



# RAISING THE STANDARDS

IN YOUTH SPORTS ANNUAL REPORT

20  NATIONAL  
CENTER FOR  
SPORTS  
SAFETY 14

# TABLE OF CONTENTS

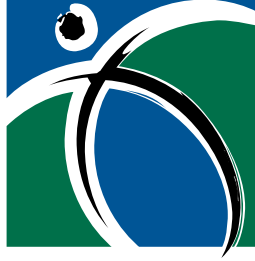
<b>Introduction Letter/Board and Staff</b>	<b>4</b>
<b>Spotlight Story on Pop Warner</b>	<b>5</b>
<b>Our Programs</b>	<b>6</b>
<b>Gifts by Constituents/Power of a Gift</b>	<b>7</b>
<b>Special Initiatives/Fundraising Events</b>	<b>9</b>
<b>Donors</b>	<b>10 - 11</b>

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In my opinion, the National Center for Sports Safety, not only impacts and effects athletics and coaches directly, but NCSS has a broad and comprehensive impact and effect on not only the athlete, but also the athlete's family, community, and the wide variety of sports programs, for both amateur and professional athletes and coaches...

**-Bob Lochamy**  
Community Relations Advocate  
Sports Commentator

”



# National Center for Sports Safety

2014 Annual Report

## LOOKING BACK ON A GREAT YEAR



**Kathryn Gwaltney**  
*Executive Director*

Dear Friends and Supporters:

I am excited to share with you the National Center for Sports Safety's (NCSS) 2014 Fourth Edition Annual Report. We hope the report will be evident of the hard work we are performing every day to create a safe playing environment for America's youth athletes.

We have continued to focus our efforts on fulfilling our mission of promoting the importance of injury prevention and safety on all levels of youth sports through education and research. In order to fulfill our mission, NCSS relies on giving. In 2014, we received over \$800,000 from various corporations, foundations, individuals and government. A breakdown of these gifts by constituency can be found in the Financial Summary.

One of the special highlights in this report shares information about Pop Warner Little Scholars, a youth sport national governing body for pee wee football and cheerleading. In their highlights, Pop Warner creates awareness about how they have incorporated safety into their programs, especially since the concussion epidemic has shaken the American sports culture to its core.

In addition, I would like to personally thank two of our former board members who have stepped down from their board seats. Both served with NCSS for five years and gave their time, advice and support to NCSS to help make it what it is today. Both Senator Roger Bedford of Alabama's sixth district and Mr. Nick Sellers of Alabama Power Company have given time and time again to NCSS and believed wholeheartedly in the NCSS mission.

On behalf of the NCSS, our Board of Directors, volunteers, and staff members, we thank you for your generosity and support. It is the commitment of our donors that have greatly impacted the growth of NCSS and for that we are grateful. Thank you all!

Sincerely,  
**Kathryn Gwaltney, MBA**  
*Executive Director*

**FOUNDER OF NCSS**

**Dr. Lawrence J. Lemak**

## BOARD OF DIRECTORS

**Jack Darnall** *Regional President, Brasfield & Gorrie*

**Nichelle Gainey** *President, SilverStone International*

**Justin Kaplan** *Vice President of Operations and General Counsel, Schaeffer Eye Center*

**James "Jimmy" C. Lee, III** *Chief Executive Officer and President, Buffalo Rock Company*

**Matthew Thomas Lemak** *Chief Executive Officer, The Lemak Group of Companies*

**Nick C. Sellers** *Vice President, Regulatory and Corporate Affairs, Alabama Power Company*

## STAFF & VOLUNTEERS

**Kathryn Gwaltney, MBA** *Executive Director*

**Jennifer Kramer, ATC** *Certified Athletic Trainer*

**Jenna Beach & Lauren Peebles** *Marketing & Public Relations Coordinator*

**Courtland Tison** *Director of Advancement & Financial Services*

**Katie Carmack & Brittney Wilk** *Administration & Operations Coordinator*



Every year, nearly 500 Pop Warner coaches take the National Center for Sports Safety's (NCSS) PREPARE course.

With the help of Pop Warner Executive Director Jon Butler and others, NCSS launched PREPARE in 2004. Since then, NCSS has been educating Pop Warner coaches and others on injury prevention and youth sports safety, 2015 marks NCSS's 14 year anniversary.

One early morning, last December, dozens of Pop Warner mothers eagerly sloshed through puddles to engage in tackling and blocking drills with former NFL players. They were taking part in an interactive Moms Football Clinic Pop Warner Little Scholars hosted with USA Football and the NFL at Disney World's ESPN Wide World of Sports complex. The clinic provided moms a firsthand demonstration of

concussions," said Butler. "This was designed to remove what could be a hard decision from the coaches, the parents and even the player."

In 2012, Pop Warner became the first football organization at any level – beside the NFL – to officially limit the time teams are allowed to have physical contact during practice. Under the heralded rule changes, the amount of contact is limited to no more than one-third of practice time.

Also under the 2012 rule changes, Pop Warner prohibited full speed head-on blocking or tackling drills in which the players line up more than three yards apart.

"We want to leave no stone unturned in making sports safer for the athletes who love to play them," said Butler. "That is why we joined with

*"For Pop Warner, nothing is more important than the safety and wellbeing of our players," said Pop Warner Executive Director Jon Butler.*

the "Heads Up Football" techniques being taught to their children.

"For Pop Warner, nothing is more important than the safety and wellbeing of our players," said Pop Warner Executive Director Jon Butler. "We take the issue of concussions very seriously and have been proud to take a leadership role in improving how the game is played at the youth level. This is a great sport that brings so much to the young people who play it."

In 2010, Pop Warner created the Pop Warner Medical Advisory Committee, led by respected physicians and researchers with expertise in neuromedicine and sports safety. That same year Pop Warner enacted a concussion rule that mirrors the Lystedt Law. "Any player removed from practice or a game due to a head injury or suspected concussion can return only after receiving written clearance from a licensed medical professional trained in the evaluation and management of

other national sports governing bodies, amateur sports associations and health professionals to find common ground to improve safety across sports while retaining the integrity and the spirit of the individual sports."

NCSS applauds Pop Warner for their great leadership and protection for these young athletes!



# OUR PROGRAMS



## PREPARE

In 2004, NCSS developed the PREPARE course to educate coaches on sports safety and to-date has educated close to 25,000 coaches nationwide via the online and hands-on courses.

## PARENT & ATHLETE VIDEO

This 16-minute video is used to educate parents and athletes on preventative measures and methods to be proactive in youth sports safety and covers five topics such as, concussions and pre-participation physical examinations, all of which are essential topics that parents and athletes need to be familiar with in the event of an emergency on the field or court.



## POLICIES & PROCEDURES MANUAL BUILDER

This tool is an online interactive resource written by NCSS Certified Athletic Trainers designed for schools, parks and recreations, coaches, and others responsible for executing policies. With a few clicks of the mouse, this resource will provide everything from medical forms, medical injuries, and weather conditions to facilities and crisis management.

## SPORTS NUTRITION & HYDRATION PROGRAM

Introduced in early 2013, the Sports Nutrition & Hydration Program was designed for parents and coaches to create a customized meal plan and hydration guide for their athletes. Users can input information including age, weight, sport, type of event, or other vital information related to the athlete.



## AED PLACEMENT PROJECT

NCSS also works with park and recreation departments to ensure that not only are youth athletes safe, but the spectators are as well. One way in which NCSS is assisting is by providing automatic external defibrillators (AEDs) and fully stocked first aid kits at no cost to them. NCSS has distributed more than 50 AEDs and first aid kits in Alabama since 2013!

## EMERGENCY ACTION PLAN (EAP) ONLINE SYSTEM

NCSS's newest program is the Emergency Action Plan (EAP) Online System. This program integrates with Google Maps to display an aerial view of the facility which shows direct routes for emergency services as well as the location of the park's emergency equipment. Users are provided with an electronic drawing to be used for signage at each of the park and recreation departments' sports complexes, an electronic version of their EAP, and a form which contains all important sport and field related information.



## ON-FIELD EMERGENCIES FOR THE 1ST RESPONDER

With the concern of the potential to further injure a neck injury, NCSS believes there should be a coordinated effort with Emergency Medical Service (EMS) personnel to minimize injuries on the playing field. NCSS has created an opportunity to educate and join forces with the local EMS on safely handling equipment such as football, field hockey, and lacrosse gear.

## THE POWER OF A GIFT

Every gift to the NCSS matters. Varied in size and purpose...yet all having the power to "Raise the Standard" and help protect the lives of our youth athletes. In the last year NCSS has received over \$800,000 in gifts. Would you consider a gift to our Annual Giving Campaign? Your gift will help us continue to provide prevention and injury training to coaches and volunteers throughout the United States.

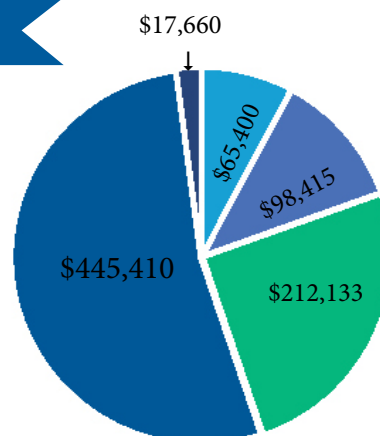
### Consider What Your Gift Could Do:

- \$10 Provides sports policies and procedures manuals to a sports facility
- \$50 Provides sports safety education for one coach
- \$110 Provides one first aid kit to an individual in need
- \$500 Provides endowment funding for current and future programs
- \$1,500 Provides one Automatic External Defibrillator (AED) to a youth sports organization in need

*To learn more about how your contributions will help fulfill our mission,  
please visit [www.SportsSafety.org](http://www.SportsSafety.org)*

## GIFTS BY CONSTITUENTS

- Government
- Company
- Individual
- Foundation
- Other



**NATIONAL  
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SAFETY**

1286 Oak Grove Road  
Birmingham, AL 35209

Name/Company Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Phone # \_\_\_\_\_ Email \_\_\_\_\_

Payment Method: ☐ Enclosed Check (Make checks payable to NCSS)  
☐ Credit Card

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

I/We pledge \$ \_\_\_\_\_

I/We enclose our campaign gift of \$ \_\_\_\_\_

Balance to be paid:

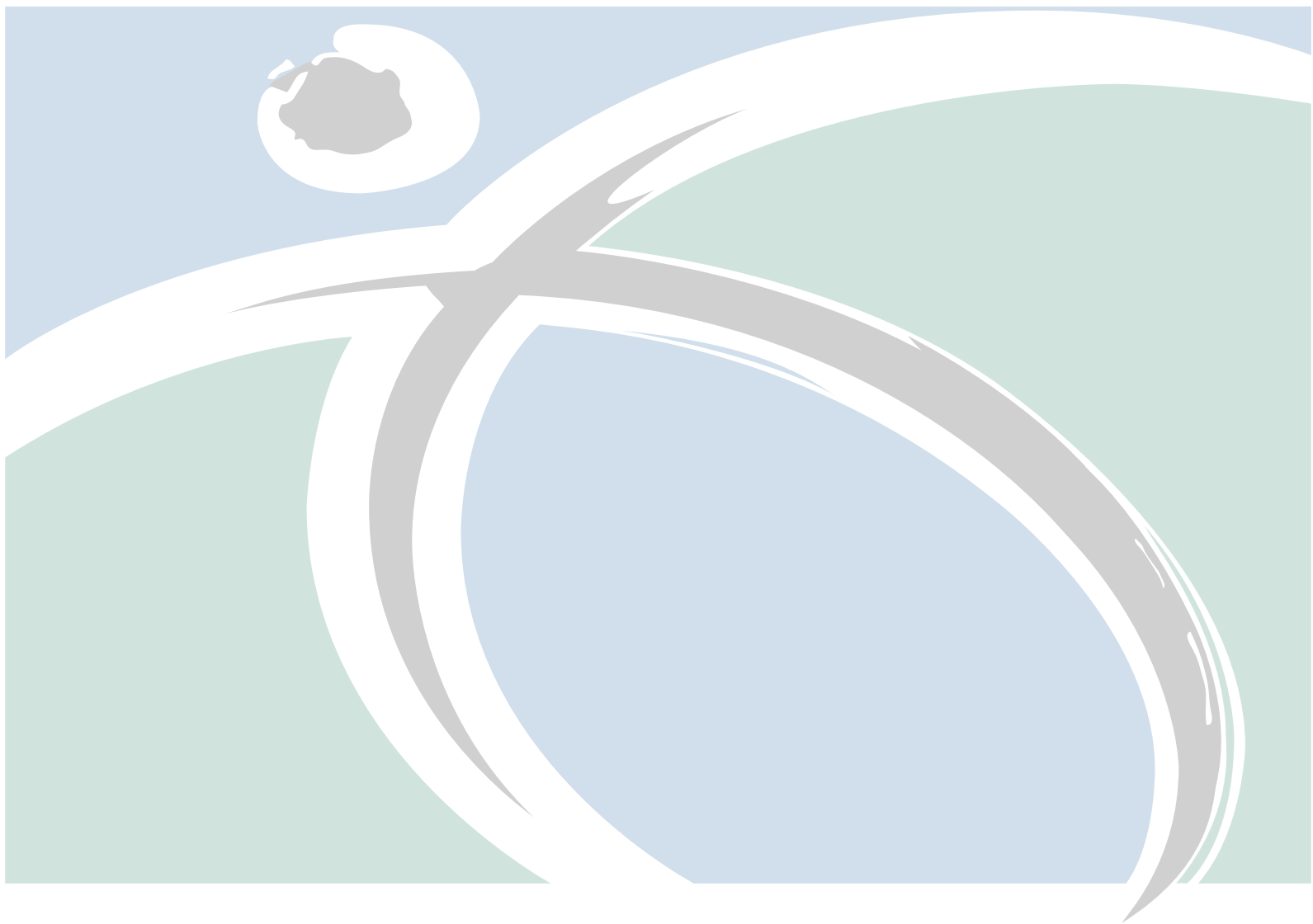
☐ Monthly ☐ Quarterly ☐ Semi-Annually ☐ Annually

Installments of \$ \_\_\_\_\_

Beginning \_\_\_\_\_ for a period of \_\_\_\_\_ years.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Gift opportunity presented by: \_\_\_\_\_



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## Special Partnerships and Initiatives

### Reach Every Athletic Community Household

NCSS is proud to implement the new R.E.A.C.H. Program, which will create a safer playing environment for entire cities by providing their municipalities with the most innovative and educational sports safety programs packaged together at a nominal cost. These programs include the NCSS PREPARE Sports First Aid Course, Parent and Athlete Video, Policies and Procedures online manual, Emergency Action Planning Tool, a Certified Athletic Trainer to review the sports complexes, On Field Emergencies for the First Responder Course, and overall community awareness. Educational programs offered through the R.E.A.C.H. Program will ensure the safety of youth in the city-run leagues. Through this new package, NCSS will be able to REACH coaches, athletes, parents, park and recreation staff, emergency medical services, and the community!

### NCSS Sports Safety Pledge Campaign

NCSS launched a new Sports Safety Pledge Campaign aimed at curbing the number of sports-related injuries throughout the U.S. by engaging coaches at all levels. By signing the pledge, coaches are committing to make their players' health and safety a top priority in the protection of all athletes of all ages across the United States. Dr. Lawrence Lemak, founder of NCSS, along with a number of coaches joined Kathryn Gwaltney, executive director of NCSS and launched the Sports Safety Pledge Campaign on November 6th at the Alabama Sports Hall of Fame in Birmingham, Alabama. College Coaches Nick Saban, Guz Malzahn, and Jimbo Fisher are a few that committed to sign the Sports Safety Pledge to show their support of making sure their athletes play and practice in a safe environment. Through the launch of this initiative, NCSS has received hundreds of commitments from coaches to date!

### FUNDRAISING

#### 5TH ANNUAL GOLF TOURNAMENT

*April 30, 2014, at Highland Park Golf Club*



**Over 100 Participants  
& over 50 Sponsors**



**RAISED  
Over \$95,000**



**MISSION**  
*standardizing the level of care available  
to athletes on and off the field*

#### 4TH ANNUAL WINE TASTING AND DINNER

*October 19, 2014*

*at Fleming's Prime Steakhouse & Wine Bar.*



**Speaker:**  
**Bill Clark, Former UAB Head  
Football Coach**



**Over 200 Participants  
& over 100 charitable  
contributions**



**RAISED  
\$117,000**

# 2014 DONORS

The National Center for Sports Safety has numerous friends and supporters who believe in serving their community through philanthropy. We are deeply grateful for the following individuals, corporations, and foundations that have made gifts during the course of the year. These funds and resources help to sustain our mission, to promote through education and research, the importance of injury prevention and safety on all levels of youth sports.

24e Fitness	Brookwood Medical	Flower Buds
Action Construction	Center	Chris Flynn
Doug Acton	Eric Brown	Honorable Craig Ford
Deanna Adams	Brandon Browning	Forman Winery
Aislyn Arnone	Bruce Office Supplies	Frank Stitt
Alabama Ballet	Scott Bruce	Frost Cummings Tidwell
Alabama Football	Bruno Event Team	Group
Coaches Association	Buffalo Rock Company	Future Memories
Alabama Graphics	Elizabeth Burgess	Photography
Alabama Outdoors	Cahaba Brewing	Gameday Girl Stuff
Alabama Power	Company	Gemstone Vineyards
Company	John Campbell	Brett Gibson
Alabama Power	Cardiac Solutions	James Glass
Foundation	The Caring Foundation/	Good People Brewing
Alabama Symphony	Blue Cross and Blue	Comany
Orchestra	Nate Carlton	Goodwyn, Mills and
Steve Alby	Mike Carpri	Cawood
Alabama Symphony	Celani Family Vineyards	Bruce Gordon
Orchestra	Sunny Chance	Gordon, Dana, Knight
Edward Aldag, Jr.	Chef U	and Gilmore, LLC
Aloft Hotel	City of Birmingham	M. Miller Gorrie
AlphaGov	Connie Photography	Gourmet Pantry
Scott Appell, MD	Robin Cooper	Green Apple
Arthrex/ProOrtho	Cornerstone Fitness &	Daryl Green
Arthrosurface	Wellness	Susan Green
Larry Atchison	Crest Cadillac	Chris Guess
Athleta	Steve Daniel	Honorable Roger H.
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Foundation	Patrick David	Gene Hallman
Chad Baker	John Davis	Aurrie Haney
Barry Baker	Jeff Dean	Margaret Harre
Barber Companies	Direct Communications -	Joel Harris
Barber Vintage	Birmingham	Ed Hauser
Motorsports Museum	Direct Communications -	Rick Heartsill
Bob Barrett	Huntsville	Hendon + Huckestein
Barton Clay Fine	DJO, LLC	Architects, PC
Jewelers	Drayer Physical Therapy	Laurie Hiatt
Behrens Family Winery	Institute	Honorable Mike Hill
Belk	Garry N. Drummond	Hill Crest Foundation
Bobby Belling	Drummond Company	Jamie Hill
Billy's Sports Grill	Mark Edwards	Chris Holcomb
Biomet, Inc	Elizabeth Evas	Homewood Park and
Birmingham Bake and	Britton Eveland	Rec. Dept.
Cook Co.	First Partners Bank	Homewood Patriots
Birmingham Barons	Five Star Event Catering	Youth Football
Birmingham Zoo	Robert Flannery, MD	Honours Golf
Paige Blake	Linda Flarity	Ken Horton
Bottega Restaurant	Fleming's Prime	James M. Huckestein
Richard Boththof	Steakhouse and Wine	Terry Humphreys
Brasfield and Gorrie	Bar	Pete Hurt
Jeffery Brewer	Fleury Estate Winery	David Inman
Bret Bright	Brian Fleury	Ion 24/7
Brombergs	Flip Burger	Iron Tribe Fitness

# THANK YOU TO ALL OUR DONORS

Charles Miller	Southpace Properties	Eileen Kunzman
Barry Mills	Berkley Squires	Ed Kuckens
Jim Moeller	St. Helena Winery	LAH Real Estate
Monica Romano	State of Alabama Commission on	LaMaster Medical(Arthrosurface)
Moone+Tsai Wines	Higher Education	Jeff LaMaster
Danny Moore	Jimmy Stephens	W. Mark Landers
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Danny Morin	Stop Heart Attack	J. Smith Lanier
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Red Mountain Theatre Company	LLC	Medical Properties Trust
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Renasant Bank	Bennie Watson	
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Jack Robertson	Coke Williams	
Robert Bedford Senate Campaign	Courtney Williams	
Rogue Offshore	Eric J. Williams	
Mike Ross	Smith Williams	
Mark Rothbaum	Smith Williams	
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Santa Fe Day Spa	Workplay	
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Jack Schaeffer, OD	J.F.Smith Group	
Angela Schmidt	Tom James	
Jon Seale	Jazzy J Designs	
Matthew Seals	Jinsei Sushi Bar & Lounge	
Julie Seals	Johnson Sterling Paul Benefits	
Nick Sellers	Dan Johnson	
Silpada	Randy Jones	
Hanson Slaughter	Ray Jordan	
Derrek Smith	K & W Associates	
Jerry F. Smith	Justin Kaplan	
Southern Medical Solutions, LLC	Kendra Scott Jewelry	
Southern NamePlate and Graphics	Tim King	
Southlake Financial Group, LLC	Kristin Koenig	



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1-866-508-NCSS (6277)  
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