Sports Physicals

Eisenhower HS
Sunnyside HS
Highland HS Golf
Yakima Greenway
Upper Valley Little League

Davis HS Girls Wrestling

Ike Baseball

Yakima Youth Girls Soccer Yakima Sports Commission Roosevelt Elementary-Yakima YMCA Aquatic Center Yakima Parks

East Valley Youth Baseball

HD Basketball Cancer Run

Riverside Christian Wrestling West Valley Kid Wrestling West Valley Little League White Swan Skate Park Yakima Police League Yakima Valley Baseball Yakima Visitors Bureau Yakima Valley Grid Kids

Wapato Athletic League

Parker Field Improvement Holly's Special Kids

White Swan Wrestling Team

Sunnyside Christian HS Kittitas HS

White Swan HS West Valley HS East Valley HS

Yakima Parks & Recreation

Zillah HS Baseball Yakima Youth Baseball Upper Valley Little League Naches AAU Basketball IKE Girls Volleyball
Cascade Volleyball
Elite 13 Wrestling
La Salle HS Athletics
Tieton Soccer
Wapato Basketball
Zillah Youth Baseball
Yakima Greenway
Yakima Little League
Yakima School District
YMCA\Young Life
Yakima Youth Soccer
Team Volleyball

Yakima Pepsi Pak Hot Shots

West Valley Football Tieton Basketball Ellensburg HS Zillah HS

Selah HS
Davis HS
Highland HS
Yakima Flight
Bushido Wrestling
Pepsi Pac Baseball
YVC Girls Softball
Team Volleyball
LaSalle High School

2022 Board of Directors

Daniel Williams(President)Nancy Leahy*(VP/Secretary)Chuck Hinckley(Treasurer)

Megan Bewley Jeff Garretson Gary Staples

William Faller* Rich Austin Irma Mercado Williams

Ray Funk Pat Leahy

Honorary Directors

Virginia Hays Stan Renecker Willie Turner

Jon Mulvenon Alan Sillence Bill Pearl Jim Scoggins

Past Honorary Directors

Chuck "Bobo" Brayton Mel Lewis Pete Rademacher

Joe Donahue Connie Little Jerry Ryan

Carol Finney* Judge John Nicholson Mel Stottlemyre, Sr.

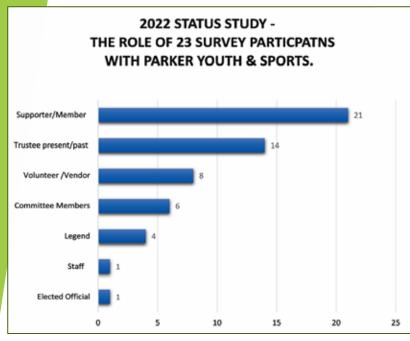
Ron King Daryl Parker*
Hazel Leland Tom Parry

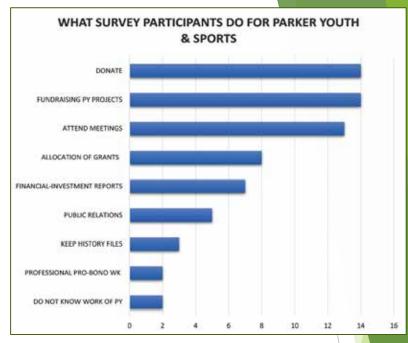
Historian: Jerry Ward

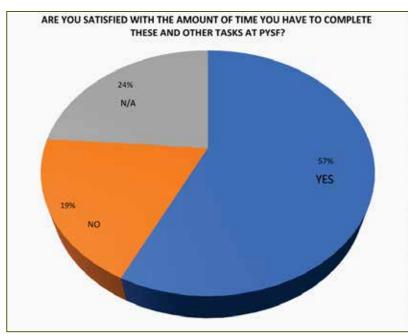
Community Relations: Sam Karr Golf Chairman: Don Erickson

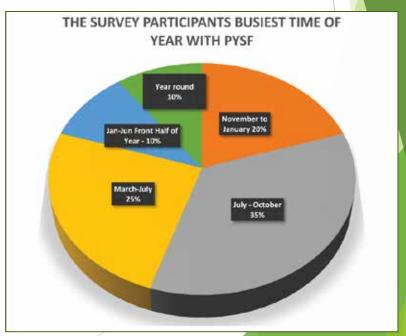
^{*} signifies charter member

Graphs of Participants Involvement

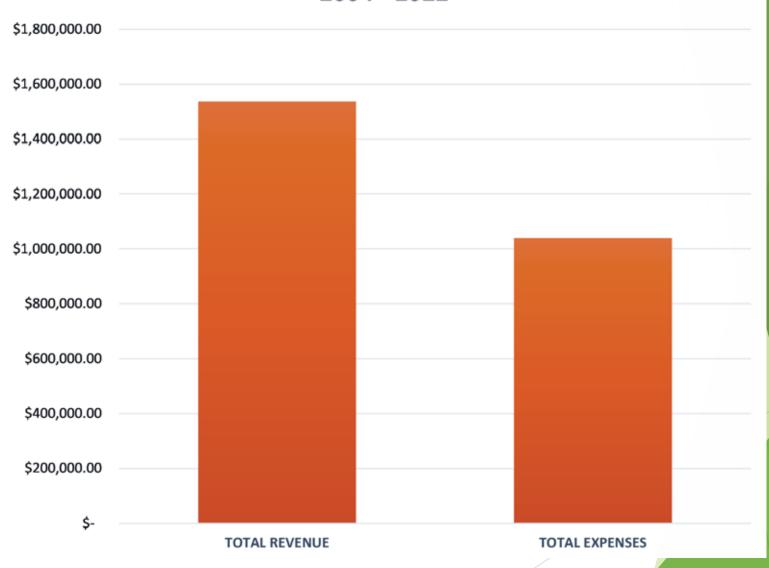




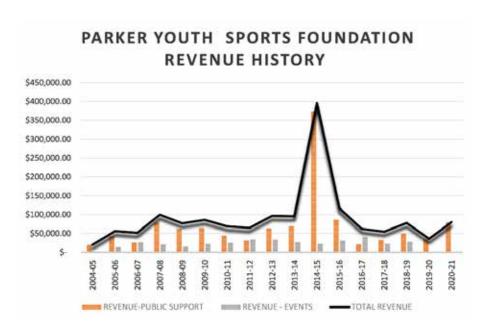




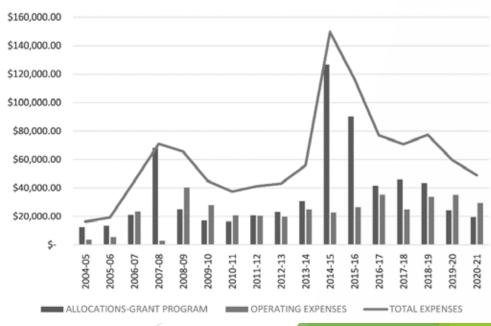
COMPARATIVE REVENUE VS EXPENSES 2004 - 2022

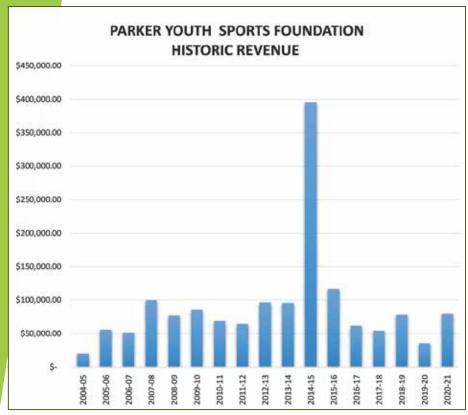


Revenue and Expenses History Trajectory

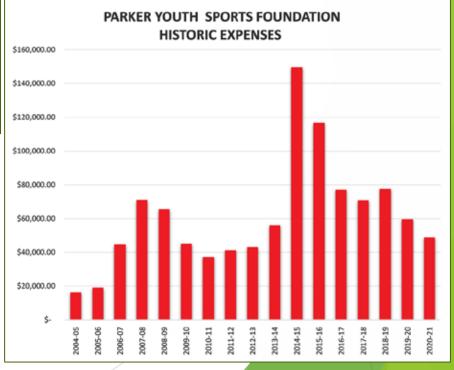


PARKER YOUTH SPORTS FUNDATION EXPENSE HISTORY

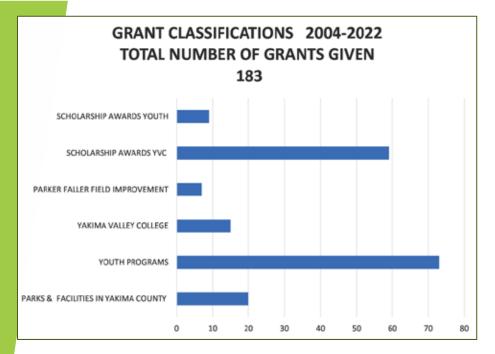




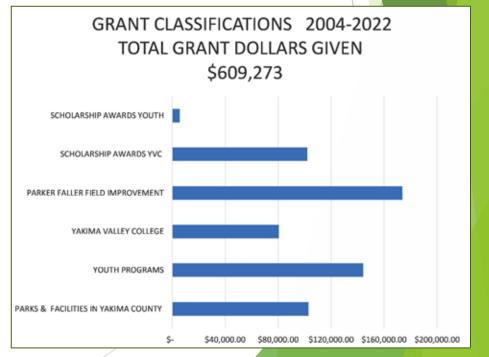


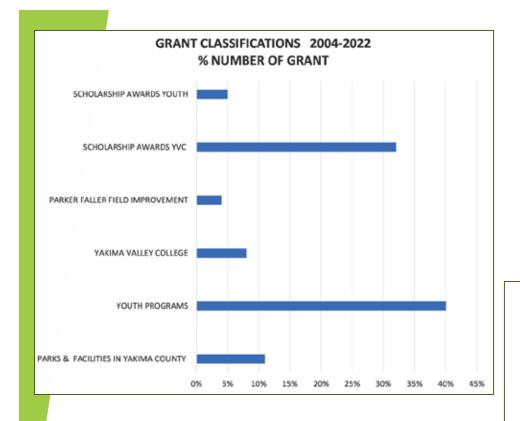


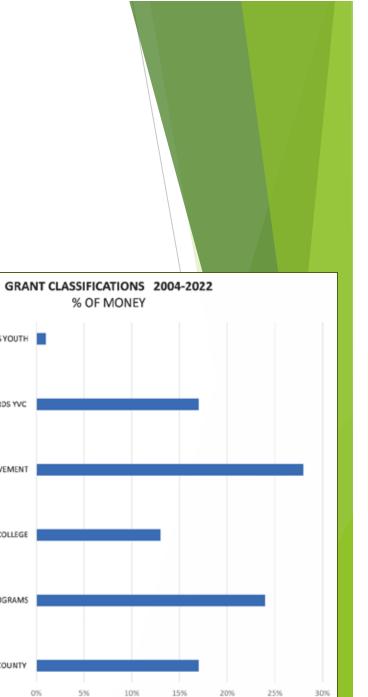
Graphs of Types and Total of Grant Allocations











SCHOLARSHIP AWARDS YOUTH

SCHOLARSHIP AWARDS YVC

YAKIMA VALLEY COLLEGE

YOUTH PROGRAMS

PARKER FALLER FIELD IMPROVEMENT

PARKS & FACILITIES IN YAKIMA COUNTY

PARKER YOUTH & SPORTS FOUNDATION Coach Bill Faller With four of his former YVC Players





PARKER YOUTH & SPORTS FOUNDATION Artist Don Crook & his painting "High Hopes"





PARKER YOUTH & SPORTS FOUNDATION Yakima Sports Commission's 3 x 3 Basketball Tournament



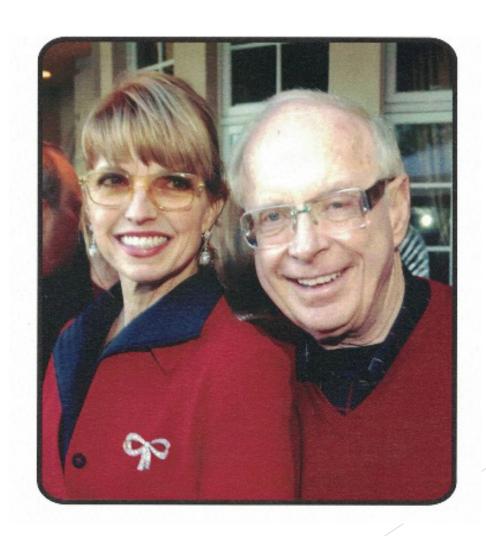


PARKER YOUTH & SPORTS FOUNDATION Shirley Parker and his son Daryl Parker



PARKER YOUTH & SPORTS

PARKER YOUTH & SPORTS FOUNDATION Philanthropists Sherrie & Daryl Parker





PARKER YOUTH & SPORTS FOUNDATION Grant Awarded to First Tee Golf!





PARKER YOUTH & SPORTS FOUNDATION Mel Stottlemyre, Sr. Plaque Mabton's Stottlemyre Baseball Field

MELVIN LEON STOTTLEMYRE, SR. "MEL"

YANKEES PITCHER, 1964-1974 YANKEES PITCHING COACH, 1996-2005

CALLED UP IN AUGUST 1954, STOTTLEMFRE WENT 9-3 TO LEAD THE VANKEES TO THEIR FIFTH CONSECUTIVE AL PENNANT, LATER STARTING THREE GAMES IN THE SEVEN-GAME FALL CLASSIC THAT SEASON.

AN ELITE PITCHER IN HIS DAY, HE PLAYED HIS ENTIRE CAREER WITH THE YANKEES AND WAS SELECTED TO FIVE ALL-STAR TEAMS, GOING 166-139 WITH A 2.97 ERA OVER 11 MAJOR LEAGUE SEASONS.

WAS ONE OF THE BEST RIGHTHANDED PITCHERS IN YANKEES HISTORY, WHOSE 40 CAREER SHUTOUTS ARE TIED FOR SECOND ON THE ALL-TIME FRANCHISE LIST. HE RANKS FOURTH ALL-TIME AMONG YANKEES IN STARTS (356) AND INNINGS PITCHED (2,662), AND EIGHTH IN COMPLETE GAMES (152) AND ERA.

KNOWN AS A GOOD HITTER FOR HIS POSITION, HE HAD FIVE HITS IN FIVE AT-BATS ON SEPT. 26, 1964 AND A RARE INSIDE-THE-PARK GRAND SLAM ON JULY 20, 1965.

HE LATER BECAME ONE OF THE BEST PITCHING COACHES IN BASEBALL, EXPERTLY GUIDING THE YANKEES STAFF DURING THEIR WORLD SERIES CHAMPIONSHIP SEASONS OF 1996, 1998, 1999, AND 2000.

DEDICATED BY THE





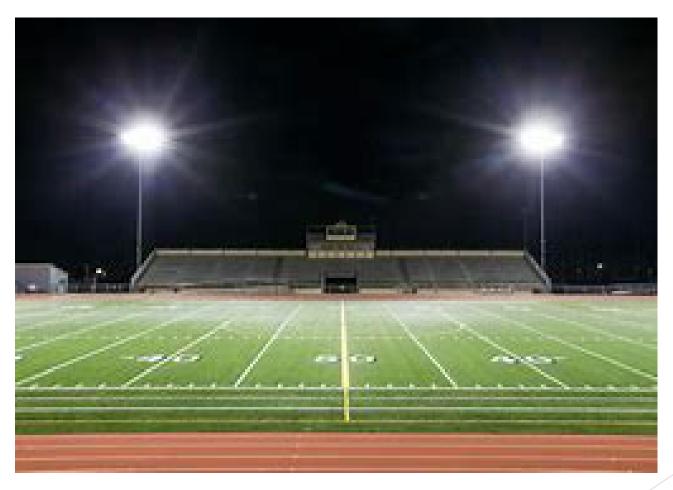




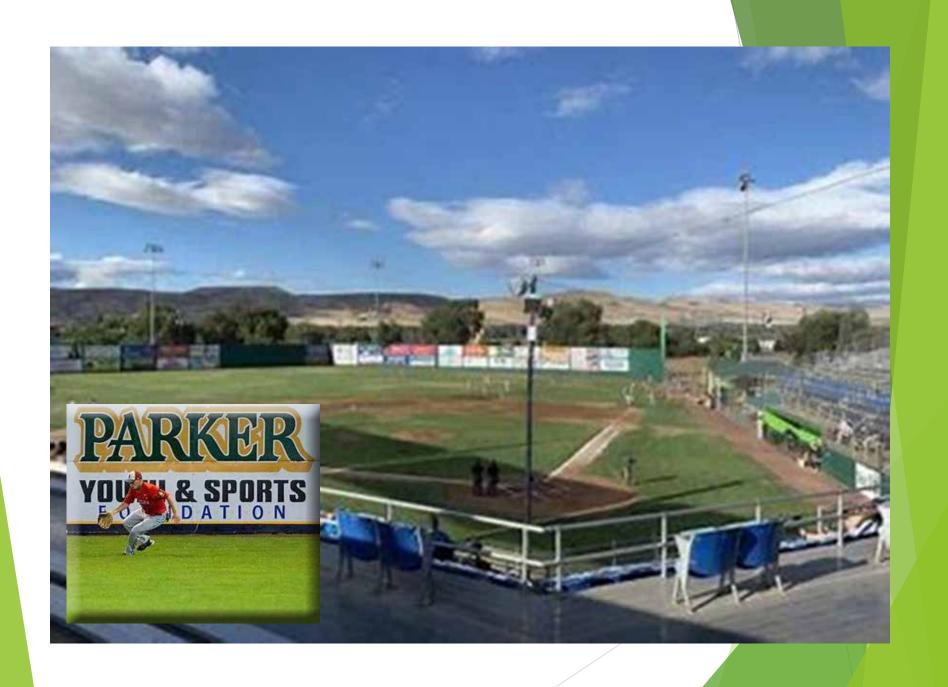




Zaepfel Stadium, Yakima WA



High School Home field for Yakima Super Bowl Players: Cooper Kupp Cary Conklin Kurt Schultz



PARKER YOUTH & SPORTS FOUNDATION Summary of Strategic Planning Process

Parker Youth & Sports Foundation (PYSF) was founded in 2004 by a small community group who knew there was a great The Process need n the Yakima Valley for additional assistance for youth sports. In 2012 Parker Youth & Sports received a gift from the estate of Daryl Parker. Daryl's vision was to create an endowment fund that would be a dependable and sustainable resource in providing money for the organization for youth sports for years into the future. The Parker Youth & Sports Foundation members remains strongly committed to the goals of Daryl Parker, but with a broader mission. Foundation are interested in parks, youth, sports and recreation and is committed to support sports programs and facilities throughout the greater Yakima area. The world we live in demands changes form organizations in order to be appropriate with the lives lived by our youth. Every six years PYSF board members have taken time to evaluate the progress of the organization and assess the barriers we need to confront to be more successful. In October 2021 A Strategic Planning Committee was formed. The plan followed involved taking several steps to gather information from current and former board members, PYSF partners, school officials sport legends and fans and then assembling the information together to identify a manageable number of preferred priority points that would be working objectives for the board and office staff to follow for the next five years. The planning committee was first given the organization's mission statement for review and asked for any changes. The next task was to define the values of the organization. This was a month-long process, searching for words that reflect our beliefs about the purpose of youth athletics. The result was six values that reflected the shared beliefs of participants. Next, board participants were given a questionnaire with nine items of inquiry including for PYSFthe strengths, weaknesses, opportunities and threats of the organization. This questionnaire is called a Status Study. The conditions mentioned most often were listed and then grouped by the nine PYSF committees and have come the points of priority for the next five years. These can now be the basis of individual committee planning and goal setting.

Measure and Evaluation PYSF plans to review the 5-year strategic plan in board and committee meetings at least twice a year. The Governance Committee has oversight of this evaluation task.

Next Step PYSF Executive Team and Committees have the next step of working the plan forward. Several changes have taken place already as result of prioritizing the questionnaire responses. Grants have been requested and awarded to small grassroots youth sport groups who help youth with limited economic condition. Also, PYSF has chosen to promote the organization in a new community recreation program that reaches new people of diverse ages and circumstances. These are two examples of our ability to change and improve our community. We can meet the new and change world. Of youth athletics!

Celebrating A Proud History of 17 Years of Parker Youth & Sports Foundation 'Legends' Honorees

Since 2006, 40 individuals have been honored by Parker Youth & Sports Foundation as outstanding athletes and leaders in the sports and athletic traditions of the Yakima Valley.

These individuals have received local, state, national, or for some, international recognition in their sport as a player, coach or administrator of athletic programs.



1. 2006
PETE RADEMACHER
1956 Olympic Gold Medal
Heavyweight Boxing



2. 2007 BILL PEARL 1953, 1961, 1967, 1971 Mr. Universe 1978 Hall of Fame



3. 2008 CHUCK "Bobo" BRAYTON YVC-WSU Baseball Coach – College Baseball Hall of Fame



4. 2008 PHIL MAHRE 1984 Olympic Skier Gold Medal



5. 2009 STEVE MAHRE 1984 Olympic Skier Silver Medal



WILLIE TURNER
1967 World's Fastest Man
100-yard & meter
NCAA Track Title
All-American



7. 2010
MEL STOTTLEMYRE
Baseball Pitcher, Coach
1964 New York Yankees
Six World Series Rings
MLB All Star; 1961-YVC



BILL FALLER
Baseball Coach
YVC Athletic Director
Coaches Hall of Fame
Founding Board, PYSF



DARYL PARKER Youth Sports Founder Philanthropist YVC



TOM PARRY
Football Coach
WSU All-Star
CWU Hall of Fame &
Pacific Northwest Football
Coaches Hall of Fame



11. 2012 BETTY YADEN Tennis Player, Coach Coach, Girls' Sports Chair, Tournaments 20 yrs. Parks and Rec.



12. 2013 KEITH FARNAM Coach, Eisenhower HS Tennis, Baseball, Basketball, Softball Athletic Director



13. 2013 GENE ROSTVOLD Coach, Davis HS Baseball, Basketball Athletic Director



14. 2013 BETTY BAKER Fast Pitch Softball Women's Golf Women's Leader



15. 2013 MARY SHERAR JOHNS Women's Tennis Women's Leader



16. 2014 BILL DOUGLAS Football All-State Univ. of Wash. 1964 Rose Bowl Quarterback



17. 2014
OLLIE NELSON
YMCA Exec. Director
Cross Country cyclist
50-Yr. Athlete
Youth Sports Director



18. 2015 STEVE DALE 1965 HS All American Ftball RB 1965 WA St Ftball Player of Year 1965 Ike HS State Champ-Capt. USC Football RB 1969 Rose Bowl USC



19. 2015 TED WIERMAN 1965 Davis Football Basketball Capt. Davis State Champ Basketball



20. 2015 SCOTT MCDONALD 1965 Marquette HS Basketball Captain 1965-70 Orioles Yakima Beetles



21. 2015 ERIC BEARDSLEY Star Track Runner CWU Hall of Fame NAIA Coach of Year Coach, Moses Lk and CWU



22. 2016
LANE PHILLIPS
New York Yankee
Pitcher
YVC Player
YVC Coach



23. 2016
PETE ORGIL
Baseball Coach, Davis HS
YVC Baseball Player
Washington State
Baseball Hall of Fame



24. 2017 MIKE CARLON Selah Baseball Player YVC Pitcher WSU Pitcher Top Player MVP Award Coach, Youth Sports



25. 2017
JAKE KUPP
Football Player
NFL - 12 Years
University of Wash.
Sunnyside HS
1964 Rose Bowl



26. 2017 CRAIG KUPP NFL – 1990 Pacific Lutheran Univ. Selah HS PLU Hall of Fame



27. 2018
STAN RENECKER
Philanthropist for
youth sports
Founder, Faller-Brayton
Endowment
YVC & Ike Baseball



28. 2018
MEL MOORE
26-yr. WIAA
Tournament Dir.
Baseball, Volleyball
Basketball Tournaments
Rotary Unsung Hero



29. 2019
PHIL HINRICHS
Baseball Pitcher
YVC 1976, 1977
WSU baseball
Team Co-Captain
Team Champs



30. 2019
PHIL ENGLISH
Coach, Track-Cross Country
Nat'l. HS Coach of the Year
Ike, Carroll HS
Runner at WSU
22 Boy & 22 Girl league titles



31. 2020 KAY ABERLE 32-yr Volleyball Coach 5 State Championships at Selah High School 91% win percentage in Champion seasons



32. 2020
SARAH SILVERNAIL
Volleyball player
Two-Time All-American
1997 Pac-10 Player of Year
1998 National Team
WSU, Fife & Ike HS player



33. 2020
AL ROGERS
Volleyball Coach
38 years coaching YVC
NWAC Coach of the Year
3 times
1984 Officiated at Olympic



34. 2021
DAVE EDLER
4 Seasons with the
Seattle Mariners,
WSU Baseball,
1975 American Legion
Player of the Year



35. 2021 SHAG WILLIAMS Standout Basketball player Univ. of Washington, Davis High School, All-State Coach



36. 2021
COACH CAROL FINNEY
WIAA Hall of Fame,
Ike Softball Coach,
coach of several
girls' sports,
PYSF Board



37. 2022
DR. DAN DOORNINK
8-year NFL Seahawks-NY
Giants running back, Called
"Mr. Third Down", WSU
Hall of Fame, Wapato's AllStar quarterback

CWU = Central Washington University



38. 2022
PAIGE MACKENZIE
10-year LPGA golfer, 2005
Player of the Year, 2006
PAC 10 Regional Champ,
2010 #1 Nat'l. Amateur,
Golf Channel analyst

HS= High School



39. 2022
JIM SCOGGINS
30-year newspaper Sports
Editor, 3-term Yakima
School Board, Co-founder
PYSF, covered Yakima
Valley games and athletes



COACH BOB GARRETSON, JR. 17-year YVC baseball coach, 13-year Yakima Beetles Coach, two World Series Legion titles, 9 State Titles, WSU player

YVC = Yakima Valley College

 $WSU = Washington\ State\ University$

