



Tackling 2010-2011 Illiteracy

Second & Seven Foundation | Annual Report

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Our Organization

Since 1999, The 2nd & 7 Foundation has been reading and giving away thousands of books to kids all over the country.

The 2nd & 7 Foundation is a non-profit organization based in Columbus, Ohio. Three former Ohio State University football players, Mike Vrabel, Ryan Miller and Luke Fickell started the foundation in 1999. Inspired by their involvement in various community outreach programs as student athletes, they decided to continue making a difference by promoting literacy and providing positive role models for children in central Ohio.

Participating Schools

- | | |
|----------------------------------|----------------------------------|
| Alpine | Livingston |
| Alton Hall | Maize |
| Arlington Park | Mansfield City Schools (various) |
| Avalon | Maybury |
| Beatty Park | Moler |
| Bluffsview | Monterey |
| Broadleigh | Northtowne |
| Buckeye Woods | Norwood |
| Burroughs | Oakmont |
| Darbydale | Ohio Ave. |
| Devonshire | Olde Orchard @ Old Shady Lane |
| Duxberry Park | Olde Sawmill |
| Eakin | Olentangy Meadows |
| East Franklin | Prairie Lincoln |
| East Linden | Prairie Norton |
| Easthaven | Primrose School of Dublin |
| Elgin | Richard Ave. |
| Fairmoor | Salem |
| Gables | Shady Lane |
| Hamilton STEM | St. Anthony School |
| Heyl | Step By Step Academy |
| Huy/AG Bell | Stiles |
| Imagine Academy @ Great Western | Valleyview |
| Imagine Academy @ Sullivant Ave. | West Broad |
| Innis | West Franklin |
| Liberty | Winterset |
| Lincoln Park | Woodcrest |
| Lindbergh | |
| Linden STEM Academy | |

By the Numbers

The 2nd & 7 Foundation was able to reach nearly 5000 2nd graders in over 50 central Ohio schools between September 24, 2010 and May 27, 2011. Below is a breakdown of our visits for each month:

9 Months	58 Schools	4832 Students
SEPT	2	105
OCT	10	675
NOV	7	414
DEC	9	782
JAN	7	418
FEB	8	641
MAR	5	458
APRIL	6	995
MAY	4	344



The Hog Mollies Travel the Country

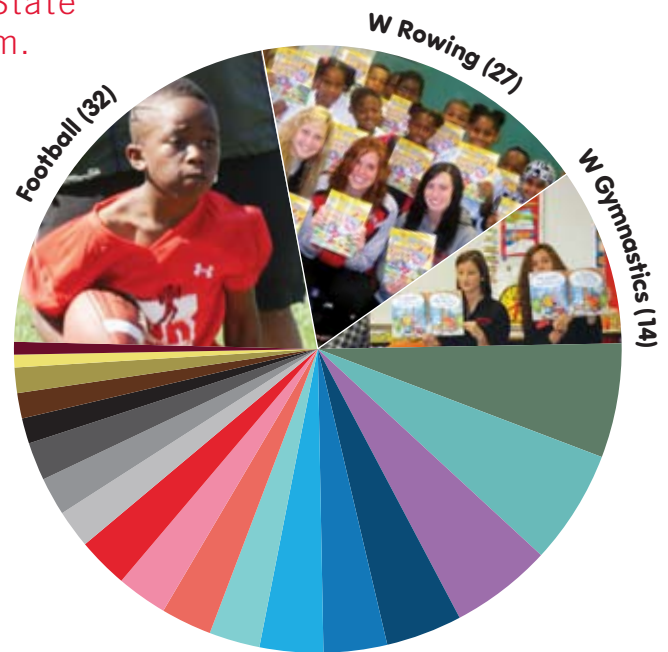
Our 'Tackling Illiteracy' program now includes reading to second graders in classrooms all over the country and provides each of the children in those classrooms with a book to take home. The foundation targets schools with economically disadvantaged kids and communities where we can make the biggest impact. The Ohio State University, the University of Toledo, the University of Notre Dame, the University of Michigan, the University of Wisconsin and the University of North Carolina have all been involved in reaching out to the community through this program, by allowing student-athletes to participate in the readings.

More than 20% of adults read at or below a fifth-grade level - far below the level needed to earn a living wage.
- National Institute for Literacy

Buckeyes Giving Back

The student-athletes from The Ohio State University are a huge part of our program.

Every Thursday and Friday throughout the school year, student-athletes from various sports are out in the schools, reading to kids and handing out books. The college students remind the 2nd graders why reading is so important while also stressing the valuable message featured in the books they hand out. The 2nd & 7 Foundation's 'Tackling Illiteracy' program would not have the impact that it does without the support of these student-athletes, the coaches, and the staff at Ohio State.



OSU Team Representation

Number of times each sport was represented during the 2010-11 school year

OSU Football, Women's Rowing, and Women's Gymnastics had the most team representation, with 32, 27, and 14 visits, respectively.

- Baseball (9)
- Synchronized Swimming (9)
- W Lacrosse (8)
- Softball (6)
- M Golf (5)
- Spirit Program (5)
- M Gymnastics (4)
- M Swimming & Diving (4)
- M Track & Field (4)
- Pistol (4)
- M Lacrosse (3)
- M Soccer (3)
- M Tennis (3)
- W Basketball (2)
- W Tennis (2)
- Wrestling (2)
- M Ice Hockey (1)
- W Golf (1)



FUNdamental Football Camp

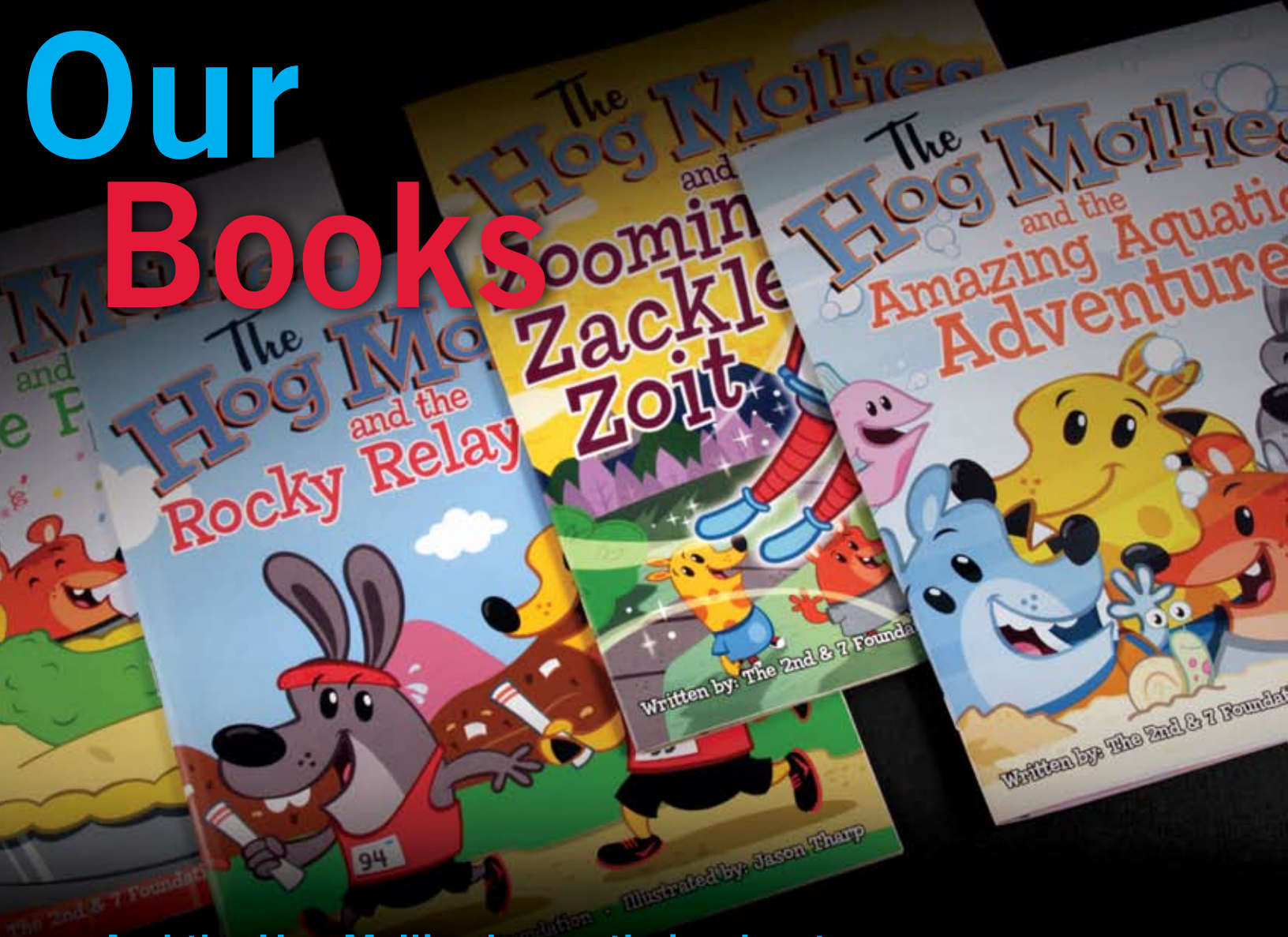
Our 12th annual FUNdamental Football Camp was June 27, 28 & 29 at Hilliard Weaver Middle School.

Our camp allows young boys, ages 8-14, to learn football drills in a non-contact setting from current and former Buckeyes, NFL players and other community role models. Camp coaches stress life skills such as teamwork, dedication, commitment, respect and sportsmanship - all concepts we reinforce in our children's books. The camp is run by an amazing team of volunteers who come back year after year. Proceeds from camp directly support our 'Tackling Illiteracy' program.

Celebrity 8-Ball Shootout

Our 8th Annual Celebrity 8-Ball Shootout was June 30, 2011 at the Park Street Patio. This event, featuring a pool tournament and live and silent auction, is a fun night out where friends of 2nd & 7 can show their support for our 'Tackling Illiteracy' program. Individuals or companies can purchase a team to participate in the tournament, as well as bid on some one-of-a-kind auction items featuring VIP event packages, sports memorabilia and goodies from local vendors.

Our Books



And the Hog Mollies began their adventures...

By coming up with our own characters and our own stories, we are able to incorporate positive messages, such as teamwork and trying your best, into all of our books. During the 2010-11 school year, we distributed copies of ***The Hog Mollies and the Zooming Zackle Zoit***, which showed kids why it is important to always do the right thing. During the 2011-12 school year, we will give out ***The Hog Mollies and the Amazing Aquatic Adventure***, which reminds kids of the value of being unique. We are currently working on our 5th book in the Hog Mollies series.

2nd & 7 Co-Founders

Luke Fickell, Head Football Coach, The Ohio State University

Ryan Miller, Partner, m2 marketing

Mike Vrabel, Assistant Football Coach, The Ohio State University

*“Today a reader, tomorrow a leader”
- Margaret Fuller*

2nd & 7 Board Members

Amy Hoying, Program Director, The 2nd & 7 Foundation

Jack Mautino, Division President, Westport Homes

Jane McLean Mort, VP/Regional Marketing Manager, KeyBank

Megan McCabe, Partner, m2 marketing

John Gleason, Partner, Cooke, Demers & Gleason, LLC

Brad Hosket, VP, Crawford Hoying

Dave Rife, Asst. Vice President & General Manager of Manufacturing, White Castle System Inc.

