



**Product/Event Proposal for \_\_\_\_\_ (Sports For All) \_\_\_\_\_**

**Background:**

In order to solve the great socioeconomic disparity in youth sports I will propose a multi-pronged community based intervention that will help increase equal access to sports for all youth.

**Thesis:**

Socioeconomic disparities can have a significant negative impact on youth involvement in sport activities - a youth activity that has been shown to improve health, confidence, social skills, and other skills important to youth development. Society, as a whole, has a role to play in reducing disparities and improving access. Coming up with a solution that focuses on the main root causes for these disparities will have the largest impact toward ensuring equal access for all.

**Objectives of the product/event:**

- **Identify** the root causes resulting in the disparity.
- **Raise** awareness about the problem
- **Begin** implementation of solutions.

**Scope:**

Share our proposed product and findings with local businesses across Ann Arbor yo help fund youth sports in the area.

**Timeframe:**

**Write a detailed list or outline with dates of each task you must do in order to complete this project /event.**

	Task	Start and End Dates
Phase One - Preparation	Identify the problem Research existing solutions Bring information together and come up with unique and sustainable solution.	...October 18 - January 31
Phase Two - Implementation	Speak to the local businesses in the area to see which businesses would be willing to support the cause.	February 1- March 6
Phase Three - After completion	Reflect and see the things I could've done better and maybe working toward actually raising money for youth sports.	March 6 - future

**Key Stakeholders**



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Sr. Fayzeh's Approval	Yes

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