

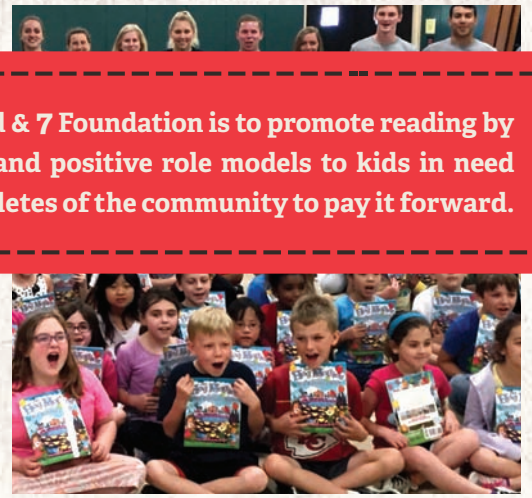
# The Big Picture

2015-2016



SECOND AND SEVEN  
FOUNDATION

The 2nd & 7 Foundation's Year in Review



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 athletes of the community to pay it forward.



## The 2nd & 7 Foundation's Tackling Illiteracy Program

High school, college, and professional athletes are called upon to visit 2nd grade classrooms to read with the kids, talk to them about the importance of their education and give each of them a free book to take home. The student-athletes also take time to discuss the lesson contained in each story they read. These positive role models use their platform as athletes to encourage and inspire the children they visit.

### Why "2nd & 7"

The foundation was born from funds generated by the first annual FUNdamental Football Camp organized by former OSU football players 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. Luke, Ryan, and Mike wanted to continue to live a "Pay It Forward" life that was reinforced during their time at Ohio State.



# OUR GROWTH CONTINUES

## 2015-2016 Highlights

- During the 2015-2016 school year, over 35,000 books were handed out to children all across the country
- We welcomed 29 new programs and 4 states to the 2nd & 7 team
- Ten new programs committed to start our reading program in Fall 2016
- Jersey Mike's Subs selected The 2nd & 7 Foundation for their Month of Giving, resulting in a donation of over \$50,000
- We printed and distributed our 8th book, "The Hog Mollies and Sloopy the Silver Snake"

*"I just wanted to reiterate what an amazing and inspiring foundation 2nd & 7 is! We are so lucky to have the opportunity to use the Hog Mollies books in our program. I can tell the success of your foundation is the end result of your commitment and your passion. Your story of how The 2nd & 7 Foundation got started, of turning an idea into an action is so relatable and parallel to Project PASS. Hopefully the "If you can dream it, you can be it" message is getting passed along to the students, too!"*

- Kristen Italiano, YSU Project PASS Coordinator



**The 2nd & 7 Foundation's reading program began in Columbus, Ohio in 1999. Since that time, the program has spread to 18 states and over 70 communities across the country. Over 150,000 books have been given to children who need them the most.**

## 2.7!!!-DAY

CELEBRATING READERS & LEADERS  
FEBRUARY 7

We are fortunate to have so many supportive and creative friends in the community and we look forward to seeing what 2.7 Day 2017 will bring.

In 2016, The 2nd & 7 Foundation adopted February 7 as its first official "2.7 Day." This was a day to creatively engage all of our partners, sponsors, donors, volunteers, friends and families across the country to promote, support and celebrate our mission. We asked people to share a book with a child and post on social media, donate to the cause, sign up for our events, promote our mission at home and work, wear 2nd & 7 gear and more. The response we received was inspiring and far exceeded our expectations. We had amazing support through social media posts, and at one point #2and7Day was trending on Twitter!

# CENTRAL OHIO READING PROGRAM

**Central Ohio Schools: 76 | Students Reached: 6947**

- Thank you to the student-athletes from The Ohio State University, Otterbein University, and Ohio Dominican University for serving as the positive role models to these children.
- Over 20 teams were represented by nearly 200 athlete visits throughout the 2015-16 school year.

Alpine  
Alton Hall  
Asbury  
Avondale  
Beatty Park  
Berwick Alternative  
Binns  
Broadleigh  
Buckeye Woods  
Cesar Chavez College Preparatory  
Cherrington  
Clinton  
Colerain  
Columbus Preparatory and Fitness Academy  
Como  
Darby Woods  
Darbydale  
Devonshire Alternative  
Dunloe

Duxberry Park Alternative  
East Columbus  
East Linden  
Forest Park  
French Run  
Gables  
Georgian Heights Alternative  
Glen Oak  
Goshen Lane  
Greensview  
Harmon  
Highland Park  
Hilliard Horizon  
Hubbard Mastery Pre K-6  
Imagine Academy Sullivant  
Imagine Great Western  
Indian Run

Innis  
Liberty  
Livingston  
Maize  
Moler  
Monterey  
NewBridge Math and Reading Preparatory  
North Franklin  
Oak Creek  
Olde Orchard Alternative  
Olde Sawmill  
Olentangy Meadows  
Parkmoor  
Prairie Lincoln  
Renaissance Academy  
Richard Avenue  
Ridgewood  
Royal Manor  
Salem  
Scioto Ridge

Sedalia  
Shady Lane  
Slate Ridge  
South Mifflin STEM  
Southwood  
St. Anthony  
St. Mary School  
Starling STEM Pre K-8  
Tremont  
Trevitt  
Tyler Run  
Valley Forge  
Valleyview  
Watkins  
Weinland Park  
West Broad  
Whitehall Preparatory and Fitness Academy  
Wilson Hill  
Windermere  
Woodcrest



*"It is easy to see the excitement on the students faces knowing that a celebrity will be in their library. The students see the brains and physical skill of the OSU student athletes, but they also get to see that these larger than life figures are a lot like us. After every visit from 2nd and 7 at least one student always says "This is the best day of my life!" For the last 8 years, 2nd and 7 has helped our students to become lifelong readers and shown them by example how to get involved in service learning projects that aid in enhancing their personal and academic lives."*

- Claire Hatem, St. Anthony Librarian

# 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 11, 2016

The 2016 Derby was held at EXPRESS LIVE! and hosted nearly 500 friends for an elegant evening of horse racing and fun. Guests donned their best hats and bow ties while enjoying a night of wagering on 'live' horses, bidding on unique auction items and mingling with local VIPs. This March event offers many sponsorship opportunities, including 'buying' and naming your own horse! #2and7Derby



*Football Camp*  
June 20, 21, 22, 2016

This is where it all began. Our camp has grown from 40 campers to 400 campers since it started in 1999. Our 2016 camp featured a visit from the OSU Alumni band and treats from Rooster's, White Castle and Papa John's Pizza. Kids ages 7-14 learn football fundamentals with an emphasis on character building and FUN. These are 3 days of summer that your kids don't want to miss!



*Celebrity 8-Ball Shootout*  
June 23, 2016

The 'hottest' event of the summer was definitely our 13th annual Celebrity 8-Ball Shootout. Corporate and individual teams are paired with a local celebrity to compete in a billiards tournament. This year's champions, Team m2 marketing, took home a brand new pool table! This event features live music, great food, VIP mingling and one of the best auctions you'll ever see! #2and78Ball



*Pay It FOREward Golf Outing*  
August 10, 2016

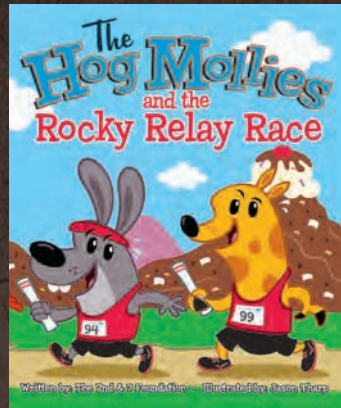
Although it rained at the 2016 Pay It FOREward Golf Outing, it didn't stop our players from showing up with big smiles, great attitudes and generous hearts. This outing features great gifts, celebrity pairings, unique prizes and a beautiful course at Scioto Reserve Country Club. Special thanks to our friends at Giant Eagle for working so hard to make this event a success. #2and7Golf

# THE HOG MOLLIES CONTINUE THEIR



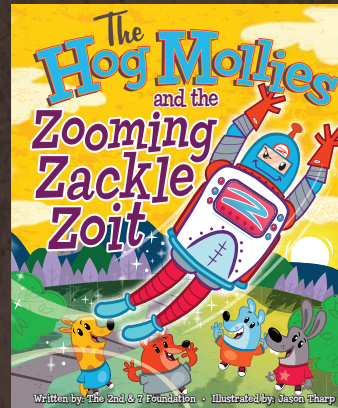
2008 📌 Teamwork

Endorsed by Jim Tressel



2009 📌 Try Your Best

Endorsed by Bill Belichick



2010 📌 Do The Right Thing

Endorsed by Thad Matta



2011 📌 The Value in Diversity

Endorsed by Michael Coleman



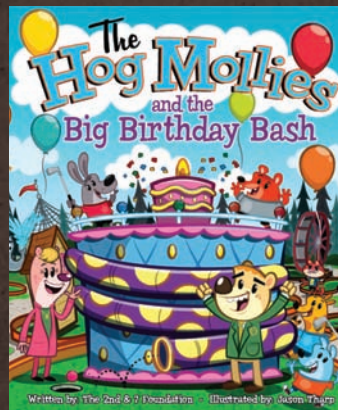
2012 📌 Practice & Persistence

Endorsed by Archie Griffin



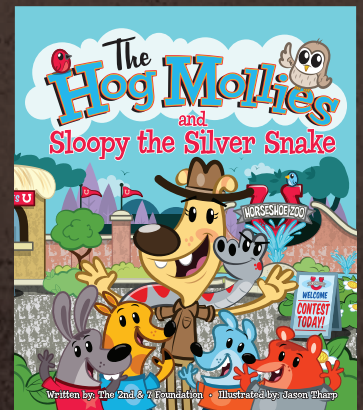
2013 📌 Kindness is Contagious

Endorsed by Urban Meyer



2014 📌 Be a Good Sport

Endorsed by Jack & Barbara Nicklaus



2015 📌 Prevent Bullying

Endorsed by Jack Hanna



## 2016 📌 Healthy Choices

The 2nd & 7 Foundation has created a new book every year since 2008. These books feature a group of best friends, The Hog Mollies, who learn valuable life lessons in each of their adventures. When student-athlete role models visit 2nd graders throughout the year, they not only talk about the importance of reading, but they also discuss the lesson learned in each book. During the 2015-16 school year, we released our 8th book, "The Hog Mollies and Sloopy the Silver Snake." This book addresses a variety of ways bullying can happen and what kids can do about it. During the 2016-17 school year, we will talk to kids about making healthy choices as featured in our 9th title, "The Hog Mollies and Huddle's Healthy Halo."

Endorsed by John Glenn

# ADVENTURES

## 2015-2016 Participating Programs 18 States - 70 Communities

### ARIZONA

**Betty Fairfax High School**  
Laveen, AZ  
belcher@phoenixunion.org

### CONNECTICUT

**Yale University**  
New Haven, CT  
kyle.marcinick@yale.edu

### FLORIDA

**Florida Atlantic University**  
Boca Raton, FL  
rubinm@fau.edu

### ILLINOIS

**University of Illinois**  
Champaign, IL  
kaler@illinois.edu

### INDIANA

**Indiana University**  
Bloomington, IN  
mpechac@indiana.edu

**Purdue University**  
West Lafayette, IN  
dboldon@purdue.edu

### IOWA

**Iowa State University**  
Ames, IA  
agolash@iastate.edu

### KENTUCKY

**University of Kentucky**  
Lexington, KY  
nmka223@g.uky.edu

### MICHIGAN

**Allen Park High School**  
Allen Park, MI  
rynosherd3@gmail.com

**Eastern Michigan University**  
Ypsilanti, MI  
tdrummer@emich.edu

**Ferris State University**  
Big Rapids, MI  
kendra.faustin@gmail.com

**Western Michigan University**  
Kalamazoo, MI  
nicholas.uhlenhopp@wmich.edu

### MISSOURI

**University of Missouri**  
Columbia, MO  
kiela@missouri.edu

### NEW JERSEY

**Madison High School**  
Madison, NJ  
dowlings@madisonnjps.org

### NEW MEXICO

**La Cueva High School**  
Albuquerque, NM  
debora.easton@aps.edu

### NEW YORK

**Niagara University**  
Niagara Falls, NY  
eharris@niagara.edu

**Stony Brook University**  
Stony Brook, NY  
andrew.goldstein.1@stonybrook.edu

### NORTH CAROLINA

**Davidson University**  
Davidson, NC  
jagibbs@davidson.edu

**University of North Carolina**  
Chapel Hill, NC  
kcsawyer@unc.edu

### OHIO

**Amanda Clearcreek High School**  
Amanda, OH  
steve\_evans@amanda.k12.oh.us

**Ashland University**  
Ashland, OH  
jnemith@ashland.edu

**Austintown Fitch High School**  
Austintown, OH  
Ivanhooose@austintownschools.org

**Bellfontaine High School**  
Bellfontaine, OH  
dodds@bcs-k12.org

**Bishop Watterson High School**  
Columbus, OH  
kbowman@cdeeducation.org

**Bowling Green State University**  
Bowling Green, OH  
tricks@bgsu.edu

**Capital University**  
Columbus, OH  
philli5@capital.edu

**Cardington High School**  
Cardington, OH  
katie.porteus@cardington.k12.oh.us

**Clear Fork High School**  
Bellville, OH  
mottayawd@clearfork.k12.oh.us

**Defiance High School**  
Defiance, OH  
ewilliams@defcity.org

**Gahanna Lincoln High School**  
Gahanna, OH  
wardbj@gjps.org

**Harding High School**  
Marion, OH  
astover@mcspresidents.org

**Hiland High School**  
Millersburg, OH  
ehl\_m\_prangle@tccsa.net

**Hilliard Darby High School**  
Hilliard, OH  
haileyknobloch97@gmail.com

**Johnstown High School**  
Johnstown, OH  
dcalhoun@unum.com

**Jonathan Alder High School**  
Plain City, OH  
ruthmo@japioneers.org

**Kent State University**  
Kent, OH  
bneedham@kent.edu

**Lancaster Schools**  
Lancaster, OH  
sara.e.boyden@gmail.com

**Liberty Union High School**  
Baltimore, OH  
buskirkw@libertyunion.org

**Licking Valley High School**  
Newark, OH  
gareeb@laca.org

**Lima High School**  
Lima, OH  
jbiglow@limacityschools.org

**Mary Queen of Peace**  
Cleveland, OH  
victoria.karakasis@gmail.com

**Medina High School**  
Medina, OH  
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**Miami University**  
Oxford, OH  
castom@miamioh.edu

**University of Mount Union**  
Alliance, OH  
reichl@mountunion.edu

**Ohio University**  
Athens, OH  
jw850212@ohio.edu

**Ohio Dominican University**  
Columbus, OH  
mccarthb@ohiodominican.edu

**Ohio State University**  
Columbus, OH  
amy.hoying@secondandseven.com

**Ohio Wesleyan University**  
Delaware, OH  
krcobb@owu.edu

**Olentangy Orange High School**  
Lewis Center, OH  
karen\_cross@olsd.us

**Pymatuning Valley Local Schools**  
Andover, OH  
nicole.miller@neomin.org

**Sandusky High School**  
Sandusky, OH  
tdowning@scs-k12.net

**St. Francis DeSales High School**  
Columbus, OH  
clhatem@cdeeducation.org

**Thomas Worthington High School**  
Worthington, OH  
lalondecarolynmarie@gmail.com

**Tri Valley High School**  
Zanesville, OH  
dmyers14@columbus.rr.com

**Tuscarawas County**  
New Philadelphia, OH  
jweirich@romigagency.com

**Tuslaw Elementary Library**  
Massillon, OH  
dmohn@tuslawschools.org

**United Way of Henry County**  
Napoleon, OH  
tom@unitedwayhenry.org

**University of Cincinnati**  
Cincinnati, OH  
greg.bruner@uc.edu

**Upper Arlington High School**  
Upper Arlington, OH  
johnny.lando@hotmail.com

**Walsh University**  
North Canton, OH  
tbaker@louisville.sparcc.org

**West Muskingum High School**  
Zanesville, OH  
dmyers14@columbus.rr.com

**Youngstown State University Project PASS**  
Youngstown, OH  
kitaliano@ysu.edu

**Youngstown State University Athletics**  
Youngstown, OH  
nkentstollo@ysu.edu

**Zanesville High School**  
Zanesville, OH  
dmyers14@columbus.rr.com

### PENNSYLVANIA

**Boys & Girls Club of Western PA**  
Carnegie, PA  
dompanucci@bgcwpa.org

**Mt. Lebanon High School**  
Pittsburgh, PA  
ssaba@mtlsd.net

**Washington High School**  
Washington, PA  
valleel@cmsd.k12.pa.us

### SOUTH CAROLINA

**Whale Branch Early College**  
Seabrook, SC  
jennifer.lyles@beaufort.k12.sc.us

### TEXAS

**Texas Tech University**  
Lubbock, TX  
chloe.barnes@ttu.edu

### WEST VIRGINIA

**Marshall University**  
Huntington, WV  
newmanj@marshall.edu

**John Marshall High School**  
Glen Dale, WV  
cstorm@k12.wv.us

**West Liberty University**  
West Liberty, WV  
kayla.fetsko@westliberty.edu

# Program Partners

Our Reading Program Partners make our literacy outreach initiative possible. These corporations provide the highest amount of financial support and resources to allow our program to reach children all across the country. We are grateful to these companies and their representatives for their commitment to pay it forward. This is the highest level of sponsorship of The 2nd & 7 Foundation.



*"Thanks so much for the opportunity to be a part of this program. We dominated our area and represented our baseball program and The University well. We read to 8 different elementary schools throughout the tri-state area and passed out over 500 books."*

- Josh Newman, Marshall University

## Co-Founders

Luke Fickell, *Defensive Coordinator/  
Linebackers Coach, The Ohio State University*

Ryan Miller, *Partner, m2 marketing*

Mike Vrabel, *Linebackers Coach, Houston Texans*

## Board Members

Kristi Blausey, *CPA, Blue & Co. LLC*

Bobby Carpenter, *Co-Host, WBNS 97.1 The Fan*

Brian Ferrier, *Regional Director of Operations, Giant Eagle*

John Gleason, *Partner, Porter, Wright, Morris & Arthur*

Brad Hosket, *Principal, Hosket Ulen Insurance*

Amy Hoying, *Executive Director, The 2nd & 7 Foundation*

Patrick John, *Owner, TransCounty Title Agency*

Aaron Lowther, *Brand Manager, Superior Beverage Group*

Todd Markiewicz, *Director of Sales, WBSN AM/FM & ONN, RadiOhio, Inc.*

Jane McLean Mort, *Program Manager, Abbott Nutrition*

Ryan Miller, *Partner, m2 marketing*

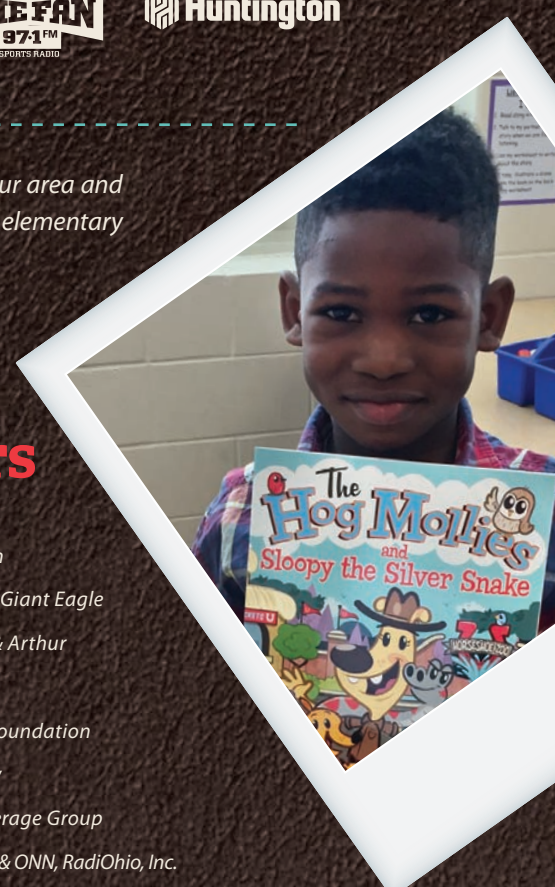
Dave Rife, *Assistant Vice President & GM of Manufacturing, White Castle System Inc.*

John Sass, *Vice President of Marketing, The Scotts Miracle-Gro Company*

Josh Weirich, *Partner, The Romig Agency*

*"Your impact carries far and wide, in ways you cannot always see, but know that in the hearts and minds of children, developing the love of reading will benefit them in their futures."*

- Victoria Karakasis, Mary Queen of Peace School



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