

  
**SECOND AND SEVEN**  
FOUNDATION

**2014-2015**

**TACKLING  
ILLITERACY**

**PROGRAM SUMMARY**



# TACKLING ILLITERACY

The mission of The 2nd & 7 Foundation is to promote reading by providing free books and positive role models to kids in need while encouraging young athletes of the community to pay it forward. Student-athletes all across the country visit 2nd graders to read to them, talk to them about the importance of reading, and give them a free book, provided by The 2nd & 7 Foundation.

## WHAT'S IN A NAME?

The foundation was born from funds generated by the first annual FUNdamental Football Camp organized by Luke Fickell, Ryan Miller, and Mike Vrabel. The camp generated enough money to buy books to hand out to SEVEN different SECOND grade classrooms. After doing some research on childhood literacy, the founders decided that their outreach would focus on 2nd graders. Referencing the familiar down and distance term used in football, the foundation became known as The 2nd & 7 Foundation.

## HIGHLIGHTS

We have distributed over 150,000 books since 1999. This year alone, over 25,000 books have been handed out to children across the country. While our roots and our office remain in central Ohio, we implemented 21 programs in 11 states during the 2014-15 school year. That means high school and college student-athletes from 21 different programs read to the 2nd graders in their community.





# SCHOOLS VISITED IN CENTRAL OHIO

Alpine	115
Alton Darby	90
Alton Hall	135
Asbury	75
Avery	66
Beatty Park	15
Berwick	85
Big Walnut	139
Binns	60
Broadleigh	50
Cesar Chavez College Preparatory	50
Clinton	80
Colerain	225
Columbus Africentric Early College	48
Columbus Preparatory Academy	100
Como	65
Darby Woods	130
Darbydale	70
Devonshire Project	
Adventure Alternative	85
Dunloe	85
Duxbery Park Arts Alternative	60
Eakin	60
East Columbus	75
East Linden	56
Educational Academy for Boys and Girls	25
Fairwood	56
FCI Academy	60
Forest Park	80
Freedom Trail	120
Georgian Heights	96
Glen Oak	105
Goshen Lane	95
Great Western	110
Hilliard Horizon	150

# 67

# SCHOOLS

# 5666

# BOOKS DISTRIBUTED

Hubbard Mastery	50
Huy	78
Imagine Academy at Sullivant Avenue	75
Innis	90
John Burroughs	80
Maize	60
Monterey	110
Newbridge Math & Reading Preparatory Academy	45
North Franklin	78
Ohio Avenue	60
Olde Orchard	100
Olde Sawmill	60
Olentangy Meadows	120
Pointview	50
Prairie Lincoln	104
Richard Ave	110
Royal Manor	250
St. Pius X	58
Salem	70
Sedalia	90
Shady Lane	90
Slate Ridge	125
St. Anthony	30
Starling PK-8	60
Stiles	78
Trevitt	54
Tyler Run	120
Valley Forge	60
West Broad	100
West Franklin	125
Westgate Alternative	58
Whitehall Preparatory and Fitness Academy	37
Woodcrest	75
<b>TOTAL: (67 schools)</b>	<b>5666</b>



## OUR READERS

Student-athletes from The Ohio State University, Ohio Dominican University, Otterbein University, Capital University & other local high schools and universities read and give away our books to local 2nd graders every week during the school year in central Ohio.





# TACKLING ILLITERACY ACROSS THE NATION

Our **Tackling Illiteracy** program is now being implemented in communities all across the country. Program Ambassadors (listed below) connect local athletes with their elementary schools to read and give away books. We have provided over 26,400 books to children through our community partnerships and programs being implemented throughout the nation.

## **BETTY FAIRFAX HIGH SCHOOL**

**1,000 BOOKS**

**LAVEEN, AZ**

Kevin Belcher, belcher@phoenixunion.org

## **FLORIDA ATLANTIC UNIVERSITY**

**1,120 BOOKS**

**BOCA RATON, FL**

Matt Rubin, rubinm@fau.edu

## **HENRY COUNTY**

**1,500 BOOKS**

**NAPOLEON, OH**

Thomas Mack, tom@unitedwayhenry.org

## **HILLIARD DARBY HIGH SCHOOL**

**500 BOOKS**

**HILLIARD, OH**

Hailey Knobloch, haileyknobloch97@gmail.com

## **INDIANA UNIVERSITY**

**560 BOOKS**

**BLOOMINGTON, IN**

Mike Pechac, mpechac@indiana.edu

## **LA CUEVA HIGH SCHOOL**

**475 STUDENTS**

**ALBUQUERQUE, NM**

Debora Easton, debora.easton@aps.edu

## **LANCASTER SCHOOLS**

**840 BOOKS**

**LANCASTER, OH**

Shianne Swinehart, shianne\_nichol@hotmail.com

## **MARSHALL UNIVERSITY**

**500 BOOKS**

**HUNTINGTON, WV**

Josh Newman, newmanj@marshall.edu

## **MOUNT UNION UNIVERSITY**

**280 BOOKS**

**ALLIANCE, OH**

Leonard Reich, reichl@mountunion.edu

## **NEW HEIGHTS EDUCATION GROUP**

**280 BOOKS**

**DEFIANCE COUNTY, OH**

Pamela Clark, newheightseducation@yahoo.com

## **NIAGARA UNIVERSITY**

**280 BOOKS**

**NIAGARA FALLS, NY**

Erika Harris, eharris@niagara.edu

## **OHIO WESLEYAN UNIVERSITY**

**930 BOOKS 150 STUDENTS**

**DELAWARE, OH**

James Huddelston, jmhuddles@owu.edu

## **OLENTANGY ORANGE HIGH SCHOOL**

**780 BOOKS**

**LEWIS CENTER, OH**

Karen Cross, karen.cross@olsd.us

## **PYMATUNING VALLEY LOCAL SCHOOLS**

**200 BOOKS**

**ANDOVER, OH**

Nicole Miller, nicole.miller@neomin.org

## **TEXAS TECH UNIVERSITY**

**240 BOOKS**

**LUBBOCK, TX**

Jesse Duran, jesse.duran@ttu.edu

## **TUSCARAWAS COUNTY**

**960 BOOKS**

**NEW PHILADELPHIA, OH**

Josh Weirich, jweirich@romigagency.com

## **UNIVERSITY OF ILLINOIS**

**650 BOOKS**

**CHAMPAIGN, IL**

Kathy Kaler, kaler@illinois.edu

## **UNIVERSITY OF MISSOURI**

**240 BOOKS**

**COLUMBIA, MO**

Taylor Phelps, tkp3n7@mail.missouri.edu

## **WALSH UNIVERSITY**

**600 BOOKS 200 STUDENTS**

**NORTH CANTON, OH**

Tim Mead, tmead@walsh.edu

## **YALE UNIVERSITY**

**280 BOOKS**

**NEW HAVEN, CT**

Officer Claxton, Yale Police Department

## **YOUNGSTOWN STATE UNIVERSITY**

**2815 BOOKS**

**YOUNGSTOWN, OH**

Kristen Italiano, kitaliano@ysu.edu

## **OTHER COMMUNITY PARTNERSHIPS**

We are proud to partner with many community organizations in the fight against illiteracy. Some of them include:

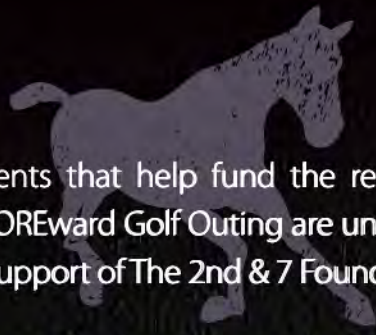
- Educational Services Center of Ohio
- Ohio Educational Library Media Assoc
- The Malcolm Jenkins Foundation-Feed the Children
- Ronald McDonald House-Columbus, OH
- Kids Linked-Learning Rocks
- Oktoberfest
- Reach Out & Read
- A Kid Again
- The James Cancer Center
- Children's Hunger Alliance





# OUR EVENTS

Throughout the year, The 2nd & 7 Foundation hosts four events that help fund the reading program. The Derby, Football Camp, Celebrity 8-Ball Shootout and Pay It FOREward Golf Outing are unique fundraisers that allow the community to come together in celebration and support of The 2nd & 7 Foundation.



## THE DERBY • MARCH

Grab your hats and bow ties and it's off to the races for this fun March event. Guests enjoy VIP mingling while wagering on 'live' horse races shown on big screens. Sponsorship opportunities include 'buying' and naming your own horse.

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## FOOTBALL CAMP • JUNE

This is where it all began. Our camp has grown from 40 campers to 400 campers since it started in 1999. Kids ages 7-14 learn football fundamentals with an emphasis on character building & FUN. These are 3 days of the summer that your kids don't want to miss.



## CELEBRITY 8-BALL SHOOTOUT • JUNE

The 'hottest' event of the summer is definitely the Celebrity 8-Ball Shootout. Individual or corporate teams are paired with a local celebrity to compete in a billiards tournament. Featuring live music, food and a live and silent auction, this always promises to be a memorable evening.

## PAY IT FOREWARD GOLF • JULY

Just ask anyone who has been there before, this is one of the best golf outings of the year. Celebrity pairings, unique prizes and a fun pre-event reception are just some of the many highlights of this outing. You will never see a larger group of former Buckeyes chasing that little ball around the green!



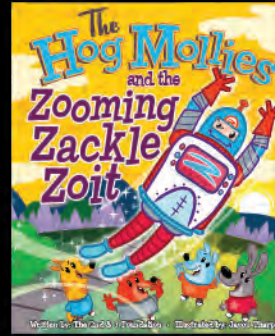
# THE HOG MOLLIES CONTINUE THEIR ADVENTURES



**2008**  
TEAMWORK



**2009**  
TRY YOUR BEST



**2010**  
DO THE RIGHT THING



**2011**  
THE VALUE IN DIVERSITY



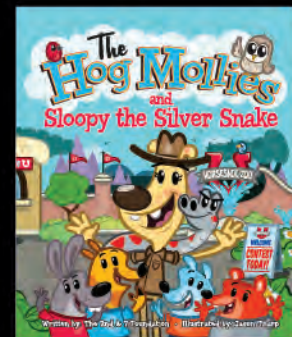
**2012**  
PRACTICE AND PERSISTENCE



**2013**  
KINDNESS IS CONTAGIOUS



**2014**  
BE A GOOD SPORT



**2015**  
PREVENT BULLYING

## THE 2ND & 7 FOUNDATION WRITES AND ILLUSTRATES A NEW BOOK EVERY YEAR

The main characters, The Hog Mollies, learn a valuable lesson during each of their adventures. The messages in these books allow us to talk to kids about real life issues that they face every day. During the 2014-15 school year, we distributed the 7th book in our series, *The Hog Mollies and The Big Birthday Bash*, and talked to the kids about what it means to be a good sport. During the 2015-16 school year, we look forward to sharing our newest book, *The Hog Mollies and Sloopy the Silver Snake*, and talking to the kids about bullying.

### 2ND & 7 CO-FOUNDERS

**Luke Fickell** Defensive Coordinator/Linebackers Coach, The Ohio State University  
**Ryan Miller** Partner, m2 marketing  
**Mike Vrabel** Linebackers Coach, Houston Texans



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### 2ND & 7 BOARD MEMBERS

**Brian Ferrier** Regional Director of Operations, Giant Eagle  
**John Gleason** Partner, Porter Wright  
**Brad Hosket** Principal, Hosket Ulen Insurance  
**Amy Hoying** Executive Director, The 2nd & 7 Foundation  
**Patrick John** Owner, TransCounty Title Agency  
**Todd Markiewicz** Director of Sales, WBSN AM/FM & ONN, RadiOhio, Inc.  
**Jane McLean Mort** Program Manager, Abbott Nutrition  
**Ryan Miller** Partner, m2 marketing  
**Dave Rife** Assistant VP & General Manager of Manufacturing, White Castle System Inc.  
**John Sass** VP of Marketing, The Scotts Miracle-Gro Company  
**Josh Welrich** Partner, The Romig Agency

### ADVISORY BOARD

**Luke Fickell** Defensive Coordinator/Linebackers Coach, The Ohio State University  
**Megan McCabe** Partner, m2 marketing  
**Mike Vrabel** Linebackers Coach, Houston Texans

### PROGRAM PARTNERS

