

# noah's arc foundation

HELPING CHILDREN DEVELOP A STRONGER SENSE OF SELF



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June 20, 2014

Ms. Shannon Pagels  
Noah's Arc Foundation  
5 Bannockburn Ct.  
Bannockburn, IL 60015

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**EXECUTIVE OFFICE  
OF THE SECRETARY-GENERAL**

Deputy Secretary General Jan Eliassan  
United Nations Headquarters  
New York, NY 10017

Dear Deputy Secretary General Eliassan:

My name is Shannon Pagels, and I am the executive director of Noah's Arc Foundation - the organization founded by Joakim Noah of the Chicago Bulls and his mother, and renowned sculptor, Cecilia Rodhe.

I am writing to extend you an invitation to be our personal guest at the One City Basketball Tournament in Chicago, IL on July 26, 2014 from 1:00-4:00 p.m. This event has been established in order to promote peace and unity in the city of Chicago, which has been so tragically plagued by violence.

The One City Basketball Tournament is being held at the United Center, the home of the Chicago Bulls, and 1,000 spectators will be in attendance to watch the young men play for peace. We also expect to have special guests in attendance, including David Axelrod as well as other NBA players, musicians and community influencers.

Cecilia, Joakim and the entire Noah's Arc Foundation would be truly honored to have you attend the One City Basketball Tournament. Please let us know at your earliest convenience if you are able to join us.

With gratitude,

Shannon Pagels  
Executive Director  
Noah's Arc Foundation

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EXECUTIVE OFFICE  
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THE CHICAGO BULLS & JOAKIM NOAH  
PRESENT



# ONE CITY BASKETBALL TOURNAMENT

**JULY 26th, 2014**



# Opportunity:

The city of Chicago is plagued by gang conflict and violence. However, basketball is the heartbeat that unites this city – because, no matter what part of Chicago you are from, this sport is the language that everyone speaks.

Leveraging the sport of basketball, Joakim and Noah's Arc Foundation seek to host a Basketball Tournament that will serve as forum to promote peace, unify the city of Chicago and take a stand against violence.

The Chicago Bulls organization is a pillar within the Chicago community, and shares a common goal with Joakim Noah and Noah's Arc Foundation: to prevent violence. There is an opportunity to partner on the ONE CITY Tournament, producing a ground-breaking event that will have an impact across the entire city – and beyond.



## Vision & Goal:

The ONE CITY Tournament is an opportunity for young people from opposing factions to come together and make a public commitment to reduce violence in their neighborhoods and to serve as ambassadors for peace. A critical component of the 2014 tournament is to include south and west side neighborhoods, so that each is represented and has a voice in the conversation. From a total of 108 players, each zone will play 3 games and select the top 25 players to play at the United Center.

Zone 1: 28 players, 7 players to a team

Zone 2: 28 players, 7 players to a team

Zone 3: 28 players, 7 players to a team

Zone 4: 24 players, 6 players to a team

Zone 1: Austin/Westside/Maywood Zone 2: Woodlawn/South Chicago/South Shore Zone 3: Englewood/Auburn Gresham/ Roseland/Bronzeville/St. Sabina/Major Adams Zone 4: WestSide/Humboldt Park





## Venue & Audience:

The United Center is the basketball Mecca of Chicago. The event will be free to attend, but will be ticketed in order to control attendance. The attendance goal for the ONE CITY Tournament is 1,000 people\*, including family members & neighborhood youth. While the players will be from 18-25, it is important that youth attendance is prioritized to ensure this aspirational and inspirational event is witnessed by the younger generation.

Bus transportation will be provided for the tournament participants to and from the United Center.

\*The total number of attendees will include everyone, including ticketed guests, family and friends of participating players and coaches, players who participated in the qualifying tournaments, VIPs, Bulls and NAF staff and NAF family and friends.



## Partners & Sponsors:

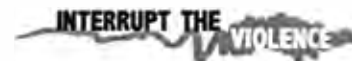
Noah's Arc Foundation will leverage its network of partner organizations to directly support: 1) youth program growth and 2) provide follow-up services to the ONE CITY Tournament participants. Sponsors will underwrite the cost of tournaments, venue, staffing, video capture and give-away goods.

NAF Youth program growth partners:

marwen



Tournament participant follow-up partners



Sponsors:



UNITED  
CENTER



# Drop of Consciousness Launch:

The Drop of Consciousness will be introduced as the symbol of the ONE CITY Tournament, representing the collective strength, unity and commitment of the community to positive change.

The Drop of Consciousness is a necklace based on a sculpture created by Joakim's mother, sculptor Cecilia Rodhe. The Drop is based on Cecilia's original stone sculpture and symbolizes the strength, pain and endurance of those people who have been affected by violence. The tear-drop shape and scarred design recognize the pain, while the precious metal and solid feel of the drop symbolize the strength and commitment to positive change.



Sculptor Cecilia Rodhe





# Drop of Consciousness Launch:

When you rock your drop, you:

- Show that you are taking responsibility and being a force for positive change in your community.
- Pledge to help resolve conflicts non-violently, to end violence, and to share that message.
- Become part of a bigger collective of people who are taking action to create positive change.

When you rock your drop, it doesn't stop with you. It starts with you!

Joakim Noah, Cecilia Rodhe, and the Foundation have reached out to the Chicago community and assembled a collective of activists, organizers and volunteers who are working to better their neighborhoods and improve the lives of young people.

NAF invites all individuals, regardless of their past, to be a part of the solution for the future of our city. All players who compete in the ONE CITY Tournament will be given the opportunity, after reaching follow-up milestones, to receive Drops of Consciousness in recognition of their efforts.



## Tournament Lead-up:

Qualifying tournaments will be held 2 weeks prior to the ONE CITY Tournament to determine the players who will compete in the main event at the United Center (tentative July 12-13 & 19-20).

Each team will meet with ONE CITY Tournament organizers prior to the games, to learn the rules and participate in a conflict moderation training and expressive art therapy sessions.

NAF will film all qualifying games and document 2-3 players' experience throughout the event.

Players will be in the age range of 18-25.





# 2014 ONE CITY Tournament:

One championship game will be held at the United Center. The mixed teams will be made up of players from the south and west sides of the community.

NBA players serving as coaches and in-game entertainment, including the Luvabulls and Benny the Bull will make this game an unforgettable experience for the players and the audience.





# 2014 ONE CITY Tournament Schedule:

- 12:30 pm: ONE CITY Tournament Players arrive and meet in designated location; players to check-in and dress  
Qualifying tournament players and one family member check in; receive wristband for dinner
- 1:00 pm: Doors open to general public  
Professional NBA players/special guests arrive  
Press/Media check arrive and check in
- 1:30 pm: Players meet with their coaches; Joakim Noah and Cobe Williams to address players
- 1:55 pm: Players and coaches enter court
- 2:00 pm: Joakim, Cobe, NAF rep, Chicago Bulls rep address the crowd; Drop of Consciousness introduced through visuals  
National Anthem performed
- 2:15 pm: Game Tip Off
- 2:45 pm: Halftime - Luvabulls perform!
- 3:00 pm: 2nd Half begins
- 3:30 pm: Game ends  
Joakim and select guests address and thank the crowd  
First and Second Place trophies presented
- 3:45 pm: General public departs  
25 players from the ONE CITY Tournament game leave court and go to separate location in the UC for private meeting with Joakim
- 4:00 pm: Players meet at Ketel One Club for meal with Joakim, NAF, Chicago Bulls
- 4:30 pm: Players and family depart  
Clean up and break down begin



# Event Impact Measurement:

Measuring the impact of the ONE CITY Tournament on the participating players is critical for determining the overall success of the event. Success in the first year will open the door for growth, allowing it to increase in size, scope and fund raising opportunities.

- Questionnaire
  - A questionnaire will be developed and distributed to players before and after the tournament to gauge immediate, direct impact of the event itself.
  - Critical player evaluations will include: number of interactions with, relationships built with, and attitudes toward players from opposing neighborhoods
- Ongoing Player Evaluation
  - NAF will designate qualified individuals to develop on-going relationships with the players for the year following the event, keeping track of their activities after the ONE CITY Tournament.
  - Variables such as jobs secured, internships obtained, school/GED enrolled, relationships developed and will be quantitatively monitored.
  - Qualitative information, such as the attitudes and perceptions of the players, will also be collected over the year. This data is critical for telling the story.



## Post-Event Follow-up Plan:

A measurable follow-up plan is critical to support the young men who are 2014 ONE CITY tournament participants. These young men often fall outside of the age range served by local agencies, yet are critical to impacting the violence problem in Chicago. NAF will partner with established organizations to provide mentoring, follow-up and support services after the event.

### Interrupt the Violence

Cobe Williams was a Violence Interrupter with CeaseFire for four years before taking the position of National Community Coordinator in 2011. Cobe Williams' mission is to help the people of his community improve their lives and the lives of the future generations and to let them know there's always a peaceful way to do it.

- Cobe and his team will conduct mediation training with all Tournament participants prior to the qualifying games.
- Interrupt the Violence will engage in one-on-one follow up contact with each participant, measuring their progress for the first year after the Tournament.

### La Casa Norte

La Casa Norte offers a continuum of housing resources and opportunities to youth and families who are at-risk or experiencing homelessness throughout 43 different zip codes in Chicago. La Casa Norte is the largest service provider to youth experiencing homelessness in Chicago through our drop-in and emergency shelter bed programs located on the south and west sides of Chicago.





# Post-Event Follow-up Plan continued:

## Claretian Associates

Claretian Associates is the lead agency in South Chicago for the New Communities Program, a program of LISC/Chicago to support long-term comprehensive community development in 16 targeted Chicago communities, including South Chicago. They work closely with the community to implement South Chicago's quality of life plan that includes creating partnerships to address issues including employment, health care, housing, commercial development and education.

## SWOP - Southwest Organizing Project

Recognizing the diversity of our community, SWOP is a broad-based organization of churches, mosques, schools and other institutions in Southwest Chicago, which will enable families to exercise common values, determine their own future and connect with each other to improve life in our neighborhoods.



# Growth Plan: Foundation Youth Program

A plan is in place for ensuring organic growth of NAF's reach and ability to impact youth. NAF will partner with the following established organizations to accommodate the anticipated growth of the Foundation in the Chicago area.

## "Becoming A Man" (B.A.M.)

B.A.M. has garnered national recognition for its work with high-risk male youth in Chicago. B.A.M. reduces violent crime arrests and weapon crime, while increasing school achievement.

- In-school programming offered, often times complemented by after-school sports, to help young males develop skills that are associated with reducing violent and anti-social behavior
- Very high-risk males in grades 7-12 are targeted, a population important to NAF

## Marwen

Marwen is a nonprofit organization offering free, arts-based youth development programs for underserved Chicago students in grades 6-12. Marwen, with its 25 years of experience, and NAF, with its emphasis on emotional expression through art, would be a tremendous partnership.

- In a typical year, more than 900 students from almost 300 schools travel to Marwen, and classes are taught by practicing artists
- Free college and career counseling is provided to high school students who are interested in pursuing a career in the visual arts or wish to continue their education beyond high school



# Growth Plan: Foundation Youth Program cont'd

## Spark Chicago

Spark Chicago is a mentoring program that connects underserved, disenfranchised middle school youth with apprenticeships throughout the city of Chicago. Through these apprenticeships, students gain hands-on experience in professions that interest them, build relationships with positive mentors and are encouraged to stay in school. NAF understands that securing jobs is part of the solution for ending violence.

- Spark is a proven intervention in getting students on-track in the key areas of attendance, behavior, and grades as they make the transition into high school
- 95% of Spark Chicago students finish the program on track to graduate high school on time
- Spark Chicago has served nearly 500 Chicago Public Schools students since launching in fall 2011.
- Participants gain confidence, key skills, and positive relationships and have a high school graduation rate far above the national average

## YMCA of Metro Chicago

The YMCA of Metro Chicago is focused on three areas: nurturing the potential of children, promoting healthy living and fostering social responsibility. These are all ideals that correlate with the philosophies of Noah's Arc Foundation. Additionally, the new Youth Safety and Violence Prevention (YSVP) division is working to target youth living in high-risk neighborhoods on the south and west side of Chicago. NAF has established a great relationship with this YMCA division, and is looking to expand its sports and arts programming into south and west side YMCA centers.

