



Information Pack

for fundraisers, team captains,
sponsors and volunteers

Mission Squash is a 501(c)(3) charitable organization and
all donations are tax-deductible

[Donate now >>](#)



A team FUNdraising campaign and tournament

Supporting critical education and college preparation programming for underserved students in Houston

Online Team Fundraising
Campaign

starts August 28th, 2023

Squash Till You Drop
Tournament

Saturday 28th October **TIME - TBD**



Our Program

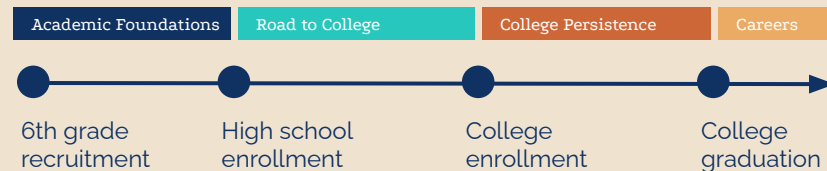
Mission Squash is an urban youth development program that follows a compelling model born 30 years ago at Harvard University called "Urban Squash."

Combining intensive academic tutoring, mentoring, national travel and college prep with training in the elite sport of squash, Mission Squash works year-round with students from underserved communities, beginning in middle school and extending all the way through college graduation.

After being recruited in 6th grade, Mission Squash scholars commit to attend practices and tutoring sessions three or four days a week after school, at weekends, and for much of summer. Students regularly volunteer in their communities, and travel in their teams to cities and college campuses around the country for study, camps, work placements and competition. Programming is provided free of charge to families meeting our socio-economic criteria.

The sport of squash is especially effective as a "hook" for an urban youth development program because it is a physically and intellectually demanding sport that has strong ties to prestigious colleges and universities, including the Ivy League.

Long-term, intensive model



Inch-wide, mile-deep



100 hours per year
individualized tutoring,
state-aligned test prep,
project-based learning,
trips and enrichment



100 hours per year
coaching, fitness
training, tournaments,
team matches and
national travel



SAT/ACT prep, college
visits, applications,
financial aid,
networking, private high
school access



Scholars are matched
with mentors in the
professional community
who help them develop
21st Century skills



Our Impact

Since building our unique facility within the campus of an HISD middle school in 2015, Mission Squash now enrolls 67 students across 6-12th grade

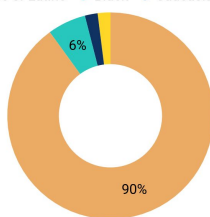
→ First “squash and education” facility built inside a public school campus in the US

→ \$2 million in charitable donations raised

→ 4 full-time staff and 3 part-time staff members

→ 1400 hours of free programming provided to families over 7 years

Hispanic or Latino Black Caucasian Other



67

Scholars enrolled

6

Partner schools

28%

Fewer school absences ¹

550 hrs

Programming delivered per year

16%

Higher english grades ¹

\$300,000

Financial aid awarded ³

10 years

Longer life expectancy ²

600

Donors



See missionsquash.org/impact for more impact data

¹ compared to HISD peers not taking part in Mission Squash

² based on comparative Vo2MAX proxy calculation

³ Includes financial aid and scholarship awards to attend local and national private high schools



What is the Squash 'til You Drop?

Squash 'til You Drop (STYD) is a **team FUNdraising campaign and tournament** that supports critical education and college preparation programming for 60 low-income students enrolled in the Mission Squash Scholarship program. Since 2015, Squash 'til You Drop has raised **over \$705,000** in support of socio-economically disadvantaged students. Our goal for this year is to achieve a 50-50 split, half originating from teams and half from corporate sponsorships.

GOAL: \$200,000

Online Team Fundraising Campaign

The screenshot shows a fundraising page for the 'Mission Squash Master Chefs: Lords of the Gourds' team. It features a header with a photo of two chefs, a 'Team Page' label, and a 'Share' button. The team name is 'Mission Squash Master Chefs: Lords of the Gourds' with the tagline 'If you can't stand the heat, get off of our court!'. Below this are tabs for 'LEADERS' and 'MEMBERS'. The 'LEADERS' tab is active, showing a list of donors with columns for 'MOST DONORS', 'MOST RAISED', 'MOST ACTIVITY', and 'WEB'. The first donor listed is Chris Laorte, who has raised the most money. A 'JOIN TEAM' button and a 'DONATE' button are visible. The total amount raised is \$31,916, with a goal of \$15,000.

Squash Tournament



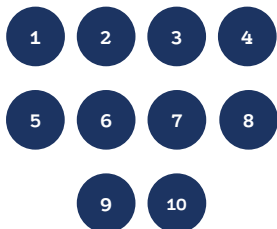


How the campaign works

10 passionate Team Captains each recruit a team of 7 "Player-Fundraisers," who use their team fundraising pages to raise money over several months. The campaign reaches a climax with a **spectacular weekend of celebration and competition** in late October, which includes a **Squash Tournament** for over 200 players and spectators. The teams will also be assigned 1 Mission Squash Scholar to rank as they are guided on.

Captains recruited

10 Team Captains are recruited early in the year and **commit to a minimum team fundraising goal**



July

Fundraisers recruited

Team Captains each recruit 7 "player fundraisers", who agree to "give-or-get" a portion of their team's overall target



August

Fundraising

Fundraisers use their personal online donation page to raise money by appealing to their networks through email and social media, and secure silent auction items and sponsorship. Every dollar raised contributes to team totals

AUG - OCT

Let's play

The morning of Squash 'til You Drop, a crazy **Squash Tournament** takes place (in costume!) at the Lifetime City Center where every point counts!

Final team points totals are calculated to announce the overall winners.

SAT 28th OCT

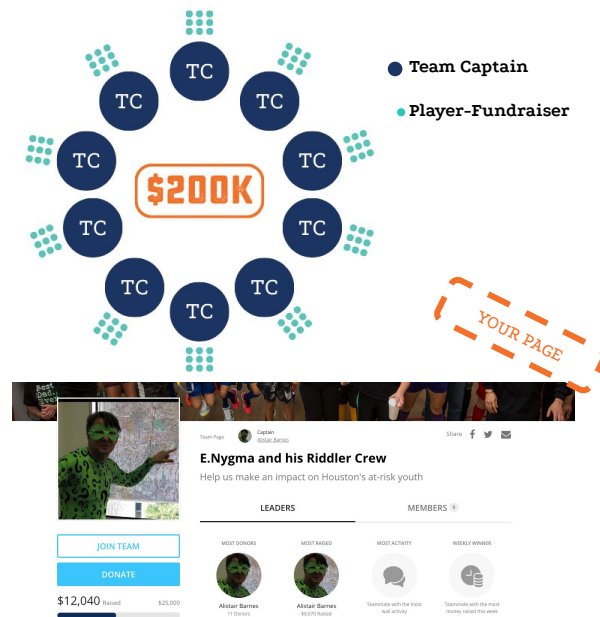
GOAL: \$200,000



How does team fundraising work?

Player-fundraisers join one of our 10 teams, and commit to raising an agreed percentage of their team's overall target.

1. 10 Team Captains are recruited early in the year and commit to a minimum fundraising goal for their team. **Captains can, but are not required to also play squash in the tournament.**
2. Captains recruit fundraisers who commit to raising a portion of their team's total target - and to attend the tournament on the last weekend of October. **Most fundraisers will also play in the squash in the tournament, but it is not required.**
3. Over a period of months, team members use their team fundraising page (similar to a "gofundme") to express their personal passion for our cause, and to solicit donations using email and their social networks. **They can also secure silent auction items, sponsorship, and company matching donations, which all count towards their team's total.**
4. Donations are **"give or get"** - meaning team members can hit their target through a combination of their own personal donation OR donations secured from others. Every dollar raised counts to their team total!





The Tournament Sat Oct 28th

The now infamous Team Squash tournament where the clock doesn't stop and every point counts!

- Held at the Lifetime City Center from 9am to 3pm
- Squash Singles (8 players from Pro/6.0 to Beginner)
- Unique scoring system where literally every point counts, and “squash ‘til you drop” format where players sprint from court to court
- No ifs, ands, or buts and no Strokes, no Lets, and Server at will!!!! (play with respect)
- Breakfast, snacks, drinks, and tournament jersey provided
- Exhibition pro matches and a final opportunity to top-off team fundraising totals before the final scores and awards are announced!



[Click here for the photo albums!](#)

About Squash 'til You Drop

The Tournament Sat Oct 28th



[Click here for the full photo albums!](#)



Getting Involved

Whether you are involved with a team already or not, there are lots of ways to help

FUNDRAISE + PLAY

Raise money and play squash on one of our teams!

- If you have not already been recruited by a team captain, you can email info@missionsquash.org to become a free agent for a team to pick up.

CAPTAIN A TEAM

- Team Captains get involved early in the year and pledge a minimum team fundraising target
- Captaining a team is a big responsibility but immensely rewarding. [Click for more details](#)

SPONSOR THE EVENTS

- Engage your employees with your social mission while developing your brand with **campaign and event sponsorship**

DONATE OR FUNDRAISE

- You don't need to play squash to help us raise money - [click here for details](#) on how to set up your own fundraising page. No playing required!
- It's easy to [make a donation online](#) to the overall campaign or a specific team

VOLUNTEER

- Volunteer at the the Tournament Event or be a **Vice-Captain**
- [Click for more details](#)



Fundraise + Play

“Player-fundraisers” are at the heart of the Squash ‘til You Drop Campaign

What is a Player-fundraiser?

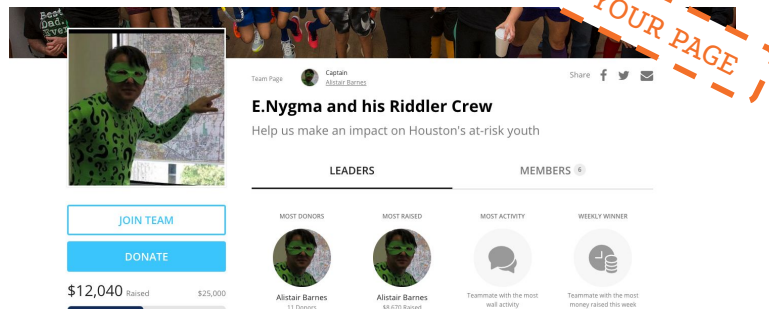
Player-fundraisers join one of our 10 teams as a squash player:

- On joining a team, team captains will agree an appropriate fundraising target with you
- You will be given your **team fundraising webpage** to help solicit donations from friends and colleagues, secure silent auction items or sponsorships and make your own donation

The commitment

To participate, player-fundraisers commit to:

- Reach a personal fundraising “give or get” target agreed with their team captain **by October 15th**
- **Play squash in the Tournament** on Saturday Oct 28th, 9am-3pm (exact times per player TBD)



How to get involved

1. Speak to one of our committee members. **You do not need to have a team captain to register!**
2. You will be contacted by the Teams Coordinator or a Team Captain with instructions on how to set up your online fundraising page.
3. Email info@missionsquash.org with any questions about being a Player-fundraiser



Donate or Fundraise

If you can't play in the tournament this year but would like to make a donation - or even fundraise on our behalf - you can still get involved!

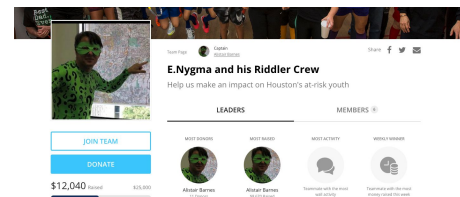
Donate

OR

Fundraise

- Visit [our online page](#) to make a donation online
- Make your donation to the overall event fundraising goal, or allocate it to a specific team
- Alternatively send a check made payable to “Mission Squash of Houston” to:
 - ◆ Mission Squash
PO Box 540693
Houston TX 77254
- All donations are fully tax-deductible and you will receive a tax receipt via email. Please reach out to info@missionsquash.org with questions.

- If you want to fundraise online on our behalf, it's easy to **get your own online fundraising page**. Simply go to [our online portal](#) and follow the instructions to get set up. You can choose to join an existing team or fundraise individually.
- Contact info@missionsquash.org with any questions or for help!





Captain a Team

Team Captains drive our fundraising by recruiting and managing a team of 8 player-fundraisers

What is a Team Captain?

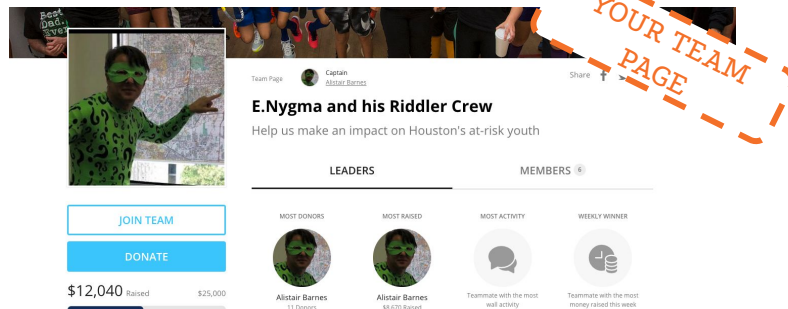
Team Captains get involved early in the year and agree to a **minimum fundraising target with the Campaign Director**. There is a strong expectation that team captains will be able to meet or exceed their agreed target.

- Captains recruit a team based on fundraising and playing potential
- Captains support and encourage their team members to hit their personal fundraising targets

The commitment

Captains are required to commit to:

- Participating in regular calls
- Recruiting a team of 7 squash players
- Setting individual “give or get” targets with each team member, and helping them hit their goals
- Manage the online Team Fundraising Page
- Coordinating the team costume
- **Attend the Tournament** on Saturday Oct 28th, 9am-3pm (player arrival times TBD)



How to get involved

1. Email info@missionsquash.org to request a copy of the Captain's Slides.
2. Reach out to the Captains Campaign Director, Adam Kleyweg with any questions around becoming a Team Captain: adam.k@herlihybdc.com



Fundraising Tips

Here are some of our top tips for Squash 'til You Drop fundraising this year

Remember: Mission Squash is a 501(c)(3) and all donations are fully tax-deductible

- **Start early and be persistent!** Fundraising is tough work but always worth it when you see its impact. Brainstorm a list of people you could ask and use a simple spreadsheet to keep track. Review it each week!
- Read up on our **Mission and Goals** at the start of this slide deck - and if you haven't yet, arrange a visit to Mission Squash to see the program in action
- **Be passionate.** You care about helping kids, and if people can see that, they are more likely to support our mission
- **Personalize your fundraising page** - people will be up to *80% more likely to donate*. Use all your channels to share your page - email, SMS, FaceBook and Instagram are the way to go.
- **Follow-up with phone calls!** When people hear your voice they won't be able to say no!

→ Matching Donations

Many companies (big and small) will **double your donation** for you, and you can add it to your team total! Matches must be approved by October 15th. See our [list of employers with gift matching programs here](#) (list is NOT exhaustive) or reach out to manne@missionsquash.org for help with gift matching.

→ Squash Invites

Tickets to the tournament are donation based (several levels available) and your guests will be able to select which team they would like their donation to go towards. Invite as many people as you like! This is also a great way for people to get involved with Mission Squash. They will also get tickets to vote on the best costumes.

Securing Sponsorships

- Read the Sponsor Packages slides that will be sent to you
- **After identifying an appropriate level package**, send this slide deck as a PDF to potential sponsors and ask them if they would like to arrange a tour of the Mission Squash program
- Reach out to our Mission Squash staff, if you would like assistance with a particular pitch, call or meeting:
info@missionsquash.org



Sponsorship Opportunities

BB&C



Why Sponsor Squash 'til You Drop?

We rely on the support of community-focused organizations to help our students and families break the poverty cycle

Company Benefits

- Engage your employees with your company's social mission
- Promote and develop your company brand
- Provide meaningful opportunities for group or individual volunteering, mentoring or community service
- Increase brand presence in Houston's high net-worth squash and tennis communities
- **Donations are fully tax-deductible**

Your Reach

- Brand exposure over 2 months via email list of 4,000
- 500+ competitors and Downtown Club members present during Tournament

Your Impact

- **Help 67 socio-economically disadvantaged students close the opportunity gap, and achieve their dream of a college education**



Become a Sponsor

- Contact the Executive Director, Manne Favor, at manne@missionsquash.org or **443-449-1342** for further information
 - Sponsor Packages are tailored to 5 levels to suit company requirements or timelines
 - Please let us know if you would like a member of Mission Squash staff to accompany you to a pitch meeting or provide further details about the Mission Squash program or the Squash Till You Drop campaign
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Thank you!