

# SET THE EXPECTATION

## Champions Program

# 2022 Yearly Recap

## Work & Projects



STE



# 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.

# 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

### Our Champions



**James Smith-Williams**

Founder

DE Washington Commanders

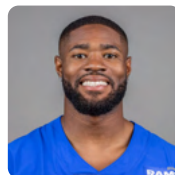


**Andi Sullivan**

Champions Athlete

Washington Spirit-NWSL

Current USWNT Player



**Terrell Burgess**

Champions Athlete

Current Team: NY Giants



**Alysha Clark**

Champions Athlete

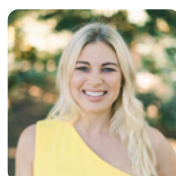
WNBA Las Vegas Aces

### Support Staff



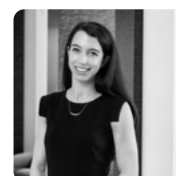
**Brenda Tracy**

Founder of  
Set The Expectation



**Liz Anderson**

Exec Director of  
Set The Expectation



**Rachel Hoffman**

Engagement Director  
Set The Expectation



# CASA DC Summer Education Field Trip

July 1, 2022 - In the middle of his offseason, James Smith-Williams took 20 kids from CASA DC to the Smithsonian FUTURES Museum for an educational field trip. James rented a bus to pick up all CASA DC kids including staff and bring them over to the museum for the day. James even brought two Washington Commander teammates to help chaperone the event and hang out with the kids. The kids took a private tour of the FUTURES exhibition and got to talk about their future aspirations, science, favorite subjects in school and ask James some fun questions. Lunch was provided for all kids and staff after the event, in which James paid for.



**Field Trip with James Smith-Williams of the Commanders!**  
July 1, 2022

**Summer Education Field Trip**  
Come experience a private guided tour of the new Smithsonian FUTURES museum! You will get to see the new one of kind exhibit to...small to molecule. Meditate with an AI Robot. Travel through space and time. And much more! Tour starts at 11:30am

Message CASA DC for the RSVP Form!

**CASA**  
Court Appointed Special Advocates  
FOR CHILDREN  
WASHINGTON, DC

**SET THE EXPECTATION**







STE CHAMPIONS

## Champions x CASA D.C. Back To School Drive

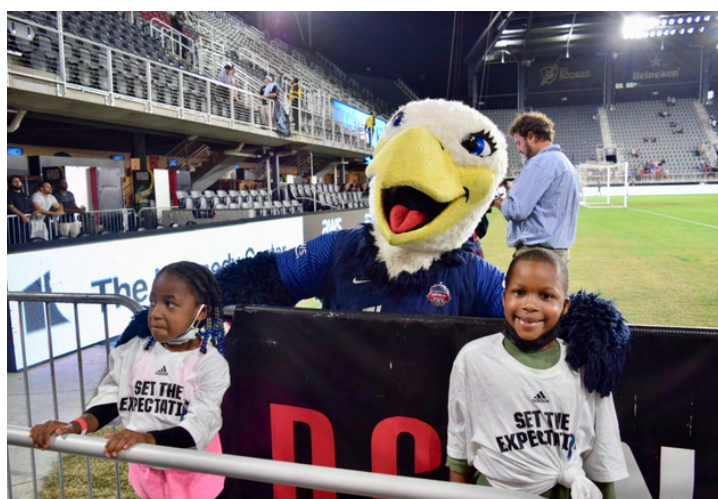
August-September 2022 – Our Champions, James Smith-Williams and Andi Sullivan hosted a Back To School Drive that supported 200+ kids in the CASA DC Program. The students ranged from elementary school, middle school and high school. Most of these students don't have enough money or resources to get all the school supplies they need for the year. Andi was able to donate 250 brand new Adidas backpacks for all of the kids (worth over \$5,000) and James was able to buy \$5,500 worth of supplies to fill the backpacks. With the Champions donation drive, they were able to raise an additional \$6,000 worth of supplies to fill the backpacks and James was there in person to pass everything out.





## Washington Spirit Game with Andi Sullivan

September 17, 2022- As Champion Andi Sullivan plays for both the NWSL Washington Spirit and also the US Women's Soccer Team, she has a very busy schedule. Andi generously invited 40 kids and families from CASA DC to come out to a Washington Spirit Game at Audi Field. Andi was able to secure suite tickets for the group, t-shirts, free food and drinks and then also provided a private meet and greet after the game. Andi is currently Captain of the Washington Spirit and is an incredible role model for all of the kids at CASA DC, as she has built a great relationship with them throughout the years.





## Purina Purple Leash Project with James

October 2022- October is Domestic Violence Awareness Month. James has been very active in helping survivors of domestic violence and sexual assault, so it was no surprise when Purina took notice and asked James to be their new ambassador for the Purple Leash Project. The Purple Leash Project is a national initiative established by Purina and nonprofit Red Rover to provide grants, resources and support to help domestic violence shelters better serve the needs of domestic abuse survivors with pets. James will be exclusively partnering with them and will be honoring this project with My Cause My Cleats on December 5th.

"As a life-long pet lover, pet owner, and domestic violence advocate, I'm proud to represent the Purple Leash Project," said Smith-Williams. "It's an honor to use my platform on and off the field to draw attention to the critical importance that pets play in the lives of survivors as companions, healers, and four-legged members of the family – especially during times of crisis."



# Champions x CASA DC Vision Board Event

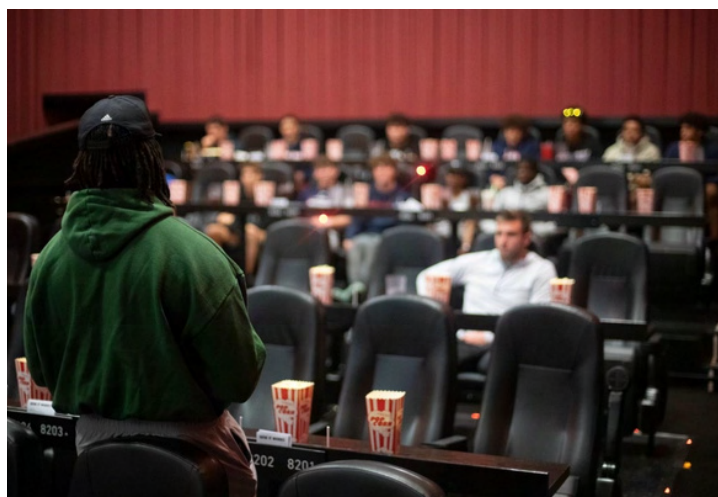
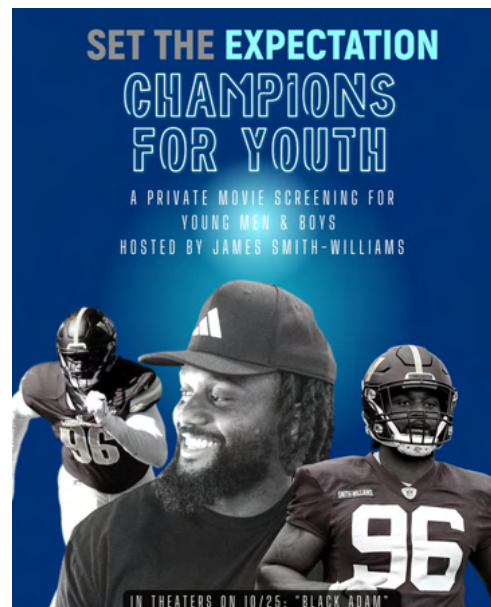
October 6, 2022 - The 2nd Annual STE Champions + CASA DC Vision Board Event. CASA for Children of DC's EMPOWER Program and Set The Expectation will jointly hold a vision board session to include NFL Player, James Smith-Williams, Founder, Brenda Tracy and WNBA superstar Alysha Clark. The focus of the session is reducing risks by allowing youth to set goals for their future. Youth were given the tools to create a vision board to reflect how they see themselves now and where they see themselves in the future to include school, careers, support network, healthy mind and body. In addition, Youth also enjoyed games, food and fun at Dave & Busters. James paid for the entire event on his own.





## CHAMPIONS FOR YOUTH- Movie Event with James

October 25, 2022 - In looking to do more events with high school aged boys, James created the CHAMPIONS FOR YOUTH Program. This program focuses on mentorship with young men in the greater DC area and for James to hold private events where the youth can gather but also ask James questions regarding leadership, healthy relationships and manhood. The first event took place in Ashburn, VA where James rented out a private movie theater for 40 HS players to watch the movie 'Black Adam' starring The Rock. After the movie James did a Q&A with the players. These programs will occur monthly with our Champions.





## Dunkin' Donuts Hospital Event with James

October 31, 2022 -James kept busy the month of October which was Domestic Violence Awareness Month. James partnered with Dunkin' Donuts to provide free coffee and donuts to the nurses, staff and children at Washington D.C.'s , Children's National Hospital. James was there with the Dunkin' Cruiser for a few hours passing out coffee and donuts to the staff and also interacting with the patients and service animals. James is spreading awareness on and off the field for these domestic violence issues and also promoting healthy relationships as an athlete in the community.





## My Sister's Place Shoe Drive Event with James

November 15, 2022- James heard there was a need for survivors and children at My Sister's Place Domestic Violence Shelter to get brand new shoes, so he jumped at the opportunity to serve. In one week, James was able to secure 51 pairs of brand new shoes for the women and children living at My Sister's Place DV Shelter. After playing in an incredible Monday Night Football game at Philadelphia, James made sure that he was there in person on Tuesday evening to bring the shoes in person and also hang out with the children that evening at the shelter. Most people don't know, but survivors and families in domestic violence housing are unable to leave and the location of where they are living is disclosed and not public information due to their safety. Most families in these shelters get forgotten because of these extra implications and James wanted to make sure that they are not. Not only did James pay for all of these brand new shoes on his own (\$2,839.00), but he showed up on his off-day to read to the children at the shelter and bring some early holiday cheer.





# Champions x My Sister's Place Thanksgiving Dinner

November 22, 2022 - James Smith-Williams hosted a Thanksgiving Dinner for the 60 women and children living at the My Sister's Place Domestic Violence Shelter in Washington D.C. These women and children living in domestic violence housing are unable to leave the shelter due to safety issues and on top of that, there is excess trauma that surrounds each family, especially around the holidays. James paid for Chef Avery to prepare a five course Thanksgiving meal and STE staff helped secure decorations and special activities so that it would feel even more special for all of the families having their holiday dinner.



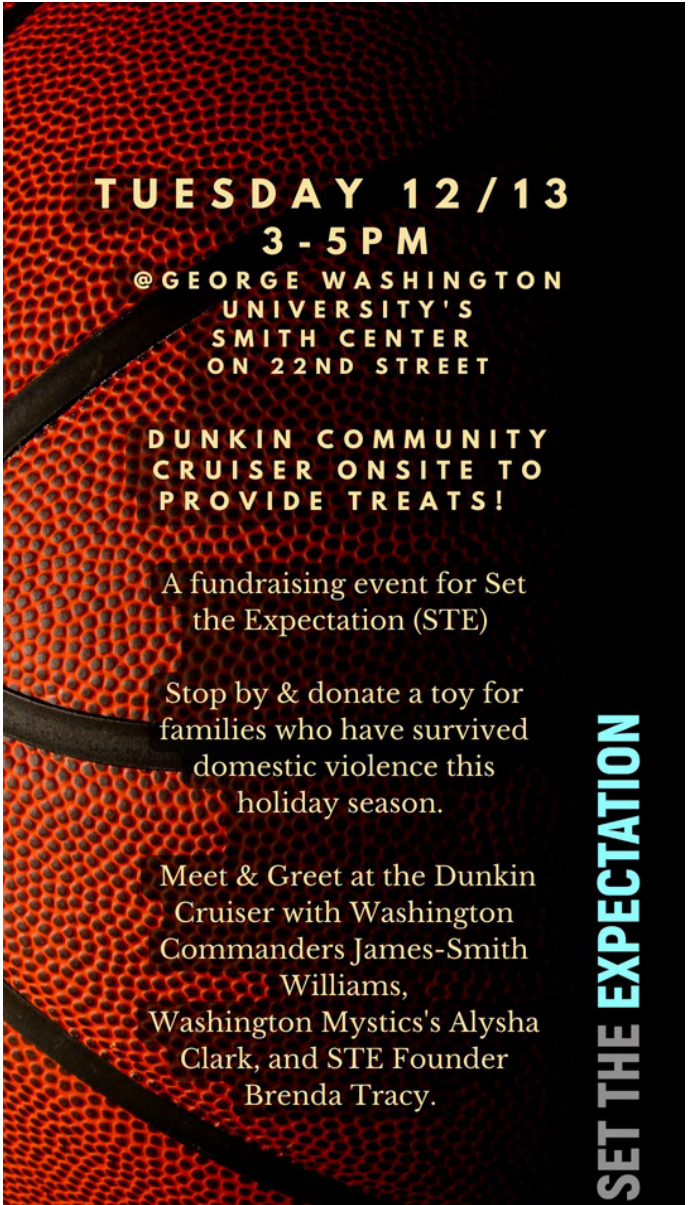




STE CHAMPIONS

## Toy Drive Event at GW University with Alysha Clark

December 13, 2022- Brenda Tracy, James Smith-Williams and Alysha Clark put together a giving event at George Washington University during the women's basketball game. Champions teamed up with the athletic department and the Dunkin' Cruiser to collect donations (money and toys) for the DC Coalition Holiday Drive and also interact with fans while passing out coffee and donuts. Having these community relationships with the professional athletes, college athletes and community members in Washington D.C. is the key to the success of programming.



**TUESDAY 12/13**  
**3 - 5 PM**  
**@ GEORGE WASHINGTON UNIVERSITY'S SMITH CENTER ON 22ND STREET**

**DUNKIN' COMMUNITY CRUISER ONSITE TO PROVIDE TREATS!**

A fundraising event for Set the Expectation (STE)

Stop by & donate a toy for families who have survived domestic violence this holiday season.

Meet & Greet at the Dunkin' Cruiser with Washington Commanders James-Smith Williams, Washington Mystics's Alysha Clark, and STE Founder Brenda Tracy.

**SET THE EXPECTATION**







STE CHAMPIONS

## Champions x DC Coalition Holiday Gift Drive

December 2022 - 3rd Annual DC Coalition Holiday Gift Drive our Champions hosted in Washington D.C. The Toy Drive featured James Smith-Williams, Andi Sullivan and Alysha Clark who did online fundraising and also an in person shopping event at local 'Childs Play' Toy Store. The Champions raised over \$7,000 (a new record) to purchase toys and gifts for survivors and families living in Domestic Violence Shelters. Over 450 gifts were purchased and distributed out to member organizations in the greater Washington D.C. area thanks to our Champions!







**STE CHAMPIONS**

## **CHAMPIONS IMPACT**

**Since the Champions  
Program started In Fall  
2021- Our Champions  
have served over 3,000  
people and donated  
over \$142K to local DC  
agencies**

## **HOPE FOR THE FUTURE**

### **OVER \$112K RAISED FOR ON GOING CHAMPIONS PROJECTS IN 2022**

The Champions have helped secure \$75K to local DC Nonprofits to use the money for their most needed projects. The Champions have donated over \$37K worth of supplies, toys, food, backpacks and other items for all their events. Each event hosted is 100% paid for by the Champions and most of it is out of their own pockets.

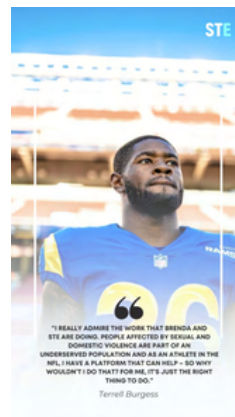
### **OVER 1600 CHILDREN AND FAMILIES SERVED IN 2022**

By involving all community partners in the Washington D.C. area our Champions reach and impact has been great. On-going relationships, support from DC professional teams and events at shelters have contributed to reaching more survivors and children.

### **IN 2023-2024 WE WOULD LIKE TO ADD ANOTHER CITY FOR CHAMPIONS AND KICKSTART OUR SPORT & LEADERSHIP SUMMIT**

Our Champions are doubling their outreach and impact every year they have been involved. Our hope for the future is to enter into new cities and empower more athletes to leverage their platforms. The interest is there and the need is there, but funding will be required to expand the program. Our Champions for Youth events are also something we would like to expand for the future.

# CHAMPIONS IN THE MEDIA AND USING THEIR PLATFORMS



36.3K  
TOTAL  
IMPRESSIONS



Media Exposure From..



VAYNERSPORTS



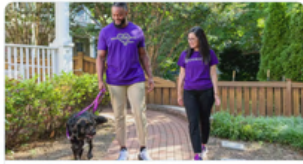
# CHAMPIONS IN THE MEDIA AND USING THEIR PLATFORMS

**NFLPA** @NFLPA · Nov 23, 2022  
James Smith-Williams' (@jacs3w) latest donation to @mysistersplace, a domestic violence shelter, included personally delivering 51 pairs of brand new pairs of shoes for the women & children there. James is also planning a Thanksgiving dinner for the families this week.



Washington Commanders

**WUSA9** @wusa9 · Oct 5, 2022  
Off the field, James Smith-Williams defends survivors of domestic violence.



wusa9.com  
Commanders player works to make domestic abuse shelters get frie...  
Off the field, James Smith-Williams defends survivors of domestic violence.

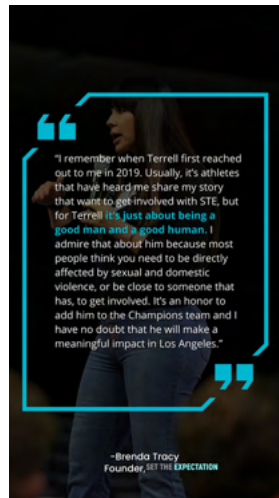
**Mint Farm Films** @MintFarmFilms · May 11, 2022  
Mint Farm Films learned about @STEnonprofit & the work they do to prevent sexual violence when we interviewed founder @brendatracy24 for a show did on @CCOASIS. Rush Olson talked w/NFL DL @jacs3w3 about his involvement in STE. #SetTheExpectation



linkedin.com

**TAKE W COMMAND**  
Hear every game on BIG100

Supporting communities affected by sexual assault, domestic violence is a passion for James Smith-Williams



-Brenda Tracy  
Founder, SET THE EXPECTATION

**Troy Vincent, Sr.** @TroyVincentSr · Oct 29, 2022  
@RamsNFL S Terrell Burgess (@TTitanum798) is the newest @STEnonprofit champion and is working to bring awareness to community agencies and groups who serve families and survivors of sexual assault and domestic violence.



**Seth Rubin** @SRubin · Jul 13, 2022  
Big thank you to @brendatracy24 (@STEnonprofit) and @jacs3w3 (@Commanders) for sharing their powerful story with @YPN\_NBCU/ @WomensNetNBCU and to @lindsayczarniak and @craigmelvin for hosting



**DCCADV** @DCCADV · Nov 30, 2022  
Join us for shopping tomorrow. Thank you to the staff at Set the Expectation and their Ambassadors, James, Andi and Alysha. @dcccadv @STEnonprofit @Alysha.clark @sunshine\_sully @jacs3w3



**Sunday Night Football on NBC** @SNFNBC · Dec 12, 2022  
@Commanders DE James Smith-Williams believes men should help put a stop to sexual and interpersonal violence. Find out how @jacs3w3 teams up as an ally with @brendatracy24 and @STEnonprofit, via @NBCSN.



## OVER 300% INCREASE OF USER ENGAGEMENT On Social Media

**New York Liberty** @nyliberty · Jul 12, 2022  
We had some stars in the house tonight!



James Smith-Williams and NJ/NY Gotham FC

**Troy Vincent, Sr.** @TroyVincentSr · Nov 9, 2022  
@Commanders DE James Smith-Williams (@jacs3w3) is using his platform to raise awareness around sexual and domestic violence issues and advocate for survivors

See how he is making a positive impact off the field as an ambassador for @STEnonprofit: yho0.it/3FOrMLp

