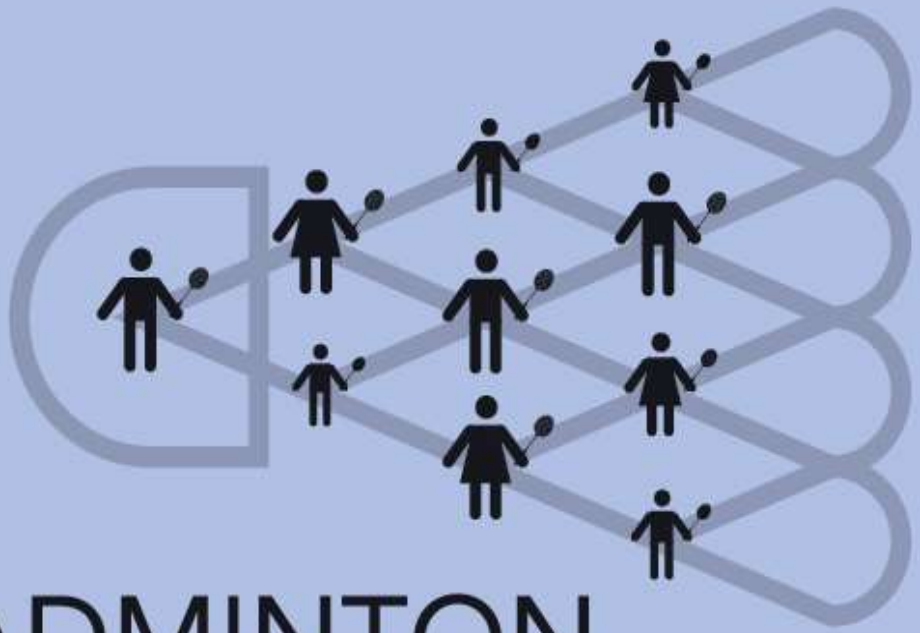


BE PART OF IT

BADMINTON GOES **VIRAL**

2017 Accomplishments

Badminton Goes Viral began as one passionate player's dream of expanding the sport he loves to as many young players as possible… so they could experience the joy he finds in the sport.

In the spring of 2017, the mission of Badminton Goes Viral was created -

a nonprofit supporting sustainable badminton education and sports programs for youth in America.

Pilot projects are going in 6 different states and expansion is promising. The demand for services is remarkable.

This report of accomplishments highlights the stories of real people working together to achieve the Badminton Goes Viral vision of

an America where junior programs inspire a lifelong passion for playing badminton equal to the rest of the world.

Join in….

Badminton Goes Viral….Be Part of it!



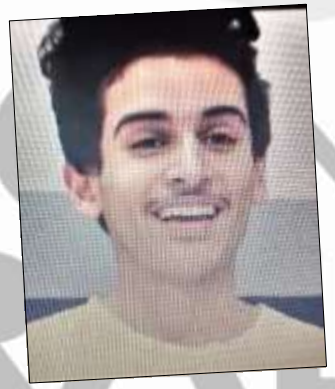
"Badminton is one of the equalizer sports for PE that everyone from the best athletes to your least active students can find some level of success and engagement."

High School Varsity Basketball Coach and Teacher BJ Condron – Orange County, NC

BADMINTON?

"At first I thought it was going to be one of those lame sports…but like once they started showing us how it can be like way more competitive it got way better. I would even say like it's one of my favorite sports now, it's pretty fun!"

High School Student - St. Louis, MO



OFF TO A SMASHING START!

To Badminton Goes Viral (BGV) friends, followers, supporters and donors:

THANK YOU!

Since BGV was launched, the response to badminton introduction and training has been wonderful. The numbers and the proof are in this report. Public and Charter School receptivity has been awesome. In addition, BGV pilot programs have been done at 2 Boys and Girls Clubs with two more planned for early next year. Private school pilot programs are planned for the first half of 2018.

Initial seed funding and loans saw BGV through 2017 and the value equation per dollar spent would make even the most jaded accountant proud. With big cities like Boston MA and Atlanta GA, medium sized cities like Anchorage AK and Myrtle Beach SC, and a smaller town like Blackfoot ID and a village like Girdwood AK…….the enthusiasm to badminton and badminton training has been phenomenal.

BADMINTON CAN AND IS 'GOING VIRAL'

The things that have made BGV worthwhile and do-able are pretty simple:

- Enthusiastic teachers who respond to a former teacher who is badminton familiar and has been in the gym with 30 to 100 plus kids herself.
- Willing player/coaches (called 'boots on the ground') who offer ongoing support and follow-up when the BGV leadership team departs. With these helpers there is longevity to the program.
- Advice from key badminton advisors from all over the U.S. and beyond.

2018 (year 2) will bring challenges. Funds are required to help BGV go to the next level. Once the concept and the continuity of the program have been proven, large donors have been identified that can help fund the program for year 3 and beyond.

A sincere thank you to the United State Badminton Education Foundation, USA Badminton, Colorado Badminton Association and the numerous clubs around the country mentioned in this report for their enthusiastic support. And finally, thanks to www.DonorsChoose.org/ for their continuing source of school programs looking to start or enhance school badminton.

Paul Knechtel
CIO (Chief Instigating Officer)

Lisa J. Ward
CEO (Chief Education Officer)

What is offered by Badminton Goes Viral?



Workshops



Teaching & Equipment Resources



In-class Student Instruction



School Assemblies



Activity Sessions

Workshops



Who?

Primary & Secondary Physical Education Teachers & Others Working with Youth Programs



What?

Sharing Teaching and Activity Resources

Why?

Trained teachers and others who are confident and have the resources to teach badminton are more motivated to engage youth in the sport



How?

A little or a lot of space & equipment…
BGV makes it work



When?

Teacher workdays, afterschool, etc.
40 minutes to 2 hours



Where?

Places with enthusiasm, need and support – the sky is the limit!

In-Class Student Instruction













Students & teachers learning…





…and having FUN!

School Assemblies

Fun Inspiration for students and teachers!









Activity Sessions



Small groups learning the basics and working together



BADMINTON GOES VIRAL

“Badminton has been such an amazing addition to our school.”

“We strive to introduce opportunities that can appeal to all students, and this sport has helped us do just that. Since bringing it to our school, we've seen multiple students who had no desire for physical activity take part in Badminton activities and even more importantly, enjoy it! All the students that have played are learning and growing from it. They are also choosing it as their activity when given a choice.

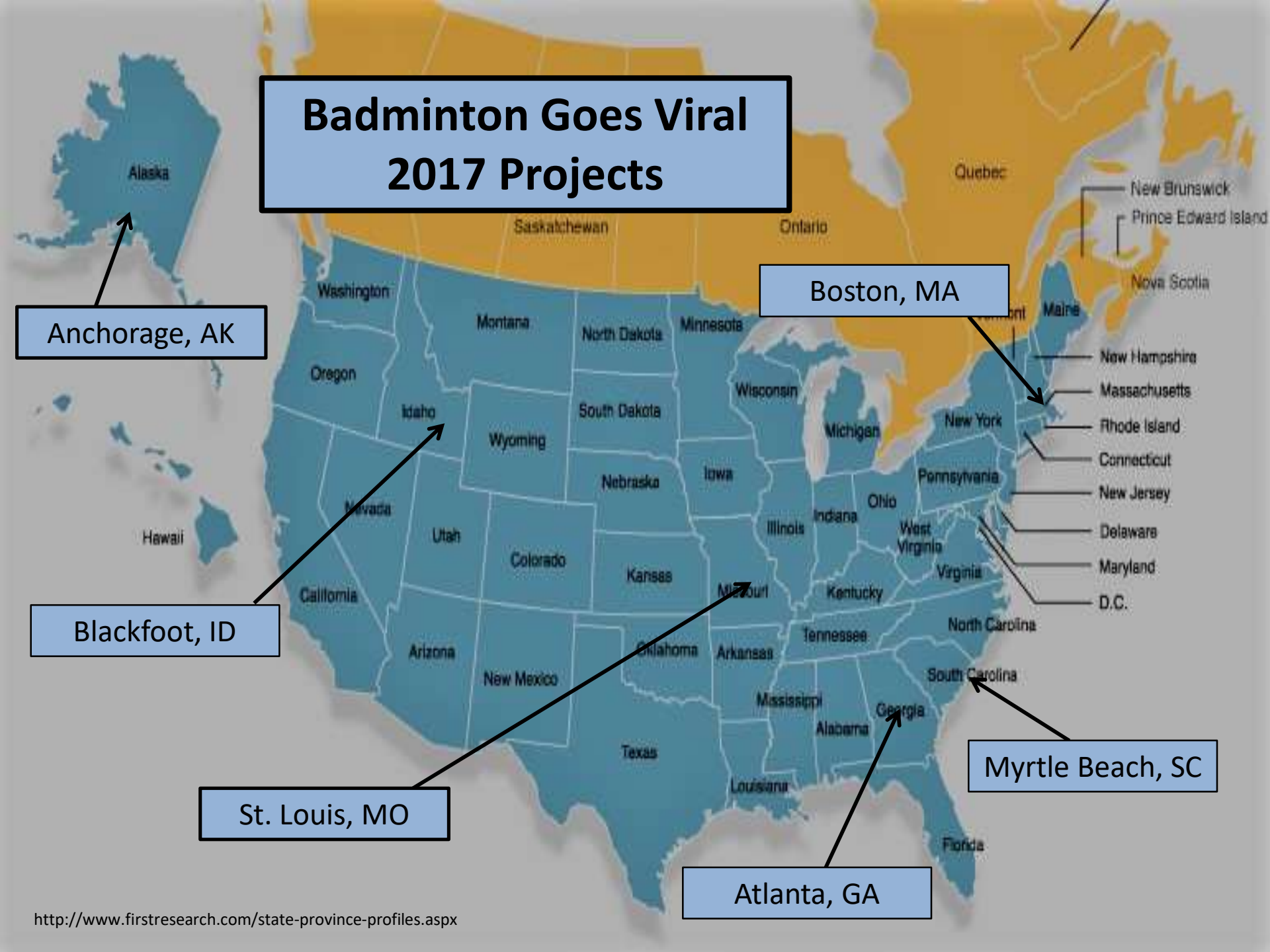
It was an added bonus for us to get to have Coach Paul and Coach Lisa at our school as experts to introduce this awesome sport. Thank you so very much! We love Badminton!”

With gratitude,

Mrs. Beck

BADMINTON GOES VIRAL





http://www.firstresearch.com/state-province-profiles.aspx

Collegiate School of Medicine & Bioscience















St. Louis, Missouri

Collegiate School of Medicine & Bioscience
St. Louis, Missouri
Teacher Heather Kristoff

The Seed

DonorsChoose.org - https://www.donorschoose.org/ - is an online organization where teachers can request resources for their classroom. ***At any given time, between 10 and 25 teachers are looking for support to teach badminton.***

The Opportunity

Early in 2017, Beyond The Classroom, Inc. - a 10 year old 501(c)3 not for profit dedicated to promoting badminton through educational and other endeavors - decided to fund a **teacher request** in St. Louis. ***Why?*** An ***enthusiastic teacher*** who recognized the popularity of badminton with previous students was ***looking for assistance to continue teaching the sport.*** Heather Kristoff, the Physical Education teacher, eagerly responded to the offer of both funding equipment and of guest classroom instruction. Plus, Arch Badminton a relatively new ***local dedicated badminton facility*** was ***looking for ways to reach out to the community***.

The Goal

To bring the school and the club together for the benefit of both in order to promote more youth participation in badminton.

The Project

The students really embraced badminton. Photography students worked together to create a short movie highlighting the 2 day adventure. The **results were** great - ***students had*** *a lot of* ***fun learning a new sport***, ***the teacher was thrilled with*** *learning new* ***teaching techniques*** *and having the equipment* ***to add badminton*** to the curriculum… *and the* ***founder of the not for profit was invigorated*** *with a new way to expand and/or enhance badminton instruction for youth.*

The Future

Ms. Kristoff has been influential in connecting Badminton Goes Viral with the school system coordinator *for* ***a broader teacher training*** of Physical Education teachers in the area and a local contact has been found to assist with ***an afterschool club***. The plan is to start a club at this school, get ***more teachers*** in the area ***teaching badminton*** and then extend to ***events between schools***.

The Important Takeaway

This Process Can Be Replicated!

BADMINTON GOES VIRAL

Anchorage School District Physical Education Teacher Workshops
Anchorage, Alaska
in conjunction with Anchorage Badminton Club

Elementary – August 2017

Secondary – November 2017







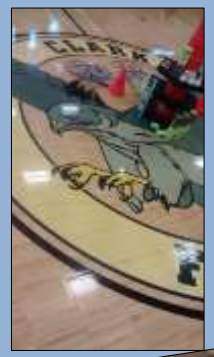




Anchorage School District
In-Class Student Instruction
Secondary Schools





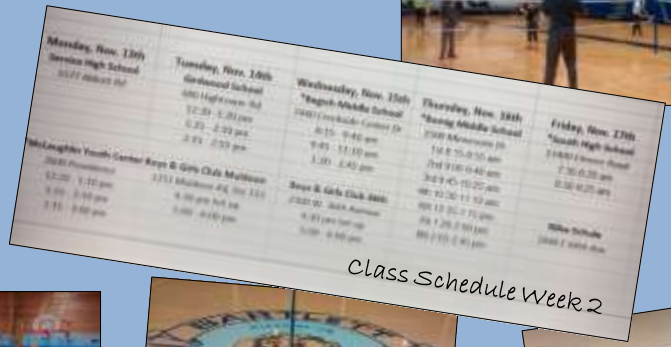

















Anchorage School District
Anchorage, Alaska
Health & Physical Education Director Melanie Sutton

A Simple Start to a Big Project

While visiting family in Anchorage, the fun and success of the St. Louis project continued to inspire thought about promoting badminton… and the ***idea of replicating*** what was done in ***St. Louis***. BGV ***decided to approach the local school district*** Health & Physical Education coordinator to determine interest level in training teachers.

Director Melanie Sutton ***could not have been more receptive***. After an initial meeting, a workshop was conducted for ***elementary*** Physical Education ***teachers***. Upon the success of that experience, BGV followed with ***secondary educators*** and will offer a ***course for teacher renewal credit*** in Spring of 2018.

Highlights

When Melanie Sutton offered that BGV would come to any Anchorage school for in-class presentations, ***25 teachers requests BGV services within one hour*.**

…25 teacher responses within one hour!

15 presentations were conducted in Anchorage over a 2 week time period with the assistance of members of ***the Anchorage Badminton Club.***

In order to meet teacher demand backlog, more presentations are planned for March/April 2018.

<u>Takeaway from Alaska</u>

A simple call led to 2 teacher clinics, 14 school presentations (with as many or more to follow) &
a teacher renewal credit course…
Small beginnings can lead to big opportunities.

BADMINTON GOES VIRAL

Idaho Science & Technology Charter School and Stoddard Elementary School Blackfoot, Idaho





















Idaho Science & Technology Charter School and Stoddard Elementary
Blackfoot, Idaho
Teachers Lydia Beck and Kim Buck

What makes Idaho so special?

A Charter School and a regular public school, 2 DonorsChoose projects in the same town ***- two enthusiastic teachers and a principal who wanted all teachers, not just Physical Education teachers, involved.***

Lydia Beck was looking for active time for her 4th graders, but Devin Larson, principal at Idaho Science and Technology Charter School, wanted every teacher in the school involved with Badminton Goes Viral for to two reasons. First, as a way of ***building staff relationships through collaboration*** and second, he saw badminton as a sport in which his teachers could participate with their students ***to build student relationships.***

After learning more, Mr. Larson also saw badminton as a sport to ***bring his entire school community together*** through fun events, ***a physical outlet for his students*** during and after school, and a ***sport to add to the athletic program*** for his school and the other charter schools they compete against.

After ***2 days of in-class instruction*** with students, a ***schoolwide assembly*** and an every ***teacher workshop*** focused on ***skills and*** many ***collaborative aspects*** of badminton with multiple academic subjects, ISTCS is definitely ***ready for big things*** to happen with their school and badminton!

Across town, Kim Buck, a fifth grade classroom teacher at Stoddard Elementary School, was ***looking for an activity for her students during long winter months***. When Badminton Goes Viral responded to her DonorsChoose request, she requested to join the ***teacher training*** at ISTCS, hosted a ***school assembly*** for all fourth and fifth grade classes…. and brought in ***local media!***

Badminton's Positive Future in Idaho

**Wider teacher trainings* *for other interested schools and teachers in the Blackfoot area*

A local public high school teacher is planning* ***to expand opportunities for students* *to play*

ISTCS is planning a* ***fun event* *in the Spring of 2018*

ISTCS is looking at creating a* ***badminton club* *for students and then a* ***competitive team*** *within the school*

ISTCS wants to encourage other charter schools they already compete with to* ***add badminton as a competitive sport*

Stoddard Elementary students* ***continue to enjoy playing*

… and Badminton Goes Viral is ready to assist all the way - enthusiasm and vision can lead to all kinds of adventures!

Framingham School District & Boston Badminton Club
District Teacher Workshop
Boston, Massachusetts







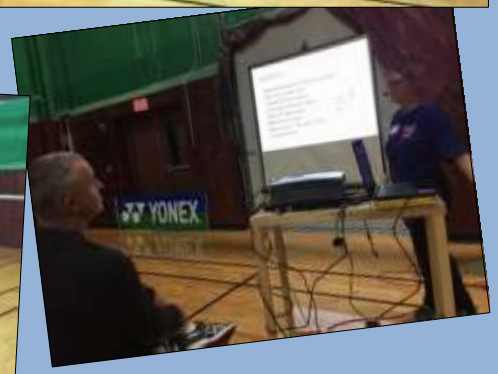












Framingham School District & Boston Badminton Club
Boston, Massachusetts

The Set Up

A fellow badminton promoter had been approached by a school district wanting to ***add badminton*** to their curriculum. ***Surrounding districts already taught*** the sport and Framingham School District wanted to offer badminton instruction for their students. What was needed? A workshop for ***K-12 Physical Education teachers***…

enter Badminton Goes Viral

What made this situation unique?

Here was an ***entire school system*** wanting to add badminton to their elementary and secondary curriculum in ***a location already rich in the sport. Boston Badminton Club***, a dedicated badminton facility, was willing to help ***sponsor*** the teacher workshop. And, ***Olympic players*** Eva Lee and Paula Obanana were currently training at the facility and were willing to come for a ***brief exhibition***.

Local players from the club assisted in a variety of ways and ***junior club players ages 7 – 15 inspired the teachers for sure.***

Immediate Future

Framingham School District ***expects all Physical Education programs to teach badminton*** beginning in the ***2017-2018*** school year.

Framingham School District plans to ***join competition*** with surrounding school systems.

Local contacts have ***led to*** plans to start programs in several ***Boys & Girls Clubs*** in the Boston area in ***early 2018***.

Boston Takeaways

A dedicated club can support many aspects of growth, lead to a variety of contacts and assist in multiple ways... (Boys & Girls Clubs, potential donors and enthusiastic supporters).

A different BGV avenue – approach dedicated clubs with the offer to do a teacher workshop if they can host and help organize.

Forsyth County Georgia
Elementary Physical Education Teacher Workshop
in conjunction with Atlanta Badminton Club












Forsyth County Schools & the Atlanta Badminton Club
Suwanee, Georgia
Teacher Kristen Barinowski and Club Founder Chandra Sivalingam

A Local Badminton Club

Atlanta Badminton Club began in 2011 and opened its doors to a ***dedicated facility*** in 2017. ***Club founder Chandra Sivalingam and Badminton Goes Viral director Peter Chang*** wanted to ***work with the community to grow badminton*** in the Atlanta area. BGV was thrilled to work with them to ***reach out to the local school system.***

Lots of people were on hand to make sure the scheduled workshop went well… Chandra, Peter and the ***club coach***, along with several ***club members*** were all present to assist – even a number of the ***kids from the club*** came to ***help engage the teachers!***

An Enthusiastic Coordinator

Kristen Barinowski, lead teacher for Elementary Physical Education in Forsyth County, was excited to bring Badminton Goes Viral to her fellow teachers. ***Badminton became*** the ***main event for the district workshop***. Everything was ***perfect…*** lots of equipment, full technology services, a great space and ***energetic, enthusiastic teachers!***

One Thing Leads to Another

Some of the assisting junior players saw their teachers at the workshop which helped form a ***cooperative bond with the club*** and ***immediate support for the teacher.*** Word spread about the workshop to other local teachers who have a ***requested similar clinic*** for their colleagues.

A ***workshop for middle and high school teachers*** in Forsyth County is being planned in 2018. Also, Atlanta Badminton Club and Badminton Goes Viral will work together to ***expand into another school system*** in the area. In addition, Atlanta Badminton Club plans to ***host a fun school tournament*** in future.

Georgia's Important Takeaways

A motivated badminton club partner and instigator is invaluable , especially when combined with the presence of a BGV Director in the area.

When a local BGV project is started and the teacher information highway network is set in motion, additional opportunities appear.

Ten Oaks Middle School

Myrtle Beach, S.C.











Yun Sil Jeon



Ten Oaks Middle School
Myrtle Beach, SC
Parent Yun Sil Jeon and Teacher Stacy Hughes

Why South Carolina?

A passionate parent had discovered the joy of playing badminton and introduced the sport to her daughter. Her daughter involved her friends and then Yun saw the ***potential for a new school sport***. Her daughter's Physical Education ***teacher, Coach Stacy Hughes, was enthusiastic***.

The Need

A parent who was new to the sport, saw ***an eagerness in her daughter and her friends*** to improve their skills and play more … so she ***sought assistance*** from a willing teacher and the supportive program of Badminton Goes Viral. The teacher, having not previously taught badminton, was interested in outside ***teaching resources***.

An Invitation

With the support of Coach Hughes, Yun actively pursued BGV to ***introduce badminton*** to the students at brand new Ten Oaks Middle School. How could anyone turn down ***two keen badminton recruiters***…and a trip to the beach?

Hidden Jewels

This presentation led to the discovery of a local high school PE teacher with ***a strong badminton background*** and a ***willingness to help promote*** the sport inside and outside his school. In addition, ***competitive players*** who have ***agreed to assist*** in future trainings, exhibitions or special events, are only an hour away.

Expansion

Coach Hughes and Yun agreed to start ***a school club*** together and Ten Oaks Middle School will host a school system ***BGV teacher workshop*** in early 2018. Yun was so pleased with the experience, she became a BGV donor!

The ***future looks bright*** for badminton in South Carolina!

<u>An Important Takeaway from SC</u>

When teachers and parents work together and are given resources and support, great things can be accomplished!

A Winning Combination!

BOYS & GIRLS CLUB

+



BADMINTON GOES VIRAL

Boys & Girls Club of South Central Alaska Pilot Project

"Our kids love badminton"

were the comments of the administrators of two Boys and Girls Clubs (BGC) in Anchorage Alaska when a two week pilot program was initiated at each club.

Pilot Program Highlights

- The age demographic was 6-15
- Many kids were not the regular 'gym crowd' who attend open gym to mainly play basketball
- Attendance increased from week one to week two

Why Boys and Girls Club could become an important part of the Badminton Goes Viral mission:

- An easy to enthuse group of kids ages 6-17
- A leadership group that is quick to see the potential of the BGV program
  (based on AK experience and discussions with some Boston area Boys and Girls Club Athletic Directors)
- Boys and Girls Club traditionally aid underserved populations from less affluent parts of cities
- Existing BGC funders will be prospects to fund a new project for an existing funded entity
  (new product/existing customer)

Number of Direct Teacher Interactions

over 250

117 Elementary School Teachers



63 Middle School Teachers



81 High School Teachers



Number of Direct Student Interactions

over 4000



560 Elementary School Students



2816 Middle School Students



641 High School Students

1
Teacher Trained

=

Avg. 500 Students
Playing Per School

BE PART OF IT

BADMINTON GOES VIRAL

250
BGV Teachers Trained in 2017

=

Potential 125,000
BGV Students Playing Every Year

BGV 2017 Finances

Income	
• DONATIONS	$17,500
• LOAN*	$10,000
TOTAL FUNDING	**$27,500**

* repayable interest free over 3 years

Expenses	
• FOUNDATION SEARCH SOFTWARE	$7,000
• EQUIPMENT (school rackets, nets, shuttles, promo shirts)	$3,500
• TRAVEL & ACCOM* (airfare, mileage, car rental, accommodation)	$5,700
• MEALS	$1,300
• STAFFING	$ 0
TOTAL EXPENSES	**$17,500**

*Travel to AK, CO, ID, GA, SC, MO, MA, FL

CASH ON HAND	**$10,000**

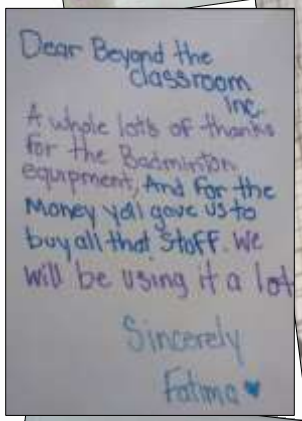
BADMINTON GOES VIRAL

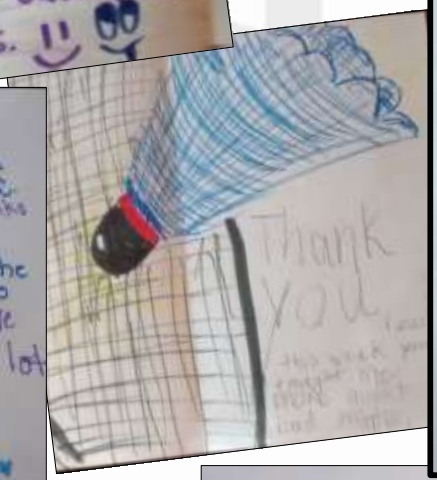
Some of what makes BGV so worthwhile…

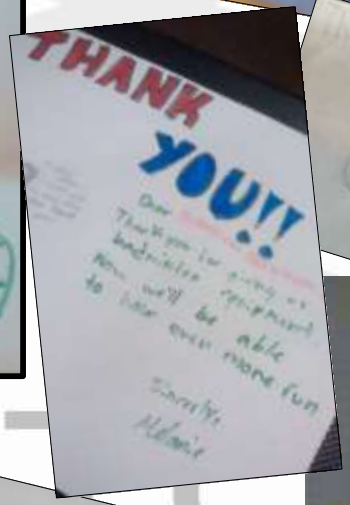


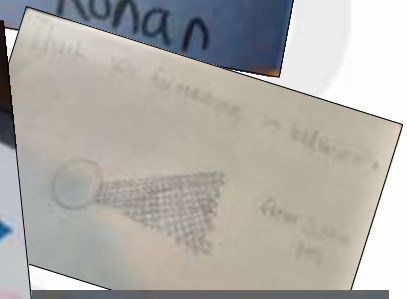


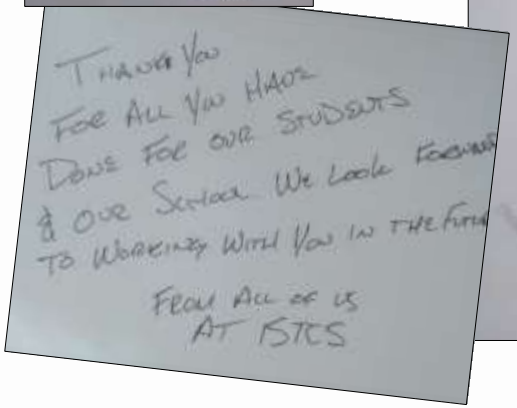


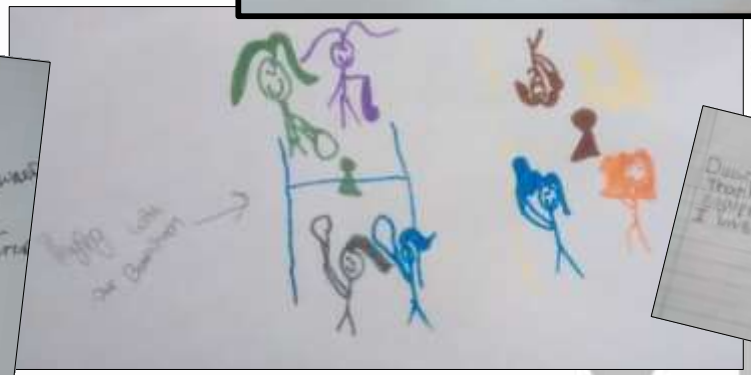


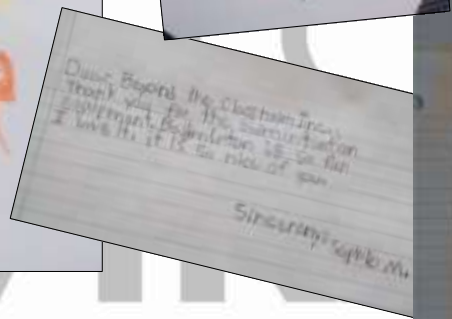


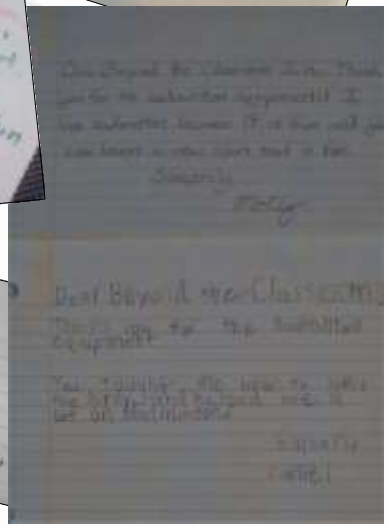












Mrs. Beck's 4th grade class

Board of Directors

Howard Bach – Synergy Badminton Club, California

Tuyen Van – Houston Badminton Center, Texas

Peter Chang – Businessman/ Atlanta Badminton Club, Georgia

Tina Lulla – Chicago area Teacher/Badminton Coach, Illinois

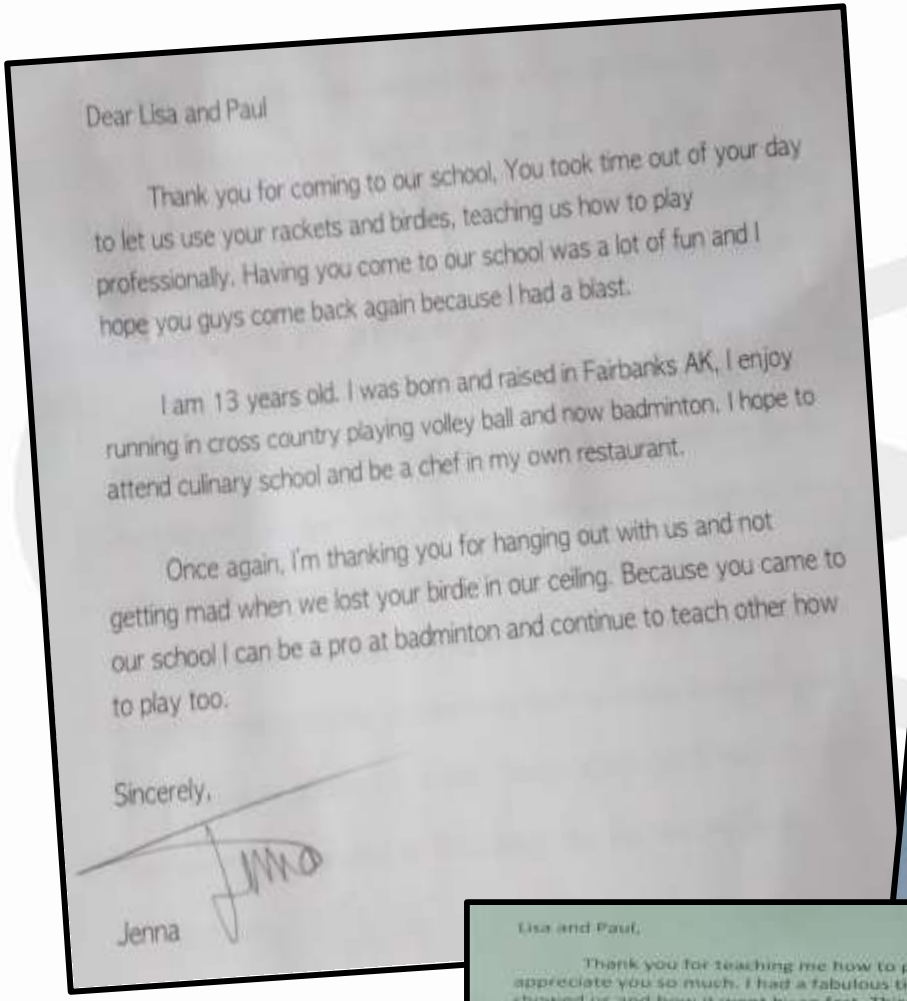
Assistant Coach Shannon Pohl Badminton Academy

Robert Wilson – ClearOne Sports Centre, Florida

Brent Cutcliffe – Colorado Badminton Association, Colorado

Sreelatha Patinhareppat – Competitive Player/Parent, South Carolina

BADMINTON GOES VIRAL



Dear Lisa and Paul

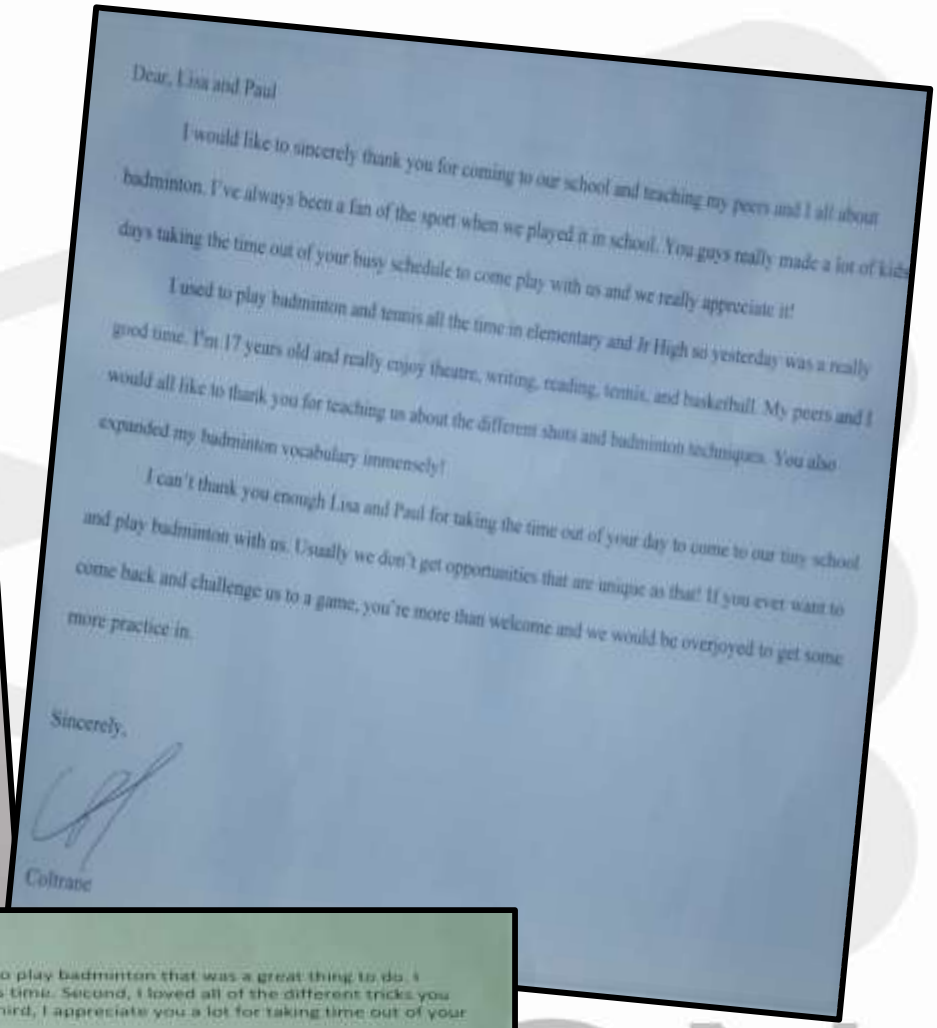
Thank you for coming to our school. You took time out of your day to let us use your rackets and birdies, teaching us how to play professionally. Having you come to our school was a lot of fun and I hope you guys come back again because I had a blast.

I am 13 years old. I was born and raised in Fairbanks AK, I enjoy running in cross country playing volley ball and now badminton. I hope to attend culinary school and be a chef in my own restaurant.

Once again, I'm thanking you for hanging out with us and not getting mad when we lost your birdie in our ceiling. Because you came to our school I can be a pro at badminton and continue to teach other how to play too.

Sincerely,

Jenna



Dear, Lisa and Paul

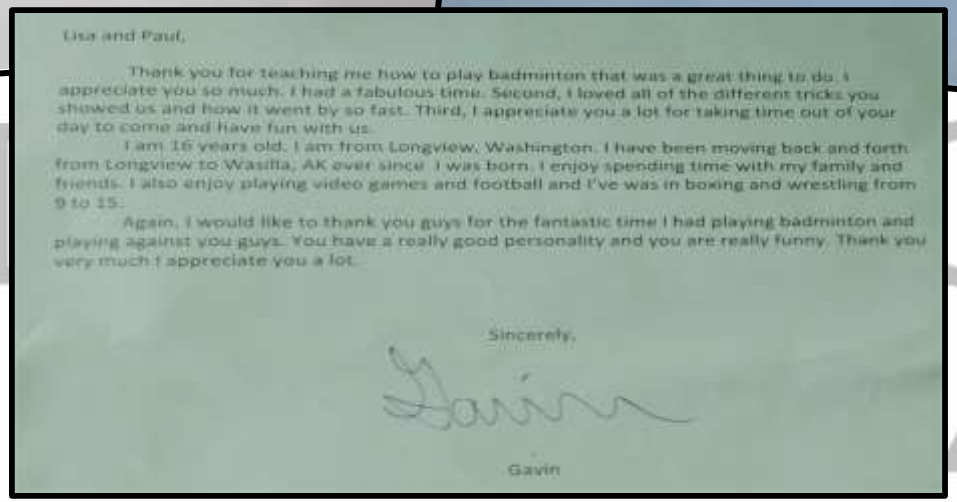
I would like to sincerely thank you for coming to our school and teaching my peers and I all about badminton. I've always been a fan of the sport when we played it in school. You guys really made a lot of kids days taking the time out of your busy schedule to come play with us and we really appreciate it!

I used to play badminton and tennis all the time in elementary and Jr High so yesterday was a really good time. I'm 17 years old and really enjoy theatre, writing, reading, tennis, and basketball. My peers and I would all like to thank you for teaching us about the different shots and badminton techniques. You also expanded my badminton vocabulary immensely!

I can't thank you enough Lisa and Paul for taking the time out of your day to come to our tiny school and play badminton with us. Usually we don't get opportunities that are unique as that! If you ever want to come back and challenge us to a game, you're more than welcome and we would be overjoyed to get some more practice in.

Sincerely,

Coltrane



Lisa and Paul,

Thank you for teaching me how to play badminton that was a great thing to do. I appreciate you so much. I had a fabulous time. Second, I loved all of the different tricks you showed us and how it went by so fast. Third, I appreciate you a lot for taking time out of your day to come and have fun with us.

I am 16 years old. I am from Longview, Washington. I have been moving back and forth from Longview to Wasilla, AK ever since I was born. I enjoy spending time with my family and friends. I also enjoy playing video games and football and I've was in boxing and wrestling from 9 to 15.

Again, I would like to thank you guys for the fantastic time I had playing badminton and playing against you guys. You have a really good personality and you are really funny. Thank you very much I appreciate you a lot.

Sincerely,

Gavin

Gavin

MorningNews

Blackfoot, Idaho

Sept. 16, 2017

Mrs. Buck's 5th grade class










Badminton class nets big profits

By LESLIE MIELKE
lmielke@am-news

BLACKFOOT — The sport of badminton was front and center at the Stoddard Elementary and Idaho Science and Technology Charter School (ISTCS) this week.

Courtesy of "Donor's Choose," badminton coaches Lisa Ward and Paul Knechtel worked with students and teachers at ISTCS on Wednesday and Thursday. A teachers' clinic took place at the school on Friday morning.

The coaches then moved to Stoddard Elementary on Friday afternoon to give students and teachers an introductory lesson in badminton. Students and teachers participated in the training.

Ward said, "We taught the students the different strokes in badminton—clear (deep shot), drive (flat and straight), drop shot over the net, a deception shot), a net shot, smash (downward drive) and that serve."

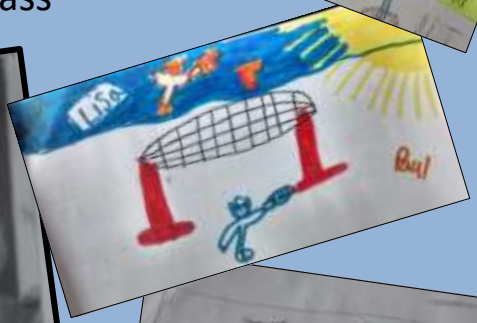
The birdie is put into play with an underhand serve.

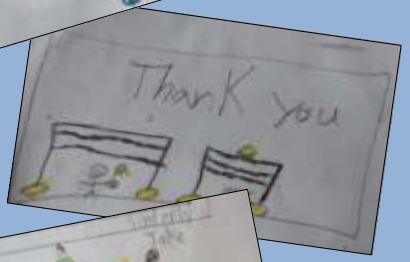
"To demonstrate the stoke called "clear," we challenged students to catch the shuttlecock in a big pail. Teachers had to catch it in a bowl that was placed on the teachers' heads."

(The bowl had a hole cut into the bottom of it that could then be placed

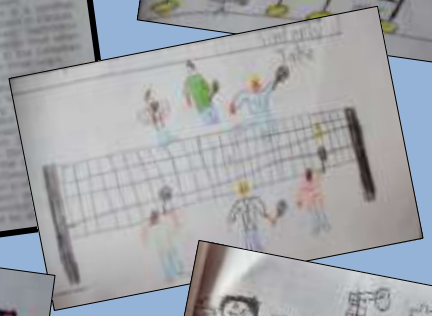
See BADMINTON, 3A

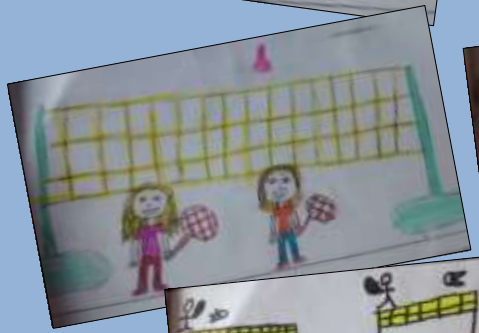


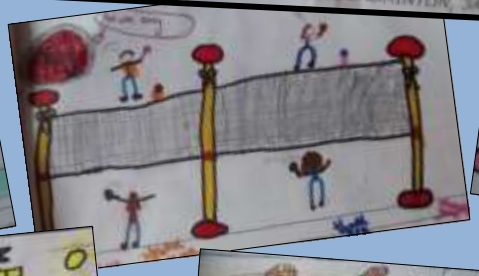


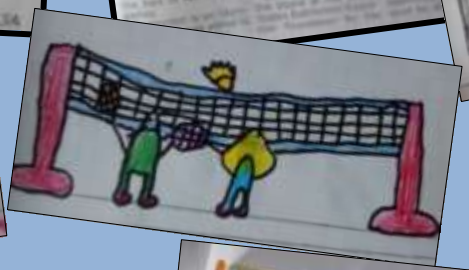


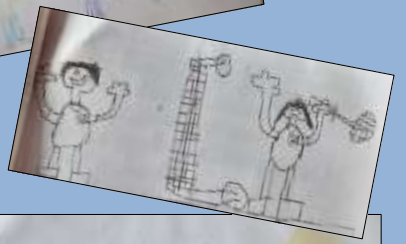


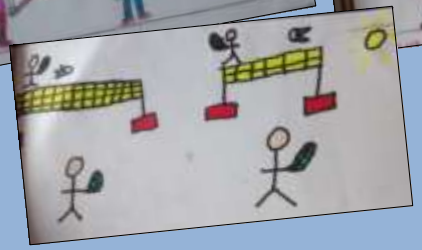






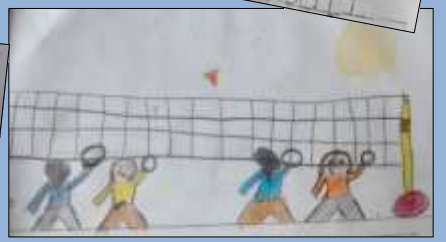












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