

Athletes for Hope Australia

Ambassador Athlete Information - August 2020

Athletes for Hope Australia is an Australian chapter of the successful Athletes for Hope program established in the United States in 2007 by Muhammad Ali, Andre Agassi, Mia Hamm, Alonzo Mourning and other elite athletes.

The program was established to educate, inspire and empower elite athletes to make a difference in the world. Nearly 7,000 major league, Olympic/Paralympic and college athletes have signed onto the program.

In Australia, the program includes:

- **“Discovery” workshops:** free of charge, thought-provoking, interactive and tailored educational workshops that help athletes discover their personal passion/purpose and explore the value of community service.
- **Skills training:** Ongoing tailored training to develop relevant leadership and personal skills essential to optimise each athlete’s engagement with community organisations including:
 - Storytelling and teamwork;
 - NFP governance;
 - Media training;
 - Exploiting social media;
 - Fundraising;
 - Community leadership;
 - Empathy, connection and resilience.
- **Connection:** We connect athletes with appropriate cause-based organisations that align with our athletes’ areas of passion.

Athletes for Hope Australia is working with National Sporting Organisations and other stakeholders to operationalise the program and provide it **free of charge** to Australian sports and athletes.

To support us in our promotional and operational efforts, we are looking for ambassador athletes who can champion the cause by promoting the Athletes for Hope Australia program and the importance of community service in an athlete’s sporting (and post-sporting) career.

Our Athlete Ambassadors:

- Understand the importance of and have proven experience in community service;
- Readily demonstrate their own passions and links to community causes; and
- Are effective advocates, prepared to share their own stories, as to why community engagement is so important to athletes, their sports and the community.

The involvement of our Athlete Ambassadors would include:

- Athletes being promoted as an Ambassador for Athletes for Hope Australia via our website and social media channels, including through the use of their image to promote the program and the importance of community engagement by athletes;
- Cross-promotion of any community work athletes would like Athletes for Hope Australia to showcase, both in our materials and in workshops as leading examples of community work undertaken by athletes;
- Introductions to appropriate potential funding and community partners in your network;
- An invitation to participate in our Athlete Ambassador advisory group to ensure that the program materials and marketing materials are fit for purpose; and
- Invitations to attend or participate in 2-3 AFHA events/campaigns/promotions per year, which may include corporate networking/fundraising events, athlete/community events, and potentially awards functions.

We hope you will accept our invitation to join us. Please contact either of us if you need any further information.

IAIN ROY & LAURA JOHNSTON
CO-FOUNDERS
ATHLETES FOR HOPE AUSTRALIA