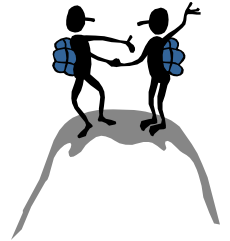


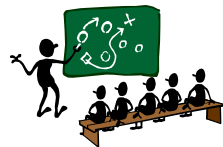
Units/Districts & BridgeAtSchools, Inc. A Partnership to Interest Youth in Bridge



What is BridgeAtSchools?

- ♣ 501 (c) (3) tax-exempt
- ♣ separate organization from ACBL
- ♣ endorsed by ACBL
- ♣ start-up grants from ACBL Educational Foundation, ACBL Charity Foundation, ACBL affiliates
- ♣ using bridge to serve the education community

Strategy



- ♣ Create demand: Research benefits of a bridge program so schools will want one
- ♣ Supply new demand: Enable schools to run bridge program

Research Phase



- ♣ Grades 4-8, elementary and middle schools
- ♣ Staffed teacher teaches introductory bridge, sort of like “Bridge for Dummies”
- ♣ New curriculum is geared toward the national educational standards for math, critical thinking, and social skills. Lesson plans and student pages are an integral part of the educational materials.
- ♣ Volunteers from bridge community – not necessarily experts – assist teachers during the first few weeks until they can go it alone and also do guest lectures on what tournaments are like
- ♣ Students are invited to 2-3 sectional or regional tournaments to participate in a youth game, meet children from other schools, and experience the wonder of the tournament environment.
- ♣ BridgeAtSchools, Inc. gets up-front commitment from the school to participate in a research study: pre- and post- test scores from test and control groups, teacher evaluations, etc.

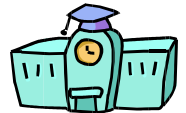
How Can your Unit/District and BAS Work Together?



Ways Your Unit/District Can Help BAS Acquire Schools for the Study

♣ Funding

- Designate BridgeAtSchools, Inc. as charity organization for charity games
- Solicit individual donations via phone and email to membership
- Organize a committee to identify and make initial contact to potential donors of \$5,000 or more (inside or outside bridge community)
- Organize a sponsorship committee to identify and make initial contact to key people in corporations and foundations



♣ School Leads

- Designate a person to lead a team to find schools amenable to a research study in your region
- Find people in the bridge community who know school administrators or teachers with whom we can have a meeting about participating in a research study

♣ Mentors

- School mentors – Solicit volunteers and maintain a list of individuals who would assist staffed teachers who participate in the study. They don't teach the class; they help the children follow the teacher's instructions.
- Tournament mentors – Locate volunteers to help organize and run youth games at sectional or regional tournaments (2-3 such tournaments per year)



♣ Bridge Supplies

- Playing cards, duplicate boards, table markers, score sheets, etc. Once a program is running in a school, BridgeAtSchools can apply for grants to provide additional funding to do the research.

What Are the Benefits to your Unit/District?

- ♣ Continuous stream of students for established ACBL and ABTA programs
- ♣ Quantitative proof which volunteer bridge teachers can deploy to interest other schools in a bridge program
- ♣ Increased tournament attendance
- ♣ Opportunities to introduce bridge to parents whose children attend youth tournaments
- ♣ Broad and direct marketing of our proven bridge program, thus accelerating exposure to children and parents
- ♣ Opportunities for new types of unit and club events