

THE BIRMINGHAM MAGICIANS INVESTING IN OUR NATIONAL TREASURE

The goal of the (American Basketball Association) ABA and The Birmingham Magicians is to provide a combination of great sports and entertainment - making the ABA experience a fun and enjoyable one for people of all ages. However, the fact of the matter is that there is an "At-Risk" youth population in every city that the ABA represents.

The Birmingham BOUNCE, a non-profit organization, founded to enhance the franchise's connection to the community at-large is a key focal point of our mission. Together with local corporate and government involvement, the BOUNCE program looks to implement an exciting entertainment package, as well as an after school, weekend and summer mentoring program for the youths of each of the Birmingham Metropolitan Area. The Team will be partnering with the Boys and Girls Clubs, Department of Youth Services and/or the YMCAs, etc., of Jefferson County to collaborate with a host of non-profit organizations. This collaboration is named **"BIRMINGHAM BOUNCE"** or

Bringing
Opportunities to
Underprivileged
Neighborhood
Children through Sports and
Entertainment

This program will allow the students to be able to provide:

- (i) Positive decision making skills both nutritional and physical;**
- (ii) Promote personal and social responsibility to include mandatory responsible school attendance;**
- (iii) Increase participation in, and enhance the ability to benefit from, elementary and secondary education;**
- (iv) Discourage illegal use of drugs and alcohol, violence, use of dangerous weapons, promiscuous behavior, and other criminal, harmful, or potentially harmful activity;**
- (v) Encourage participation in community service and community activities;**
- (vi) Encourage the setting of goals and planning for the future, including encouragement of graduation from secondary school and planning for postsecondary education or training;**

(vii) Discourage involvement in gangs.

In recent years, the problem of dealing with undereducated population has become a national concern because of the effect it has on the entire society, both socially and economically. The social costs of the dropout problem include an unskilled labor force, lower productivity, lost taxes, increased public assistance and crime, according to the U.S. General Accounting Office, 2001. According to Levin (2001), the nation loses about \$77 billion annually because of school dropouts; \$3 billion in crime prevention; \$3 billion in welfare and unemployment, and \$71 billion in lost revenue.

Brubaker (1991) provides statistics on at-risk students (21 million children under the age of eighteen are considered at-risk):

- 700,000 students per year drop out of schools in the United States.
- Dropouts will earn \$237 billion less during their lifetimes than high school graduates, and state and local government will collect \$71 billion less in taxes.
- It cost \$24,498 annually to incarcerate a juvenile in a detention facility.

The ABA and the Birmingham Magicians believe its programs can motivate students to stay in school and become successful and productive citizens.