



## **USA Football**

### **I. Introduction and Background**

Since its founding in 2002, USA Football (USAF) has made important progress in leading the development of the game at the youth and amateur levels. The key to this success has been USAF's creation of innovative football development resources and training events that teach fundamentals and build character. USAF currently reaches more than 35,000 coaches, commissioners and game officials through its membership, certified education programs, and training events. These football leaders represent nearly 600,000 players. Through 2009, with the support of the NFL Youth Football Fund, USA Football will have awarded more than two million dollars in equipment grants, positively impacting more than 25,000 youth and high school football players.

On the heels of the successful IFAF Junior World Championship, and the outset of the new positioning as the Official Youth Football Development Partner of the NFL, its 32 teams, and the NFL Players Association, USA Football is well positioned to increase its positive impact on youth and amateur football. We have a strong affinity among a core youth football audience, but also recognize the opportunity and obligation to bring a larger segment of the youth and amateur football community under the USAF umbrella.

### **II. USAF's Mission, Role and Values**

USA Football, the sport's national governing body, leads the game's development, inspires participation, and ensures a positive experience for all youth, high school, and amateur players.

It seeks to improve:

- How football is taught
- How football is organized and delivered in communities
- How parents and players perceive and experience the sport

USAF plays a unique role in the football community. It was created, in part, to lead a fragmented youth football community. It takes pride in helping all football organizations – teams, clubs, leagues and league membership organizations — ensure a positive experience for their players.

Above all, USA Football is focused on what is best for players and how the game's fundamentals and values are taught to those players. It also works to promote an inclusive culture in football. It wants all players to have a positive experience that teaches fundamentals, builds character, and helps each player be the best he/she can be. USAF

produces innovated educational resources and programs that focus on fundamentals and values and facilitates player development.

USAF is accepted by the U.S. Olympic Committee, the NCAA and the National Federation of State High School Associations (NFHS) as the national governing body of football, and as the sole member of the International Federation of American Football (IFAF) it has the exclusive right to field national teams for the international competition. This positioning offers a unique opportunity to promote the values of the game domestically and internationally.

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These ideas and ideals constitute USAF's strategic framework and are summarized in the table below:

<b>Table 1: USA Football's Strategic Framework</b>	
Who/what is USA Football?	The national governing body, providing expert resources for youth, high school and other amateur football
What does it do?	Improves the experience for all youth, high school, and other amateur football players
How does it do it?	By providing innovative resources, training events and programs; authoring unified rules, standards and best practice; and fielding national teams for international competition
Why does it do it?	So that every player has a positive football experience
Who benefits from its work?	Youth, high school and other amateur football players and the supporting football community (i.e. parents, commissioners, coaches, and game officials)