

SET THE EXPECTATION

Champions Program

2021 Yearly Recap
Work & Projects



SET THE EXPECTATION

SET THE EXPECTATION CHAMPIONS PROGRAM

MISSION

Set The Expectation Champions is a global network of current and former athletes dedicated to using the power of their platforms to champion community agencies and groups who serve families and survivors of sexual assault and domestic violence.

Operating under the Set The Expectation (STE) nonprofit, the Champions program was founded by NFL player James Smith-Williams of the Washington Football Team. James began his advocacy work with Set The Expectation in 2019 at North Carolina State. A devoted supporter of survivors, James has organized multiple events and taken every opportunity possible to use his platform to raise awareness and give to survivors and their families. James fully understands his individual ability to make a difference, but he also understands the transformational power of athletes coming together for a cause, and it is for this reason that he founded the Champions program.

Acting as Ambassadors of the STE nonprofit, Champions must have a track record of behavior that reflects kindness, compassion, dignity and respect for others. They must be willing to learn and unlearn, hold themselves accountable and act as leaders and agents for change both on and off the field and court.

To the best of their ability and as work schedules permit, STE Champions will partner with community agencies and groups serving families and survivors of sexual assault and domestic violence. Champions will lend their platforms to these agencies and groups with the intent to:

- Raise awareness about the work and programs of their community partners.
- Highlight the needs of their community partners and how to connect with and support them.
- As appropriate, engage in events, fundraisers, and campaigns sponsored by their community partners.

*We understand most community agencies and groups need funding. While Champions can choose to donate, and/or assist with fundraising, Champions should not be considered only as fundraising agents.



www.settheexpectation.org

SUPPORT, RESOURCES & INVOLVEMENT

Champions are not expected to be subject matter experts. Every Champion will be given access to support, resources, training and education needed to succeed, including full-time support from Founder, Brenda Tracy and Set The Expectation staff.

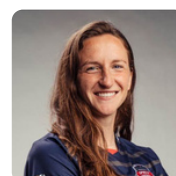
Involvement with community partners, also called "activations" are facilitated by Set The Expectation staff and can be easily managed around a busy schedule or done during the off season. Ideally, Leagues made up of Champions from different professional teams playing in different seasons will result in year-round support and visibility for community partners.

THE STE CHAMPIONS PROGRAM TEAM

Inaugural Champions



James Smith-Williams
 Founder
 DE Washington Football Team



Andi Sullivan
 Champions Athlete
 Washington Spirit-NWSL

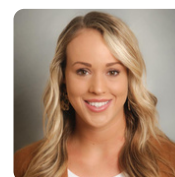
Support Staff



Brenda Tracy
 Founder of
 Set The Expectation



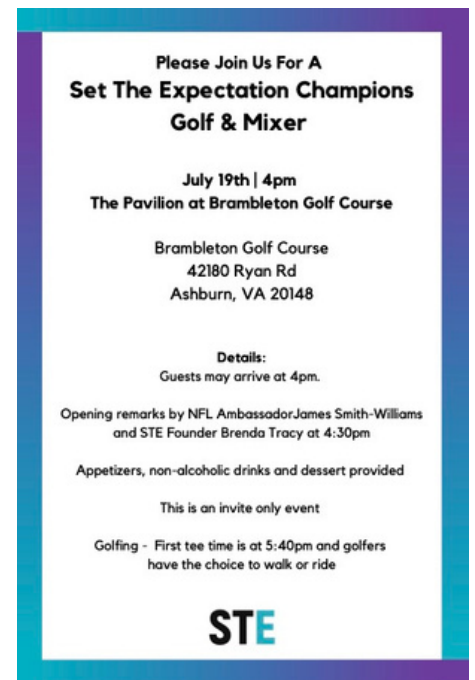
Liz Anderson
 Exec Director of
 Set The Expectation



Sarah Grace McCormick
 Trauma Training
 Specialist/Resource

Champions Launch: Spring Mixer

Summer Mixer July 2021- The mission of the Champions program is rooted in supporting community agencies that serve survivors of sexual and domestic violence and their families. Staying in line with that mission, we launched the STE Champions program with a Mixer and Golfing event that brought together D.C. based organizations such as Becky's Fund, CASA for Children of D.C., The DC Coalition Against Domestic Violence, My Sister's Place, JDoe and the DC Lawyers Project. This event gave us the opportunity to introduce the STE Champions program and gave space for networking and collaboration.



Champions x CASA D.C. Vision Board Event

October 2021 – in honor of Domestic Violence Awareness Month, the STE Champions collaborated with CASA DC for a “Vision Life Skills” event. Approximately 20 fostered youth affected by sexual and domestic violence attended the event which included a circle chat with STE Champions James Smith-Williams, Andi Sullivan and STE founder, Brenda Tracy. After the circle chat, the youth were separated into small groups, and each created a vision board about their dreams and hopes for the future. Discussing how to take our pain and turn it into purpose was lifechanging for many of these youth. After the vision board event, James took all 20 children to Dave & Busters where the children could have some fun and food.



CASA DC & STE
Present:
CASA Core Life Skills Youth Workshop: A Vision Of Your Future

Meet STE Founder & Survivor, Brenda Tracy, Washington NFL Player James Smith-Williams, & Washington Spirit NSWL Player Andi Sullivan for a Rap and Visioning Session on how to take the pain of your past to create a better future. Prizes, Autographs & Dinner and games at D&B afterward. A virtual option will be provided if you cannot attend in person.

Oct. 11, 2021 | 5:30 - 7:30pm (D&B Event with James Smith-Williams, 7:30-9:30p)
Takoma Park Church Activity Center
6810 Eastern Ave NW
Washington, DC 20012
Text 202-556-3389 to register or email drobinson@casadc.org



Champions x DC Coalition Holiday Toy Drive

November 2021- The Annual Holiday Toy & Book Drive put on by The DC Coalition Against Domestic Violence had over 700 children and families in the DC area that needed items for the holidays. STE Champions, James and Andi hosted an in-person shopping event at a small business toy and bookstore where gifts could be bought from the wish lists. Washington D.C. area residents were encouraged to join the charitable shopping spree and through donations - \$4K was raised in less than 24 hrs. and 285 toys, 100 books, 10 art items, 27 sports clothing items and 40 Amazon gift cards were purchased. Over 450 children received a gift for the holiday season.

'TIS THE SEASON OF GIVING!

TOY & BOOK DONATION DRIVE

Do you want to help make the holidays merry & bright for survivors of domestic violence and their families?

Shop with
James Smith-Williams & Andi Sullivan!



November 8th

6:00 - 7:50 pm

Child's Play Toys & Books

5556 Connecticut Avenue NW

Washington DC 20015

This event will help to support a local small business in DC too.

DCCoalition & **SET THE EXPECTATION**



NFLPA Community MVP Award - Week 10

NFL Week 10 Washington, D.C. - James Smith-Williams was named the Week 10 NFLPA Community MVP for raising and giving thousands to buy toys and holiday gifts for children, survivors and families affected by domestic violence.

"I am honored and excited to be named the NFLPA Community MVP for this week," the Washington defensive end said. "Being able to use my platform to help families and children who have been displaced during the holidays because of domestic violence means the world to me."

In honor of Smith-Williams being named Week 10 Community MVP, the NFLPA made a \$10,000 contribution to the charity or foundation of his choice.

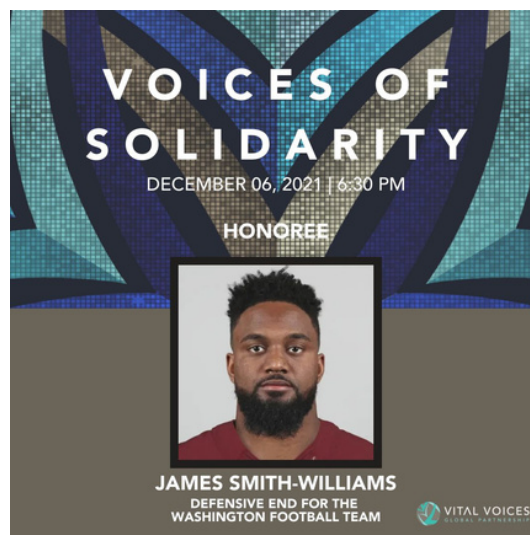
Read More: <https://nflpa.com/press/washingtons-james-smith-williams-named-week-10-nflpa-community-mvp>



Vital Voices- Voices of Solidarity 2021 Recipient

December 2021 – James Smith-Williams was honored as a Voices of Solidarity award recipient. STE founder, Brenda Tracy had the honor of speaking at the New York event and presenting James with his award. Other guests and honorees included Pay Pal CEO Dan Schulman, Former First Lady Hillary Rodham Clinton, Prime Minister of Albania, Edi Rama and many others.

"At Vital Voices, we know that a gender equal world is one where people of all genders enjoy the same human rights. One where people are kept safe; one without gender-based violence. And we know that it will take us all to achieve that world. Women activists have been at the forefront of the fight for gender equality, from spotlighting the harsh realities of gender-based violence to showcasing what is possible when women are empowered. They have paved the way for a growing movement of male allies who are increasingly showing courage and compassion, joining the advocacy efforts for the rights of women and girls around the world."



CHAMPIONS IMPACT

OVER \$30K RAISED FOR ON GOING CHAMPIONS PROJECTS IN WASHINGTON D.C.

Funds have gone to buying toys for children at the holidays, items for survivors, additional events for foster care children and sports camps in 2022.

OVER 1,500 CHILDREN AND FAMILIES SERVED IN WASHINGTON D.C.

By involving all community partners in the Washington D.C. area our Champions reach and impact has been great. On-going relationships, support, visits to Washington Spirit and Washington Football games and much more.

IN 2022+2023 WE WOULD LIKE TO ADD ANOTHER CITY FOR CHAMPIONS AND KICKSTART OUR SPORT & LEADERSHIP SUMMIT

During its inaugural year, the STE Champions program raised over \$30,000 and approximately 1,500 survivors and their families were impacted.

Our hope for the future is to enter into new cities and empower more athletes to leverage their platforms in the way that current STE Champions, James Smith-Williams and Andi Sullivan have in Washington DC. The interest is there and the need is there, but funding will be required to expand the program.

HOPE FOR THE FUTURE

CHAMPIONS IN THE MEDIA AND USING THEIR PLATFORMS

