

DIVERSITY
INCLUSION
PLAY



PLAY!!
MARIN



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M A R I N

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The Founder - Paul Austin



A MARIN CITY NATIVE AND LIFELONG PLAY ADVOCATE



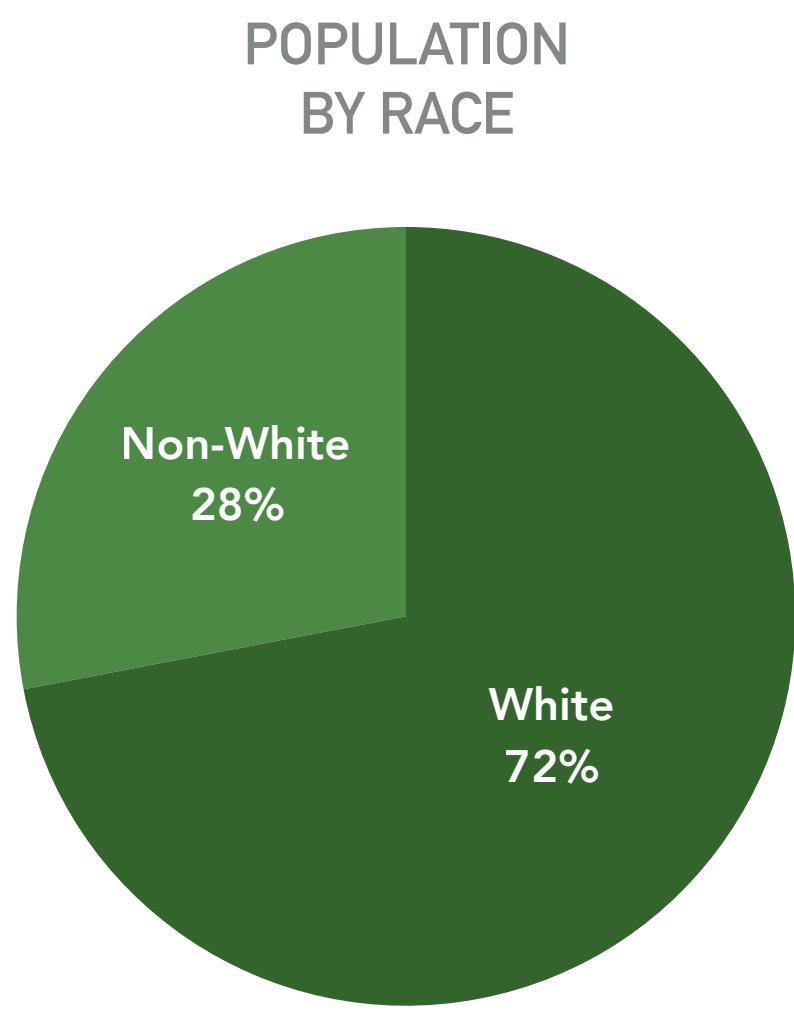
- **Psychology graduate from Dominican University of California**
- **Founder of Star of the Sea Basketball, Track, and Volleyball programs**
- **Coach of the AAU County Bears**
- **Currently College Completion and Career Advisor for Bridge the Gap College Prep**
- **Husband and father of two children**

Marin County: Race and Equity?

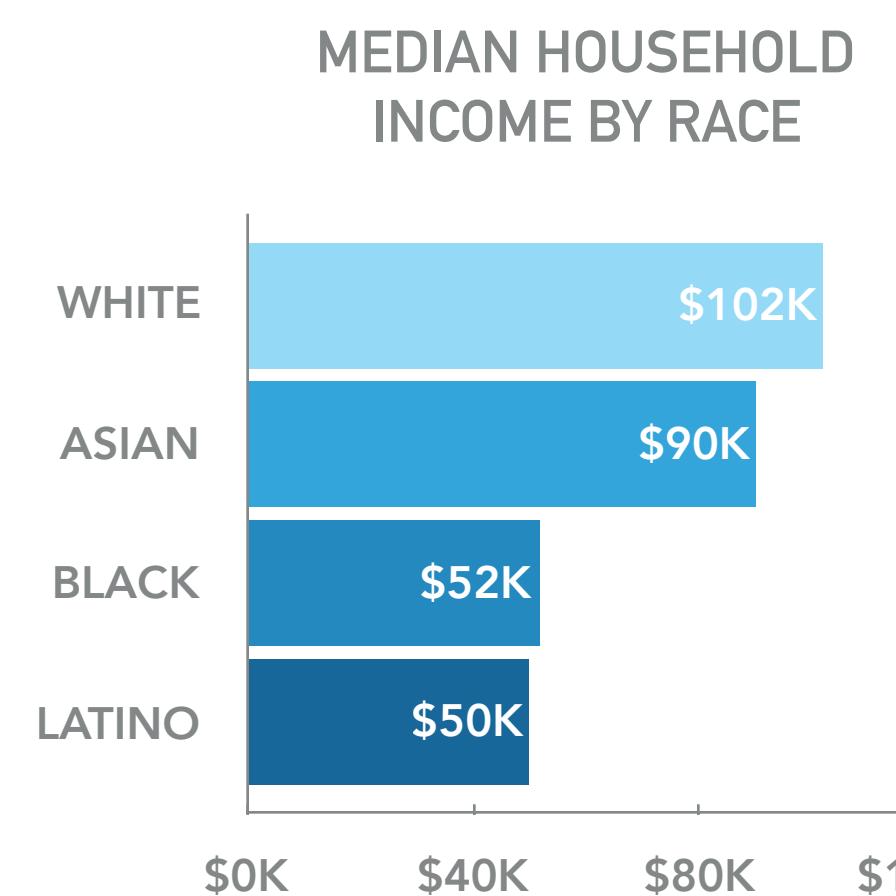


We operate in one of the **wealthiest counties** in the country, which is also the most **racially disparate** county in CA.

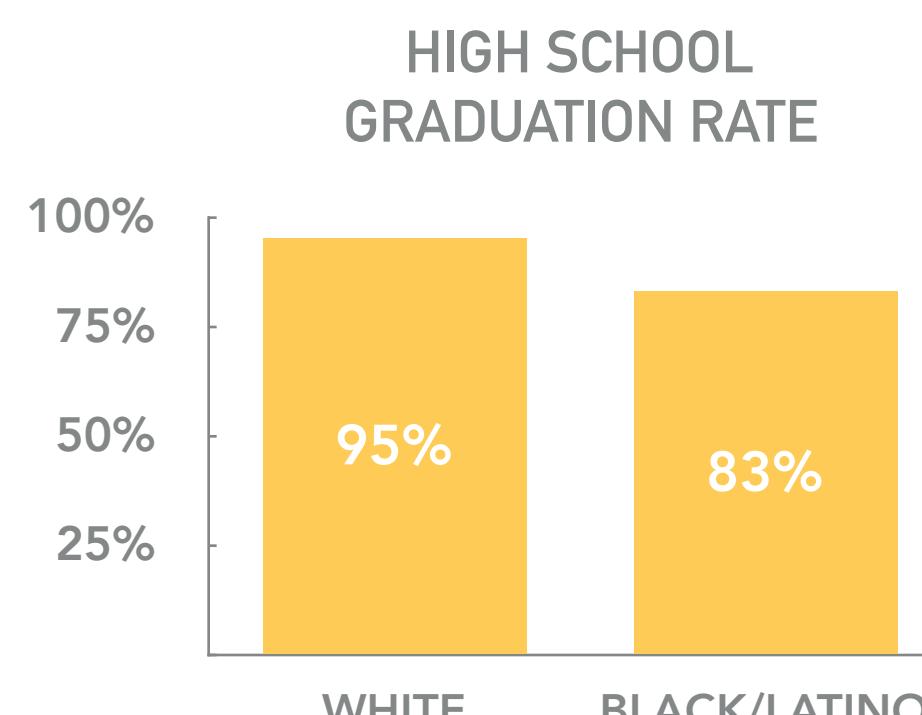
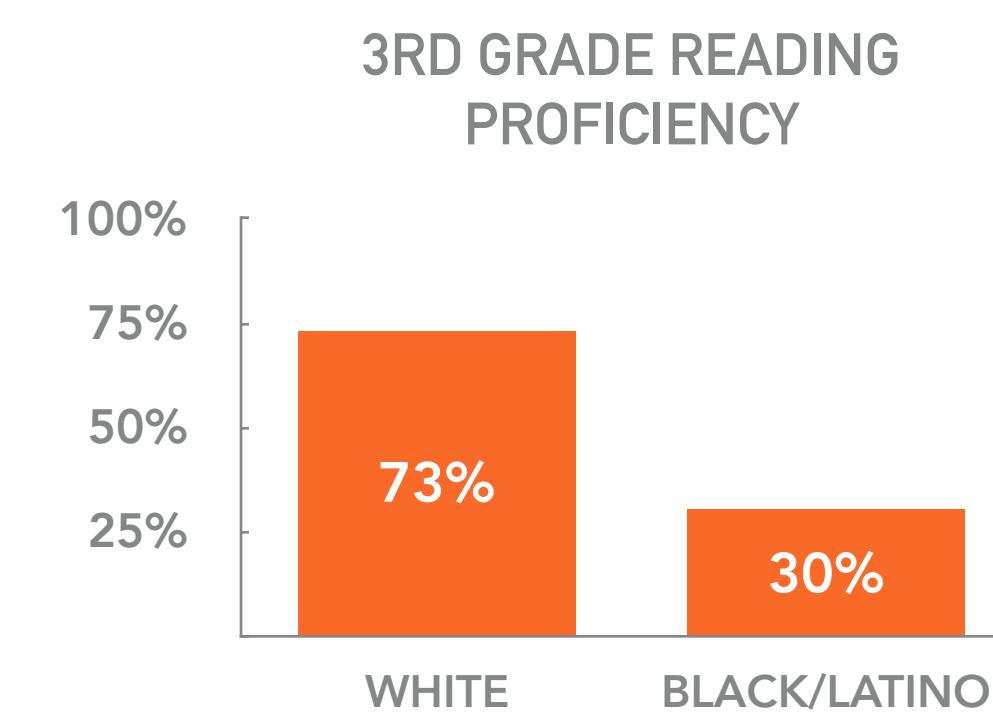
Population



Income



Education



Southern Marin - A closer look



Two cities, Marin City and Mill Valley
are only 4 miles apart, but they are **vastly different**
across race, income, and recreation.

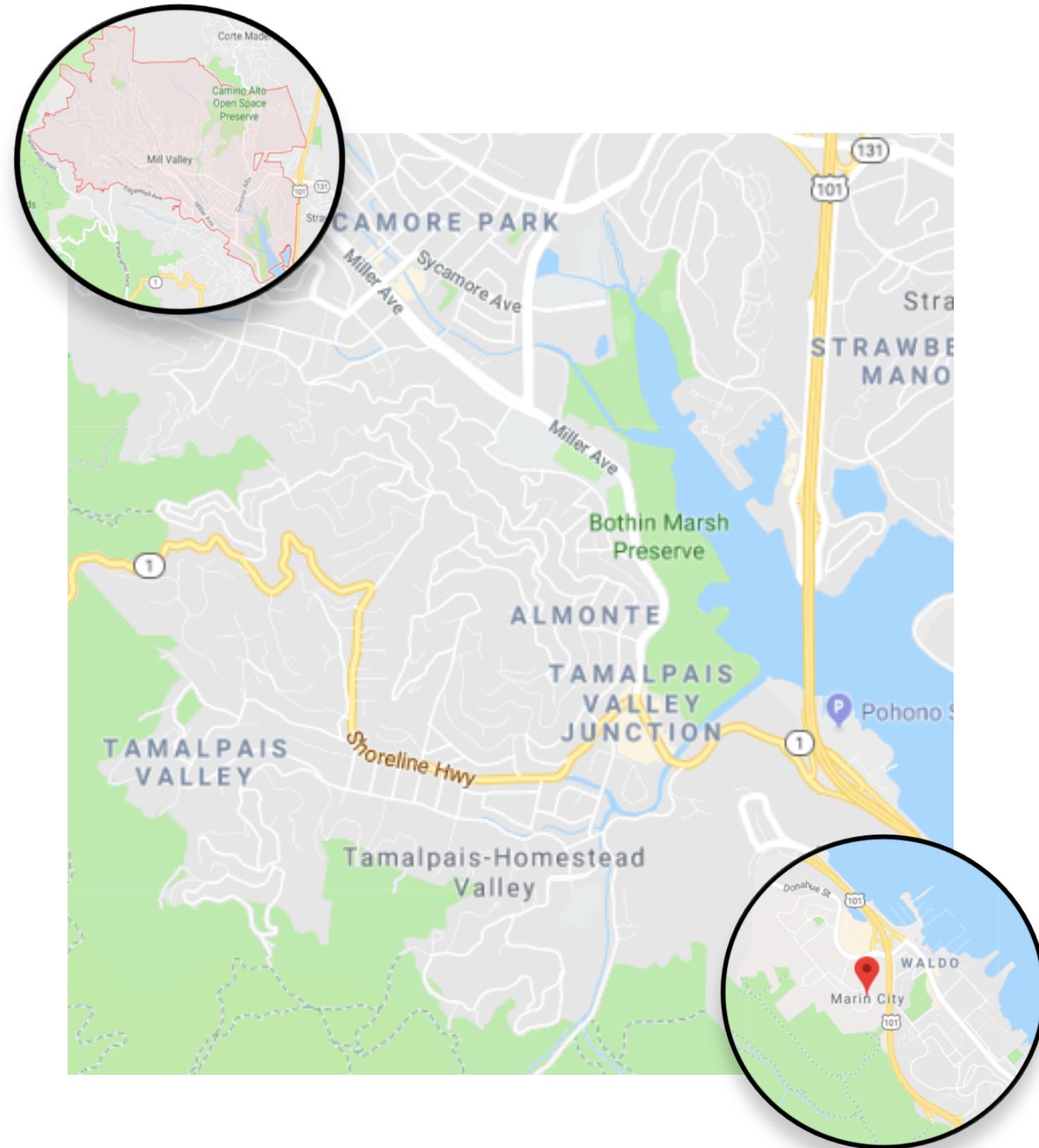
MILL VALLEY

Population
 14,318;
84% White

Median Income
 \$149.3K

Poverty Rate
 3.5%

Recreation
 18



MARIN CITY*

Population
 3,115;
30% White / 28% Latino / 26% Black

Median Income
 \$40.5K

Poverty Rate
 29.5%

Recreation
 2

The Problem

Not only do Marin City youth lack access to recreational opportunities, but kids-at-large in Southern Marin lack exposure to diverse peers.



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The Problem

This problem can't be ignored, as **racial tension** in Southern Marin **is prevalent**.



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- Kids come together when they attend Tamalpais High School, the one high school in Southern Marin
- In 2017, **racist slurs** were spray painted at Tam High targeting Principal J.C. Farr, the schools first African American principal
- Continued attempts to promote student unity and mend issues of racism, such as Tam High's "**Breakthrough Day**" have been claimed as ineffective by minority students

Win-Win: Everyone wins with play



Win 1

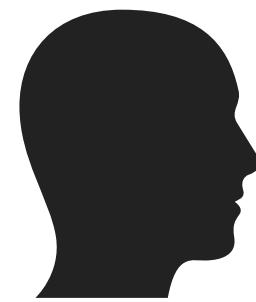
All kids involved
get experience of
working on
diverse teams

Win 2

Kids in Marin City
have increased
opportunity to
participate in
organized sports

Why it matters

Play and diversity
are essential for
a 21st century education



INTERPERSONAL SKILLS

Extracurricular activities develop essential skills, such as teamwork, responsibility, grit, endurance, and a sense of culture and community ([NCES](#))



EDUCATION

Play, such as sports, has a positive correlation on student attendance, GPA, and test scores ([NCES](#))



EMPLOYMENT AND SOCIAL CAPITAL

Society is becoming increasingly diverse. Employers hire those who can work with colleagues and customers from diverse cultural backgrounds

Our solution

We address a two-sided problem
with one solution >

Provide opportunities for children
of diverse ethnic and socioeconomic
backgrounds in Southern Marin
to learn, play and grow together

How?

1.

Deliver seasonal sports programs in
Marin City for 3rd-8th graders

2.

Implement monthly *Play Days*
of team-building activities for children
and families in parks and gyms

3.

Recruit youth of color into Southern Marin\sports
organizations/leagues



Previous pilots

We have been executing this vision for the past five years.



“Star of the Sea” Basketball program



In partnership with St. Mary Church

Ramped up to 11 teams during the 2017-2018 season for the 4th-8th grade boys and girls

Composition: Marin City players (70%); players from surrounding Marin communities (30%)

Fun Fridays: Bridge the Gap 2016



Increases exposure between kids who would otherwise not interact

Every month, students from affluent, predominantly white public school go to Marin City for team-building activities at Bridge the Gap Preparatory

Currently serves 40 kids total

Programs, Partners and Data

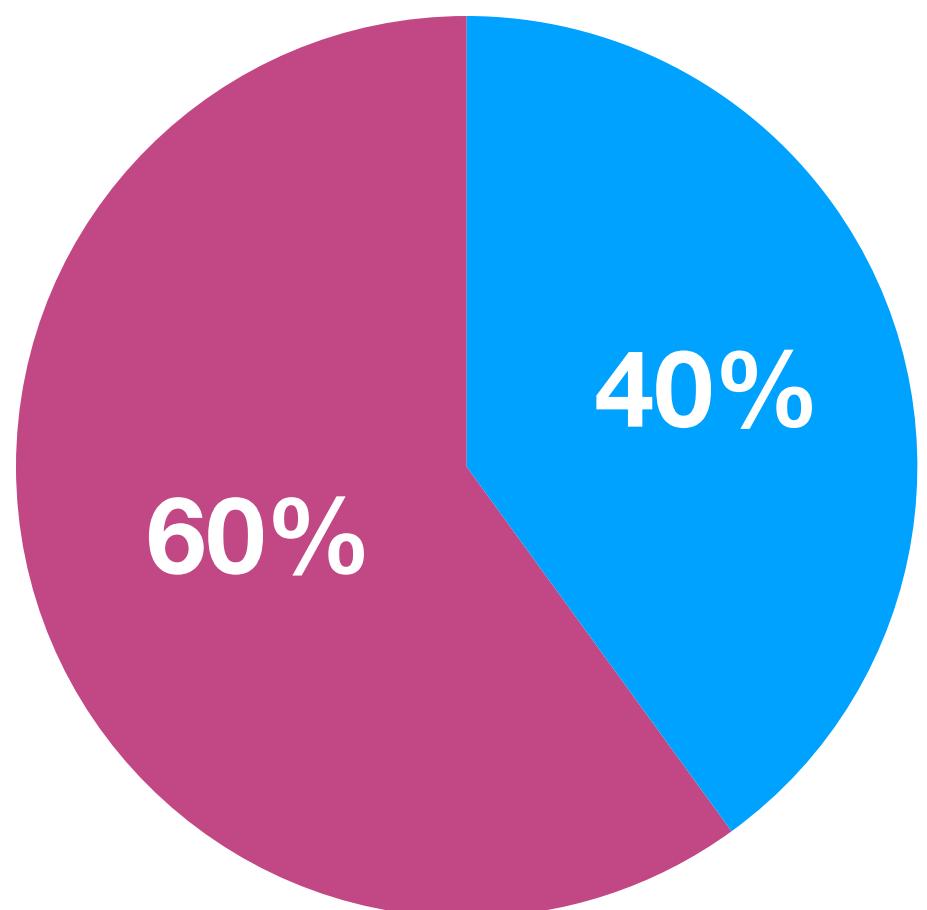


Programs

Basketball
Lacrosse
Girls Volleyball
Track & Field
Skate Park

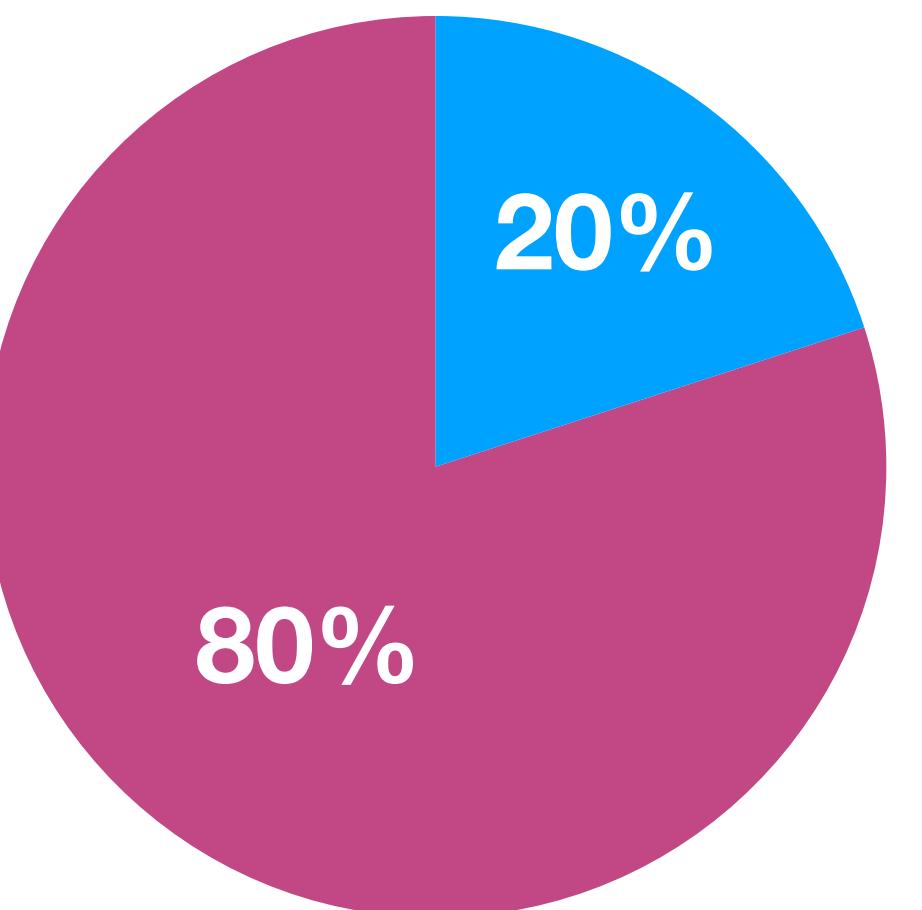
Partners

Southern Marin Pop Warner
Next Level Flag Football
Country Bears AAU Basketball
Dave Frommer's Soccer
Star of the Sea CYO
Jennifer Azzi (Azzi Camp)
Trips 4 Kids
SOMA Aquatics
Tam High LAX
Proof Lab



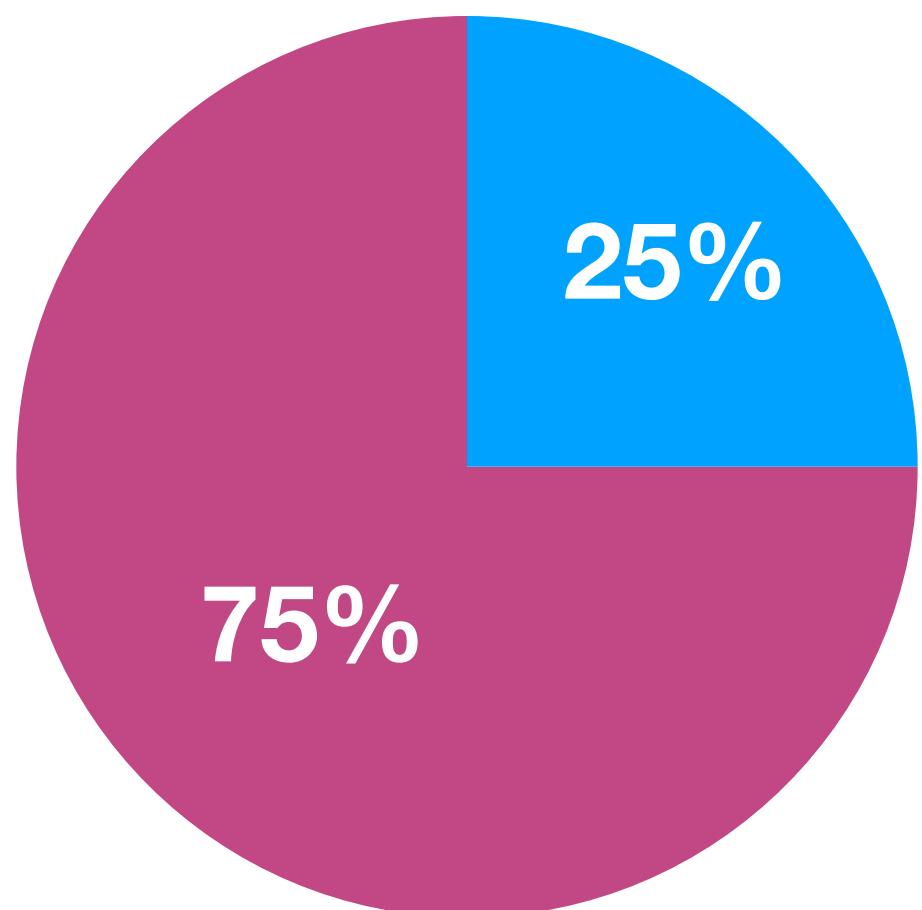
Gender:

60% Boys
40% Girls



Ethnicity:

80% People of Color
20% White



Residency:

75% Marin City resident
25% Non-resident

Program Timeline

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We provide year-long programming to ensure kids are engaged throughout the school year and summer



Standard Schedule

AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
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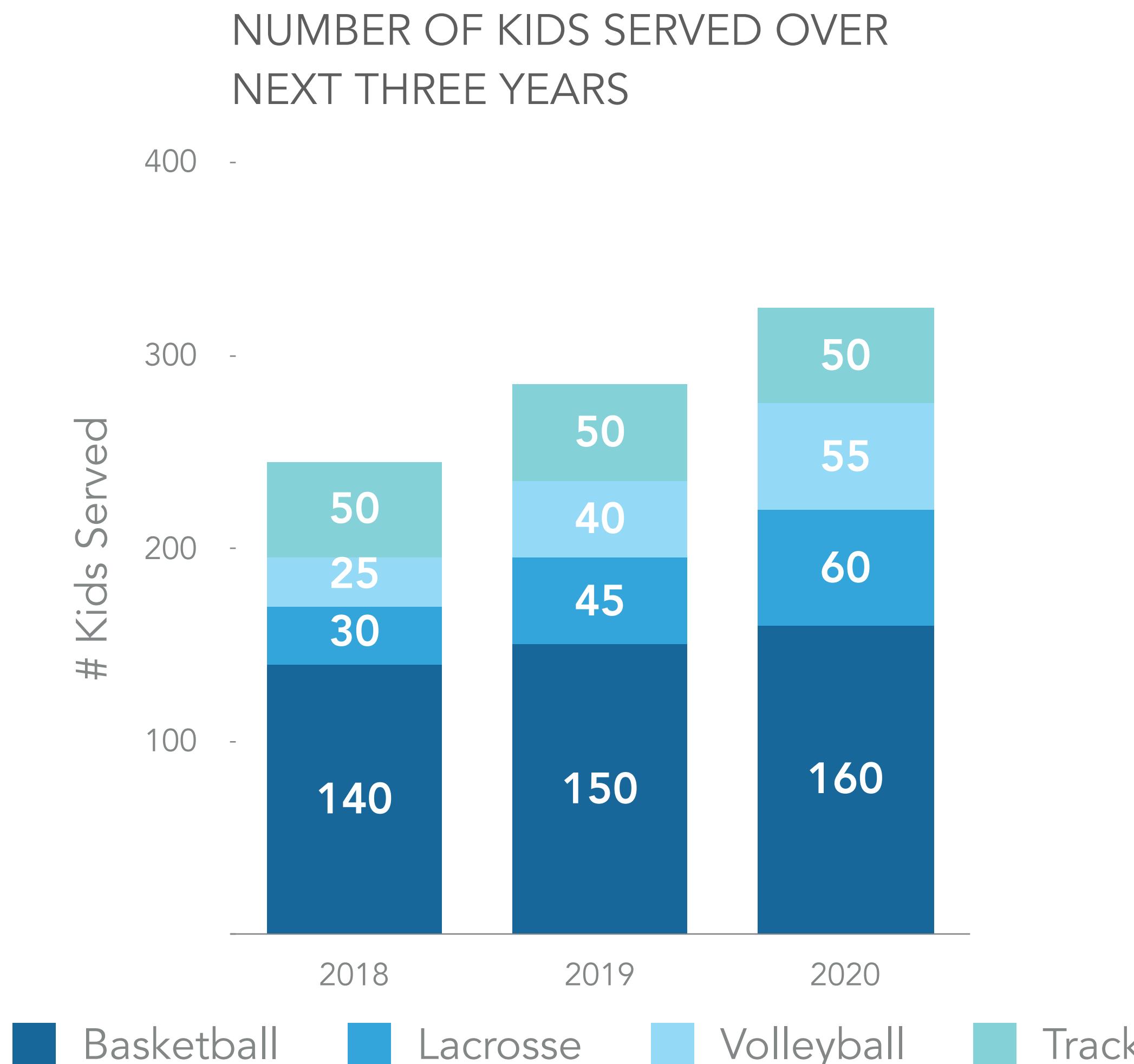
Roadmap

We focus on **gradual, sustainable** growth over time

We specialize in four key sports with proven expertise, demand, and momentum

Basketball is our most established program

Lacrosse and **volleyball** are fairly new programs, but we have cultivated enough momentum in the community



We need you

You can help solve the play and diversity challenge in Southern Marin County.



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Marin County faces two challenges:

- Adequate **access to play** and recreation in Marin City
- **Racial and ethnic diversity** in schools and the broader Southern Marin community

By sponsoring a Play Day, you can actively engage in the Southern Marin community while gaining brand recognition

Donations can be made via XXXX (501c3) and are tax deductible

[Join us!](#)

Play Marin started 8 years ago
with one Marin City basketball team of 9 players.

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Today, Play Marin touches approximately **300** kids annually
in Marin City and greater Southern Marin.



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with one Marin City basketball team of 9 players.



Today, Play Marin touches approximately **300 kids annually** in Marin City and greater Southern Marin through the following sports and activities:

Basketball:

15 teams, 1st through 8th grade boys and girls, 10 players per team

Track & Field:

44 athletes in 2019, after starting with 12-15 kids in 2015

Girl's Volleyball:

45 girls playing in 3 teams, after starting with 12 girls in 2018

Lacrosse:

(waiting on this number)

Additional Activities

Swim Lessons

Mountain Biking Club

Skateboarding

Field Trips

Summer Camps

Sports clinics, sometimes with national athletes