

George Perry Floyd Jr Athletic  
Community Field located at  
Jack Yates High School  
Houston, Texas

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2021-2022

CAPITAL CAMPAIGN

CASE STATEMENT



# Pride, Excellence, Tradition

One of the great legacies of Jack Yates High School is its venerable history. We are indeed proud of its founding. Named after Reverend John Henry “Jack” Yates, a former slave and a minister, Yates was established on February 8, 1926 and was the second school for African-Americans established in Houston.

# Why George Perry Floyd Jr Athletic Community Field?

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- ❑ Athletic fields can serve as tremendous community assets by offering opportunities for recreation, education, and relaxation that contribute to the local quality of life.
- ❑ The project seeks to address the shortage of clean, safe, and accessible athletic fields in the low-income area of Third Ward Houston.
- ❑ Education encompasses not only academic learning. Physical activities and athletics play an important role in the physical, emotional, and spiritual health of youth, families, and communities.
- ❑ The state of the “built” environment has a great deal to do with the quality of life in a community.

# Why George Perry Floyd Jr Athletic Community Field?

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- ❑ Yates High School debuted its newly constructed \$65 million dollar campus in 2018. However, this new construction did not include renovation of the athletic field. The goal of this project is to resurface and upgrade the Yates High School field in a responsible and financially sustainable manner for recreational and competitive purposes to serve people of all ages and abilities in an underserved area of Houston.
- ❑ A renovated athletic field would further reflect the modernization of the Yates campus, serve as a hub for community engagement, and more importantly, contribute to elevate the educational experience for all students.
- ❑ Surrounding elementary and middle schools will be able to use the field for school activities, youth sports league will have access, and community celebrations, festivals, sports tournaments, fitness activities for the community, e.g., walking, running, jogging, and other physical and social activities for the entire Third Ward community will have access to the field and increase the quality of life in the community.

# Why Field is Named for George Perry Floyd Jr

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We want to name buildings, football fields, and athletic fields after our heroes. We want our heroes to be people like Fredrick Douglas, Harriet Tubman, Martin Luther King Jr, or people who have a winning sports record, or a longtime teacher and educator. While they are worthy to be called heroes, their flaws disappear with distance. Like many black men, George Floyd experienced feelings of inadequacy, felt the loss of self-worth, knew well the struggles that come with dreams deferred, hopes dashed, and the brokenness of possibilities denied. The same things that many boys and girls and young men and women of color attending Yates high school feel today.

The naming of the field is about a beloved community positioning itself to hold space for young people so that they can believe in a better future and that from an unjust act, restoration and redemption can brings their God given talent and power to fulfillment.

# Opportunity:

A path to work together to dismantle barriers that limit opportunities for marginalized and vulnerable communities.

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When we build an Athletic Field, together we can:

Improve outcomes for individuals and families

Improve the physical and economic infrastructure of the neighborhood

Strengthen civic life, social fabric, and sense of community

Together we can:

Ensure young people can access their full potential

Reduce health and mental health care costs

Exchange crime rates and health disparities with healthy, safe, strong communities

Every Dollar Invested  
can harness the power  
and unlock the limitless  
potential of children,  
youth, and community.

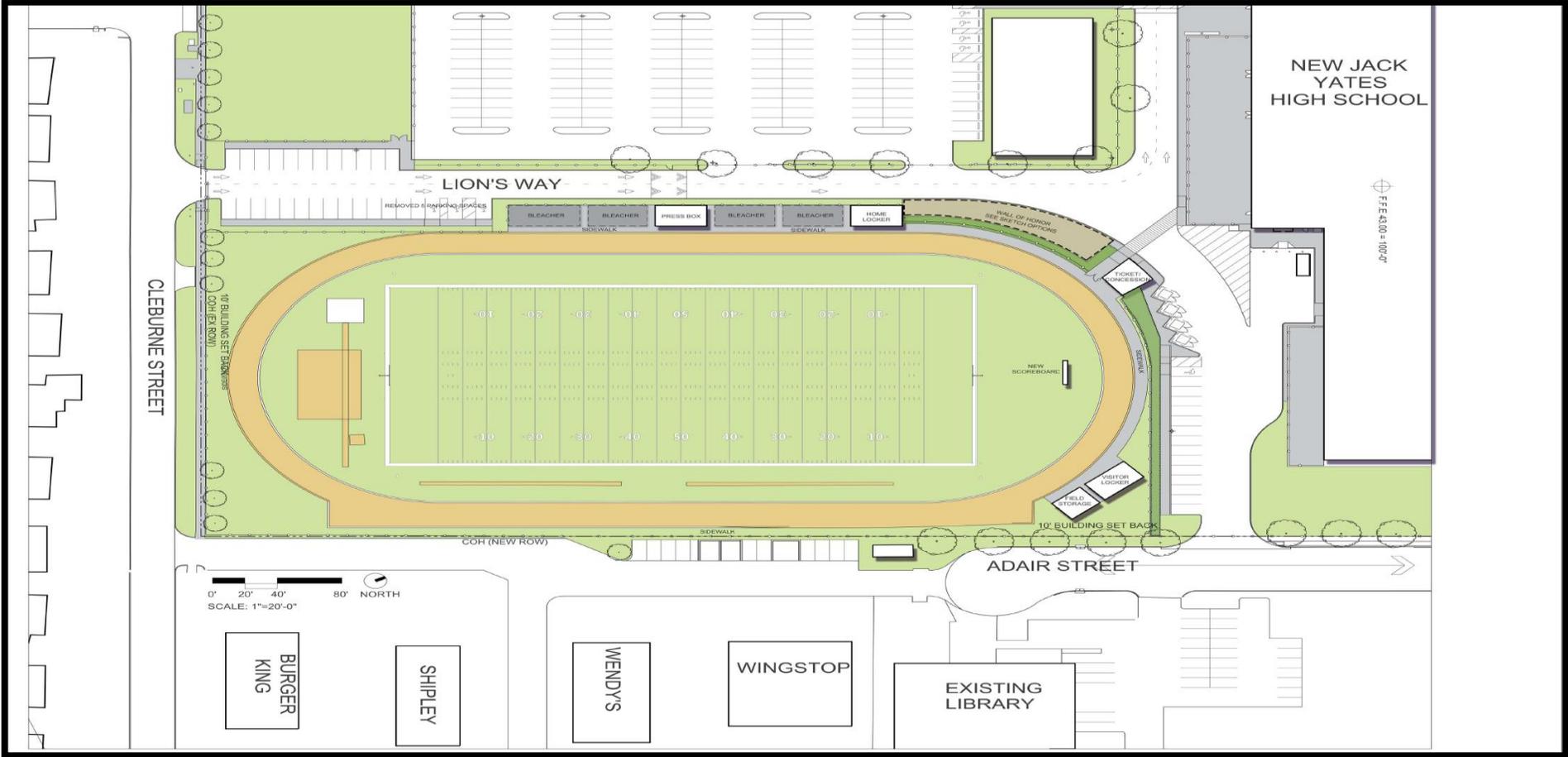
*"Our hope is that this field enriches a love of sports across the youth in the historic Third Ward, prompting the next generation of student athletes and leaders. We are grateful to be a part of this project and believe it will become an integral pillar of the community for decades to come."*

*Cal McNair,*

*Houston Texans Chairman and CEO*



# Athletic Field Design



# Capital Campaign Goal:

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REMAINING TO RAISE:

\$685,675

COMMITTED:

\$1,710,000

SUMMER 2021

1. Complete execution of private fundraising phase
2. Kickoff and Announcement

FALL 2021

1. Launch Capital Campaign

SPRING 2022

1. Achieve Capital campaign Goal in Pledges and Commitments

SUMMER 2022

1. Open Field Operations

# Community Partnerships Pave the Way

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- Houston Texans, Harris County Sports & Convention Corporation-NRG Park, and Hellas Construction, Inc., donated a field valued at \$1,250,000
- The NFL Grassroots Foundation, \$250,000
- NFL Foundation Matching Grant through the Houston Texans, \$200,000
- Designation of Yates High School as recipient of the field, Harris County Commissioner Rodney Ellis

# How Remaining Funds will be Used

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Field Installation: sitework, subgrade, field drainage system, turf installation \$520,675

Ongoing Synthetic Maintenance \$15,000

Personnel:

Project Manager – to coordinate construction and resurfacing, oversee and \$150,000

manage the project, manage progress, manage overruns and ensure cost

Compliance; Field Coordinator – coordinate field use with school/community,

facilitate and manage events; foster and develop community relations;

Groundskeeper – responsible for routine field maintenance and regular inspections,

# Long Term Sustainability

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- Diversified revenue streams with strong public/private partnership and committed equity
- High performing Community Advisory Board bring deep experience in economic redevelopment, community engagement, and sustainability
- Community offers substantial in-kind resources and services
- Leveraged resources from Change Happens Program staff to keep management and administrative costs low
- Tournament fees, sport league fees, athletic clinic fees, community event usage fees

# YOUR PARTNERSHIP

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*Join us in building a clean, safe, and accessible athletic field in low and moderate-income Third Ward community.*

*Together we can build thriving communities and opportunities for all.*

## GIVING LEVELS

Superbowl Gifts	\$100,000+
Play-Off Gifts	\$25,000+
Touchdown Gifts	\$20,000+
End Zone Empowerment Gifts	\$15,000+
“Hail Mary” Community Gifts	\$7,500+
First Down Gifts	\$5,000+
Kick-Off Gifts	\$1,000+

# Consortium Organizations

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88 CHUMP

Houston Society for Change

Jack Yates High School National Alumni Association

Change Happens

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## Contact Information:

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