

# HOME FIELD ADVANTAGE

*"Playing at your **HOME FIELD** should always be an **ADVANTAGE!**"*



## Basketball Program

*February 2019*

Home Field Advantage Sports  
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## **WHAT IS HOME FIELD ADVANTAGE?**

### **About**

Home Field Advantage is a 501(c)(3) non-profit after school community sports program focused on leadership development. Home Field Advantage (HFA) aids high school and college students by providing them a platform to develop and grow their communication skills, leadership skills, and gain valuable experience.

HFA's presence not only has an immediate impact within the community but it also enhances and encourages our youth to have a sense of belonging among our neighboring cities. In turn, our local neighborhoods begin creating a culture and identity with a younger generation. Together with community leaders, we will add an impulse to the local sports culture and provide a positive example for surrounding areas.

### **Mission**

Our mission is to create healthier, stronger, more active and connected communities through sports leadership development.

### **Vision**

Our vision is to create a sustainable sports structure within our communities by activating local neighborhoods through coaching education, ultimately leading the next generation of homegrown role models while using existing underused facilities. We do so by organizing after school community sports programs that aims to foster civic leaders, active individuals, and use of local facilities in order to create healthier and more connected communities.

### **Target Market**

HFA's goal is to provide leadership development to high school and college students. We will work closely with and provide our service to specific high schools, clubs, recreational youth programs, elementary schools, school districts, as well as parks & recreation departments of cities in the Southern California region. Home Field Advantage aims to be at the forefront of discussions of how to create leadership and lead a healthy lifestyle in local communities.

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## ORGANIZATION OVERVIEW

### Profile of Organization

Home Field Advantage is a new community driven project in Southern California that has developed from an initiative by founder Sacha van der Most van Spijk. The goal is to make after school programs sustainable by creating a local leadership program connected to an after school program in which individuals in the leadership program can utilize and apply the skills learned from the program to the schools. Home Field Advantage is committed to the development and welfare of every participant and partner in collaboration with leading basketball clubs, institutions and partner programs to ensure every participant has the best experience possible.

HFA is aiming to create leaders for our local communities, get individuals active, implement local facilities and ultimately create healthier and more connected communities within Southern California. This project not only has the potential to expand within our communities, but nationally as well.

### Leadership Team

Sacha van der Most van Spijk - **Founder & President**



As a native Dutchman, Sacha grew up playing and coaching soccer. He did not hesitate when he was offered the chance to follow the ball to California, where he coached, pursued education, played and started a family. Nearly two decades later he continues to develop his passion for creating environments for positive development. After laying a foundation for professional youth soccer development in Southern California, he took the opportunity with HUP to found a business development concept, based on international collaboration between passionate entrepreneurs and business matter experts.

Sacha is a youth soccer development professional with a Bachelor's Degree in Kinesiology with an emphasis on Coaching & Sport Psychology. Sacha holds several professional coaching licenses from the Netherlands (TCIII), the United States (A-license), and most recently an Elite Formation Coaching License from the French Football Federation. He has coached at many levels of the game and was in charge of Chivas USA's (Major League Soccer) successful Youth Development Program from 2008 – 2015.

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William Aquije - **Executive Director**



William joined Home Field Advantage in 2016 as a part-time assistant to the president. He then moved on to complete his first coaching license (National "F" - U.S. Soccer Federation) to take on a role as a coach in 2017. William's commitment and passion for youth development transitioned his role from coach to soccer director/program coordinator. In 2018, he got promoted to his current role as Executive Director. Prior to joining HFA, William worked at a tech company in Santa Monica as a web and app designer and worked 5 years as Director of Public Relations and Business Operations for a NBA G-League team (Bakersfield Jam).

A native of Downey, CA, William earned his Bachelor's Degree in Business Administration with a concentration in Sports Management at California State University of Bakersfield. While attending CSUB, he volunteered and worked with the San Francisco 49ers (NFL) and at several NBA Summer League Events.

## **Legal Entity Form**

Home Field Advantage is a project of HUP, Inc. (Humans Unlocking Potential), which is a result driven ecosystem that connects people to projects that make a difference. Home Field Advantage was granted 501.C.3 status in October of 2016.

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# **BASKETBALL PROGRAM STRUCTURE**

## **Overview**

HFA's basketball program will provide high school and college students with sports leadership education which they will utilize by coaching after school basketball programs at a local elementary schools. HFA will provide a platform for these students to develop and grow their communication skills, leadership skills, and so they gain valuable experience.

To run the after basketball school program, each location site will be under supervision of one adult coaching director (CD). Ideally this is a more experienced coach that has experience running practice sessions, and will be a role model for the high school and college student coaches. The CD will be assisted by high school and college student coaches to run the practice sessions. The maximum ratio of student coaches to elementary soccer school players is 1 to 10. For a group of maximum 24 students HFA advices to have 2 basketball courts, at least 10 basketballs, 4 colors cones, and 2 colors bibs.

## **Session Structure**

- Coaching Director (CD) and high school/college student coaches arrive 30 minutes prior to training session
- CD explains objectives and set up of the session in 2 organizations
- Coaching team sets up organization
- Elementary school basketball players (3rd - 5th grade) arrive and will be encouraged to start playing with the basketballs with their teammates
- CD and staff gather players, explain the topic of the session, split the players in smaller groups based on their level of play, and kick off the session in their own organizations
- Sessions consists of warm up games, skill igniting activities, and scrimmage games
- Session finishes after 60 minutes. Players help pick up equipment.
- CD and players bring in the players and close the session with short questions about the skills they learned that day
- CD works closely with school parent manager to make sure attendance is recorded and report any issues/ injuries that may occur during practice

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**Program Logistics (Pilot Program)**

**School:** Rio San Gabriel Elementary School

**Students per program:** 10 minimum

**Program Duration:** 12 weeks

**Start Date:** Thursday, February 14

**Day of Practice and Time:** Thursdays from 3-4PM

**Open to:** Boys and girls in grades 3-5

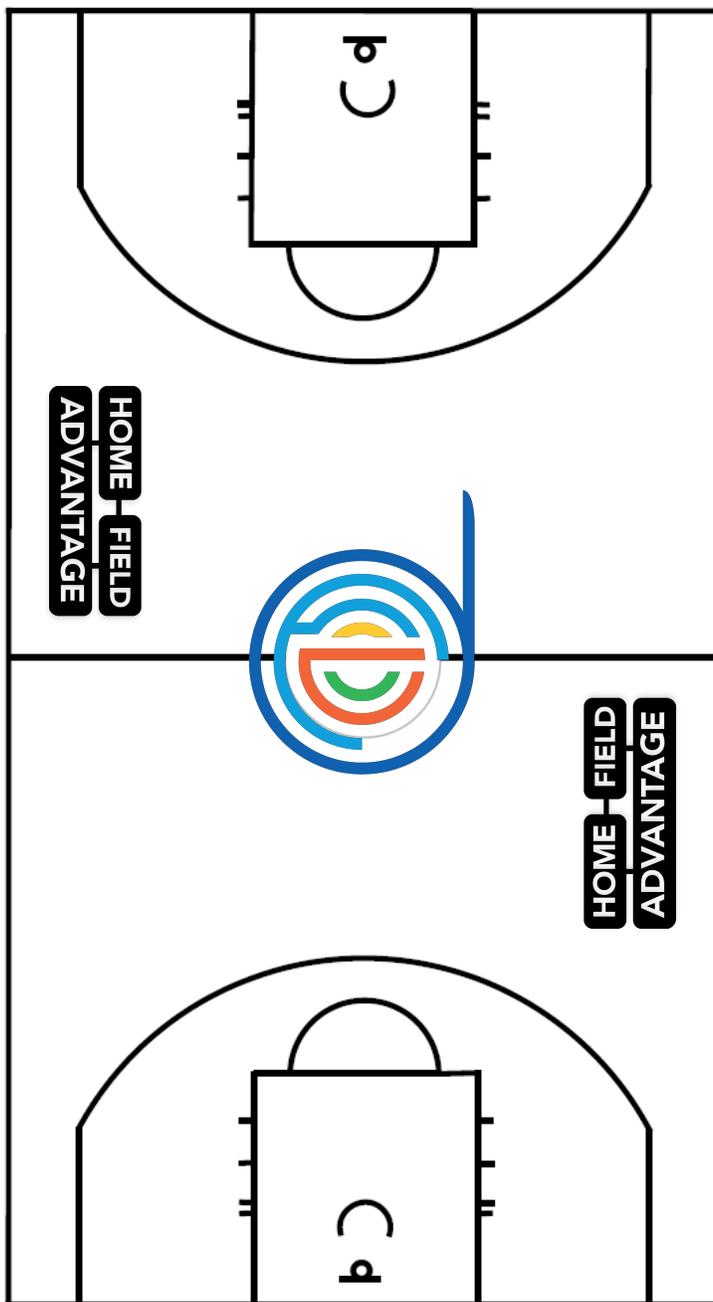
**Tournament at the end of the program:** No

**Cost:** \$30/month

**Curriculum:** Jr. NBA

**Equipment:** 1 court per 10-12 students;  
10 basketballs; 12 bibs and 12 cones

**Staff:** 1 coaching director; minimum of  
1 high school/college student coach



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## HFA Bakersfield Program T-Shirt

Every student will receive a HFA t-shirt.



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# **WHY BASKETBALL?**

## **Benefits of Playing Basketball**

Sports have proven to play such a vital role with the development of our youth and neighboring communities. This is why it is vital for Home Field Advantage to create a culture and develop an identity that incorporates both our youth and the game of basketball. As with every sport, basketball serves as a foundation for staying active later in life.

### **Cardiovascular Health**

Basketball is one of the most demanding sports when it comes to cardiovascular conditioning, and it's an entertaining form of exercise for many children.

### **Builds Up Muscles**

As basketball involves a lot of swift movement and rigorous use of the entire body (muscles and limbs), it will help in toning the body and building muscles in the arms, thighs, and calf areas.

### **Balance and Coordination**

Whether you're shooting the ball, grabbing a rebound, dribbling while keeping your head up and looking what's around you, or passing the ball, your brain is working just as hard as the rest of your body. These fine motor skills are key for basketball and working on these skills will help improve hand-eye coordination and reaction time.

### **Agility**

Work on and develop exceptional lateral movement. When children play for years, they're bound to improve their agility, flexibility, and endurance.

### **Cross-Training**

Playing basketball develops several skills that translate to other sports. For example, the timing that it takes to jump in the air and grab a rebound at the highest point relates to catching a football. The footwork it takes to pivot on the wing or in the post relates to competitive dance or cheerleading. The vision it takes to find an open teammate relates to soccer.

### **Strategy**

Basketball, like any sport, is a game of strategy. Between the plays, the movements on the court, and everything else involved in the sport, kids will learn how to be strategic about the way they play which will lead to problem-solving thinking skills.

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### **Camaraderie**

As with all other team sports, the friendships children develop with teammates can last forever. With several players working hard together, the bond they develop is priceless. This camaraderie is a lifelong benefit, as kids will quickly appreciate the importance of developing close relationships with others.

### **Teamwork**

A team working for the same goal requires unselfishness and teamwork. Learning how to work together with others is such a crucial skill in life that goes far beyond sports. Playing basketball at an early age sets children up for future success in situations that require collaborations, such as group projects in school or meetings at work.

### **Perseverance**

Practice makes perfect and it takes a lot of practice to for players to master shooting and dribbling. Playing basketball will teach children determination and perseverance as they work to get better each week.

### **Boosts Confidence**

With Home Field Advantage creating a fun, positive, and encouraging environment, children will be given grace for mistakes, kind correction, and courage to continue. Being a young athlete and being a member of a team can do wonders to increase your self-esteem and help you gain more confidence. When your confidence is boosted, your belief in your skills is also increased.

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## **HFA'S MESSAGE**

Home Field Advantage will reach multiple age groups in our communities, create aspiring leaders for the future, and get our youth active while learning valuable technical, cognitive, and social skills. This program can be obtained with low overhead and labor costs, while collaboration with schools and cities can secure the use of underused existing facilities to host our programs.

Home Field Advantage will also utilize basketball as a tool to get children to become motivated at a young age. Involvement in high action, change-of-pace activities, high intensity games, and opportunities to affirm friendships are key to activity enjoyment. Mastering basic skills such as balance, hand-eye coordination, and communication are all sources that will aid in a child's development.

Teaching our youth self-regulated learning strategies such as goal setting and self-monitoring will allow them to adopt self-reliant standards for enhancing their perceptions of becoming a model citizen. Providing a regimen with specific goals, challenging activities, and proper instruction, will also provide the best possible environment for young children to develop into strong and healthy individuals.