



**INTEGRITY RESPECT RESPONSIBILITY
SPORTSMANSHIP SERVANT LEADERSHIP**



Founding Partner

**Five Core Values of
Champions of Character**

INTEGRITY

Positive internal traits that guide behavior

RESPECT

Treating others the way you want to be treated

RESPONSIBILITY

The social force that binds the individual to the good of the team

SPORTSMANSHIP

Following the rules, spirit, and etiquette of athletic competition

SERVANT LEADERSHIP

Serving the greater good

Learn more at
ChampionsofCharacter.org

Don't Throw Away the Jewels

Dr. Robert Haworth, Vice President for Champions of Character

I am often asked why we need the *Champions of Character* program. I've explained it by retelling an old story about the conquering armies of Alexander the Great.



The story begins as Alexander the Great, one of the most successful military commanders ever, is waging war on Persia. It is presumed that Alexander was undefeated in battle and that by the time of his death; he had conquered most of the world known to the ancient Greeks. However this story is not about Alexander, it is about an unnamed soldier in Alexander's army. According to historians, soldiers in Alexander's army made a living by stealing and pilfering from the people he had conquered. Legend has it that the unnamed soldier was overrunning the palace of Darius the King of Persia. Looking for things to steal, this soldier came across a leather bag. The soldier quickly grabbed the leather bag and dumped it's contents onto a rubbish heap. He then ran around the camp telling the other men about the marvelous bag he had found. What the soldier failed to realize was that even though the leather bag had value, the contents of the leather bag had an even greater value. The contents of that leather bag, that were now buried beneath the rubbish of a conquered nation, were in fact the crown jewels of Persia. The stones were worth millions. The reason we need the *Champions of Character* program is that our sporting culture is throwing away potential jewels and only worrying about the leather bag.

The *Champions of Character* message is provided by the National Association of Intercollegiate Athletics (NAIA). The NAIA, headquartered in Kansas City, MO is the governing body for athletics programs at its nearly 300 colleges and universities throughout the United States and Canada. The NAIA understands that jewels can be found in athletics. As an organization that fosters athletic participation across the nation, the NAIA believes that athletes should **not** only keep the leather bag or "**the physical skills of athletics**" - but develop the jewels as well. The NAIA identifies the jewels in its *Champions of Character* program as; **integrity, respect, responsibility, sportsmanship and servant leadership**. When athletes, teams, parents, coaches and athletic administrators work together and intentionally focus on the contents of the leather bag and not just the bag – great things can happen. ■

Visit the New *Champions of Character* Website

We invite you to visit the NEW *Champions of Character* Website, <http://www.ChampionsofCharacter.org>. The new site features easy to locate resources and valuable tips for coaches, parents, and student-athletes. Check out the latest *Champions of Character* news, character building videos and more. You'll also be able to learn how you can bring *Champions of Character* to your sports community and support the *Champions of Character* foundation. Check out the links to the new Character-Driven Coaching course and the *Champions of Character* Facebook and YouTube pages! ■



Summer Sports Camps Feature *Champions of Character*



Bob Wilson, Vanguard University (CA) Athletics Director & *Champions of Character* instructor delivers the *Champions of Character* message to Mark Cresse Baseball School participants.

Across the nation, summer sports campers are learning more than how to hit a ball or throw a pass. Some lucky campers are also hearing the *Champions of Character* message.

Along with sprints, drills and the X's and O's, many NAIA institution summer sports camps include *Champions of Character* training. Campers learn how to demonstrate the five core values and become a better teammate. ■

Athletes Storm DC For Leadership Program



Fourteen NAIA student-athletes were in Washington, DC in early June to the kickoff of the 2009-10 Red Cross / NAIA Collegiate Leadership Program hosted by the Red Cross at its headquarters. Students spent two weeks in the nation's capitol acquiring first-hand coaching, mentoring and professional leadership training from top Red Cross and NAIA officials including NAIA President and CEO Jim Carr and Red Cross President and CEO Gail McGovern.

The collegiate leadership program, now in its third year, was created by Bethel College alum Brian Hamil. Hamil, National Chair for Biomedical Services at the Red Cross, saw a tremendous opportunity to bring together one of the nation's

largest non-profit organizations and the NAIA to create a leadership program that inspires, motivates and creates a new and diverse generation of Red Cross volunteers and NAIA student-ambassadors.

State Farm Insurance and Red Cross sponsor the program that includes the DC leadership training program and a \$2,000 scholarship for each student-athlete. Following the DC experience, students go back to their respective campuses with the following goals: raise awareness of the Red Cross mission and its service to communities; increase year-over-year blood collections on their campus; and increase the number of drives held on their campus. This program allows the Red Cross and the NAIA the opportunity to bring Generation Y input to their service on the Blood Region's board of directors and the student-athlete experience. To date, 37 NAIA student-athletes have participated in the program and after the 2009-10 school year, \$74,000 will be awarded in scholarship aid. To learn more about the Red Cross / NAIA Collegiate Leadership Program visit <http://www.ChampionsofCharacter.org/page/arc.php> ■



Parent's Tip

Be there & wear your game face: model poise & confidence.

Are You In? Kansas City Initiative Starts Conversation on Character in Sports

In an effort to start a community-wide conversation on the character of sports in metro Kansas City, MO, the NAIA and **Champions of Character** program have teamed up with local partners to engage youth sports organizations, school districts and parks and rec departments to raise awareness about the quality of the sport experience.



The program seeks to build a "scorecard" of experiences through surveys, roundtable discussions and in-person interviews with players,

parents, coaches and administrators throughout the community. The culmination will be a Sports Circle Forum where the survey results and collective experiences will be shared in an evening of interactive discussion with expert panels.

Sports organizations and leagues that participate will be able to take the results from their own participants to identify areas where they have opportunities to improve the sports experience, including tapping into the resources of **Champions of Character** programming.

For more information on this approach to creating a discussion on character in sports, check out the site at <http://www.AreYouInKC.org>. ■



Coach's Tip

Reinforce the positive behaviors you are looking for.

Champions of Character at NAIA National Championships



2009 Kansas City Metro Area *Champions of Character* High School Award Recipients

Champions of Character is a centerpiece of every NAIA National Championship. Host communities are trained on incorporating elements of the *Champions of Character* program into the championship event. This can range from rules of conduct expected by participants, coaches and spectators to providing activities associated with the championship that inform and educate everyone involved about *Champions of Character*.



Player's Tip

Accept responsibility for your actions and their outcomes.

Activities at the NAIA Spring National Championships included school visits and clinics. Two championship track teams, Doane College and Cornerstone University visited St. Louis, MO, elementary schools where they made *Champions of Character* presentations to the school children and helped them try out track and field events including the high jump, 16 lb. hammer throw and relays. The NAIA baseball championships featured a sports clinic with a *Champions of Character* message and visits to area schools by championship teams. ■

Champions of Character Foundation

Created in 2008, the *Champions of Character* Foundation, a non-profit organization with the sole mission to support the NAIA's signature program known as *Champions of Character*. Since the program's inception in 2000, *Champions of Character* has been funded by NAIA membership, founding partner Buffalo Funds and local Kansas City corporate sponsors and foundations.



The foundation is headed by NAIA President and CEO Jim Carr, who partners with Buffalo Funds President and Portfolio Manager John Kornitzer and Kansas City Royals General Manager Dayton Moore, to make up the *Champions of Character* Foundation board of directors. ■



Jim Carr



John Kornitzer



Dayton Moore

Champions of Character Partners

Founding Support

Buffalo Funds

Champions Circle

Arvin Gottlieb Charitable Foundation
Kearney Wornall Trust
Regnier Foundation
Carter Community Memorial Trust
Royals Charities
AT&T

KC Southern Industries
Anschutz Foundation
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Henry E. Wurst Family Foundation
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Mike and Jackie Avery
Carthage Marble

Walters Bender Strohbehn & Vaughan
Tony Tappan
Teaming Up for Character Patrons

Ways to Give

If you would like to donate to the NAIA *Champions of Character* Foundation contact Eric Massey, Director of Development, NAIA *Champions of Character* Foundation, emassey@naia.org, or call 816-595-8000.

Donate Via Regular Mail

Mail checks made payable to "NAIA *Champions of Character* Foundation" to:



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Attn: Eric A. Massey
1200 Grand Blvd, Kansas City, MO 64106