

CAMPUS CONNECT COACHING

Student-Athlete Success & Leadership Pilot

Connect. Create. Grow.

A VillageGIVE Initiative in Partnership with Youth UpRising

Funding & Partnership Proposal | Version 3.4 | October 31, 2026

Program Budget: $25,000 | Eight Participants | Eight-Week Pilot

EXECUTIVE SUMMARY

What If the Things Young People Love Could Help Shape Their Futures?

What if basketball became more than a sport?

What if the relationships young people build through athletics could become the foundation for their academic success, personal development, leadership, and future opportunities?

And what if the college students helping them were also developing their own leadership, communication, and professional skills?

That is the opportunity behind Campus Connect Coaching.

Campus Connect Coaching is a VillageGIVE initiative, developed in partnership with Youth UpRising, connecting high school student-athletes with college students through meaningful relationships, shared experiences, academic coaching, and leadership development.

Our belief is simple: Young people are more likely to grow when they feel connected, valued, and motivated by something that matters to them.

Rather than creating another traditional tutoring program, we are building an experience students want to be part of, where they develop the confidence, skills, and relationships to succeed and help others succeed.

Small by Design. Built for Impact.

Our first pilot will bring together five basketball players from Latitude High School and three college fellows, preferably STEM majors from UC Berkeley.

The students will be selected for their curiosity, commitment, coachability, and potential, not simply their grades or athletic performance.

Each college fellow will develop a primary relationship with one or two student-athletes while collaborating with the entire group.

Ms. Deitra Atkins, Director of Fellow Development & Coaching, will prepare and mentor the college fellows, creating a leadership development pathway:

Experienced Leaders → College Fellows → Student-Athletes → Future Leaders

The first objective is simple: Build relationships that make everyone want to come back.

Four Outcomes. One Connected Experience.

Outcome	Intended Results
Academic Success	**Stronger study habits, academic confidence, college readiness, and measurable progress**
Personal Development	**Greater confidence, responsibility, communication, and initiative**
Leadership	**Opportunities to lead activities, make decisions, collaborate, and support others**
Future Opportunities	**Exposure to college, careers, STEM, professional networks, and creative projects**

The Experience

During November and early December 2026, participants will begin connecting through one or two enjoyable gatherings, potentially including basketball, meals, conversations, and college exposure.

The formal eight-week pilot is scheduled for January 11–March 7, 2027.

Participants will receive individual development plans, academic and leadership coaching, college and career exposure, and opportunities to complete meaningful projects.

The experience will combine approximately two in-person gatherings and two short virtual meetings monthly, with additional individual support as appropriate.

Why VillageGIVE? Why Invest?

VillageGIVE brings experience coordinating youth-centered initiatives, community partnerships, and creative projects, including Coliseum 60 and collaborations with Youth UpRising.

Working together, VillageGIVE and Youth UpRising will support a focused pilot designed to develop young people while documenting outcomes and lessons learned.

The $25,000 program budget includes $11,400 in approved participant payments, consisting of $1,200 educational participation stipends for each of five high school scholars and $1,800 for each of three college fellows.

The remaining funding supports professional coaching, meals, transportation, student experiences, program management, safeguarding, and evaluation.

For philanthropic partners, the initiative offers meaningful youth development and the opportunity to help establish a model for responsible expansion.

For corporate partners, it connects education, leadership, workforce development, and community engagement.

For grantmakers, it provides a defined program, measurable outcomes, and a documented evaluation process.

An Invitation to Make a Difference

What if the relationships we help create today could shape the leaders our communities need tomorrow?

Campus Connect Coaching begins with five student-athletes, three college fellows, and a commitment to turning meaningful connections into academic progress, leadership, and opportunity.

We welcome additional partners who share this vision and want to help strengthen the experience and expand its future possibilities.

Basketball is our starting point, not our limitation.

Connect. Create. Grow.

PEOPLE, EXPERIENCE & LEADERSHIP

Three College Fellows. Five Student-Athletes. One Team.

Student-Athlete Scholars | Five Participants

Five Latitude High School basketball players, primarily sophomores and juniors, will participate in a relationship-centered educational and leadership experience.

Each scholar will:

• Establish two or three measurable academic and personal development goals.

• Receive guidance from a primary college fellow.

• Participate in academic coaching, leadership activities, and college exploration.

• Contribute to at least one collaborative project.

• Complete a documented leadership contribution and final reflection.

Approved educational participation stipend: $1,200 per scholar.

Stipends support participation in the program's educational and leadership activities and will be administered according to the approved stipend policy.

College Success Fellows | Three Participants

Three college students, preferably UC Berkeley STEM majors, will provide academic coaching, mentoring, and leadership support.

Each fellow will:

• Develop primary mentoring relationships with one or two scholars.

• Help students establish and pursue academic goals.

• Facilitate activities and support collaborative projects.

• Participate in professional coaching and development.

• Document progress and contribute to final evaluations.

Approved compensation: $1,800 per fellow.

The fellow work plan includes approximately 80 hours of mentoring, preparation, activities, training, and documentation.

Professional Coaching & Program Leadership

Ms. Deitra Atkins serves as Director of Fellow Development & Coaching.

She will prepare, mentor, and evaluate the three college fellows through orientation, group coaching, individual development sessions, and performance feedback.

Her professional coaching allocation is $2,500, with an additional $750 reserved for guest specialists when needed.

Our coaching approach is:

CONNECT → ASK → GUIDE → FOLLOW THROUGH

Build trust. Understand what matters. Help identify a path forward. Encourage ownership and follow-through.

The goal is not to create dependence on mentors. It is to help young people become increasingly confident, capable, and willing to lead.

Clear Responsibilities

Role	Primary Responsibility
VillageGIVE Program Director	**Overall leadership, implementation, funding administration, partnerships, and reporting**
Youth UpRising	**Funding partnership, organizational collaboration, and agreed program support**
Ms. Deitra Atkins	**College fellow training, mentoring, supervision, and evaluation**
College Success Fellows	**Academic coaching, student mentoring, activities, and progress documentation**
Student-Athlete Scholars	**Educational participation, goal setting, collaboration, and leadership development**
School/Athletic Champion	**School coordination and student engagement**
Safeguarding & Financial Leads	**Participant safety, compliance, payment records, and financial oversight**

VillageGIVE will manage day-to-day program delivery, with partner responsibilities documented in the operating agreement.

IMPLEMENTATION, BUDGET & RESULTS

Implementation Timeline

Period	Activities
November 2026	**Recruitment, coordination, planning, and program preparation**
By December 11	**One or two relationship-building gatherings**
December 2026	**Finalize participants, coaching arrangements, and activity schedule**
January 4, 2027	**Final operational readiness review**
January 11–March 7	**Eight-week academic, leadership, and enrichment pilot**
March 2027	**Final evaluation, financial reporting, and recommendations**

Activities will accommodate school calendars, basketball commitments, and college fellow availability.

Responsible Implementation

VillageGIVE will maintain appropriate screening, supervision, parent permissions, transportation procedures, insurance, and school coordination.

The program will operate under its approved stipend structure, with participant payments documented according to the funding agreement and applicable requirements.

VillageGIVE is authorized to solicit charitable funds in California and will maintain its registration and supporting documentation.

Professional compensation, including related-party arrangements, will be documented and approved through appropriate organizational procedures.

Approved $25,000 Pilot Budget

Budget Item	Amount
Five Student-Athlete Scholar stipends ($1,200 each)	**$6,000**
Three College Success Fellows ($1,800 each)	**$5,400**
Director of Fellow Development & Coaching	**$2,500**
Guest specialists and supplemental coaching	**$750**
Food and refreshments	**$1,000**
Transportation	**$1,000**
Campus visits, events, and activities	**$1,200**
Materials, technology, and projects	**$750**
Insurance, safeguarding, payroll, and compliance	**$2,000**
Program coordination and evaluation	**$2,500**
Contingency reserve	**$1,900**
TOTAL PROGRAM BUDGET	**$25,000**

Direct participant payments: $11,400 (45.6%).

Food, transportation, events, and learning resources: $3,950 (15.8%).

The budget covers preparation, the eight-week pilot, and final evaluation.

Measuring What MatterS

Measure	Pilot Target
Student-Athlete Scholars	**5**
College Success Fellows	**3**
Student completion	**At least 4 of 5**
Fellow completion	**All 3**
Attendance	**At least 80%**
Individual development plans	**5**
Academic progress	**At least 4 of 5 improve on one or more individual goals**
Leadership	**All 5 complete a documented contribution**
Collaborative projects	**At least 1 completed**
College experiences	**At least 1**
Student satisfaction	**At least 4 of 5 report a positive experience**
Financial accountability	**Final actual-versus-budget report**

VillageGIVE will document initial goals, participation, progress, and final outcomes while protecting participant privacy.

The final report will identify successes, challenges, costs, and recommendations for future cohorts.

Partnership & Future Growth

With VillageGIVE and Youth UpRising working together, Campus Connect Coaching establishes a foundation for a relationship-centered approach to youth development.

Additional philanthropic, corporate, education, and community partners can contribute funding, professional expertise, career exposure, STEM experiences, meals, transportation, facilities, or other resources.

The pilot is designed to produce two forms of value: meaningful development opportunities for eight young people and practical evidence about whether the model can be repeated, improved, and responsibly expanded.

Our Vision

We are not simply helping students succeed today. We are developing young people who can lead, create opportunities, and help others succeed tomorrow.

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