

PROGRAM OVERVIEW

TeamUP leverages the power of sports to develop youth in underserved communities, equipping them with the professional skills, experience and motivation to pursue college or career path in the sport industry.

TeamUP has successfully carried out this mission since 2017 by teaming up with local school districts, sports teams, and higher education campuses to deliver an experiential learning experience to students that expands their horizons.

••• HOW IT WORKS •••

1 THE ESTABLISHMENT TeamUp Club Partners



2 JOIN THE CLUB Example of TeamUP Club - "Starting Five"



3 DISCOVERY DAY Sports Centered Curriculum

1- HOUR CONVERSATION
LEAD BY SPORTS
PARTNER SENIOR
STAFFER AT LOCAL
HIGH SCHOOLS

Topics Covered:

- Sports Management
- The Business of Sports
- Social Justice and Diversity in Sports
- Sports Law
- Sports Finance
- Sports Marketing
- Tourism
- E-Sports
- Sports Broadcasting and Media Communications
- AND MORE!!!

4 MAKING AN IMPACT Through Exposure, Readiness, Opportunity

EXPOSURE:
Increasing interest in, and access to post-secondary education in sports careers.

HOW?
1. Discovery Day Curriculum
2. Exposure to educational opportunities

READINESS:
College admissions preparation, student professional development, and career readiness.

HOW?
1. Discovery Day Capstone
2. TEAMUP College and Sport Career Fair

OPPORTUNITY:
Increasing access to work opportunities, job placement, and access to scholarships.

HOW?
1. Internships
2. Scholarship for college pathway



TEAMUP HISTORY AND LEADERSHIP PARTNERS



On February 27th of 2014, Former President Barack Obama signed an executive memorandum to establish the My Brother's Keeper (MBK) initiative and its accompanying Task Force. Since then, MBK has had a nationwide impact.

Bloomberg Associates

Bloomberg Associates, the philanthropic consulting arm of Michael R. Bloomberg's charitable organization, worked closely to help the City of Houston launch My Brother's Keeper (MBK) Houston.

In collaboration with the Houston Health Foundation, Bloomberg Associates pitched the idea to leverage the excitement of sports as an opportunity to seamlessly bridge the world of sports and education. TeamUP was born and the initiative provides youth living in under-resourced communities with the knowledge, experience, and motivation to pursue higher education, while simultaneously developing a myriad of skills applicable to any future career.



TeamUP continues to grow in Houston, recruiting more campus and sporting partners each year while maintaining a high level of satisfaction among current school-sporting partner relationships.

LEVERAGING THE POWER OF SPORTS TO MOTIVATE HOUSTON'S YOUTH!



In 2015, the city of Houston responded to MBK's call to action, establishing MBK Houston within the Houston Health Department (HHD). With the expertise and backbone organization of HHD, MBK Houston coalesced nonprofits, agencies, and educational institutions towards evidence-based methodologies and programming.



HOUSTON HEALTH FOUNDATION

Houston Health Foundation is supporting the TeamUP efforts by connecting donors, partner organizations and volunteers

to forge public-private partnerships that brings valuable health services to the children and families of Houston's most under-served communities.

The foundation's banner programs include improving outcomes and reducing opportunity gaps for young men of color through My Brother's Keeper (MBK) Houston, access to fresh produce and nutrition education with our Community Nutrition program, preventative screening and oral health care for elementary school children through Project Saving Smiles, and vision screening and eyewear through See to Succeed.



Mayor Sylvester Turner



In 2020, the Mayor's Office of Education began leading the charge of the TeamUP program bringing together partners in both the public and private spaces to further enhance diversity in sports as well as the health and well-being of Houston's most underserved communities, by investing in the lives of the City's future leaders.