

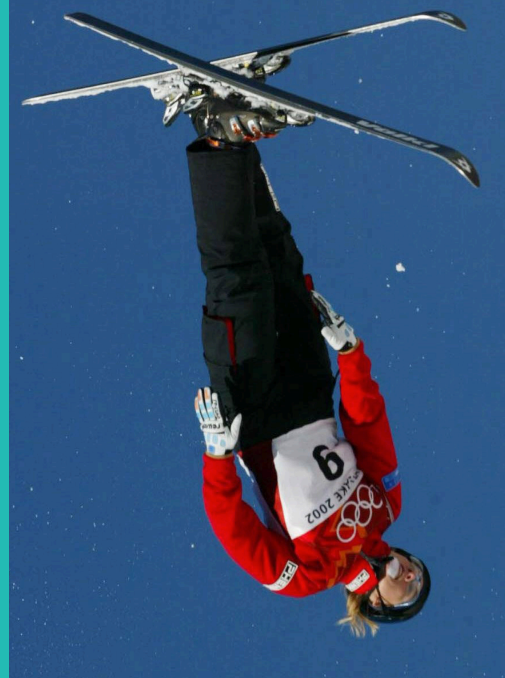


What Inspired PLAY FAIR ?

HISTORY

Since 2010 Kids Play International, a non profit founded by 3x Olympian Tracy Evans, has provided *successful* year round gender equity programs to youth and adults using lesser known sports, the Olympic values and our 5 PlayFair skills to break the intergenerational cycle of systemic gender discrimination, inequality and violence -in the post genocide affected countries of Rwanda and Cambodia.

Kids Play has seen first hand how by having people understand that everything they say, do and believe impacts the people around them and molds the culture on the field, at work, in their homes, classrooms and throughout their communities.

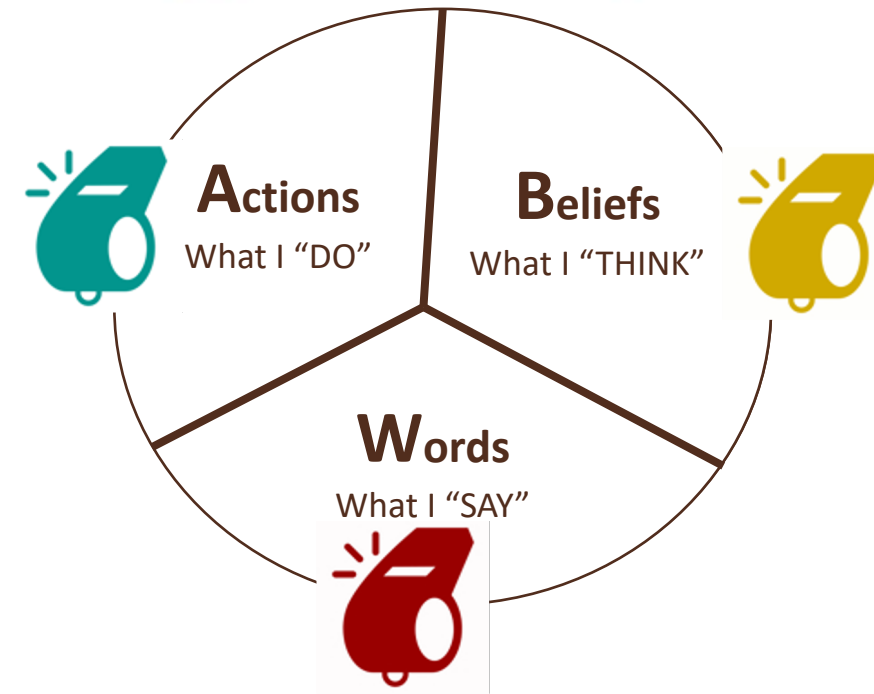


“I will share inspirational impact that changed culture and improved connections between people who live in some of the harshest most imbalanced patriarchal environments - and I know if we can positively shift thoughts, beliefs and actions in communities that have endured such atrocities, we certainly are capable of doing it here (USA)! ” –Tracy Evans, 3x Olympian, Founder of Kids Play International, Inc.

WHAT IS **PLAY FAIR**

ABOUT: Kids Play has adapted their proven gender equity, sports-based programming and methodology from Rwanda and Cambodia into a relevant training for the US. *PlayFair* training builds competencies in 5 *PlayFair* areas/skills: 1) Respect; 2) Community; 3) Contribution; 4) Opportunity; and, 5) Moral Courage. The *PlayFair* Training provides a framework for people (coaches, staff, players) to foster positive culture and connections where they play, work, and live.

WHO: *PlayFair* can be geared for various groups of people: corporate, coaches and athletes, peer mentors, and even parents of youth athletes.



"PlayFair mastery doesn't happen overnight- it takes a lot of PRACTICE- nothing that creates real change is easy or quick." -Tracy Evans



PLAY FAIR

How we build Culture and Connection

PlayFair employs an applied and sport-based approach to build competencies in **5 core areas**:



Respect

Listen, show appreciation, acceptance and inclusion: ask first, know their story, support equal opportunities



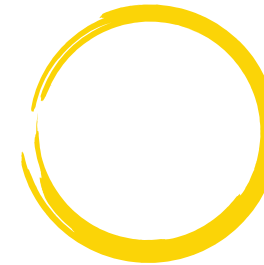
Community

Provides protection, support, friendship, belonging: join in activities, invite others to join, ask for assistance



Contribution

Helps achieve a positive result for our team, family, and community: discover your strengths, celebrate others strengths, offer to help



Opportunity

Risks we choose to take that can result in growth and learning: build a positive culture, practice taking risks, promote perseverance



Moral Courage

Standing up for what and who you believe in even when it is hard: choose to care, speak up, take action

The Power of *PLAY FAIR*

APPLIED LEARNING

Applied learning refers to an educational approach whereby participants learn by engaging in direct application of skills, discussions, theories and models.

Participants **PRACTICE** *PlayFair* skills through sport drills, dialoguing and role play. Continued honing of these skills will shift participants mindsets and actions in their work and everyday activities.

PlayFair provides participants with tangible techniques and tools for ongoing practice and adoption at work, on the playing field, home and in life.



SPEAKING & TRAININGS: OPTIONS

KEYNOTE	SESSION OR CLINIC	CONSULTING
Inspirational Olympic Story <i>PlayFair</i> Culture and Connection overview	Inspirational Olympic Story <i>PlayFair</i> Culture and Connection applied skill training	On-going Culture and Connection applied skill training using all 5 <i>PlayFair</i> modules
Interactive 90 minute talk Practical Skill Takeaways	Interactive discussion, sport -based learning activities, tangible takeaways for applied practice	Interactive discussion, sport -based learning activities, tangible day to day applied practice tools and techniques
	Half Day or Multiple Days Measurable Impact	Train the Trainer Staff Sessions Virtual Staff Huddles
		Monitor and Evaluate Impact Create Sustainable Change

Contact Us for Pricing: Tracy@KidsPlayIntl.org



We will help Coaches better understand that everything they **do, say and model** shapes the players around them and molds the culture where they interact.

SPEAKING & TRAINING: TOPICS

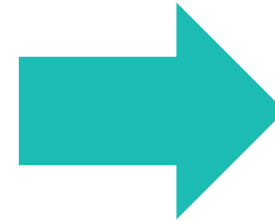
KEYNOTE Using the Olympic Values to Live an Inspired Life	RESPECT	OPPORTUNITY	CONTRIBUTION	COMMUNITY	MORAL COURAGE
You don't need to be an Olympian to use the Play Fair skills and Olympic values to connect with and inspire others.	<i>Builds Culture and Connection by Knowing your Player's story.</i>	<i>Builds Culture and Connection by Providing situations that promote risk taking and perseverance.</i>	<i>Builds Culture and Connection by Discovering and celebrating the strengths of all players on your Team.</i>	<i>Builds Culture and Connection by Providing a place that is supportive, protective and tolerant, to listen and share one another ideas and beliefs.</i>	<i>Builds Culture and Connection by Being a mentor who has the integrity and advocacy to care, speak up and take action when nobody or everyone is watching</i>

What do you gain from participating in the **PLAY FAIR** training?

OUTCOMES

By the end of the training, your Coaches and Staff will be able to:

- Build respectful and positive relationships.
- Acknowledge and praise contributions and successes of individuals and the collective.
- Listen and freely share thoughts, opinions, and perspectives.
- Advocate for others.



IMPACT

You have a more
**dedicated,
productive,
connected and
winning Team**

Inspiring long-term sustainable change requires the ongoing commitment to and application of the PlayFair skills, tools and techniques.

Why Choose Our **PLAY FAIR** Training?

- Our Training is unique because it was designed from the the success of building effective coaches who coach youth in genocide affected countries of Rwanda and Cambodia.
- As an Olympian, Tracy understands that performance (Winning) is a Key Performance Indicator for your University
- By building more effective and inspirational Coaches who not only focus on skill building but also conversation, culture and community skills will ultimately build stronger Players and more cohesive Teams to facilitate a winning program record.
- We are not a box check- and recognize that *PlayFair* mastery takes time and PRACTICE- just as coaches expect from their players to practice honing their skills to improve, so should Universities expect this from their Coaches.
- We know that each Coach is an individual with different strengths/weaknesses- we help coaches evaluate themselves first and then identify specific actions for each Coach to practice and apply these skills to help create stronger culture and better relationships with their players.
- This is an interactive and engaging Coach Training that is facilitated on the field or court where your coaches are more comfortable and familiar.

WIN- WIN!

Double Bottom Line

Kids Play International GOAL...

Using sport and our 5 *PlayFair* skills to strengthen and inspire Corporations, Coaches, Youth and Communities around the World. From helping YOU build positive culture and stronger connections to transforming less resourced youth and adults in post-genocide communities, **we exist to lift everyone UP.**

Our Give Back...WIN WIN!

50% of *PlayFair* proceeds directly benefit Kids Play International's year round gender equity sport based programs in Rwanda and Cambodia focused on empowering girls and developing supportive boys so everyone can find a better, more equitable ways to live, work and play together.



Inspired by



Book or Contact Tracy

Tracy Evans

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PlayFair, CEO

3-Time Olympian

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"Don't just Live an Inspired Life, Live to Inspire Others"

- Tracy Evans-Land, Founder Kids Play International



What People Are Thinking and Saying



TESTIMONIALS

"Tracy's easy-going style of speaking about highly emotional subjects, such as creating positive relationships between genders through sports, allowed our students to be virtually immersed in Tracy's experiences. She is a champion for what is good in our world at a time when her work is needed most.." – Peter Sadowski, Executive Vice President, Vegas Golden Knights, Adjunct law professor at the UNLV Boyd School of Law.

"Tracy's keynote at the North American Society for Sports Management Conference made such an impression on sport management scholars. If you have the opportunity to hear Tracy share, do yourself a favor and attend! – Dr. Lisa A Kihl, Director of the Global Institute of Responsible Sport Organizations, University of Minnesota

"Tracy was an inspiration. Her knowledge and her passion are evident when she presents and all who listen are driven to answer the call to serve others. - Neil D. Marrin, Assistant Director, Marriot Faculty Fellow, Hart School of Hospitality, Sport and Recreation Management.

Tracy Evans is truly an inspiration. Her personal accomplishments and vision for Kids Play International utilizing Olympic values to promote gender equality in post genocide countries is genius. Our Rotary Club thoroughly enjoyed her presentation and passion for her programs and their impact on youth and adults. – Cathy King, Intl. Service Project Director, Healdsburg, CA Rotary Club

What is the *VALUE* of PlayFair Training?

- Connected Teams make decisions 2X faster (Forbes)
- Creating an intentionally inclusive framework (culture) creates a safe and open sport or work environment. (American Psychological Assoc.)
- Diverse management leads to 19%+ increase to companies bottom lines (Boston Consulting Group)
- \$12 trillion could be added to global GDP by 2025 if the gender gap is narrowed (McKinsey Global Institute)
- *PlayFair* training teaches skills that build culture and connection and 'when coaches, (employers, teachers, parents) build trust with their athletes/teams (employees, students, children) they become more cohesive and open more effective lines of communication' (Positive Coaching Alliance)
- Ultimately, optimal effective coach-athlete relationship is reflected in the maturity and growth of both coaches and athletes (British Phycology Assoc.)

