



From the SIDELINE

The PeyBack Foundation was established to promote the future success of disadvantaged youth by assisting programs that provide leadership and growth opportunities for children at risk.

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PEYBACK FOUNDATION DISTRIBUTES GRANTS

The PeyBack Foundation distributed \$50,000 to seven different community agencies in April. The money was given to non-profit agencies in Indiana, Tennessee and New Orleans. The foundation plans to give an additional \$50,000 in October of 2002.

The PeyBack Foundation accepts grant applications once a year from non-profits who support the PeyBack Foundation mission. The Foundation's Resource Council meets annually to review the application requests.

The PeyBack Foundation has donated more than \$325,000 since its inception in 1999. The PeyBack Foundation would like to thank everyone who has assisted in funding these important programs. For more information regarding the PeyBack Foundation grants program, contact Ryan Robinson at 877-873-9225 or visit the PeyBack Foundation website at www.peytonmanning.com.

2002 PeyBack Foundation Grant Recipients (Spring)

Assistance League of Indianapolis (Indianapolis)

Brief: A non-profit, volunteer service organization whose members identify, develop, implement and fund ongoing philanthropic projects to serve specific needs of children and adults in the greater Indianapolis area.

Day Nursery (Indianapolis)

Brief: As a non-profit organization of professional staff and volunteers, their mission is to assure excellent early care and education for young children in Central Indiana.

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ROGER STAUBACH RECEIVES FIRST PEYBACK AWARD

Heisman Trophy recipient and former two-time Super Bowl-winning quarterback Roger Staubach of the Dallas Cowboys received the first PeyBack Award on Sunday, June 23 from the PeyBack Foundation.

Staubach was recognized during the Pathfinder Awards ceremonies at Conseco Fieldhouse, as part of the Youthlinks Indiana Charity Golf Tournament co-sponsored by Indiana Sports Corporation (ISC) and Indiana Black Expo.

"I am honored to receive the first Peyback Award," said Staubach. "This is a wonderful event that benefits a worthwhile cause."

The PeyBack Award honors someone currently or formerly in professional football who exhibits charac-

ter, integrity and honor, and who has given something back to the game and society.

"There are so many good things that players, coaches, administrators and others involved with the National Football League do that don't get the proper attention they deserve," said Manning. "Unfortunately, too many headlines involving the NFL center around negativity.

"That's why I wanted to establish this award, to honor someone who has been the right kind of person on and off the field, and I couldn't think of a better first honoree than Roger Staubach."

Staubach, who played 11 seasons with the Dallas Cowboys, has been involved with the United Way of America, the Salvation Army and the Children's Scholarship Fund. He has been recognized many times for such efforts, including the NCAA's 1999 Theodore Roosevelt Award, the Byron "Whizzer" White Humanitarian Award, and the Vince Lombardi Sportsman of the Year Award. ■



PETER BICK



INDIANA SPORTS CORP.

Staubach was paired with Indianapolis Colts foursome at the golf outing.

MANNING COACHES KIDS IN FOURTH-ANNUAL CASA FOOTBALL GAME

Peyton Manning hosted the fourth-annual CASA Flag Football Game on June 4 at the Union Federal Football Center. The event benefits Child Advocates (CASA).

The game featured **Peyton's Pals** versus **Manning's Mighty**. Peyton's Pals were made up of Child Advocates' children while Manning's Mighty consisted of children who were selected in a raffle.

"The game raises awareness for Child Advocates," Manning said. "I didn't know anything about the organization when I was first drafted by the Colts. I am really happy that I got involved. We need more volunteers to be involved with these kids. We have approximately 3,500 child advocates kids in Indianapolis so hopefully this game will draw some new volunteers."



AJ Macht

The game is a fundraiser for Child Advocates, through the sale of raffle tickets to make up the opposing team. The children of Child Advocates, whom some may only know through statistics, have the opportunity to play football with a professional athlete and take home memories to last a lifetime. The kids each get their picture taken with Manning and also a goody bag courtesy of various sponsors, including the Colts and Reebok.

Child Advocates is appointed by the Marion County Courts to represent the best interests of children who have been removed from their homes because of abuse and neglect at the hands of the people who are supposed to love them. For more information about CASA, please call 317-205-3055. ■



AJ Macht

“PEYTON’S RALLY IN GASOLINE ALLEY”

RALLY IN GASOLINE ALLEY DRAWS MORE THAN 700 PARTICIPANTS

More than 700 people participated in the second-annual Peyton’s Rally at Gasoline Alley on June 8 in Indianapolis. The event featured a 2.5 mile walk around the oval at Indianapolis Motor Speedway. The event, sponsored by the Marsh Kids’ Club, raised more than \$15,000 for the PeyBack Foundation.

In addition to Peyton, special guests included Colts’ players and cheerleaders, mascots of the Indiana Pacers, the Indiana Fever, the Indianapolis Indians and the Marsh Kids’ Club – Boomer, Fever, Rowdie and Fielding, respectively.

The event concluded with Peyton handing out several awards to raffle winners. Prizes included roundtrip tickets on ATA and several Peyton autographed items. ■



AJ Macht

Above: Alex Gleason of Indianapolis collected the most pledges for the event and won a trip by Peyton to his school in 2003



AJ Macht



AJ Macht

“This was a great opportunity for adults and children to walk around the Speedway. Everyone had a great time and I’m already looking forward to next year’s walk.”

MANNING RECEIVES HENRY P. IBA AWARD

Peyton Manning was honored as the male recipient of the Henry P. Iba Citizen Athlete Award on May 20 at the Downtown Doubletree Hotel in Tulsa, Okla. The Rotary Club of Tulsa hosted the event for the ninth consecutive year. Nancy Kerrigan was honored as the female recipient.

The Henry P. Iba Citizen Athlete Awards are given in recognition of America's premier athletes who have excelled in their sport and have shown by their actions a desire to help others. Their outstanding personal involvement and success in their chosen work has made them heroes in the eyes of the world. The Henry P. Iba Citizen Athlete Awards were created to recognize and honor the one female and one male athlete who best exemplify the high degree of citizenship in the image of Henry P. Iba.

Mr. Iba, as he was known by his players and coaches, was perhaps the most highly respected basketball coach of all time. Iba was the only person to ever coach three different U.S. Olympic basketball teams (1964, 1968, 1972) and the only coach in history to win two Olympic gold medals.

"It's a tremendous honor to receive an award that highlights my proudest accomplishments—not



JERRY L. CORNELIUS

what I do on the field—not passing records or touchdowns," Manning said. "It's who I am and what I do as a person that's much more important.

"Mr. Iba will always be remembered as a great basketball coach, but more importantly as a great citizen in his community. I want to represent the spirit of Henry Iba in the right way."

ESPN's Bob Stevens served as the emcee of the event while University of Kentucky Head Basketball Coach Tubby Smith was the keynote speaker. Manning was awarded \$10,000 to the PeyBack Foundation for the honor. NFL Hall of Fame wide receiver Steve Largent presented the award to Manning.

Prior to the dinner, Manning met with CASA (Court Appointed Special Advocates) officials at the Tulsa Courthouse. Manning discussed his role with CASA in Indianapolis and the importance of awareness. He holds a flag football game each year in Indianapolis to benefit the organization. ■

Manning Passing Academy Held July 12-14

The seventh-annual Manning Passing Academy took place July 12-14 on the campus of Southeastern Louisiana University in Hammond, La. More than 700 high school players representing 34 different states attended the three-day camp which focused on the fundamentals of the offensive skill positions of quarterback, running back, wide receiver and tight end.



A portion of the camp proceeds will be donated to local non-profit community agencies in the Louisiana area through the PeyBack Foundation. This year's beneficiaries include Bridge House, Special Olympics Louisiana, and the Fellowship of Christian Athletes. Gatorade, Reebok and Rawlings are official suppliers of the camp. St. Vincent participated in the camp as a sponsor.

The Manning family (Archie, Peyton, Cooper and Eli) are the founders and directors of the Academy and oversee every aspect of the operation. Indianapolis

Colts Pro Bowl wide receiver Marvin Harrison served as guest coach at the camp.

Campers were exposed to coaches and players from both the NFL and college ranks as well as successful high school coaches.

The mission of the Academy is to create an environment of greater understanding and proficiency with the fundamentals, techniques, and skills that are necessary in succeeding in the sport of football. For more information on the Manning Passing Academy, you can log onto www.manningpassingacademy.com. ■



The Manning Family: Eli, Cooper, Archie & Peyton

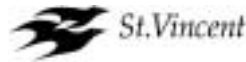
EXTRA POINTS



The third-annual PeyBack Classic is scheduled for September 28 at the RCA Dome. The games are preceded by an, "Evening with Peyton Manning," on September 27 at the Union Federal Football Center. Peyton's father, Archie, is scheduled to be the keynote speaker.

The PeyBack Classic was designed to allow the Indianapolis Public High Schools (IPS) to play a regular season game each year in the RCA Dome. Arlington, Arsenal Technical, Broad Ripple, Emmerich Manual, Northwest and newly reopened Washington and Howe will participate in this year's Classic. Once again Scecina Memorial High School will be the invited guest school. One hundred percent of the proceeds from the event go directly to the school's football programs. The event has raised more than \$120,000 for the schools in the first two years. An estimated 10,000 fans watched the 2001 PeyBack Classic. American Family Insurance, EDS, Huntington Banks, Marsh and St. Vincent are the presenting sponsors of the PeyBack Classic while Gatorade, Reebok, Rawlings and Sport Graphics are official suppliers. For more information about sponsorship opportunities, please contact Indiana Sports Corporation at (317) 237-5000 or ISC@indianasportscorp.com. ■

PRESENTING SPONSORS



NFL Charities presented the PeyBack Foundation with a \$10,000 check as an NFL Charities Player Organization Grant. NFL Charities, created in 1973, is a non-profit organization created by the member clubs of the National Football League to enable the clubs to collectively make grants to charitable and worthwhile causes on the national level. The PeyBack Foundation was awarded an additional \$1,000 for Peyton Manning being named the 2001 Walter Payton/Indianapolis Colts Man of the Year for his work in the community. ■



Peyton Manning was in New York City on May 13 visiting with kids from United Way. The visit took place at an art center in lower east Manhattan. During Peyton's visit, the NFL filmed a Public Service Announcement that will air some-time during the upcoming football season.

"It was a great experience," Peyton said. "I had a great time with all the kids and learned a little about pottery. The PSA should be very entertaining."

Peyton does work through United Way in Indianapolis with his involvement with Child Advocates (CASA). ■

Peyton Manning will serve as keynote speaker for the 2002 Kids Count in Indiana Conference, "Pey it Forward," on November 19 in the Indiana Convention Center.

The conference is presented by the Indiana Youth Institute and is the only statewide conference designed especially for those who work with, and on behalf of, Indiana's children and youth. More than 1,500 youth workers, youth ministers, and youth advocates participated in the 2001 conference.

For more information about the conference, visit www.iyi.org or contact the Indiana Youth Institute at (800) 243-7060.



For updated information on the PeyBack Foundation and Peyton Manning, please visit us on the web at www.peytonmanning.com.

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from Front page

T.O.U.G.H., Teens: Organized, Unified, Goal-Oriented, Helpful (Indianapolis)

Brief: To increase the educational success of students by meeting the needs of children and their families through the partnerships of educational institutions, churches, community service agencies and the business community.

The Oaks Academy (Indianapolis)

Brief: The mission of the Oaks Academy is twofold: to provide a Christian education of uncompromised quality and to enhance racial harmony and reconciliation across social and economic lines. Because of the first goal, the actual cost of providing an Oaks education is very expensive; because of the second goal, many Oaks families are unable to pay the true cost of their child's schooling.

Emerald Youth Foundation (Knoxville, Tennessee)

Brief: Their mission is to advance the kingdom of God by serving Urban children and youth by equipping them to be leaders in their neighborhoods.

Boys & Girls clubs of southeast Louisiana (New Orleans)

Brief: The mission of the club is to inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible and caring citizens.

Jireh Sports (Indianapolis)

Brief: The mission of the organization is to meet the mental, physical, emotional, and spiritual needs of urban youth by developing mentoring relationships through sports and enrichment programs.

DAY NURSERY RECEIVES GRANT FROM PEYBACK FOUNDATION



As noted in the cover story of *From the Sideline*, the PeyBack Foundation awarded a grant of \$5,000 to Day Nursery in Indianapolis. In a nurturing an age-appropriate environment, Day Nursery's children learn the first steps to school readiness and self-sufficiency. Day Nursery was started more than 100 years ago and they are committed to their belief that all children deserve the very best of care.

Two-thirds of Day Nursery's 750 children attend with scholarship or government voucher assistance. Half come from single parent households. Only 10 percent of all child care providers nationally, regardless of cost or configuration, achieve the National Association for the Education of Young Children (NAEYC) accreditation that Day Nursery has maintained in each of its public centers since 1993. Day Nursery also serves parents by providing parent education and on-site health screenings for children. Another important part of Day Nursery's service to the community is its advocacy for quality child care and subject matter expertise. Day Nursery offers services to individuals, corporations and other partners through a separate arm called Child Care Answers.

REQUESTS AND DONATIONS

The PeyBack Foundation participates in and hosts various non-profit events each year. These events serve to promote awareness and advocacy for child welfare issues. Fundraising activities provide for the additional distribution of funds among agencies serving the needs of disadvantaged youth.

Requests are accepted from all agencies and organizations actively advancing the welfare of disadvantaged children. All requests for financial assistance are given careful consideration and judged on the unique merits of the individual agency and its goal and mission.

Please submit all requests to:

The PeyBack Foundation
201 S. Capitol Avenue, Suite 1200
Indianapolis, IN 46225-1069

Please submit all donations to:

IMG Center c/o: John Palguta
1360 East Ninth Street, Suite 100
Cleveland, OH 44114

For more information about the PeyBack Foundation, please call (877) 873-9225 or email PeyBack@peytonmanning.com.