Jake Ellis

(C) 859.628.8413

Humana email – [jellis19@humana.com](mailto:jellis19@humana.com)

Questions

1. History and Purpose of Kickoff for kids

* Kickoff 4 Kids (K4K) was founded in 2007 by NFL defensive lineman Amobi Okoye, the Foundation’s mission is ***giving hope to kids, communities and building unity amongst children around the world***.
* Amobi entered high school at the young age of twelve, where he distinguished himself both athletically and scholastically. He graduated from Lee High School in Huntsville, Alabama when he was only fifteen years old. Amobi’s academic prowess was evident to all. He was offered a scholarship to Harvard University, which he turned down in lieu of a football scholarship to the University of Louisville. After four football seasons and three and a half years of study, Amobi graduated with a degree in psychology; at nineteen, he also became the youngest player to ever be drafted into the NFL.
* Amobi has a passion to help children by giving them hope for the future, and letting them know that they can also achieve great things. Amobi is equally passionate about seeing communities transformed. He believes that, through partnership and collaboration, we can see the inner cities of America renewed and impoverished nations enriched.

**Kickoff 4 Kids Youth & Community Programs**

* **K4K Activities & Scholarship:** Series of youth activities that uses athletics and scholarships to motivate and inspire youths, i.e. Sports Mentoring Camps, and Movies & Motivation Rallies.
* **K4K House:** A Competition Outreach Achievement Center amongst high schools to improve school attendance, grades, good behavior, physical activity and community service.
* **CARDS PLAY (Character Attitude Respect Determination Success Positive Learning All Year):** A partnership with U of L Athletics that uses Louisville Student Athletes to help motivate elementary and middles school aged students a bigger incentive to perform well in school
* **Tackle Hunger:** Provides temporary sustenance for needy families.
* **Books Abroad:** Gathers Thousands of new and used library books for the International division C.A.T.E

1. Management and Business Processes
   * Kickoff 4 Kids is a 501 C 3 organzation under The Amobi Okoye Foundation. The Amobi Okoye foundation oparates under the standards and pratices of non-profit orgazations.
   * To accomplish program objectives, ensure sustainable funding and garner sufficient community support, the K4K Foundation has adopted a sound strategy that incorporates an aggressive public information campaign, a Board of Directors and Councilors comprised of thoughtful leaders and key influencers and frequent consultation with the best of professionals to ensure the integrity of all of its programs a comprehensive programming model, and sustainable funding and transparent reporting. Not sure what you are saying here.
2. Current IT Environment
   * Hardware – We use Dell and IBM products – Count?
   * Software - Windows
   * Staff IT Skills/Training – We have staff with some IT experience, we also will use outside support when needed
   * IT Budgeting and Spending: We spend about $2000 a year on IT
3. Envisioned IT Capabilities
   * Leadership’s Vision: We want to be a very robust IT organzation. We work with young people from around the world. Technology is very important to this group and we want to meet them where they are and in the ways they communicate.
   * Top 10 Technology Issues
     1. Website
     2. Updating of equipment – Newer? Different?
     3. Updating of software
     4. Maintenance of website
     5. Maintenance of social networks - Explain
     6. Online purchasing/Donation portables – ??
4. Online application – Kickoff for Kids online points and purchasing
   * Similar to Humana Vitality
5. Background/History
   * Nationally: Kickoff 4 Kids currently is active in four U.S. cities, Houston, TX (our home base), Huntsville, AL., and Chicago, IL. and Louisville, KY. We have been active in three of these cities for six years and in Chicago for the past two years. We have collegiate scholarship programs in all the cities as well as our camps and holiday actives. We are just beginning our work in Chicago, but we have a very strong presence in the other three cities.
   * Louisville: We are excited about all we have going in Louisville. Our main partner is the University of Louisville. We partner with them with our scholarships, and Cards Play programs. We are currently looking to expand our scholarship program. The Cards Play is a partnership with the athletic department. We work with local schools in helping to educate kids in physical activity, nutrition and the importance of education. We also partner with a local youth organization in doing our sports camps, movies and motivational rallies. We plan to launch our Kickoff 4 Kids House Online in Louisville.
6. Louisville Location: Size, number of employees/volunteers? We have one employee in Louisville and a large number of volunteers. We support our Louisville operations from our Houston office with administrative functions.
7. How many events per year?
   * Type of events: We host 6 to 7 events per year nation wide
   * Purpose/Goal of events: Youth mentorship, education, physical activity, sports training, and fundraising.
   * Intended audience? Young People 7 – 17 and their parents. We target the general public for our fundraising activates.
8. Main source of income? Our main source of income is general public donations, and corporate sponsorship.
9. Main expenses?
   * High Level – Program and Scholarship expense
10. Goals for the organization in Louisville?
    * Short term: We would like to expand our Cards Play program and Launch the Kickoff 4 Kids House Online. We would also like to increase our visibility and fundraising in Louisville.
    * Long term: We want Kickoff 4 Kids Foundation to become one of the premier non-profits in Louisville. We want to expand our scholarship programs, and have both Cards Play and Kickoff 4 Kids House to establish a city wide presence. We want to use the Kickoff 4 Kids House Online Program in Louisville to become a national model.
    * Where do you see the Louisville location in 5 years?
    * Technologically: A leader in non-profit technological resources
    * Financially: Self Sufficient
    * Publically: Premier non-profit in the city

 The deliverable will encompass, but is not limited to, the following:

     A technology inventory that accounts for all hardware and software used by the organization.

     An analysis that describes the state of the IT infrastructure and systems in relation to the organization’s strategic plan.

    An analysis that describes which of the Center’s infrastructure services and common solutions are candidates for adoption by the organization.

    A summary of the alignment of IT with the organization’s strategic plan and how the Center’s services may be used to fulfill its strategic plan.

   A gap analysis of where the present infrastructure is inadequate to address future directions.