

“What’s in it for me?”

Reasons Why You Should Get Involved With HP4K:

- As a professional athlete and local celebrity, you’re in a special position to positively influence the lives of young people. Children look up to you both on and off the ice. Your behavior and the positive example you set carries weight with kids.
- The hockey lifestyle can mean relocating every season. You don’t have to feel overwhelmed about how to get involved in the city you’re currently playing and living in. You may only be in one place for a relatively short time, but the impact you make on a local child can last much longer.
- Volunteering through HP4K gives you something productive to do with your free-time, and is a great way to meet local contacts and become more engaged in the community.
- Giving back to the community can help you grow and develop as an exemplary athlete, while also impacting your future beyond hockey. Participating in service projects is rewarding in and of itself, but it also looks great on a résumé.
- In your life and career after hockey, your schedule may not always allow for the opportunity to volunteer on a regular basis. You are now in a unique position to get kids to actually listen to and respond to you.
- Your involvement can inspire the involvement of many more people. Therefore, your impact gets magnified.
- **Your time is valuable and you have the ability to make a positive difference in the life of a child.**



www.hp4k.org

Background Information

Empowering professional hockey players to make a difference in their communities...

HP4K's mission is to harness the leadership, enthusiasm and public goodwill of the most exceptional people playing professional hockey, and use it to positively impact the lives of local children. HP4K also acts as a forum to foster the personal growth and development of its members.

Hockey Players for Kids (HP4K) is a 501(c)3 registered public charity.

History

Officially launched in Cincinnati, Ohio in the spring of 2009, HP4K was originally conceptualized by a group of ten pro hockey players (many of them teammates at Princeton University).

"Putting my engineering career on hold to return to playing hockey, I made a commitment to myself that I would get involved in the community as much as possible. I was surprised at how enthusiastic others were to be a part of the things I was doing, and how easy it was to get support from local youth organizations, professional hockey organizations, and other players on the team. I shopped around the idea of forming a service-oriented network to some of my hockey buddies, and all of the most exceptional people I had gotten to know over the years were the first to jump on board."

Dustin Sproat, Executive Director

Projects

While sometimes in conjunction with events and appearances organized by the pro team's community relations department, most HP4K service is done above and beyond—completely by choice—during the players' free time.

Since 2009, HP4K members have: taught youth hockey lessons and learn-to-skate sessions; facilitated reading and literacy programs; volunteered at afterschool tutoring and recreation programs; visited children's hospitals; helped cancer patients; purchased gifts for underprivileged kids around the holidays; and attended charitable events as local celebrities. In the 2009-2010 season, HP4K members spent 500+ hours of their own free time volunteering with kids and helped raise more than \$20,000 for partner charities.

Future Plans

HP4K's Board is committed to finding ways for new members to quickly and easily get involved in satisfying, meaningful work in their communities. To that end, two signature programs debuted in the 2010-2011 season: *Stick to Reading* (a literacy initiative for grade school students) and *Give Moore for the Holidays* (an event that encourages hockey players to give back to their communities in a big way).

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- ✓ Hockey Players for Kids was founded to:
 - Encourage pro hockey players to get involved in their cities
 - Show hockey players how easy it can be to get involved in meaningful community service projects
 - Make a positive difference in the lives of kids
 - Provide a network for members to share ideas and resources
 - Influence other people to go out and do something in their community

 - ✓ During the 2010-2011 season, HP4K has grown to encompass more than 70 members in 30 cities and 8 countries around the world. NHL members include Darroll Powe (Philadelphia Flyers), Jeff Halpern (Montreal Canadiens), and George Parros (Anaheim Ducks).

 - ✓ Recently, HP4K members of the 2010 ECHL Kelly Cup Champion Cincinnati Cyclones released a hilarious rap music video to promote awareness for Hockey Players for Kids. A few days after its release, the video has already garnered national media attention, and is sure to open many eyes to the workings of HP4K. (View the *I'm on the 'Clones* music video here: <http://www.youtube.com/watch?v=hYxicmiphTA>)

 - ✓ *Stick to Reading* is an incentive-based reading competition for elementary and middle school students, and is HP4K's first signature program offering. Piloted in 2009, *Stick to Reading* is an easy, fun, and effective way to get pro hockey players involved with kids in their communities. HP4K members organize a visit to a local elementary school to read to students in the classroom, which kick-starts a six-week long reading competition. The winners of the competition get the opportunity to play in a floor hockey game against HP4K members in front of the entire school. This year, *Stick to Reading* is running in Rockford, Cincinnati, Stockton, Elmira, Charleston, and Princeton, and will positively impact more than 700 kids. (Read more at <http://hp4k.org/archives/1034>)

 - ✓ *Give Moore for the Holidays* (inspired by HP4K co-founder Mike Moore) has become an annual signature HP4K event, presenting an easy opportunity for members to do something positive for underprivileged children during the holidays. In December 2009, *Give Moore for the Holidays* events were organized in four cities, and during the 2010 holiday season, events ran in eleven cities. In Binghamton, Colin Greening was able to raise over \$12,000 for children in need as part of what the Senators deemed the "Holiday Hat Trick." (Read more at <http://hp4k.org/the-give-moore-challenge>)

 - ✓ This season HP4K has made significant strides internationally. Jon Gleed (Northern Ireland) and Reid Cashman (Austria) took the North American concept of the "Teddy Bear Toss" to their respective towns with great results. Bruce Mulherin and Mike Madill have been active in Japan, and HP4K members have also picked up community service projects in England, Germany, and Denmark. (See video of the Belfast Teddy Bear toss here <http://hp4k.org/archives/1101>)

“Hockey Players for Kids gives us a unique platform to mentor kids within the communities we’re playing in, plus it’s fun and fulfilling for everyone involved.”

– Mac Faulkner

“Being a part of something like HP4K makes you truly feel like you are doing something that is having an effect on society. We volunteer our time to have a positive impact on young people’s lives and to be good role models. And at the end of the day, we always get more out of it than we could ever give.”

– T.J. McElroy

“It’s just great to know that there are a lot of hockey players out there who continue to give back to the game.”

– Josh Leddy, President of the XL Hockey League, Minnesota

"My son has a lot of problems reading and spelling. He would do anything to get out of reading. Since you introduced your *Stick To Reading* program he has been begging me to read with him every night and has been taking a book to read himself everywhere—even hockey practice. His reading and spelling has improved dramatically, and his teacher said she can't believe how much improvement he has made in such a short time."

– Parent of a ‘Stick to Reading’ participant, New Jersey