



## WHAT IS SHADES?

SHADES is a volunteer-based 501(c)(3) organization providing: [Events](#), [Sponsorship](#), [Scholarship](#), [Philanthropy](#), [Inter-Program Unity](#) and [Fundraising\\*](#). SHADES benefits all-star cheer athletes and their families regardless of gym/program.

## SHADES MISSION STATEMENT

To provide a positive platform for parent members to support all competitive athletes from any all-star cheer program through activities, scholarships, sponsorship, community service, fundraising, inter-program unity and various other events by always holding steadfast to a permanent set of core values: Accountability, Responsibility, Excellence, Quality, Leadership, Fairness, Honesty, Integrity, Respect, Trust, and Non-Discrimination. We are 100% focused on EVERY athlete and family from any all-star cheer program; partnered with parents and partnered all-star programs to LEAD by example by following powerful and positive LIFE actions:

Share  
Hope  
Aspire  
Dream  
Empower  
Support

## EVENTS/EDUCATION

SHADES will sponsor and host events providing educational opportunities for all-star cheer athletes. Topics such as social media etiquette, injury prevention, healthy living, nutrition, life choices, competition anxiety, how to work through mental blocks, sports centered wellness, competition scoring 101, the importance of progression, sportsmanship and many more will provide resources to all-star cheer athletes and develop confidence on and off the competition floor.

## SPONSORSHIPS/SCHOLARSHIPS

SHADES will work with community businesses and corporate leaders to provide funding to create opportunities for all-star athletes. SHADES relies on the generosity of our community and corporate partners to fund operating costs and scholarship programs. SHADES is focused on providing athletes with scholarships and their families with financial support to participate in the evolving sport of all-star cheer.

## PHILANTHROPY

SHADES' community service programs will take place year-round and provide SHADES with an opportunity to expose all-star athletes skills to lead a philanthropic life of leadership and community. All-star athletes will have access to a wide variety of community service and philanthropy possibilities to help foster a sense of servitude.

## INTER-PROGRAM UNITY

SHADES is centered around providing athletes the tools to understand the score does not determine victory—it is the quality of the competition that surrounds you. The bonds an all-star athlete makes are the memories that last a lifetime. Our inter-program unity focuses on giving cheer athletes ways to cultivate these bonds through inter-program activities.

## FUNDRAISING

SHADES has provided a way for our members to raise funds for their athlete's competitive experiences. SHADES enables families to participate in our fundraising events which benefits their athlete.

*\*Membership required*



## BENEFITS TO PARTNERED ALL-STAR PROGRAMS

- SHADES is a separate entity and organization that operates independently to provide growth and support; cost gyms/programs nothing to partner with SHADES to help foster our goal of accessibility for the sport of cheer
- SHADES provide benefits to all all-star cheer athletes and their families regardless of membership status
- SHADES provide a way to market the all-star program through the relationship SHADES has with the community as a nonprofit
- SHADES will be responsible for all fundraising efforts; thus, lifting the burden and demand of all-star program ownership/management
- SHADES will assist in obtaining sponsorships to benefit funding issues for those all-star cheer athletes and their families based on need-based and non-need-based criteria
- SHADES provide sponsors with an incentive package most for profit businesses cannot afford to offer financially or legally due to IRS compliance
- SHADES will lift and absorb the risk & liability both financially and legally as a nonprofit; all Board of Directors follow a strict code of conduct and ethics along with a confidentiality agreement
- SHADES will have full disclosure and partnership agreements in place with all all-star partnered programs to ensure a strong mutually respectful relationship
- SHADES will provide a scholarship program that will fund various awards and recognition of all-star cheer athletes and their families
- SHADES can provide events/activities that promote inter-program unity, provide program pride, and foster sportsmanship
- SHADES will provide community service opportunities that will encourage all-star cheer athletes to give back to the local community fostering core values
- SHADES can provide travel savings and benefits that a nonprofit can obtain
- SHADES can provide all-star cheer athletes and their families the opportunity to raise funds to put toward all things related to competitive cheer\*; once again alleviating financial strain

*\*Membership required*