



# ALM SPORTS

## Operations Manual



**SAFETY | FUN | DEVELOPMENT**

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## **2.0 VISION AND VALUES MANUAL INTRODUCTION**

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### **2.1. Welcome to ALM Sports**

Welcome to ALM Sports!

We are excited to have you as part of our team. We are thankful that you are part of our Family; We believe you can contribute to continuing and expanding the ALM Sports Brand while being rewarded Mentally, Emotionally and Financially.

ALM Sports is committed to distinctive quality and unequalled customer service in all aspects of our business. As part of the ALM Family, you will discover that you will be challenged to pursue excellence which will become a truly rewarding aspect of your expansion. As a Franchisee, you must "own" the results of your productivity.

The success of ALM Sports is determined by our success in operating as a team and being discipline to execute all tasks to achieve the highest rewards. We have to earn the trust and respect of our customers every day in order that the customer make the decision to choose our services. We Provide Youth Sports, Education and STEAM After School Programs, Summer Camps and Community Events.

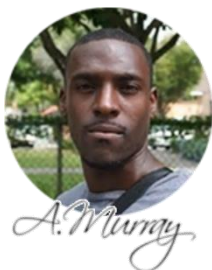
Our success is guaranteed by creative, productive people who are empowered to make suggestions while thinking "outside the box." Your job and every job in ALM Sports is essential to fulfilling our mission to "provide distinctive quality and unequalled customer service" every day to more people who "trust and respect" us.

At ALM Sports:

**OUR GOAL IS TO MAKE SURE YOU HAVE ALL THE SUPPORT, TOOLS, MATERIALS & KNOWLEDGE TO SUCCEED.**

Welcome aboard. We look forward to working with you.

Sincerely,



**Alvin L. Murray**

**Owner | ALM Sports**

### **3.0 WHO WE ARE**

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#### **3.1. History of ALM Sports & The Owner**



ALM (“Alvin Leonard Murray”) Sports originally incorporated in London, United Kingdom in 2004, from a then younger Alvin Murray whom had previously been a professional Journeyman Soccer Player in Europe went back to London to continue play Soccer at a semi-pro level but the opportunity to be part of the “Football in the Community Family” at Tottenham Hotspurs Football Club ( English Premier League); Going into the local Schools, Community Centers, Estates and Projects to help keep the youth off the streets and give them a pathway in life through Football (Soccer). The Problem was there was a demand of a variety of other sports but Tottenham Hotspur Football Club were only directing its focus on Football.

Many children liked Basketball, Rugby, Dance, Netball, Athletics and more Alvin Murray quickly became certified in multiple sport training courses, incorporated ALM Sports and implemented those particular sports Skills & Knowledge to the youth.

As ALM Sports (UK) was starting to rise- a personal one-time opportunity came in 2006 to Alvin Murray (then 24 years old) to come to Miami, Florida on a Full Soccer Scholarship.

It was one of the biggest decisions Alvin had to make at the time but the personal growth, opportunity and the Love of Soccer made it an easy choice to take “his talents to Miami”.

Alvin Murray played 2 years at St Thomas University, Miami Fl – Incorporated ALM Sport (USA) in 2007, being offered a Directing Position at Miami Lakes Youth Soccer Club, whilst maintaining ALM Sports (UK) until 2009 at that point knowing Miami Florida was going to be his place of residence and the focus to build ALM Sports (USA) was first priority.

Alvin Murray (Sports Administration Degree, Key to The Town of Miami Lakes, Fl) had provided most of his coaching programs through After School Programs and Camps locally;

But with the growth of ALM Sports being adaptable to work in Schools, Churches, Parks & Rec Facilities and Family Fun Centers; ALM Sports big break came after the Summer of 2015 upon a successful Summer Camp at Monkey Joe’s Coral Springs Fl; Demands

from The Monkey Joe's Franchisees from Illinois, Massachusetts, Wisconsin, Connecticut, North Carolina and Georgia wanted ALM Sports to partner and operate an ALM Sports Camp out of their Facilities.

Through the course of the years ALM Sports were only able to manage a handful of the opportunities due to not being able to supply the demand without losing the ALM Quality Assurance Promise.

In the Summer 2019 -Just Prior to the Pandemic ALM Sports were in over 35 locations (self-managed);

During the Pandemic Summers of 2020 and 2021 – ALM Sports were still active with just over 20 locations; as many facility partners had gone into bankruptcy, our City and School Partners were not operating their own nevertheless outside vendors and our Church Partners were not entertaining the idea of Camp with Covid-19 still looming.

As 2022 will be a much calmer Summer with Vaccines being more widely available and Parents more open to being out and Socializing with Caution – ALM Sports have now switched gears and re-structuring ALM Sports to now a more Franchise Opportunity than a Self-Operated which gives more scope of Expansion and empowering like-minded Educators, Sports Coaches, Role Models, Youth Ministers and Local Community Youth Leaders to give the passion, knowledge and blue print to make ALM Sports Programs in their Community Flourish – giving opportunity to youth that may not had the chance to participate due to finances, logistics, Self-Esteem etc.

Our Clients/ Parents and team of employees, suppliers and management are the cornerstone of our business success. Our business is about people and relationships.

We aim to uphold our mission statement for every assignment.



### 3.2. The Chief Financial Officer & Compliance



A native of the Dominican Republic but raised in Brooklyn, New York; Altagracia Ramos (Mrs. Ramos) has her faith instilled in the Church. Altagracia Ramos always had the gift of helping out whoever needed, she would surely provide the resources.

Altagracia Ramos was the second to graduate with a Masters Degree in her family after her two older brothers. She attended Baruch College in New York City and graduated with a Bachelors Degree in Accounting/Finance. After graduating college, she worked in the Garment District in New York City, as well as a clothing company in Miami, Florida as an Accountant for twenty four years. In 2000 the company decided to move to Georgia, she declined and felt there was a bigger calling to reroute her path and make a career switch to becoming an Educator.

In June of 2000, Altagracia Ramos obtained her Master Degree in Mathematics from Phoenix University and began teaching Math for Middle School students. She taught at Private Catholic Schools for twenty years and then went on to become the Assistant Principal. During her years of teaching she held Summer STEM programs, Tutored children after school and on weekends. In 2013 she won teacher of the year award. Her class won first place at the Academic Olympics in the entire District.

After years of teaching in the school system, she reminisced on the years of accounting/finance and discovered a company that could fulfill both her dreams of accounting and education what we know as ALM Sports. In 2015 she became the Chief Financial Officer/Compliance of ALM Sports. Altagracia Ramos brings the Administrating and decision making to ALM Sports and make sure all ALM Sports programs are held to the ALM Quality Assurance Promise and in full Compliances. Altagracia Ramos mission is to continue on growing the company globally.

### 3.3. The Program Development Officer



Adiana Rolando, Originally from Costa Rica, Raised in Miami Dade County Florida; Adeana's Sporting passion is/was Soccer; Attaining a Soccer Scholarship at St Thomas University with a Degree in Sports Administration; She brought the Playing and Coaching side of the game to ALM Sports – where she began in 2009; working in the after school and Summer Camps with ALM Sports and started building Curriculum for the ever increasing staff.

Adiana has teaching experience in a private school setting and always makes a point to be part of the Schools Sports Programs & Events.

Adiana is also a Behavior Specialist and Athletic Director for the past 7 years with a wealth a knowledge in the youth education & Sports Department.



### 3.4. Our Vision and Mission Statement

The following Mission Statement and Vision reflect what we stand for and where we are heading. Please review these and know them as they form a foundation of everything we do in our business on a daily basis.

**ALM Sports Vision** is to be Nationally Recognized and to help over 1 million plus youth across the country and internationally; We are currently at 100,000 youth since 2007.

**ALM Sports Mission** is to provide youth sports program opportunities for young people to participate in programs that develop and ensures the acquisition of appropriate knowledge, skill and attitude as the young person matures into adolescence/young adults. Making sure Opportunity is giving to all regardless of regardless of age, ability, gender, ethnicity, religious belief, sexuality or social/economic status; Going Above and Beyond to make it Happen.

### 3.5. Franchisee

The Success to ALM Sports is in the People that are hands-on with the Programs and Camps. In all business ventures; You must love what you are about to get into with PASSION. If the first thought is Money then ALM Sports will not be for you. Money will come from the Passion you bring to the Organization (not the other way round)

The Franchisees that we seek are but not limited to:

- Have had Experience with Children & Youth Programs
- Was a Teacher / Sports Coach
- Is Self-Driven / Motivated
- Passionate about Youth Development

**The Responsibilities are but not limited to:**

- Making Sure the Camp is Adhering ALM Sports Quality Assurances
- Making Sure All Campers are Safe & having Fun
- Making Sure the Camp is Profitable
- Making Sure All the Directors have the Equipment Needed
- Making Sure All the Directors have the Support Needed to Succeed
- Deal with Upset Parents that need to talk to someone higher than the Director
- For more detailed responsibilities: ***Please review content 9.1***

### **3.6. Client Fulfillment**

Client (Parents/Children) fulfillment is our goal for each and every client or customer.

- How do we best serve our clients/customers?
- How do we manage expectations and keep our clients/customers happy?
- How can we ensure that at the end of each project, we have inspired “raving fans” eager to spread the word about our exceptional skills, talents and remarkable customer service?

At ALM Sports we have adopted a set of core values that guide our behaviour which underpins our business and sets the foundation for who we are, how we operate and how we treat others.

These values are important to us and we value them particularly when times get tough. They keep us focused on what is important as we continue to grow.

Refer to our values in the next section.

## **4.0 OUR VALUES**

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Our Franchisees / Employees are the most valued assets of ALM Sports, and are essential participants with a responsibility of fulfilling the same mission. We recognize that the motivation and performance of our Franchisees are the key factors in achieving success.

We strive to provide the Support, Tools and Network to allow our Franchisees to articulate their skills and market themselves effectively. Our goals are accomplished by a commitment from every Franchisee and their employees.

The following values are what we aim to achieve every day.

### **4.1. Integrity**

- We act responsibly with honesty and we are trustworthy
- We do what we say we are going to do
- We operate with transparency and build relationships through team work, hard work and effective and regular communication

### **4.2. Respect**

- We treat each other with respect
- We offer constructive solutions when we complain. If we have a complaint - we also offer a solution.

### **4.3. Client Service**

- We understand that our Clients (Parents) pay our wages and our bills and provide the opportunity for us to operate our business.
- We provide awesome service to our Parents and Children.
- We strive to provide a high level of accuracy in our output to reduce liabilities and ensure the end result is of ALM Quality Assurance Standard.
- This is a commitment as a team and our only way of doing business. We understand that this commitment gives our business the best chance of continued growth and prosperity.
- We give parents/customers a good, fair deal. Great customer relationships take time. We do not try to maximize short term profits at the expense of building those enduring relationships.

- We always look for ways to make it easier for customers to do business with us.
- We respond to customers in an urgent manner to show them that we are working as hard as possible to complete their requests.
- We communicate daily with our customers. If they are talking to us then they are less likely to be talking to our competition.
- We don't forget to say thank you.
- We put our Clients first.

#### **4.4. Teamwork**

- We aim to have fun at work and enjoy what we do.
- We participate and enjoy working together as a team to achieve a common goal.
- We choose to over-communicate rather than under communicate.
- We ask good questions of ourselves and others to get good answers.
- We are sensitive to each other's goals and interests, and we strive to ensure our mutual success.
- We perform our tasks in an accurate, fast and efficient manner and get our jobs completed to the best of our abilities utilizing this Manual and checklists to achieve this.
- We strive to pursue the best cost effective innovative solution to each and every program/camp/event we complete and create seamless integration with other consultants to ensure excellent program results.

#### **4.5. Actions**

- We are proactive not reactive.

#### **4.6. Innovation and Progress**

- We strive to learn something new every day.
- We are not afraid to make mistakes and stretch our own limits.
- We change - we see change for the growth opportunity it brings.
- We are innovative and risk-taking to drive our business growth.
- Creativity & Ideas are encouraged.
- We act in a boundary less fashion, always searching and applying the best ideas regardless of their source.

#### 4.7. Individual Goals

- We make a commitment to our work and to ourselves.
- We take responsibility for our results and our own future.
- We take responsibility to complete our role accurately in accordance with this Manual.
- We know our rewards and successes in the future are directly linked to the actions and commitments we make today.
- We work hard and get rewarded after putting effort in and not the other way around.



## **5.0 THE KEY**

### **5.1. Investing Back**

Investing back into the community is a great way to give back to those who have helped support your business. Volunteer groups and nonprofit organizations do so much to help the communities that all of us are a part of, but they can't do it alone.

Many people really enjoy the intangible benefit of giving—a pleasant feeling of connectedness and the satisfaction of at least trying to make the world a better place. However, there also are tangible benefits. It contributes to bettering the community and also can serve as good publicity for your business.



### **5.2. The Difference**

With an Organization such as ALM Sports – Parents are very reluctant on just sending their prized possessions (their Kids) anywhere and with this Pandemic and Safety Measures it will be even harder for us to attract more parents. Parents need to go work, so parents do need to put their children somewhere but Why do they Choose ALM Sports rather than the YMCA, YWCA, Boys & Girls Club, etc.???



### 5.3. The Answer

People like to buy into service that has a connecting passion to theirs, a mission to help all, working in the local communities – not only a financial donation, but their in the present giving out waters in relief, helping in programs for children with disabilities, helping cleaning and/o fixing in the local community.



### 5.4. Good For Business

Giving back to the community is an excellent way to promote the ALM Camp/Program and get the word out. Plus, if you give enough, you'll be able to use the Charitable Deduction to your income tax.

Partnering with a charity to sponsor an event is great exposure for the business, plus potential customers like patronizing businesses that reach out to help others.

Supporting charities and attending charitable events also is great for networking. In addition to gaining customers, you may have the opportunity to meet other local business people and develop relationships with complementary businesses.

Many businesses use their normal promotional venues to mention their favorite charities by adding statements such as "Proud Supporter of ....." to business taglines on email, websites, and on social media postings on Facebook, LinkedIn, Twitter, Instagram and Pinterest.

### 5.5. How to give back to the Community

Successful members of the community have the resources to help those who are less fortunate and contribute to the common good. When establishing a budget for upcoming fiscal years, it's a good idea to create a specific line item for charitable giving. This might, for example, represent a specific percentage of revenue to be divvied up among multiple organizations.

By planning for the expense, you're much less likely to feel the impact to your bottom line, and even when revenues are lower than expected, you can view the expense as a public relations investment.

There are many ways for your business to support the community that involves more than just writing a check:

- Donate and be part of a Local Elementary Schools PTA
- Enter a float in an annual parade or help decorate the town at Christmas
- Sponsor a youth sports team
- Offer your business services, when relevant, at a local event
- Donate to a food bank
- Have coin donation boxes and/or sell tickets for a charity event at your business locations
- Donate a portion of your sales to a charity on a particular day or for a specific period of time
- Give a charitable or community group a meeting or workspace on your business premises for free



## 5.6. Contributing all year

Our hearts go out to others during the holiday season, but there are always those who are less fortunate than we are and will appreciate our help all year. Give what you can regularly to the charities that make a difference to your local and national community.

In addition to being more helpful throughout the year, consistent giving also is more likely to keep your business on the tops of people's minds.



## 5.7. Bragging?

Its not bragging to show our good works in the community – its more of bringing awareness to what we do, our values, missions and quality assurance which we adhere to.

If people do not know we exist – then they attend any of our camps/programs so it is Mandatory that we give back to the local School PTA (whom have the campers we need) / Community / Non-profits / Charities / Gov Municipalities etc. Posting of the picture / report will be on our homepage “Supporting the Cause”.

**This will be the difference in getting those that just need our program to those that Want and Love our Program and what it Stands For**

## **6.0 QUALITY ASSURANCE / PERFORMANCE MANAGEMENT**

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### **6.1. Aim**

ALM Sports aims to provide an atmosphere that is fair and reasonable and provide the Franchisee every opportunity to excel at what they do.

### **6.2. Quality Assurance Promise**

Make sure that all Franchisees / Employees adheres to the following but not limited to:

- Health & Safety
- Communication
- Stable, Trained Directors / Leaders
- The chance for the local community youth to develop sportsmanship, fun and development skills through exciting, fun and challenging interactions, games, mentoring, activities and competition.
- A philosophy based on safety, fun and progression
- Nurturing the youth to become well brought-up citizens
- A learning environment in which campers can receive help academically
- Frequent program assessment

### **6.3. High Standard Performance**

ALM Sports upholds a high standard of performance for our Customers and Clients. Team members are to perform their work and duties to a high standard. Full training is provided on an ongoing basis.

Should there be recurring issues with Franchisees/employee performance, a performance management plan will be put in place to assist Franchisee/employees retain their position at ALM Sports.

### **6.4. Performance Management Plan**

When there are issues with an Franchisee/employee's performance, a Performance Management Plan is required. This identifies what the Franchisee/employee needs to do to improve their performance and includes support from corporate.

The Performance Management Plan will include, but limited to:

- A performance improvement objective
- Required outcomes
- Strategies
- Support
- Responsibilities
- Consequences

## 6.5. Evaluation

Below are some of the Evaluation methods used to make sure ALM Sports are full filling it Mission / Objectives and Quality Assurance Promise – From Owner to Counselor in Training.

Evaluation Methods will include but not limited to:

- **Questionnaires / Surveys / Checklists:** conduct spontaneous info gathering from Leaders, campers and parents to compare and analyse with all the data.
- **Interviews:** conduct interviews with the campers to find out their feelings towards the program/camp
- **Observations:** observe specific details within the program to make sure it is adhering to the quality assurance.
- **Customer Feedback:** Obtaining customer feedback helps us reach its goal of continuous improvement. Conveying a responsive attitude is an important part of helping customers feel satisfied with the service they are receiving.



## 7.0 GENERAL ORGANIZATION DETAILS

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### 7.1. Address, Telephone and ALM Sports Details

The following table outlines all ALM Sports details.



**A.L.M. SPORTS LLC** [Alvin Leonard Murray Sports]

**Date Filed Incorporated in Florida:** 01/30/2007 (FL)

**First incorporated in Great Britain:** 08/1/2004 (GB)

**Mailing Address:** 12864 Biscayne Blvd #168, North Miami Fl 33181

**Working Office:** 18191 NW 68th Avenue #206, Hialeah Fl 33015

**CFO and Compliance Dept:** Mrs Ramos | 786 303 7995 | [admin@almsports.com](mailto:admin@almsports.com)

**Prog. Development Officer:** Adiana Rolando | 754 207 6075 | [adiana@almsports.com](mailto:adiana@almsports.com)

**Owner:** Alvin Murray | 786 657 4572 | [alvin@almsports.com](mailto:alvin@almsports.com)

**Main Parent Number #1:** 1800 388 7962

**Parent Number #2:** 305 992 3799

**Email:** [admin@almsports.com](mailto:admin@almsports.com) | **Website:** [www.almsports.com](http://www.almsports.com)

**Social Media:** [facebook.com/almsports](https://facebook.com/almsports) | [Instagram.com/almsports](https://Instagram.com/almsports)  
| [Youtube.com/almsports](https://Youtube.com/almsports)



## 7.2. Structure and Team Members

### ALM SPORTS ORGANIZATIONAL CHART

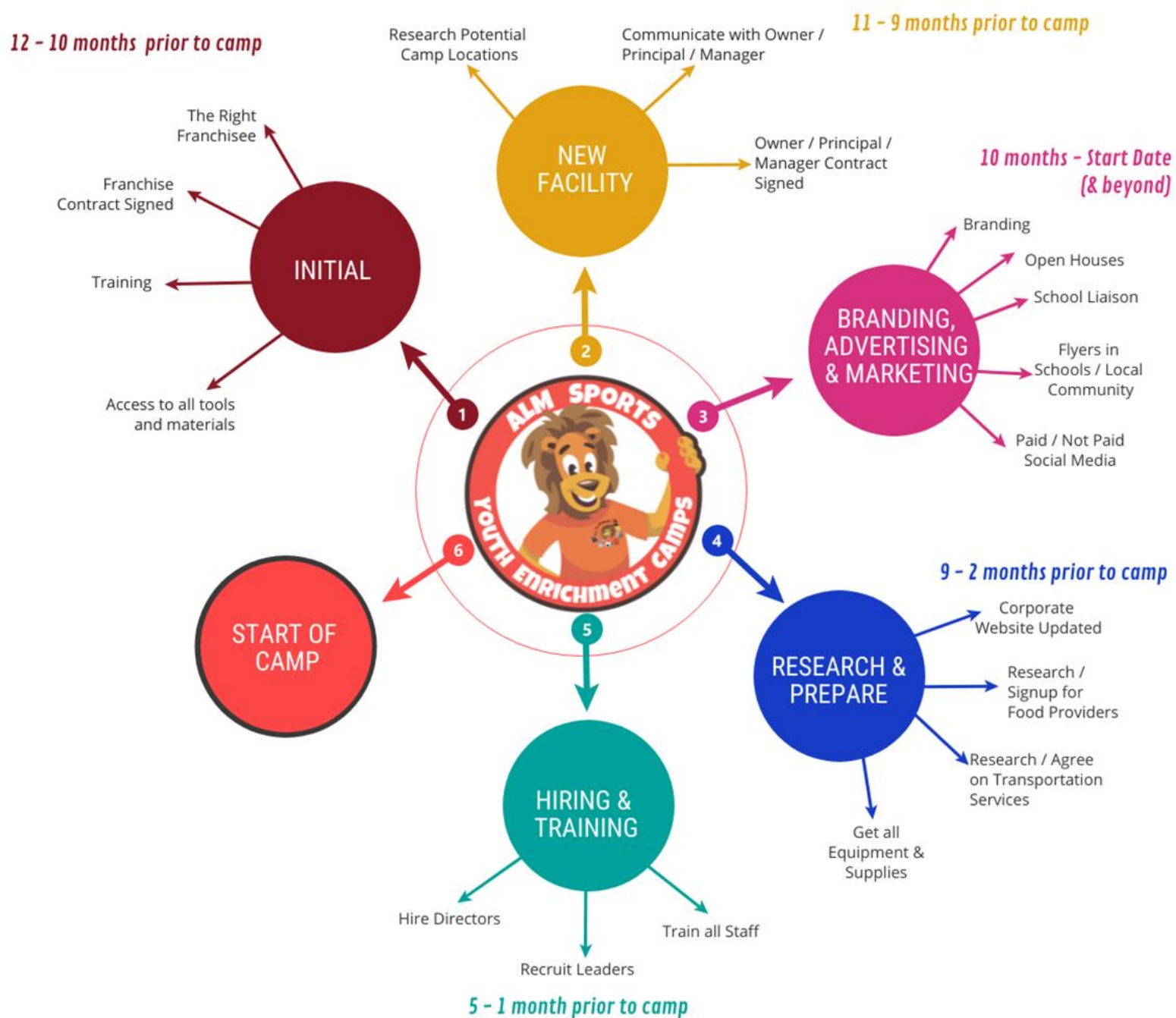


www.almports.com

**Remember:** you as the Franchisee can also be the Camp Director

## 8.0 FRANCHISEES ROLES & REPSONSIBILITIES

### 8.1. Process Cycle Chart





## **9.0 INITIAL (11-12 MONTHS PRIOR TO SUMMER) PROCESS**

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### **9.1. The Right Franchisee & Contract Agreed**

The Expectation of our Franchisee is set on ***Content 3.5***;

Selection process will be thorough which includes but not limited to:

- Background Check
- Fingerprints Checked
- Reference Follow-up
- Social Media Review

Upon Determining you are the Ideal Candidate to take ALM Sports and your Portfolio to the next level; ALM Sports will have done the Due Diligence.

If everything is successful we will Sign the Contract and Officially welcome you to the ALM Family.

### **9.2. Franchisee Training**

ALM Sports will go through Online and In person Training as well as Situational and tools to solve any potential problems.

The First Year is crucial and the ALM Team will be there in every step to make sure you achieve Success.

Please understand; the Training and Support will be continuous throughout your Journey with ALM Sports.

Should you wish to receive any training of any particular type, please discuss this with the Program Development Officer.

Once a year, During the Months of March, April or May; ALM Sports will host a General/Preparation Training at a selected location; All Franchisees will know ahead of time & location and is available to Franchisees, Directors, Leaders and Counselor/Leaders in Training.

The Training Day is Mandatory for the first year but highly Recommended thereafter at the expense of the Franchisee (Flight/Accommodation).

This Training will be a number of hands-on in person workshops/ modules over a course of the weekend; which includes but not limited to:

- Camp/Program Schedules
- Enrichment Activities
- **Marketing & Advertising Strategies**
- **Fully understanding our Parent Communication Software**
- How to maximize ALM Resources
- The Do's & Don'ts
- Dealing with Children with Disabilities (Mental / Physical)
- Dealing with Staff, Parents, State Representatives, DCF, Food Agencies etc
- How we adjust to the current status of the environment/world
- First aid Training & Emergency Procedures
- **Access to purchase Camp Equipment: such as ALM branded Sports Equipment, Educational and STEAM Components, Activity supplies and material.**
- **Access to purchase Advertising & Marketing Materials: such as Banners, Yard Signs, Flyers, Folders, Stationary and More**
- **Guided Through all our Online Resources for Franchisees, Directors, Leaders and Leaders in Training**
- Additional Trainings; Special Training / Speaker Guests: to give us the knowledge to succeed Video modules
- Brainstorming & Ideas
- **Network with other Franchisees/Directors all over the country by sharing information but also gaining insights & tips from your peers so you are able to strengthen your program/camp.**

Not Only will the Franchisee get support from our online tools, Modules and Materials but you will have an assigned ALM Program Coordinator from Corporate that will be available anytime whether its via email, a phone call, video call or in person to troubleshoot and/or improve the program.

ALM Sports aims to provide an environment that provides good quality continuous training for all team members.

***ps: the bold / highlights would be exclusive for Franchisees***

## **10.0 NEW FACILITY (9-11 MONTHS PRIOR TO SUMMER) PROCESS**

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### **10.1. Research Potential Camp Locations**

In the research phase of seeking a new partner facility there are few key things you must keep in mind:

- Making sure the facility has good reviews and in a decent area [people get turned off if they were to leave their kids in a rough area or a facility with bad reviews]
- Making sure the Facility is visual and easy to get to. [hidden facilities is harder to market and advertise]
- Making Sure the facility has at least two elementary schools within an 6 mile radius  
(preferable Public Schools) (as private schools almost always offer their own Summer Camp)
- [This way you know there are a lot of Children in the area for you to market and advertise]
- Its best if there is a Grass area or field close by (so the campers could walk to) [You save so much money not having to have a Yellow bus rented daily]
- Making sure the Facility is within 6 miles of a Local Park: Must be Clean, not dangerous /has Basketball courts, Field Space to play Flag Football and Soccer etc. / playground for the younger kids to play.
- Making Sure you get a good vibe from the Facility owner -Great People / Great Business Partnership.

<i>1=Poor/low 5= Excellent/high</i>	<b>Church /w field</b>	<b>School</b>	<b>Family Ent Ctr</b>	<b>Leased Facility</b>	<b>Parks &amp; Recs indoor Facility</b>	<b>****Travel Camp @ Parks &amp; Recs Outdoor (Shelter)</b>
Marketable	2	5	5	3***	4	3
Ease to advertise	3	5	5	3	4	3
Risk of Injury	2	2	5	2	3	3
Fun for our Campers	3*	4	5	3*	4	4
Accessibility for our Parents	3	5	5	3	5	5
Profitable	5	3**	2	3/4	3	4
Consistency	5	3	3	5	3	3
Longevity partners	4	2	4	5	2	4

\* = Depending upon the Creativity and Experience of the Staffing Team to make it Fun

\*\*= Depending on your relationship with the Principal and District Costs, private vs publics schools

\*\*\*= Depending upon the location of the leased property, high traffic area, safe area etc.

\*\*\*\*=Piloted Summer 2023 at Brian Picollo Park, Cooper City FL (Success)

**ALM has Continual success in all the above locations**

## **10.2. Communication with the Facility Owner / Principal / Manager**

Make sure the Owner has had ample time to go over the partnership agreement; Have them Communicate with our Compliance Officer if they have any questions. Or let them know to communicate with our other partners.

Always keep in communication with the Owner.

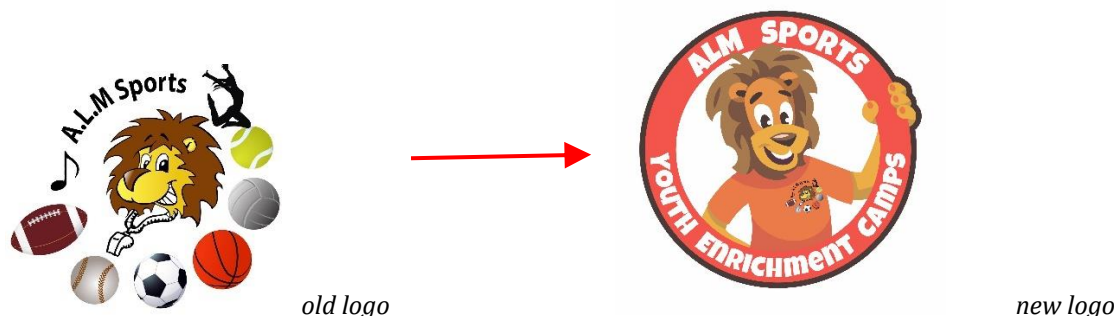
## **10.3. Facility Owner / Principal / Manager Sign Contract**

All Contracts are signed through Corporates Online DocuSign. Once Signed we are ready to rock and roll.

## 11.0 BRANDING, MARKETING & ADVERTISING

### 11.1. Logo

The organization's logo is part of our brand. The logo includes Leo the Lion our Mascot. This Logo that has the sports balls around it was our Previous logo from 2007-2019. The Red Logo is our revised as we wanted to showcase more of the enrichment portion of our programs (not only the Sports); changed from:



You can see the badge on the shirt of the new logo has the old logo on it. We also play with the different colors of our Logo to represent the different programs within the company:



The logo can only be represented in accordance with our standard requirements. It is important that when the logo is used it is used in a consistent manner. It is important that it is not amended in anyway and the colors remain as per the original design.

If you use the logo on deliverables, emails, signatures, documents or reports you must use the logo from the standard Company library.

## 11.2. Clothing and Uniform

The organization's clothing and uniforms make up part of our brand. It is important that employees wear the correct uniform when representing the company.

- The Program/Camp Directors wear a red T-shirt w/ logo
- The Leader / Counselor wears an Orange T-Shirt w/ logo
- The Leader / Counselor in Training wears a Royal blue T-Shirt w/ logo
- Campers wear Gold T-Shirt w/logo (*see content 20.2*)

Ensuring each team member has access to the uniform and sufficient number of uniforms in good condition is important.



## 11.3. Vehicles

The organization's vehicles make up part of our brand. Each vehicle is of a particular type and has appropriate signage on the side of the vehicle.

Vehicles look like the following photo.



## 11.4. Website

The website makes up part of our brand. Our website is created and maintained by Corporate Personnel. ***www.almisports.com***

## **12.0 MARKETING & ADVERTISING**

### **(10 MONTHS TO START DATE & BEYOND)**

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#### **12.1. Remarketing to Previous Campers/ Parents**

Scheduled Monthly Emails (not selling but giving Parents advice with follow up link to website).

Courteous Phone Calls – the idea is to get feedback from them to see how you can improve but in turn letting them know they will receive the loyalty discount and asking them to refer a friend they will get additional discounts.

Courtesy Quarterly SMS messages of any new early bird specials /deals.

#### **12.2. School Liaison / Flyers in the Schools**

The Idea is to LITERALLY be a member of the nearest 4/5 Elementary PTA. Donate a little funding and/or give your time as a volunteer at any of their events. This will in turn give you access to Students (delivering Flyers so they can give to their parents);

Give you access to be able to present the Program /Camp at any of the Schools Events by way of talking to the parents or having a Sponsored Banner / flyer available. If you are working with a family entertainment center – you could offer the elementary school Free honor roll attendance to the center / discounts on attendance to the center – you can talk to parents as they redeem their attendance.

#### **12.3. Open Houses**

From February – May/June (week of Camp); you will host a FREE Open House one day 6:30-7:30pm.

If you are based at a family Entertainment center then you can offer a FREE Jump / Bowling or whatever is agreed with the owner; - Objective is to get the Parents in the Center so you can Let them know about the camp prior to the kids having fun.

#### **12.4. School Bus – free Water**

Objective is to be able to give each school bus driver a bottle of cold water (as they are driving) in return for them to make sure our flyers go into each hand of the student that leaves the us for home.

### **12.5. After School Director**

The main Objective is to find out if the School After Care Director is working in the Summer? If Not we will offer a job opportunity which they can part/full time work our camp as a Director or Secretary.

The fortune is all the parents from that aftercare will follow and/or be much more comfortable that their child is in safe hands with someone they know all year round. Worst Case - We can ask for the After Care Director to hand out our flyers to all the students.

### **12.6. Location Advertising**

This is one of the most highly effective way of advertising;

You will get great potential sign ups if you have a mini table set up on camp location, with your clip board to get interested name & Numbers from parents; By communicating with them letting them know about Camp. They know the location because they are currently there (Assurance of a good location) A high Chance of them being local. by being present at the Camp Facility during peak time (if its located at a family fun center) or Sunday after church (if located at a church) or with the PTA if at a School facility.

Be ready to answer questions, give information to parents etc.

### **12.7. Local Community**

Being involved in the Local Community is Vital; knowing Counsel members, City Officials, City Events planners, Parks & Recs is a must.

Being a sponsor whether its financial or volunteer time – you will be able to get your flyers to the local parents that attend these events; you may get the opportunity to talk to the parents and answer questions.

### **12.8. Local Food Stores**

Walmart / Publix / Kroger etc.; - Having a table approved and placed at Walmart will be the winning combination; as our demographic of campers will be pouring in with their parents 100's every couple hours;



Especially States that we offer CAPS or Care4Kids - it's a goldmine. (Gov Financial Assistance)

Other than that we need to be in communication with the Boys/Girls Scouts as they have authorization to ask for donations outside Walmart;

if we can partner with them they could deliver our flyers to parents that comes out of the Walmart (we can have our flyer state in partnership with Boys & Girls Club and we can give them \$200 donation.

Worst Case we can put our flyers in every car;

But it must be in the Mirror.

Not on the windscreen (if it rains or too hot the flyer will stick - liability issues)



Flyers

Flyers to be delivered everywhere: Schools / Libraries / Food Stores / Laundromats / Panera Bread Bulletin boards / Gas Stations Door to Door (Apartments/Town homes are best)

{do not put in mailbox = illegal // you can put on top of door mat / hung on the door knob}

### **12.9. Partner with local sports programs**

These Partnerships can be all you need if the partnership is right. Partner with Recreational / Optimist Programs – Youth Flag & Cheer, Youth Basketball, Dance, Soccer Programs.

Donate finances / time volunteer in their events.

Offer any of your Director positions to the Head person and/or financial referral fee if they can bring as much of their youth players to your camp come Summer. WIN/WIN for all parties involved.

### **12.10. TV / Radio**

These forms of Advertising are very costly but if you have the capital and/or contact personnel plus you have multiple locations in that 20 mile radius – this may be highly suggested method

### **12.11. Billboards**

Depending upon the location, and the size – billboards are still effective but the sign/ timing / location needs to be on point. Billboards can also be costly but if you partner with a local business you can get this out.

### **12.12. Every Door Direct Mail (EDDM)**

EDDM still is effective but must have discount tear outs / vouchers / or Codes. To cut down the cost - This method will be ideal to partner with a local business to get your info out.

### **12.13. Word of Mouth**

Still and Always the best form of Advertising – through great service parents will always recommend to other parents interested.

### **12.14. Social Media**

**Non-paid:** online advertising & marketing are but not limited to: Writing Weekly/ bi-weekly/monthly Blogs, interacting on Facebook and Instagram Posts; Posting on your Facebook, Instagram, Twitter regularly; being part of huge community Facebook groups and indirectly selling by giving vital info on different subjects pertaining to child care/ youth sports etc.

**Paid:** Online Marketing is very effective but also can be costly if not executed right. The best form of online advertising is Facebook Paid Ads (majority of our targeted demographic will be found their); this method of Facebook Ads is where you can find the parents.

Once you get within 2 months of camp, you must do Google Ads; this method of Google Ads advertising is where the parents come to you.

## **13.0 RESEARCH & PREPARING (9 – 2 MONTHS PRIOR TO CAMP)**

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### **13.1. Website page updated**

All our Webpages pertaining to the Franchisees location / program / camps and events will be clearly listed and directed.

A member of our corporate team will be in communication to make sure all the info is correctly listed and ready to go live.

### **13.2. Research / Sign up Food Vendors**



For the Vast Majority of ALM Sports After Care and Summer Camp programs – ALM offers Breakfast & Lunch as part of the Camp features.

Every State depending upon the Zip code location of the Camp Location will allocate FREE Summer Breakfast & Lunch to Camp Providers. If the zip code is below the average household income – then for sure the Meals are Free.

In most cases, to get access to the meals you will need to partner with a food sponsor who either has their own catering company or partners with a local catering company – that will deliver meals to your location. Also – the Camp Directors must go on the Food Training to be authorized to hand out the meals. Please understand there is a lot of paperwork that needs to be addressed on a daily basis. ALM will be helping in the researching and compliance stages of this process to make sure you are all set up. Alternatively you can have the campers bring their own food or you can sell it separately.

### **13.3. Research / Sign up Transportation**

Simultaneously, you must be seeking transportation services; highly suggest Yellow Bus Company. When you are transporting Children (high valued goods – lol); we must make sure they are in the safest form of transportation possible.

15 passenger Vans are also an option – but you must make sure the vehicle is checked by a reputable mechanic prior to stating camp.

Transportation will be a high bill but don't cut on park time / swimming time etc. as your camper numbers will decrease in numbers and/or get bad ratings and reviews that can hurt the company in the long run.

### **13.4. Research / Sign up Field Trips**

Simultaneously, you must be researching the local Field Trips, Swimming pools, movie theatres (Free summer / \$1 deals), Bowling Alleys, Fun Entertainment Centers, Museums, etc. Many Summer Camp Programs start to book from Jan/Feb; So make sure you have it all researched, Contacted and enlisted your name (some locations may ask for a small deposit).

### **13.5. Supplies / Equipment / T-Shirts**

Purchase all Supplies & Equipment needed;

For Grand Total Outgoings/Income /Profit Margin-see from ***Content 26.0-26.12***

Example: 35 Campers Average Weekly

The below costings will be based on 80 TOTAL Campers (remembering even if you have 35 campers at camp weekly; some go on vacation, some campers start new on different weeks).

Here are the Items that are needed but not limited to:

### **PRESENTATION \_\_\_\_\_**

ALM Pull Up Banner x2 (\$50 each) = \$100

ALM Table Runner x2 (\$25 each) = \$50

ALM Backdrop (Step & Repeat) = \$50

Folding Table = \$20

Folding Chairs x2 (\$10 each) = \$20

3 ply board for front desk presentation \$10

White board for parent visual of daily / weekly info \$25

Miscellaneous = \$50

[\$315]

## **SUPPLIES** \_\_\_\_\_

Box of Trash Bags \$15

Cleaning Liquids = \$25

Cleaning Mops / Rags / Sponges = \$30

First aid box \$25

Hand Sanitizers (pack of 10) \$15

Box of Masks \$30

Temperature Check Device \$50

Miscellaneous \$50

[\$240]

## **EQUIPMENT** \_\_\_\_\_

6 Basketball's w/ logo (\$7 each) = \$42

6 Soccer balls w/ logo = (\$7 each) \$42

4 Footballs w/ logo (\$7 each) = \$28

\*20 pennies /logos (\$6 each) - 5 Ys | 5 ym | 5 yl | 5 YXL = \$120

\*Smart TV = \$160

\*Box speaker = \$120

\*Red equipment holder/pulley \$50

box of paper (construction/ lined and plain) \$50

connect 4 (x2) \$20

Jenga (x2) \$20

playing card x4 (\$20)

\*Orange GATORADE WATER container \$30

Skipping ropes / Hula Hoops \$20

\*Box of LEGO \$20

Containers for equipment / sticker Logo x3 (\$15 each) = \$45

Dodgeballs \$35 for 6

Bouncy ball \$15

Miscellaneous \$50

[\$922]

*\*These items are one time payments and could be used for multiple summers depending on how you maintain it*

## **CAMPER T-SHIRTS / WATER BOTTLES / BAGS / FACE MASKS \_\_\_\_\_**

- Red Directors Shirts / White logo (\$7 each)  
= YXL 0 | AS 2 | AM 4 | AL 4 | AXL 0 | AXXL 0 = (10 count) \$70
- Orange Leaders Shirts / white logo. (\$7 each)  
= YS 0 | YM 1 | YL 5 | YXL 8 | AS 8 | AM 8 | AL 4 | AXL 2 = (36 count) \$252
- Royal Blue Leaders in Training Shirts / yellow logo. (\$7 each)  
= YS 4 | YM 6 | YL 6 | YXL 6 | AS 4 | AM 2 | AL 2 | AXL 0 = (30 count) \$210
- Gold/ Honey Yellow Camper Shirts /black logo (\$7 each) = YXS 20 | YS 25 | YM 20 | YL 25 | AS 8 | AM 8 | AL 8. = 114 shirts = \$798
- \*\*Water bottle w/ logo - / 20oz plastic / \$1.10 each / (100) = \$110
- Bags -Classic Polyester drawstring / 1.80 each / (100) = \$180
- \*\*Face Masks - ALM got Camp logo / \$6 each / (100) = \$600
- \*\*Wrist Bands - ALM Engraved / 1.00 each / (100) = \$100
- Miscellaneous \$50

**[\$2,370]**

**\*\*Optional Purchases // \*\*without the options [\$1,560]**

### **Total Outgoing Costs Per Location**

**based on 85 total campers (35 average per week)**

- Presentation = ~ \$315
- Supplies = ~ \$240
- Equipment = ~ \$922
- T-Shirt / Water Bottle / Bags Cost = ~ \$2,370 [taking off options = ~ \$1,560]

### **Total Outgoing Costs**

**= ~ \$3,847 per location | \*\*cost without Options = ~\$3,037**

Just to note: the majority of this money will return immediately from your Registration Fees: ~ \$50 reg fee per family (80 total campers ~50 families) \$50 fee x 50 families = \$2,500.

For Grand Total Outgoings / Income / Profit Margin Example - see content 26.0-21.12

## **14.0 HIRING & TRAINING (5 - 1 MONTH(S) PRIOR TO CAMP)**

---

### **14.1. The Right Staffing Team**

When going through the hiring process you must do your Due Diligence in researching and following up on their references and reviewing their Social Media. The majority of time you will hire staff that you know of referred to by a friend. The Best place to go to find licensed / Experienced Staffing are from the Local Schools After Care Program and/or Teachers from the local schools; Coaches from the local Rec Center; Leaders & Leaders in Training from the Local High Schools. You could also communicate with the right personnel at the local university for potential interns or leaders from their Current Sports, Art, Drama Teams.

Many Job Online Sites can get you some good Staffing but to get the best results it will be a paid feature (\$5-\$15 a day average of 3-4 days to get some good Candidates) Job Websites: Indeed.com, Zip Recruit, Facebook Jobs etc.

### **14.2. The Staff Training**

All Directors & Leaders must be trained by yourself or Attend the ALM Annual Training Weekend (March-May).

Leaders must also complete our online Training Course. We suggest the Directors to complete this also.



Once a year, During the Months of March, April and May;

ALM Sports will host a General/ Preparation Training at a selected location; All Franchisees will know ahead of time & location and is available to Franchisees, Directors, Leaders and Counselor/Leaders in Training.

The Training Day is Mandatory for the first year but highly Recommended thereafter at the expense of the Franchisee (Flight/Accommodation).

This Training for Directors / Leaders / Counselors in Training will be a number of hands-on in person workshops/ modules over a course of the weekend; which includes but not limited to:

- Camp/Program Schedules
- Enrichment Activities
- Marketing & Advertising Strategies
- Fully understanding our Parent Communication Software
- How to Maximize ALM Resources

- The Do's & Don'ts
- Dealing with Children with Disabilities (Mental / Physical)
- Dealing with Staff, Parents, State Representatives, DCF, Food Agencies etc.
- How we adjust to the current status of the environment/world
- First aid Training
- Emergency Procedures
- Guided Through all our Online Resources for Directors, Leaders and Leaders in Training
- Additional Trainings; Special Training / Speaker Guests: to give us the knowledge to succeed Video modules
- Brainstorming & Ideas





### 14.3. Camp Director

Who We are looking for:

#### Summer Camp Site Director Qualifications:

- Degree in Education, Recreation, or other applicable field; Bachelor's Degree preferred
- Minimum of 5 years working in camp or childcare setting; supervisory experience preferred
- Currently teach ideal in Private/Public Schools but not required
- Experience working with children in various age groups
- Ability to perform First Aid/CPR/AED/Emergency Oxygen (training will be provided)
- Child Care License highly preferred but not required
- Knowledge with Microsoft word and Excel
- Sports Playing / Coaching Background Preferred but not Required



#### Summer Camp Site Directors Responsibilities (are, but not limited to)

- Responsible for the Assigned Camp
- Lead the camp site including managing/coaching staff and overseeing scheduling
- Oversee daily Scheduling & Daily Activities
- Maintain DCF compliance of camp site
- Coordinate with the transportation team
- Adhere to risk management procedures
- Organize camp events
- Get Physically involved in activities (leading by example)
- Working with the Sports Coordinator and Secretary daily
- Communicate Regularly with Regional Director
- Communicate with Parents
- Help in Recruiting Leaders & Volunteers (Commission)
- Help in Recruiting Campers (Commission)

#### **14.4. Assistant Director (Sports/ Activities Coordinator) [optional]**

##### **Summer Camp Assistant Director Qualifications:**

- Degree in Education, Recreation, or other applicable field; Bachelor's Degree preferred
- At least 3 years working in Sports/ Music / STEM / or Enrichment youth Programs, Camp.
- Knowledge and Teaching/ Coaching experience with multiple Sports / Activities
- Experience working with children in various age groups
- Ability to perform First Aid/CPR/AED/Emergency Oxygen (training will be provided)
- PE Teacher Preferred but not Required
- Preferably Played at Highschool / Collegiate Level

##### **Summer Camp Assistant Directors Responsibilities (are, but not limited to)**

- Coordinate Daily Activities / Sports / Competitions / Fun Prizes
- Coordinate Leaders and Volunteers
- Being involved in the Activities (leading by Example)
- Coordinating Competition Games with the Other Camps
- Being Creative with different exercises / Activities / Games Etc
- Promoting Sportsmanship
- Making Camp SAFE & FUN



## **14.5. Assistant Director (Secretary) [optional if 60 kids+]**

### **Secretary Requirements:**

- Communication background
- Knowledge with Microsoft word and Excel
- Easily Approachable
- Peoples Person
- Great Personality
- Experience working with children in various age groups
- If you have unique skills (highly preferred)  
example: play instrument / sew / Dance / play sports / Drama / Glee / Chess etc)
- Ability to perform First Aid/CPR/AED/Emergency Oxygen (training will be provided)



### **Secretary Responsibilities (are, but not limited to)**

- Communicate with Parents daily via Communication App
- Must know which camper are on medication at camp and be alert to changes in behavior or other physical indicators.
- Administer medication if Waiver form is signed by parent giving the authorization to do so.
- Making sure Register / Camper & Staff Sign in/out / Finances are in and allocated
- Coordinate Buses / Field Trips / Swimming / Movies / Library with Camp Director & Sports Coordinator
- Utilize your skills by teaching the Campers (Dance / Enrichment / Educational)
- Making sure The Camp Site is Clean / Smells as good
- Front Desk being Organized / updated with Clear instructions to parents on the whiteboard
- Being available at the camp site with some leaders with campers that don't go off site activities // Trips.
- 



## **14.6. Leaders / Counselors**

### **WHO ARE WE LOOKING FOR?**

- High School Senior / College Students
- Must Play a Sports or Musical Instrument or STEM or a Special Talent that you can teach the Campers
- Leadership Qualities
- Creative Mind
- Enthusiastic
- Must love working with Children
- Reliable & Dependable



### **WHAT WILL LEADERS DO?**

- Assist Our Director & Assistant Directors
- (2 Shifts) 8 hours a day / 40 hours a week //or// 4 hours a day / 20 hours a week
- Allocated break time | 6- 10 weeks of Camp
- Monitoring assigned camper group at all times - Restrooms, Snack, Lunch Breaks
- Monitoring assigned camper groups going to the Park, Library, Movies & Field Trips
- Getting in the Water when at the Pool (to monitor group)
- Assist in Demonstrating Groups /Campers Basic of Sports / Dance / Drama
- Train your Groups /Campers for Competition
- Interact with / Play Activities
- Become a Leader of the Week

## **WHAT WILL YOU GAIN FROM THIS SUMMER EXPERIENCE**

- Minimum wage + Commission
- College / University Letter of Recommendation signed by the ALM CEO
- ALM Sports Leaders T-shirt
- ALM On-Boarding Training
- Invaluable Hands on Work Experience in the Child Care | Sports Counseling | Sports Business Field
- Network and Gain Friends for Life
- Counselor Dodgeball / Sports Competitions against other ALM Camp Counselors.
- Counselor of the week recognition w/ gift card Appreciations
- Opportunities to earn money weekly through Referrals and Advertising & Marketing

## **LEADERS EXPECTATIONS**

- Make safety your #1 priority.
- Report to work daily.
- Report to work by scheduled time.
- Sign in and out daily with our online App
- Attend Leaders meetings as needed.
- Be in proper Leaders shirt uniform.
- Learn from the Directors.





## **14.7. Leaders / Counselors in Training (CIT) (Volunteers / Community Service Hours)**

### **WHO ARE WE LOOKING FOR?**

- High School Freshman / Sophomores / Juniors / Seniors
- Must Play a Sports or Musical Instrument or Special Talent that you can teach the Campers
- Willingness to Learn
- Creative Mind
- Enthusiastic
- Must love working with Children
- Reliable & Dependable
- 



### **WHAT WILL LEADERS DO?**

- Assist Our Counselors / Directors
- Work a minimum of 5.5 hours a day
- 30 minutes break | 6- 10 weeks of Camp
- Assisting Counselors Group at all times - Restrooms, Snack, Lunch Breaks
- Assisting Counselors Groups going to the Park, Library, Movies & Field Trips
- Getting in the Water when at the Pool (to monitor group)
- Assist in Demonstrating Groups /Campers Basic of Sports / Dance / Drama
- Assisting Counselors to Train assigned Groups /Campers for Competition
- Interact with / Play Activities
- Become a CIT of the Week

## WHAT WILL YOU GAIN FROM THIS SUMMER EXPERIENCE

- \*Up to \$50 per week Compensation (Travel / Food) [if work full hours]
- Opportunity to become a Counselor/Leader Position within the summer and/or Next Year
- High School Community Service Hours signed off required by your School
- College / University Letter of Recommendation signed by the ALM CEO
- ALM Sports CIT T-shirt
- ALM On-Boarding Training
- Invaluable Hands on Work Experience in the Child Care | Sports Counseling | Sports Business Field
- Network and Gain Friends for Life
- Counselor/CIT Dodgeball / Sports Competitions against other ALM Camp Counselors
- Counselor/CIT of the week recognition w/ gift card Appreciations
- Opportunities to earn money weekly through Referrals and Advertising & Marketing

## CIT EXPECTATIONS

- Make safety your #1 priority.
  - Report to work daily.
  - Report to work by scheduled time.
  - Sign in and out daily with our online App
  - Attend Leaders/CIT meetings as needed.
  - Be in proper CIT shirt uniform.
- Learn from the Leaders/Directors.



## **15.0 CHILD& BEHAVIOR MANAGEMENT**

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When inappropriate behavior disrupts the program or is unacceptable to Leaders, an incident report must be filed by the Directors (Camp Dir. / Sports Coordinator / Secretary).

### **15.1. Hugs / Laps**

Leaders can give hugs, if the child initiates the hug. Leaders that are uncomfortable giving hugs can choose to give a high five. Leaders should not put campers on their laps; the Daycare and Pre-K campers are the only exceptions to the rule.

### **15.2. Sick Campers**

Any child that is not feeling well should be taken to the Secretary whom will notify the parents/legal guardians. Whenever parents are contacted a Director should speak with the parent or guardian and explain the situation. If a parent cannot be reached, other emergency contacts on the registration form should be contacted. Communicate conditions, (ex: pink eye, fever, ringworm etc.).

### **15.3. Hands off policy**

ALM Sports has a strict hands-off policy. Staff are not allowed to push, pull, horseplay, flip, twirl, kick or touch the campers in an inappropriate manner. Failure to adhere to this will result in disciplinary action up to and including termination.

### **15.4. Violent Campers / Runaways**

Campers that are violent toward other campers or Leaders will not be tolerated. If a child becomes violent and out of control, the Leaders should remove the other campers and or themselves from the immediate area until the child can be calmed down. If a child continues to have violent outbursts they will be removed from the program, after discussing the situation with the parent.

If a child runs away from the Camp Location / Off Location Activities, the Leaders is to immediately make the Directors aware of the situation.

Runaways are instant dismissal from the camp as this is a liability waiting to happen as we are not structured or staffed to handle this.



### 15.5. Missing Child

If a child is discovered/suspected missing, the following steps must be taken immediately:

1. Gather the campers and do a head count
2. **Immediately** notify any of the Directors, and if on a field trip, immediately notify the facility in which you are visiting; for example, if you are on a field trip, **immediately** contact the available Director and alert them of the situation.
3. The designated Director should then designate Leaders to check restrooms, snack bars, arcade areas, etc., for the missing child.
4. The designated Director must then **immediately** contact the Franchisee and/or Corporate.

After speaking with the Corporate listed above wait further instructions.

### 15.6. Bad Behavior

Leaders must make any of the Directors aware FIRST of any Bad Behavior. Leaders should always be firm yet fair when speaking to a camper concerning undesirable behavior. Leaders must be aware of their tone when speaking to a camper.

**We are ALM Sports, not a boot camp!** It is unacceptable to insult, ridicule, put down or call a child a name. Whenever speaking to a camper keep your personal opinions to yourself, deal strictly with the facts of the current situation. Directors will be consistent when disciplining campers. All campers are to be treated equal; the rules should apply to all campers with the consequences the same for each camper. Campers want and need consistency.

The only acceptable forms of discipline are speaking with the child and parent, putting a child in time-out, taking away a field trip/special activity, and/or giving out Disciplinary warnings (written notice to parent).

Physical discipline of any kind **will not be tolerated!** Physical discipline includes but is not limited to making the child run, hold his/her arms or legs in the air, standing during time-out, pushing, hitting, kicking, or grabbing. Time outs should be one minute for each year of the child's age. For example, an eight-year-old child should be in time out for eight minutes. If a child is left in the time out for an extended period, it defeats the purpose of a time out. Time out works if used properly.

### 15.7. 3 Strike Rule for Campers

**#1: VERBAL** warning to Child & Parent: Verbally communicate with the parent regarding the situation and remind both parent and child of our ALM Rules & Regulations which is vital for us to maintain our quality assurance.

**#2: WRITTEN** warning letter to Parent: Please attach both the 1st and the 2nd incident report form with a letter stating the campers second warning and the Camp is now concerned of the safety for the child other campers, Leaders and program.

**#3: CALL PARENT STRAIGHT AWAY** fill out the 3rd incident form and call the parent straight away for them to come and collect their child - and let them know unfortunately we can longer have the child at camp anymore. No Refunds

### 15.8. 2 Strike Rule for Leaders

**#1 - Verbal:** Camp Director will let the Leaders / Volunteer know verbally

**#2 - Letter with Dismissal:** The letter can be given to the Leaders/volunteer and let them know they can no longer be part of the camp.



## **16.0 OBTAIN & MAINTAIN ENROLLMENT**

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ALM Sports programs invest heavily in their relationships with campers and their families. This starts from the moment the parent inquires about any of the ALM Sports programs. Each family gets the personal attention they deserve. Getting to know campers and parents, addressing any concerns proactively, establishing big brother/big sister relationships—all of these helps to ensure that each child's experience will be successful. This relationship continues throughout your child's camp experience and even long after they graduate. Campers and their families remain deeply attached to ALM Sports due to this relationship and the vast amount of community programs provided. ALM Sports are embedded in the community throughout the camper's childhood with low prices and high value.

### **16.1. Cancellations**

The maximum enrollment of the Summer Program will be that of the maximum capacity of the building or the agreed number by the facility owner and Franchisee.

To cancel or transfer an enrollment of any camp at ALM Sports, parents must present IN WRITING a letter of cancellation or transfer to ALM Sports, at least one week prior to the start date of the camp.

ALM Sports works on a Credit System—NO REFUNDS as funds are immediately allocated for the camp items needed for a successful program

If the parent is forcing the issue have them email the Franchisee

Once a camp session is full ALM Sports establishes a Waiting List. To be added would need to send an email to the Camp director. Being on the waiting list does not guarantee the child attendance to the program .

*– parents will be notified on a first come first serve from the list.*

## 16.2. Methods of Communication

ALM Sports has multiple methods for communication.

Through our Email and SMS Text Parent Database; and has constant communication with parents within the local area, plus our interactive website that displays current information. Newsletters are sent out monthly plus regular submissions on Facebook, Instagram and YouTube.

ALM Sports has a Toll-Free number 1800 388 7962 to get to the right personnel, plus the company and director of Operations personnel email addresses.

Since the Summer 2018, ALM Sports have utilized the Procure app for full communication with registered parents and more

## 16.3. Procure App



Procure App is an all in one solution app that ALM utilizes throughout Camp.

- Digital Sign in/outs daily for Leaders timesheet and for campers to monitor their attendance
- Allows communication not only between Leaders and Directors but more so Parents to Directors
- Photos & Videos can be posted daily for parents to see a snap shot on what their child is doing
- Accident and incident reporting any mishaps throughout the day.
- The Major Advantage for Procure is it allows parents to register directly online and then you as the Franchisee/ Director can set the price (recurring weekly or Click point on attendance) which will go directly to your bank. You will be able to monitor your Procure account to make sure monies have been paid and allocated.

## 16.4. Parental Interactions

### **maintaining good customer relations:**

- **Greeting parent** visitors with courtesy and enthusiasm.
- **Pointing out** written materials, fliers, weekly schedules and bulletin board displays that give further information and evidence of a good program.
- **Answering questions** correctly and/or refers the person to someone who can give correct answers
- **When appropriate**, suggest to parents that they pass the word along to other potential friends & family

## 16.5. Parental Complaints

Complaints will be taken seriously. They act as warning signals that something is wrong or missing.

If complaints are given prompt and careful attention, we can often improve its services as well as its customer relations. If a parent complains about the program, ALM Sports usually follows these guidelines:

### ***Good “customer relation/ retention” techniques are:***

- Remain **calm** and **courteous**, regardless of the customer’s demeanor
- Actively **listen**
- Address the person by **name**.
- **Acknowledge** that you hear what the person is saying
- Ask questions to demonstrate a sincere desire to **better understand** the issue
- **Apologize** for the inconvenience
- Thank the person for bringing the problem **to your attention**.
- Allow an upset parent person **to explain his/her anger** and calm down before you respond to the complaint
- **Avoid becoming defensive**.

If insulting language is used, or if the situation becomes a personal confrontation, simply walk away from the person. To trade insults will only make a bad situation worse.

-If the complaint concerns something within your control, act immediately. If not, refer the person to your Camp Director.

Do not make promises you cannot keep and inform your supervisor of the situation as soon as possible.

-Complete an incident report when appropriate via the Procare App

**ALM Sports prides itself in having good customer relations. it is vital that we treat people with courtesy, helpfulness and understanding to maintain the highest level of customer service.**

### **16.6. Corporate Responsibility**

ALM Sports is committed to operating in a responsible and sustainable manner. We recognize that our social, economic and environmental responsibilities are integral to our business. We take our Corporate Social Responsibilities seriously and the objective of this policy is to provide a guide for all ALM Sports stakeholders on the values which underpin the conduct of our business and our relationships.

#### **Corporate Governance, Law and Standards**

We operate ethically, with integrity and cultural sensitivity by employing clear standards of corporate governance, respecting the rule of law and striving to achieve the most ethical standards of corporate behavior.

#### **Deal responsibly and ethically with clients and suppliers**

We value our clients and are proud of the longstanding nature of many of the relationships built with them. Professionalism, honesty, trust and value for money are the guiding principles for all our client dealings. We monitor client feedback and actively seek resolution when customer service issues are raised.

We recognize that our suppliers are key stakeholders and work with them to help us achieve the highest standards regarding the delivery of our services. We will deal with our suppliers honestly and fairly, ensuring that payments for goods and services are made within agreed terms. We will endeavor to ensure that our suppliers follow responsible working practices.

We engage with and continue to build relationships with our stakeholders. We provide them with opportunities to express their interests and concerns.

### **Transparency**

We aim to be accountable and transparent in our operation, subject to privacy and other obligations. We integrate Corporate Social Responsibility and sustainability principles into the business so that they form an integral part of all decision-making.

### **Workplace**

Our ability to deliver services is dependent on a talented, engaged workforce. To this end, we are focused on making ALM Sports a place where people feel supported, can develop their skills, and have a clear understanding of our business objectives.

We are committed to ensuring that the entire business is conducted according to rigorous professional, ethical and legal standards. We aim to attract, retain and motivate a high caliber of employee. We will encourage individuality and initiative. We are committed to providing equality of opportunity, free of discrimination, in an equitable, fair environment.

### **Community**

We strive to be an example corporate citizen recognizing our responsibility to work in partnership with the communities that we operate.

The broader Community will benefit from the high standard of our projects in the

ALM Sports is committed to improving the places we live and strives to design and complete projects to a high standard.

### **Human Rights**

We will respect the human rights and dignity of people by promoting equality irrespective of race, ethnic or national origins, religion, gender, sexuality or disability.

## **Environment**

We recognize our responsibility to respect and limit the impact of our business on the environment.

All employees are encouraged to act in an environmentally responsible manner. We will endeavor to minimize the environmental impact of our projects and will encourage our Clients to adhere to these principles.

We are committed to making a positive impact in the communities and environments in which we operate.

### **16.7. Health and Safety**

ALM Sports is committed to the reduction and prevention of on-the-job accidents and illnesses.

#### **POLICY**

ALM Sports will comply with occupational health and safety regulations and construct and maintain its facilities in a manner conducive to a healthy and safe work environment for all of its employees. Our Health and Safety Plan is designed to reduce or prevent on-the-job accidents and illnesses through training and preventive measures. ALM Sports will:

- Provide adequate training to employees, ensure they are competent to do their tasks and make them accountable for preventing work-related injuries and illnesses.
- Develop and maintain an occupational Health and Safety Plan that ensures continuous improvement through the process of risk assessment, risk minimization and performance reporting.
- Consult with employees on matters that may affect their health and safety.
- Provide and maintain safe plant and equipment.
- Ensure safe handling and use of substances.



## **DEFINITION – HEALTH AND SAFETY**

Health and Safety can be defined as organized efforts and procedures for identifying workplace hazards and reducing accidents and exposure to harmful situations and substances.

It also includes training of personnel in accident prevention, accident response, emergency preparedness, and use of protective clothing and equipment.

## **16.8. Code of Conduct**

ALM Sports is committed to providing a positive work environment and an expectation that all our employees will represent our ALM Sports with integrity.

### **POLICY**

ALM Sports staff will represent our ALM Sports with integrity and professionalism in all interactions with other ALM Sports staff, our vendors, customers, contractors and in the community.

ALM Sports will ensure the uniform implementation of this Code of Conduct Policy to foster an ideal of fairness and community.

ALM Sports will follow all laws and honour our agreements in an ethical manner.

### **DISCIPLINARY ACTION**

A person who is found to break the code of conduct will be subject to disciplinary action which could include immediate suspension of their employment or immediate termination of their employment.

All employees are required to participate in code of conduct training and this training will include information about appropriate behavior in the workplace.

### **RETALIATION**

ALM Sports prohibits anyone from retaliating against employees because they have filed a Code of Conduct Policy complaint or have cooperated in any way in the investigation of a complaint.

## ACCOUNTABILITIES

The following table identifies accountabilities for relevant parties.

Personnel	Responsibilities
<b>Leaders Accountabilities</b>	<p>These are the responsibilities of the Employees:</p> <p>Follow Code of Conduct Policy.</p> <p>Report all Code of Conduct issues immediately.</p> <p>Use sound judgment when completing tasks and/or making decisions.</p> <p>Cooperate with co-workers, supervisors and managers on Code of Conduct issues.</p> <p>Protect ALM Sports assets, including intellectual property and ALM Sports reputation.</p> <p>Ensure that the use of ALM Sports equipment and facilities is limited to ALM Sports tasks.</p> <p>Avoid Conflicts of Interest.</p> <p>Maintain Confidentiality as required.</p>
<b>Director</b>	<p>These are the responsibilities of Supervisors:</p> <p>Ensure this Code of Conduct Policy is put into practice on a day-to-day basis.</p> <p>Work to foster the concept of integrity and professionalism.</p> <p>Be proactive in taking uniform action for any Code of Conduct violations.</p> <p>Instruct employees regarding Code of Conduct Policy for specific issues.</p>

	Ensure employees have received the appropriate training.
<b>Franchisee</b>	<p>These are the responsibilities of Managers:</p> <p>Ensure overall implementation and maintenance of the Code of Conduct Policy.</p> <p>Ensure that any regulatory changes are incorporated into ALM Sports policy as required.</p> <p>Inform contractors and suppliers of the ALM Sports Code of Conduct Policy.</p>

## DEFINITIONS

This policy applies to all terms related to conduct, including, but not limited to the following.

Definitions	
Behavior	Expectations
Proper practices	Professionalism
Confidentiality	Integrity

## 16.9. Equal Employment Opportunity

To provide a workplace that is free from any form of discrimination.

### POLICY

ALM Sports is an Equal Employment Opportunity employer and strictly prohibits discrimination against any employee or applicant for employment because of the individual's race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, veteran's status, or any other characteristic protected by law.

### DEFINITION – Equality

Equality is the same status, rights, and responsibilities for all the members of a society, group, or family.

## **DEFINITIONS**

This policy applies to all terms and conditions of employment, including, but not limited to the following:

<b>Definitions</b>	
Application Process	Training
Examination and Testing	Classification
Advancement	Termination
Promotions	Recall
Layoff	Placement
Hiring	Compensation
Reassignment	Disciplinary Actions
Leaves of Absence	

## **DISCIPLINARY ACTION**

Any person who is found to be deliberately restricting others from equal opportunities will be subject to disciplinary action which could include immediate suspension of their employment or immediate termination of their employment.

## **17.0 SAFETY & CHILD PROTECTION**

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### **17.1. Safety is our #1 Priority**

The camper's safety and well-being are our primary concern! Safety checks should be done daily, and include but not be limited to equipment, fields, courts, outlets, standing water, bad weather, unattended chemicals, strangers etc. All Staffing should always be aware of their surroundings and identify potential safety issues. When a safety issue is discovered it should be immediately reported to the Directors (Camp Director / Sports Coordinator / Secretary).

Never allow the campers to play with unsafe equipment or near unsafe conditions.

All Staffing must ensure that:

- **The welfare of the child is paramount**
- All campers, whatever the age, culture, disability, gender, language, racial origin religious beliefs and/or sexual identity have the right to protection from abuse.
- All suspicions and allegations of abuse will be taken seriously and responded to swiftly and appropriately.
- All Leaders (paid/unpaid) working in sport have a responsibility to report concerns to the appropriate officer. Leaders/volunteers are not trained to deal with situations of abuse nor decide if abuse has occurred.

### ***Equality Policy***

- ALM Sports respects the rights, dignity and worth of every person and will treat everyone equally within the context of their sport, regardless of age, ability, gender, ethnicity, religious belief, sexuality or social/economic status.
- ALM Sports is committed to everyone having the right to enjoy the camp in an environment free from threat of intimidation, harassment and abuse.
- ALM Sports have a responsibility to oppose discriminatory behavior and promote equality of opportunity.
- ALM Sports will deal with any incidence of discriminatory behavior seriously.

## **17.2. Camper Safety**

### **Directors will:**

- Inform campers of the camp name, the name of the facility, and the names of the Directors and Leaders with an emergency phone number (as age appropriate).
- Teach Campers & Leaders to be alert to potential hazards and keep them aware of the First Aid area by regularly referring to the location.
- Make sure Leaders is always visible when working or interacting with campers. Visual barriers should never be set up that prevent others from seeing what is occurring.
- Be aware of the General physical conditions of the campers during their activities to avoid over-exhaustion
- Secretary must know which camper are on medication at camp and be alert to changes in behavior or other physical indicators.
- Be aware of the dangers of over-exposure to the sun.
- Recommend to parents that their children use sunscreen and wear hats for protection from the sun.
- When campers are Swimming, they should especially use sunscreen.  
However, Leaders may not put sunscreen on the campers.
- Use common sense and safety consciousness when setting up and conducting activities, constantly staying alert to potential hazards related to the facilities, grounds and equipment.
- Before conducting an activity, explain the rules and procedures for using the equipment.
- Stop the activity if campers are getting out of control or are not complying with the rules, making the activity unsafe.
- Make sure that campers use equipment such as climbing bars, swings and slides only as intended.  
ALM will not allow anyone to hang upside down on the bars.
- Make campers aware of any unmovable natural hazards such as poison ivy or a body of water.
- Place cones / signs or rope off these areas when possible or show them how to easily identify the hazards.

A short walk around the site should be taken and hazardous areas pointed out to the participant.

### **17.3. Anti-bullying, Discrimination & Harassment**

Providing a workplace that is safe and free from any forms of harassment for all employees, visitors and personnel is a priority for ALM Sports.

#### **POLICY**

ALM Sports expects all Franchisees, employees, visitors or personnel to behave in an appropriate manner that reflects ALM Sports Anti-bullying, Discrimination & Harassment Policy. Bullying, discrimination & harassment of any form will not be tolerated in any of ALM Sports workplace or worksite regardless of its type - whether mental or physical.

The consequences of bullying, discrimination & harassment of another person or participating in the bullying, discrimination & harassment of another person will result in disciplinary action that may include the termination of Contract. Bullying from personnel not directly employed by ALM Sports will result in the removal of the person from site.

#### **DEFINITION – BULLYING**

Bullying, discrimination & harassment can be defined as the act of intimidating a weaker person to make them do something. It is any form of harassment that makes a person feel humiliated or intimidated.

Bullying, discrimination & harassment are forms of abuse. They comprise repeated acts over time that involve a real or perceived imbalance of power with the more powerful individual or group abusing those who are less powerful.

The effects of bullying, discrimination & harassment can include:

- impact on the health, safety and wellbeing of an employee;
- depression;
- thoughts of suicide;
- loss of self-esteem;
- abnormal behavior.

Examples of bullying, discrimination & harassment include:

- name calling;
- making fun of the person;



- spreading rumors about a person;
- being consistently critical about a person's performance;
- participating in initiation rituals;
- violence towards a person;
- withholding information that affects someone's performance or job;
- high demand on a person and unreasonable deadlines.

## **DEFINITIONS**

This policy applies to all terms related to bullying and harassment, including, but not limited to the following.

<b>Definitions</b>	
Cyberbullying	Manipulation
Nastiness	Social rejection
Violence	Mutual arguments
Yelling	Aggression
Abusive Behavior	Disagreements
Intimidation	Fights

## **DISCIPLINARY ACTION**

A person who is found to have bullied another person will be subject to disciplinary action which could include immediate suspension of their employment or immediate termination of their employment in ALM Sports.

They may also be subject to civil or criminal prosecution. ALM Sports will not tolerate bullying, discrimination & harassment of any form and will use the full force of the law should it be required to prosecute any persons if required.

All employees are required to participate in training and this training will include information about bullying in the workplace.

#### **17.4. Safe Work Practices**

##### **What are the safe working practices that I need to be following?**

ALM Sports will provide a healthy and safe workplace for all employees and visitors.

Safety is a joint venture at ALM Sports. ALM Sports provides a clean, hazard free, healthy, safe environment in which to work in accordance with the Occupational Safety and Health Act.

As an employee, you are expected to take an active part in maintaining this environment. You should observe all posted safety rules, adhere to all safety instructions provided by your supervisor and use safety equipment where required.

Your work place should be kept neat, clean and orderly.

It is your responsibility to learn the location of all safety and emergency equipment, as well as the appropriate safety contact phone numbers.

All safety equipment will be provided by ALM Sports, and employees will be responsible for the reasonable upkeep of this equipment. Any problems with or defects in, equipment should be reported immediately to management.

#### **17.5. Safety Plan for On-Site Activity**

Providing a safe environment at camp is a critical component of any ALM Sports program.

A risk assessment from our Directors

##### ***will include, but not limited to:***

- Morning & Afternoon Inspection of equipment, bathroom, supplies, appliances, facilities and grounds daily.
- Immediately report safety hazards to the Secretary that result from these inspections.
- Leaders must Report any unusual or questionable situations and/or persons to any of the Directors.
- Making sure Leaders know and understand the evacuation plan which is posted and readily available.
- Protective gloves will be used when providing first aid care to avoid the possibility of contamination.
- Making sure all equipment is put away safely at the end of the day for easy risk assessment in the morning.

- Every camp must follow all local fire and safety code requirements, as Prescribed by State and County regulations including having an evacuation plan posted.
- All Leaders and campers will be told of all procedures regarding to fires / emergency evacuations.
- An emergency evacuation drill must be conducted on the first day of each week.
- Sports Coordinator must be present on the floor / classrooms / Fields monitoring and coordinating the hour agenda // With Help from the Camp Director and The Secretary
- A min of one Leader for every 15 campers will be on duty for supervision at all times.
- Confidential Health information and emergency contact records will be maintained on site for Directors only.
- Attendance will be taken at strategic times throughout the day to ensure that all campers are properly accounted for.
- All Campers must be registered for the camp to attend.
- Parents will be expected to sign their children in at the beginning of the program day and sign them out at the end of the day to ensure optimum security.
- To minimize risks that might result in injury, every safety precaution will be taken when implementing an activity including giving verbal instructions and precautions.

As an employee, you have a duty to comply with the safety rules of Company, assist in maintaining the hazard free environment, to report any accidents or injuries - including any breaches of safety - and to report any unsafe equipment, working condition, process or procedure, at once to a supervisor.

All work related accidents are covered by Worker's Compensation Insurance pursuant to the laws of the state in which we operate.

#### **17.6. Assembly Meeting Point**

The Meeting point will be announced & repeatedly told to all staff and campers. If an emergency evacuation occur, you are required to evacuate to the assembly meeting point.

#### **17.7. Fire Extinguishers Locations**

If a fire occur, ensure you are prepared & understand how to operate firefighting equipment. Familiarize yourself with the fire extinguisher types, operation & locations.

## **18.0 INCIDENTS, ACCIDENTS & MEDICAL**

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Since injuries may occur at any time and during any activity, ALM Sports Directors will be CPR Trained and prepared.

All Accidents/ Injuries forms must be documented by the Procure App by the Directors as soon as possible.

All Directors will keep alert for potential hazards and having a First Aid kit on site.

All Directors will deal with simple injuries and recognize more serious injuries and work with a camper that is coming back from injury. Directors will not provide or administer any medical material for any participant; Unless otherwise Discussed and Medical Form is Signed off by the parent allowing the Secretary to Administer.

### **18.1. Accidents**

Accidents involving personal injury or the possibility of personal injury MUST be reported immediately to the Franchisee / Corporate.

Reporting accidents serves a twofold purpose:

1. It acts as a record should insurance claims be necessary
2. It brings to the notice of the Directors that an accident has occurred and can possibly result in minimising or eliminating the chance of a similar accident taking place.

### **18.2. Personal Accident Event – Minor**

In the event of a minor accident, render assistance to the victim and assist. A first aid kit is available.

If the accident is considered too serious to be dealt with by first aid, professional medical advice must be sought immediately. It may also be considered necessary to contact emergency services.

Render help and reassurance to the patient while awaiting emergency services assistance.

If considered appropriate, transport the patient to the Ambulance Centre or Hospital, otherwise contact the Ambulance and render help and reassurance to the patient while awaiting Ambulance assistance.

### **18.3. Personal Accident Event - Serious**

In the event of a serious accident, immediately contact emergency services. If safe to do so, render assistance to the victim while waiting for emergency services to arrive.

### **18.4. Guidelines for dealing with an incident/accident**

- Stay calm but act swiftly and observe the situation. Is there danger or further injuries?
- Listen to what the injured person is saying
- Alert the first- aider who should take appropriate action for minor injuries.
- In the event of an injury requiring specialist treatment, call the emergency services.
- Deal with the rest of the group and ensure that they are adequately supervised.
- Do not move someone with major injuries. Wait for the emergency medics.
- Contact the injured person's parent/guardian / Complete an incident/accident report form.

**C** – are they **conscious**?

**O**- are they **oxygenating / breathing**? (if yes to any of these two questions, move on)

**A- ask** where does it hurt?

**C- control** the area that is painful

**H** – make decision if you need to call for immediate medical assistance and have the child taken to **hospital**.

## 18.5. Symptoms

**Heat Exhaustion** – weakness, dizziness, profuse sweating or rapid pulse.

What to do – Call for emergency medical assistance, have the camper rest in the shade with their legs elevated and replenish fluids.

**Heat Stroke** – High body temperature, red hot but dry skin; also, a rapid pulse, difficulty in breathing, convulsions, collapsing.

What to do – This is a medical emergency and can be fatal; immediately call for medical assistance; place the player in the shade and cool the body by removing layers of clothing; while waiting for help to arrive massage the lower body with ice.

**Strains/Sprains** – localized pain, limited range of motion, swelling and possible skin discoloration.

What to do – carefully compress ice to the injured area and elevate it above the heart level to help reduce swelling and provide an anesthetic effect.

**Discoloration / Fractures** – pain, deformity, and loss of function.

What to do – call for emergency medical assistance to transport the player. Do not move the camper.

## 18.6. Covid-19 Safety Measures

**6 ALM SPORTS SUMMER CAMP COVID-19 SAFETY MEASURES**

- 1** Campers / Staff will be checked prior to entering camp daily for any observable illness and to confirm temperature below one hundred degrees Fahrenheit.  
**TEMPERATURE CHECK**
- 2** We will keep to the States Minimum of Campers in one space / Internal groups will be decreased.  
**DISTANCE**
- 3** Enhanced cleaning and disinfection practices shall be implemented throughout the Facility & Equipment.  
**CLEANLINESS**
- 4** All staff and campers will adhere to regular hand washing with soap and water / Hand Sanitizer.  
**HAND WASHING**
- 5** Avoiding Food / Snack Sharing.  
**AVOID SHARING**
- 6** Swimming may be cancelled this Summer; We will monitor as the Summer Weeks go on.  
**NO SWIMMING**

PS: The above measure will be updated / revised as we adhere to the CDC Requirements

## **18.7. Bus & Van Procedures**

Using the “Rule of Eight,” a Leader should be standing at the front door of the bus/van counting the campers as they enter the vehicle. A Leader should be on bus helping seat the campers as they enter the bus. Once the campers are seated all Leaders on the bus/van must to a head count. All Leaders must have the same count before the vehicle leaves the site. **ALL** campers riding on a van must always wear a seat belt. Leaders must be seated at each of the emergency exits. Emergency exits on the bus are in the rear, middle, and front of the bus. Campers should always be seated. Leaders should never sleep, put on headphones, or play video games while on the vehicle. Campers under the age of 13 should never ride in the front passenger seat of the van where the airbag is located. A Leader should be the first person to exit the vehicle and help count the campers while unloading them safely. A Leader should be the last person to exit the vehicle checking for any campers and or personal items left on the vehicle.

### **Rule of Eight:**

- 1.** Complete the Field Trip/ Special Activity Participation Form.
- 2.** Count each youth at the facility when you line them up to wait for the vehicles.
- 3.** Count each youth as they board the vehicle.
- 4.** Do a head count before the vehicle leaves for the field trip/special activity. A Leaders should be the last person to exit the vehicle checking for any campers and/or personal items left on the vehicle.
- 5.** Count each youth when you line them up to re-board the vehicle for the return trip.
- 6.** Verify all youth are present and accounted for with the Field Trip/Special Activity Participation Form.
- 7.** Count each youth as they board the vehicle.
- 8.** Do a final head count before the vehicle leaves for the return trip. A Leaders should be the last person to exit the vehicle checking for any campers and/or personal items left on the vehicle.



### 18.8. ALM Vehicles

ALM Sports owns and operates multiple - passenger vehicles and work with local accredited school bus companies. Please keep all your ALM Sports vehicles **cleaned on a weekly basis** and **check the vehicles vital signs as often as possible**. Without those vehicles we cannot work. Smelly and Messy vans will attract insects / lice; which could infect our campers and spread. Directors only will be able to Drive the ALM 15 passenger vehicles.



### 18.9. Yellow Bus Company

If Camper Numbers are High, It best to Outsource a Yellow Bus Company.

- The Company /bus driver will assume responsibility for the safe passage of all passengers on the bus.
- There must be a Director on the yellow bus at any given journey.
- The Bus Safety Rules will be enforced to maintain safety for all bus riders.



### **18.10. Vehicle Safety Rules Whilst Driving**

**The following Bus Safety Rules are intended to keep campers safe as they ride:**

- Campers and Leaders will respect and listen to the bus driver and get on and off the bus in an orderly fashion.
- Leaders are responsible for their own conduct and that of the campers while on the bus and maintain a reasonable noise level so no distraction to the driver (no yelling /screaming).
- Campers must remain seated while the bus is in motion, hands & feet must stay inside
- Seat belts must be used in the 15 passenger vehicles.
- Campers are not allowed to sit on laps & no more than 3 children are to be seated on 1 seat.
- Shoes must be worn on the vehicle.
- Leaders and campers may not put their feet on the seats or on the seats in front of them.
- Leaders and campers may not eat or drink on the bus.
- The aisle must always remain clear.
- Objects may not be thrown out of the windows or inside of the bus.
- Campers and Leaders are not to leave litter on the bus.



If the vehicle is involved in an accident; Leaders should help the campers remain calm and seated until emergency vehicles arrive. Campers should not be removed from the vehicle unless they are in immediate danger and there is a safe place within a reasonable distance.

At no time is a private vehicle (car) to be used to transport Campers.

## **19.0 EMERGENCY EVENTS AND PROCEDURES**

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### **19.1. Fire Event**

Any type of fire is to be reported by personnel.

When fire is discovered:

- Activate the nearest fire alarm
- Notify the local Fire Department
- If the fire alarm is not available, notify the site personnel about the fire emergency by the following means:
  - Voice
  - Communication
  - Phone Paging
  - Radio
  - Other Specify

Fight the fire ONLY if:

- The Fire Department has been notified.
- The fire is small and is not spreading to other areas.
- Escaping the area is possible by backing up to the nearest exit.
- The fire extinguisher is in working condition and personnel are trained to use it.

Upon being notified about the fire emergency, occupants must:

- Leave the building using the designated escape routes.
- Assemble Point in the designated area
- Remain outside until authority allows re-entry.

### **19.2. Medical Event**

Call emergency services immediately. Steps to manage a medical emergency.

- Assess the area for any dangers that may pose further threat to you, any casualties or others in the area.
- If possible remove the danger.
- If it is not possible to remove the danger or to access casualties without placing your own life at risk, wait for emergency services to arrive
- If you have access to casualties, assess them and determine if the casualty is conscious, by seeking a response. If there is no response use your first aid training to check airways and position casualty appropriately. If someone else is present ask them to call emergency services for assistance.
- Follow the advice and instructions provided by the emergency services. Try to keep the casualty comfortable and calm until emergency services arrive.
- Arrange for someone to meet emergency services at an appropriate location to guide them in.

### **19.3. Severe Weather Event**

Severe weather is hard to predict and as such, advice should be followed from any Local or State Authority.

- Assess the potential weather event using appropriate tools such as the internet, news updates and weather messages provided by Authorities.
- Review any outdoor equipment and items that are loose or not secured that could potentially become airborne during high winds. Liaise with the supervisor to arrange items to be rectified.
- Relocate vehicles to an appropriate safe location or under-cover facility in the event of hail or flooding should there be a possibility of this occurring.

- All team members are to remain indoors in the event of any severe weather. Team members on site are to remain in a safe place and not drive during severe weather events.
- All company vehicles are to be protected where possible in the case of a large storm or severe weather.
- In the event of a lightning storm, no personnel are to be outside.
- Avoid travel during a storm event.

#### **19.4. Bomb Threat Event**

Should the organization receive a phone call suggesting a bomb, follow the procedure below.

- Stay calm and do not hang up
- Listen carefully to the caller's voice and background noise.
- Ask the call as many questions as you can. Questions such as:  
 Where is the bomb right now?  
 When is the bomb going to explode?  
 What kind of bomb is it?  
 What does the bomb look like?  
 Why did you place the bomb?  
 Where are you calling from?
- Should the caller hang up, immediately record the time of the call and length of the call
- Immediately write down the exact words of the caller
- After you hang up, call Emergency Services immediately
- Also immediately notify Management/Supervisor that you have just received a bomb threat.

### **19.5. Lockdown**

There may be a time of crisis (violence, terror, etc.) that go beyond the normal present danger to our campers and our adult patrons. Our highest priority is to protect those in our care and we need to take the necessary precautions. The following individuals have the authority to determine a LOCKDOWN: Facility Owner, Directors, Regional Directors & Corporate. Keeping in mind that every situation has its own set of circumstances and law enforcement maybe present to determine he efficiency and effectiveness of these procedures.

1. Facility needs to be secure. The number of entrances to the building needs to be minimized.

All other exterior doors should be locked. The main entrance should always be supervised.

All visitors and parents must report to the main area.

2. All campers must be indoors until the lockdown is lifted. Leaders must count campers within a few minutes after the lockdown is called. Any discrepancy must be told to the Camp Director.

Recounts are done every 15 minutes.

3. Keep phone calls to a minimum, as parents will be calling in about the safety of their campers.

The Secretary should be designated as the information person.

4. As always campers should be supervised at all time (including the restrooms).

5. Administrators will be in contact with the police authorities to evaluate the plan.

Police may modify and or make suggestions.

It is essential that the Leaders maintain a calm, cool, and collected attitude during a crisis.

## **19.6. Vehicle Accident Event**

Should you be involved in a vehicle accident while working, ensure you follow procedures.

- STOP IMMEDIATELY - Do not drive away
- Check yourself for injuries
- Check on the well-being of your passengers
- Call emergency services if required
- If possible activate hazard lights
- Ensure that the accident scene is safe
- Secure your vehicle
- Ensure that the risk of fire, further injury or damage is minimized
- Wait for help
- After making sure you and any passengers are uninjured, exchange contact and insurance information with the other driver.

Full name and contact information

Insurance company and policy number

Driver's license and license plate number

Type, color and model of vehicle

Location of accident

- Document the accident. Take photos of all vehicles
- Talk to witnesses and obtain their contact details
- If you were in a company vehicle, notify your Manager or Supervisor
- Notify your insurer and start the claims process

### **19.7. Workplace Accident Event**

Should a Workplace Accident occur, it is important to follow procedures.

- Immediately assess the area for any dangers that may pose further threat to you, any casualties or others in the area.
- Contact Emergency Services.
- If possible remove the danger.
- If it is not possible to remove the danger or to access casualties without placing your own life at risk, wait for emergency services to arrive.
- If safe to access any casualties, take care of the injured immediately. Provide first aid and make sure any casualties get the right care.
- Protect the scene of the accident. Do not move equipment or any surrounding elements unless it is necessary to access casualties and is safe to do so.
- Follow the advice and instructions provided by the emergency services. Try to keep the casualty comfortable and calm until emergency services arrive.
- Arrange for someone to meet emergency services at an appropriate location to guide them in.
- Take care not to disturb the incident site until an inspector arrives.
- Record the incident in the register of injuries.
- Notify Management/Supervisor of the situation as soon as possible.



### **19.8. Drugs and Alcohol**

To provide a workplace that is safe and free from any form of drug or alcohol abuse. ALM Sports will not tolerate any form of drug or alcohol abuse in its workplace.

#### **POLICY**

ALM Sports expects all employees, visitors or personnel to behave in an appropriate manner that reflects ALM Sports Code of Conduct. ALM Sports will not tolerate any form of drug or alcohol abuse in its workplace. This policy refers to any type of drugs or alcohol – either legal or illegal.

Alcohol and other substance abuse may impair an employee's ability to perform their duties properly. Excessive alcohol consumption can have serious adverse effects on the health and safety of the individual and others as well as the reputation of the organization.

#### **DEFINITION – DRUG AND ALCOHOL ABUSE**

Drug and Alcohol abuse can be defined as the act of consuming drugs or alcohol to an excessive level.

#### **GUIDELINES FOR ALCOHOL USE**

##### **During Work hours**

ALM Sports has a 'zero tolerance' to drugs and alcohol. Employees are not permitted to work while under the influence of drugs or alcohol.

##### **During Special Functions and Client Events**

Use of Alcohol is permitted at Client functions and special events. ALM Sports will provide alcohol at these events.

Excessive consumption of alcohol at these events is prohibited. Employees, Directors and Visitors are required to represent the ALM Sports in an acceptable manner and uphold its reputation through their own individual behavior.

Examples of excessive alcohol abuse include:

- Loss of memory;
- Loss of inhibitions;
- Loss of control.

The effects of excessive alcohol abuse can include:

- Health issues;
- Loss of license;
- Loss of relationships;
- Injury;
- Death.

## **DRUG AND ALCOHOL TESTING**

Alcohol and drug testing may be implemented on a regular or random drug and alcohol testing program. Employees are required to participate in the testing program. This may include pre-employment drug testing programs.

## **DISCIPLINARY ACTION**

A person who is found to fail the drug and or alcohol testing program will be subject to disciplinary action which could include immediate suspension of their employment or immediate termination of their employment.

They may also be subject to civil or criminal prosecution. ALM Sports will not tolerate illegal drug use of any form and will use the full force of the law should it be required to prosecute any persons if required.

### **19.9. Non-smoking**

ALM Sports is committed to providing a positive, healthy and smoke free work environment and it is expected that all employees will represent ALM Sports accordingly.

#### **POLICY**

Smoking and use of e-cigarettes are banned in all ALM Sports facilities, areas and events including related outdoor public areas and premises. This ban protects people from harmful second-hand tobacco smoke.

Smoking is permitted in the ALM Sports smoking area only. Smoking is not permitted near the smoking area and must be strictly within the smoking area.

Smoking includes (but not limited to):

- standard tobacco cigarettes;
- herbal cigarettes;
- menthol cigarettes;
- flavored cigarettes;
- cigars;
- smoking cannabis or another drug;
- e- cigarettes.

Unacceptable locations include (but not limited to):

- smoking within vehicles;
- smoking in flammable areas;
- smoking on client premises or within client vehicles.

#### **DISCIPLINARY ACTION**

A person who is found to break the non-smoking policy will be subject to disciplinary action which could include immediate suspension of their employment or immediate termination of their employment.

## **19.10. Internet and Email**

ALM Sports is committed to providing a positive work environment and employees are expected to maintain proper usage of ALM Sports resources, facilities and infrastructure.

### **POLICY**

Internet and Email is to be used for ALM Sports business only. Personal use of ALM Sports infrastructure and facilities is not permitted. Illegal use of any ALM Sports resources will be reported to relevant authorities.

Specific prohibited activities include (but not limited to):

- sending emails that discriminate;
- sending or forwarding non-business emails;
- viewing pornography;
- sending pornographic jokes or stories via email;
- utilizing the internet, email or computer systems for private business or personal reasons;
- hacking;
- stealing or using someone else's password;
- sharing confidential information;
- downloading pirated software;
- introducing malicious software;
- passing off personal views as representing those of the organization.

If an employee is unsure about what constitutes acceptable internet, email and information technology infrastructure usage, then they should ask their Director or Franchisee for clarification.

### **ALM SPORTS OWNERSHIP AND RIGHTS TO ACCESS**

ALM Sports owns any communication sent via email or that is stored on ALM Sports equipment. Authorized staff have the right to access any material in the ALM Sports system at any time. Electronic communication, storage, or access is not considered private if it is created or stored on work systems.

ALM Sports reserves the right to monitor internet and email usage and ALM Sports infrastructure and if deemed appropriate block access to websites or other services as required.

#### **DISCIPLINARY ACTION**

Employees are expected to use the Internet, email and associated resources responsibly. Personal use is not permitted. Immediate termination is the most frequent disciplinary action that the ALM Sports may take should there be a breach in this policy.

## **19.11. Social Media**

### **Statement of Policy**

The ALM Sports recognizes that social media tools such as content-sharing websites, blogs, micro-blogs, online forums, and other digital channels established for on-line interaction are increasingly used to:

- Promote business activities among customers, suppliers, the media and other interested parties.
- Share ideas, developments, and status information among colleagues working collaboratively on common projects.
- Share personal details of an individual's life such as photos, locations visited and life events.

The ALM Sports simultaneously recognizes that improper use of social media can create business risks to the ALM Sports and to individual employees.

It is the ALM Sports policy to permit the use of social media tools for business purposes as further described in this documentation and as such the use of social media while at work or using the ALM Sports computer network for business related purposes is appropriate.

### **Purpose and Scope**

All employees and users of the ALM Sports information systems must use proper judgment and adhere to guidelines set forth in this document.

As technology and communication forums evolve, the principles underlying the ALM Sports policies remain as outlined: to protect the ALM Sports goodwill, brands, and business reputation, to adhere to application privacy and data protection obligations and to protect the ALM Sports intellectual property and confidential information.

This Social Media Policy is intended to provide guidance concerning the use of social media, regardless of form or website employed.

The scope of this policy includes all web-based technologies used to broadcast messages and participate in group discussions or dialogue. This includes those social media network sites managed by the ALM Sports (including the ALM Sports official presence on sites such as Facebook, Google+, LinkedIn, Twitter, Pinterest, Instagram and Tik Tok) as well as those accessible by individual users through the web.

It is also intended to include blogs, message boards, chat rooms, personal websites, and any other form of electronic interaction that has the potential to disseminate ALM Sports information to any person not authorized and/or intended to receive it.

Subject to applicable law, the ALM Sports may monitor or scan social or professional networking sites for unauthorized posting of ALM Sports information or other unacceptable content.

Subject to applicable law, this policy applies to all employees or others accessing social media using the ALM Sports systems or otherwise if such use pertains to the user's ALM Sports activities. This policy is intended to add to the ALM Sports standards of business conduct.

## **RESPONSIBILITIES**

### **Protect the ALM Sports goodwill, brands and business reputation**

- Never knowingly communicate information that is untrue or misleading.
- Make it clear in social media postings, when appropriate, that you are speaking on your own behalf. Write in the first person and use your personal email address when communicating via social media for personal purposes.
- You are responsible for what you communicate on social media web sites. Remember that what you publish might be available to read globally (including by the ALM Sports, future employers and acquaintances) for a long time. Keep this in mind before you post content.
- If you disclose your affiliation as an employee of the ALM Sports, you should also include a disclaimer that your views do not represent those of the ALM

Sports. For example, consider such language as “the views in this posting do not represent the views of my employer.”

- If you communicate about your work at the ALM Sports in general, you should disclose your connection to the ALM Sports, but be sure to reiterate that your views do not necessarily represent those of the ALM Sports.
- Use good judgment about what you post and remember that anything you say can reflect on the ALM Sports, even if you do include a disclaimer.
- Always strive to be accurate in your communications about the ALM Sports and remember that your statements have the potential to result in liability for yourself or the ALM Sports. Be respectful to the ALM Sports and be professional and honest in your communications.
- If you see content that you believe may improperly disclose confidential ALM Sports information, could contribute to violence or unsafe working conditions in the workplace or may violate ALM Sports policies or applicable law, you should report it to your Director, Franchisee or Corporate.

### **Respect intellectual property and confidential information**

- The ALM Sports standard of business conduct restricts employees’ use and disclosure of the ALM Sports confidential information and intellectual property. Beyond these mandatory restrictions, you should treat the ALM Sports confidential information responsibly, and do nothing to jeopardize confidentiality through your use of social media. In addition, you should avoid misappropriating or infringing the intellectual property of other companies and individuals.
- Do not use the ALM Sports logo, brand names, taglines, slogans or other trademarks or copyrighted information, or post confidential information of the ALM Sports, including photos or video, on social media. Any questions you may have should be directed to your manager or supervisor.



### **Endorsements/advertising**

Do not use social media sites to endorse or advertise the ALM Sports products/services without prior written permission from your manager or supervisor.

### **Respect others**

- Do not post ethnic slurs, sexist or other discriminatory comments, insults, obscenity, pornography, or items that advocate violence.
- Do not post anything related to the ALM Sports customers, clients, business partners, suppliers, or vendors without their written permission.
- Do not upload photographs, videos, or audio recordings to social media that have been obtained using a ALM Sports device, or on ALM Sports premises or during ALM Sports work time that would violate applicable ALM Sports policy requiring advance consent of the individual(s) depicted or recorded in the material.

### **Recommendations/referrals**

Some social media sites provide for members to write employment recommendations or referrals. You may give personal endorsements to existing or former ALM Sports employees in the form of a recommendation or referral, so long as it is made clear that these are your personal views, and you are not representing the ALM Sports. It is important that any such personal statements are your belief and are not construed as the ALM Sports position or an authorized statement on behalf of the ALM Sports.

### **Insider information**

Do not disclose material, non-public information concerning the ALM Sports. If you are unsure whether information is material and/or non-public, as your supervisor or manager.

### **Terms of service**

Most social networking sites require that users, when they sign up, agree to abide by a Terms of Service document. The ALM Sports holds employees responsible for reading, knowing, and complying with the terms of service of the sites they access and use.

### **Productivity/business Use**

Social networking sites may be accessed during business hours and using ALM Sports resources for legitimate business purposes. Excessive personal use is not permitted.

### **Rights Preserved**

In this country and wherever similar rights exist, this policy is not intended nor should be construed as infringing upon an employee's protected rights under applicable labor laws. Specifically, employees (during non-work time and using non-ALM Sports network systems) may communicate about their wage or other terms or conditions of employment, provided such communication is otherwise lawful and consistent with this policy.

### **Compliance, Reporting, Investigation and Discipline**

ALM Sports management shall regularly assess the measures in use to achieve compliance with ALM Sports standards and this policy. These measures may include periodic employee certifications of policy compliance and examination of ALM Sports systems and devices.

If you believe a violation of the policy may have occurred, you should report this immediately to your manager, supervisor or Human Resources representative. Anyone reporting a suspected or actual violation of this policy in good faith is protected from retaliation.

Any employee who fails to comply with this policy or other ALM Sports policies may be subject to discipline up to and including termination.

### **19.12. Cell Phone Usage**

#### **AIM**

The aim of this policy is to provide ALM Sports employees with guidelines regarding personal cell phone usage within the workplace.

This policy outlines the use of personal cell phones at work. Use of cell phones for personal use during paid working time does not uphold the aims and standards of ALM Sports.

All employees of ALM Sports need to be familiar with and follow the guidelines below.

## **POLICY**

General, non-urgent personal cell phone usage is distracting and is not permitted during paid working time.

Employees who use their cell phones excessively may:

- get distracted from their work.
- not be productive.
- disturb colleagues by speaking on their phones.
- cause accidents when they illegally use their phones inside ALM Sports vehicles or near areas where using phones is prohibited.

Employees should restrict their personal calls during work time by only using their cell phones during scheduled breaks or lunch periods.

Employees are asked to ensure that family and relevant parties (for example, childcare facilities and schools), understand the ALM Sports cell phone policy and have the office main switch number ALM Sports Phone Number should an employee need to be contacted during business hours.

## **DISCIPLINARY ACTION**

A person who is found to break the cell phone usage policy will be subject to disciplinary action which could include immediate suspension of their employment or immediate termination of their employment.

### **19.13. Environmental**

ALM Sports is committed to conducting business in a responsible manner by considering any potential risk to human health and the environment.

## **POLICY**

ALM Sports will comply with all applicable environmental laws and regulations.

ALM Sports will look for ways, beyond regulatory compliance, to prevent or reduce risk to human health and the environment when developing and conducting its business activities.

ALM Sports will ensure the uniform implementation of this Environmental Policy to foster an ideal of Environmental Responsibility.

ALM Sports will look for ways to minimize risk by employing clean technology, including safe technologies when appropriate.

ALM Sports will ensure the safe treatment and disposal of waste.

ALM Sports will manage scarce resources, such as water, energy, land, forests, in an environmentally responsible manner.

#### **DEFINITION - ENVIRONMENTAL**

Environmental policy is any action deliberately taken or not taken to manage human activities with a view to prevent, reduce, or mitigate harmful effects on nature and natural resources, and ensuring that man-made changes to the environment do not have harmful effects on humans.

#### **19.14. Discipline and Termination Policy**

ALM Sports is committed to providing a fair and equitable work environment and that all employees will be treated fairly, equally and consistently.

#### **APPLICATION OF THIS POLICY**

This Policy applies to all employees of ALM Sports. This Policy does not form part of any contract between an employee and ALM Sports.

The activity of this Policy isn't restricted to the working environment or work hours.

This Policy includes all activities that are business related or out of work related of the representative that may affect ALM Sports. A business-related activity is any activity that is associated with work, for instance work gatherings, Client events and so on.

This Policy applies when representatives go to different places regarding work, for instance, when visiting Clients, individuals' other businesses and associated premises.

In conditions where a representative's conduct may break any law, ALM Sports may inform the police or relevant government authority.

## **DISCIPLINARY ACTION**

An employee might be the subject of disciplinary action for issues including (however not restricted to):

- Poor Performance;
- Poor Conduct;
- Misconduct.

## **DISCIPLINARY PROCEDURE**

The techniques below are expected to be used as a guide only to disciplinary methods. Each situation will be a matter for the individual manager's discretion and in consideration of the circumstances of the case. Managers are required to liaise with the Human Resources Manager before starting any disciplinary strategies.

### **Investigation**

Depending on the circumstances it may be necessary to investigate the incident and/or allegations. This may involve interviewing relevant witnesses, like the employee's co-workers or supervisors, or customers and suppliers with whom the worker has had contact.

ALM Sports endeavors to analyze all allegations of performance, unacceptable conduct, or willful or serious misconduct by the employee fairly and promptly. If ALM Sports believes that allegations of unacceptable behavior make it inappropriate for an employee to stay at work, ALM Sports may suspend the worker from duty on normal pay until completion of any investigation.

### **Disciplinary interview**

If based on the investigation, ALM Sports believes that there is a case to be answered by the employee, the employee may be asked to attend a meeting to discuss the issue of concern.

### **Disciplinary Action**

Disciplinary action will vary from case to case based on the circumstances of the situation and include consideration on whether the employee has had earlier verbal or written notifications in connection to the conduct in dispute.

Regardless of the disciplinary action applied, any further breach of ALM Sports code of conduct may result in immediate dismissal of the employee.

### **Informal Disciplinary Action**

Informal disciplinary action may include:

- Retraining;
- Reassignment of roles;
- Counselling;
- Direct supervision.

### **Formal Disciplinary Action**

Formal disciplinary action may include:

- Verbal Warning;
- Written Warning;
- Dismissal.

### **Termination**

If the decision is made to terminate the employee's contract, the employee is entitled to entitlements as required in their contract and any applicable law. Any ALM Sports property must be returned immediately to ALM Sports.

### **DOCUMENTATION**

Records of discussions and actions which occur during interviews regarding an employee in relation to unsatisfactory performance or unacceptable conduct shall be taken and recorded on the ALM Sports system.

File notes are to be recorded on the employee's file. Notes shall be detailed and include the nature of the allegations and any outcomes of any investigation. Conversations are to be documented. The employee should be asked to sign any records of correspondence as an acknowledgement that they understand and agree to the contents. Warning notices shall also be placed on the employees file.

Records form the basis of any further action or law requirements.

## DEFINITIONS

This policy applies to all terms related to discipline and termination including, but not limited to the following.

Definitions	
Behavior	Professionalism
Code of Conduct	Integrity
Confidentiality	Performance
Misconduct	



## 20.0 SUMMER CAMP ORGANIZATION & STRUCTURE

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### 20.1. Camp info to parents

**Here is an example of what parents will see and expect**

**WHAT:** Education | STEAM | Sports Summer Camp

**FOR:** Boys & Girls | 5- 14 Years Old | All Abilities

**WHERE:** [Location Name]

**WHEN:** We follow the Public Schools Calendar Summer Schedule.

**DURATION:** 10+ Weeks | Mon-Fri | 7:30am-6:00pm

**FEATURES:** Breakfast & Lunch Provided | Camp T-Shirt/ Water Bottle / Bag | Education Component (Reading/ Writing/ Critical Thinking) | STEAM- Science Projects /Technology & Engineering Tasks & Builds / Art Drawing/Paintings / Math Assignments | Sports

Component (Soccer/ Basketball / Cheerleading/ Dance/ Flag Football +More | Swimming Weekly | Library Weekly | Movies Weekly | Sports Field (Park) Daily | Field Trips Weekly.

**THEMES:** Weekly include but not limited to: Super Hero | Fiesta | Disney | Adult Look a like | Fav Toy Day.





## 20.2. Attire

### First Impression – Might be the only impression

Staffing all wearing their T-Shirts (*see content 11. 2*)

Campers wear their Gold (Honey Yellow) Shirts.



This will be worn for field trips / Swimming / Library (any off location trips).

## 20.3. Leo the Lion

**Mascot:** Leo the Lion is our official Mascot;

The Costume is available for use to engage your younger campers / promotion / Pictures.



## 20.4. Staff : Camper Ratio

Not including the Camp Director – the ratio for Leaders to Campers is 1:15 including 1 or 2 leaders in Training. An Assistant Director can take a group of campers depending upon the size of the Camp. The Franchisee can also be a Camp Director that will not only save money for the Franchisee but could be added to the ratio. For 5-6 years old the ration is 1:8/10; Depending upon the mental / physical ability of the camper can also shift the ration numbers.

## 20.5. Sign In / Sign Out

For the safety and protection of the campers, authorized persons will be required to sign in and sign out campers each day of camp via the Procure App. If there is an unauthorized person claiming to collect a camper; Camp Director will contact the parent via phone to let them know of this situation; upon approval by the parent but prior to releasing the camper; the parent would be required to email us to verify this.

## 20.6. Presentable

All Directors and Leaders must always be Visible and wear the Camp Shirt and tucked in; hair tied back, shorts and/or sportswear must be worn appropriately

## 20.7. Presentational Table

Be Sure to have the ALM Logo Cloth over the table visible for parents to see with the logo backdrop behind and the presentational/informational boards & Whiteboard clear for parents to read.



## 20.8. Presentational / Informational Boards / Whiteboards

*Showing:* The Weekly Schedule | Food Schedule | Behavior Star Board | Weekly Camp Pics | Sports Table | etc.

This will be up to the minute info; changes to schedule must be shown; At the Park be back 3:00pm | Field Trip Money Due | Happy Birthday Leo | Congrats to Alvin for winning the Soccer Match | etc.

## 20.9. Wall Décor

If you are at a school or church facility try being creative with the area (walls / corridors) with/ inspirational quotes | Sports Player | Famous person | Weekly Themes on the walls etc.

- this will bring life to the camp site and will show all the fun activities that is being conducted.

#### **20.10. Clean Site**

Make Sure Site is swept and mopped at the 3:25pm break time period and smelling good

- All Areas of the Camp Site must be kept clean throughout the day; Especially during morning and Evening when **parents are present**.



#### **20.11. Smell**

Make sure the Camp has a pleasant smell throughout (using Glade plug-ins) to keep the camp smelling fresh and inviting

#### **20.12. Music**

Low playing morning oldies / Michael Jackson etc. is always good to hear throughout the day especially in the morning when parents are coming to sign in because its again very inviting and great ambience

#### **20.13. Filing Box**

**A Filing box** with all the Education components | Parents Immediate Contact info | awards | authorization forms | Leaders Sign in/ Sign out folder | advertising material

#### **20.14. Parents Transitions**

Make sure parents are not waiting a long time in the mornings to register and/or to have an initial site visit (Director or Assistant Director will take new parents on a site visit) Always have an Assigned Leader to help in the mornings and Dismissals to allow a smooth transition. Make sure all campers are ready (bags / clothes) are ready / Communicate via the Walkie Talkies, so parents can sign their child out without waiting and searching for their child's belonging.

### **20.15. Restrooms**

A Leader must notify any of the Directors when a camper needs to go to the restroom. The Leader will then accompany camper(s) to the restroom. Leaders are required to stand either in the doorway where they can observe the campers inside and outside the restroom.

Designated restroom breaks shall be included in all weekly activity schedules. When 2 or more campers are using the restroom, Leaders must be in the bathroom, or standing in the doorway to observe the campers in and outside the restroom; If On Location – Directors can implement a buddy system; whereby two/three campers at a time can go to the restroom together and come back together. Do not use the buddy system when on a field trip or the facility is open to the general public, Leaders must accompany all campers into the restroom.

**Campers must be escorted to the restroom on field trip – NO EXCEPTIONS**

### **20.16. Online Postings**

**Keep the Procare, Instagram and Facebook updated daily** with Pictures, video interviews, quotes, action pics/ vids– parents can see Kids are having a lot of fun and safe / this is great way to increase participation weekly by social advertising / images / vids will be used for ALM Sports Marketing material. *(see content 19.11 & 19.12)*

### **20.17. Telephones**

While on ALM Sports time, Staff are not permitted to use personal cell phones unless on a scheduled break. You can use your phone in the event of an emergency only.

Staff are not permitted to talk or web surf using personal cell phones will on duty, this includes texting, phone calls, twitter, Facebook, Instagram, snapchat and any social media. Staff are prohibited from engaging or “friending” with Campers (Campers) in ALM Sports programs in any social media format including but not limited to twitter, Facebook, Instagram, snapchat. Violation of this policy will result in disciplinary action.


## 20.18. Food

As ALM Sports are in Compliance with the State we are eligible to receive Free Breakfast & Lunch.

The Food is the same as regular public school meals incorporating Healthy options.

Parents are free to pack meals for their Child – but we ask parents not to pack peanuts nut ingredients.

### 2019 BREAKFAST & HOT LUNCH MENU

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	
<b>June 10 – 14</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	
<b>8 OZ. WHITE or CHOCOLATE MILK SERVED WITH ALL MEALS</b>	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Blueberry Muffins (2 oz.) 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Bagel (1 oz.) w/1 oz. Cream Cheese 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	
	<b>Lunch</b> Latin Bogue Sandwich on a Mini-Meat Sub Roll (Turkey, Turkey, Ham, White Cheese) Fruit Mtn Cup (3/4 cup) 100% Fruit Juice (4 oz.)	<b>Lunch</b> Chicken Salad on Pita Bread Fruit Mtn Cup (3/4 cup) 100% Fruit Juice (4 oz.)	<b>Lunch</b> Chicken Salad on Pita Bread Fruit Mtn Cup (3/4 cup) 100% Fruit Juice (4 oz.)	<b>Lunch</b> Deli Turkey & American Cheese on Mini-Meat Sub Roll Fruit Mtn Cup (3/4 cup) 100% Fruit Juice (4 oz.)	<b>Lunch</b> Turkey Ham & White American Cheese on Cuban Bogue Fruit Mtn Cup (3/4 cup) 100% Fruit Juice (4 oz.)	
<b>June 17 – 21</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	
<b>8 OZ. WHITE or CHOCOLATE MILK SERVED WITH ALL MEALS</b>	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Chocolate Chip Muffins (2 oz.) 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Croissant (1.2 oz.) w/1 oz. Cream Cheese 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	
	<b>Lunch</b> Grilled Chicken & Cheese Quesadilla (1 per child) Black Beans (3/4 cup) 100% Fruit Juice (4 oz.) Ranch Cup	<b>Lunch</b> Spaghetti (1 oz./8 oz.) Tomato Meat Sauce (2 oz.) Corn (3/4 cup) Fruit Mtn Cup (3/4 cup)	<b>Lunch</b> Turkey Picadillo (2 oz.) Brown Rice (1/2 cup) Yucca (3/4 cup) 100% Fruit Juice (4 oz.)	<b>Lunch</b> Roasted Turkey Slice (1 slice) Whole Wheat Dinner Roll Mashed Potatoes (3/4 cup) Fruit Mtn Cup (3/4 cup)	<b>Lunch</b> Cheese Pizza (1 slice) Corn (3/4 cup) Fruit Juice (4 oz.)	
<b>June 24 – 28</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	
<b>8 OZ. WHITE or CHOCOLATE MILK SERVED WITH ALL MEALS</b>	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Blueberry Muffins (2 oz.) 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Cinnamon Raisin Bagel (1 oz.) w/1 oz. Cream Cheese 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	
	<b>Lunch</b> Chicken Nuggets (5 pcs.) Whole Wheat Dinner Roll (1 oz.) Tater Tots (3/4 cup) 100% Fruit Juice (4 oz.)	<b>Lunch</b> Ground Turkey Tacos (2 oz.) Black Beans (3/4 cup) Fruit Mtn Cup (3/4 cup) Taco Sauce	<b>Lunch</b> Chicken Stir Fry w/ Broccoli and Carrots (2 oz.) Brown Rice (1/2 cup) 100% Fruit Juice (4 oz.)	<b>Lunch</b> Salisbury Steak (2 oz.) Mashed Potatoes (3/4 cup) Whole Wheat Dinner Roll (1 oz.) Fruit Mtn Cup (3/4 cup)	<b>Lunch</b> Cheese Pizza (1 slice) Sweet Potato Fries (3/4 cup) Fruit Juice (4 oz.)	

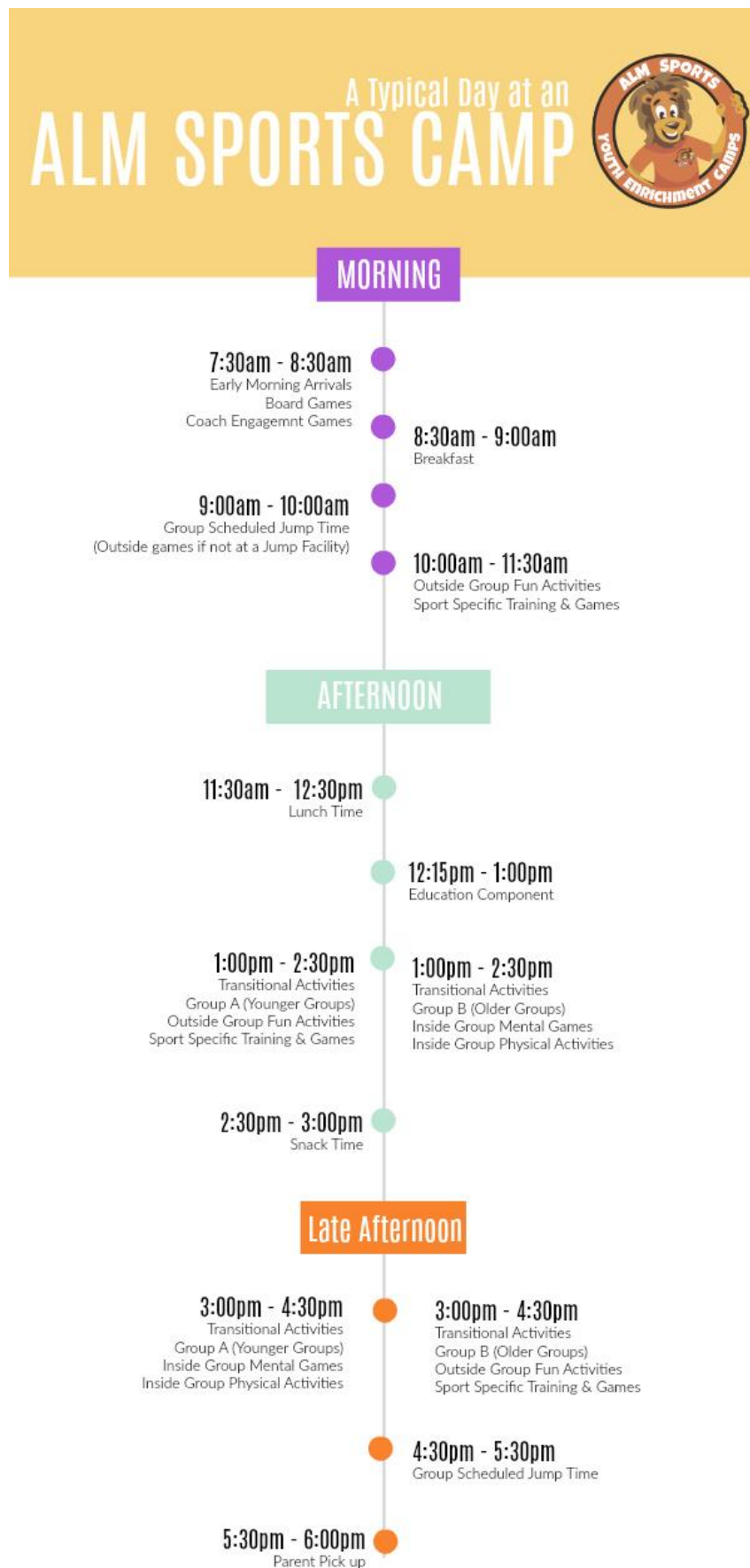
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	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	
<b>July 1 – 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
<b>8 OZ. WHITE or CHOCOLATE MILK SERVED WITH ALL MEALS</b>	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> English Muffins (1 oz.) w/1 oz. Jelly (1 oz.) 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Bagel (1 oz.) w/1 oz. Cream Cheese 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	
	<b>Lunch</b> Chicken Tenders (2 pcs.) Mac & Cheese (1 oz.) Mixed Vegetables (3/4 cup) Fruit Cup (3/4 cup) BBQ Sauce Cup	<b>Lunch</b> Turkey Burger on 100% Whole Wheat Bun Sweet Potato Fries (1 oz.) 100% Fruit Juice (4 oz.)	<b>Lunch</b> Baked BBQ Chicken (1 pc.) Fruit Mtn Cup (3/4 cup) Oven Baked Potatoes (3/4 cup) Fruit Mtn Cup (3/4 cup)	<b>Lunch</b> Roasted Turkey Slice (1 slice) Whole Wheat Dinner Roll (1 oz.) Baby Carrots (3/4 cup) Fruit Mtn Cup (3/4 cup)	<b>Lunch</b> Cheese Pizza (1 slice) Corn (3/4 cup) Fruit Juice (4 oz.)	
<b>July 8 – 12</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	
<b>8 OZ. WHITE or CHOCOLATE MILK SERVED WITH ALL MEALS</b>	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Blueberry Muffins (2 oz.) 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Bagel (1 oz.) w/1 oz. Cream Cheese 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	
	<b>Lunch</b> Pulled Chicken (2 oz.) 100% Whole Wheat Bun Sweet Potato Fries (3/4 cup) Fruit Mtn Cup (3/4 cup) BBQ Sauce	<b>Lunch</b> Ground Turkey Tacos (2 oz.) Black Beans (3/4 cup) 100% Fruit Juice (4 oz.) Taco Sauce	<b>Lunch</b> Salisbury Steak (1 pc.) Mashed Potatoes (3/4 cup) Whole Wheat Dinner Roll (1 oz.) 100% Fruit Juice (4 oz.)	<b>Lunch</b> Slender Joes (2 oz.) on 100% Whole Wheat Bun Baby Carrots (3/4 cup) Fruit Mtn Cup (3/4 cup)	<b>Lunch</b> Cheese Pizza (1 slice) Corn (3/4 cup) Fruit Juice (4 oz.)	
<b>July 15 – 19</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	
<b>8 OZ. WHITE or CHOCOLATE MILK SERVED WITH ALL MEALS</b>	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Chocolate Chip Muffins (2 oz.) 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Croissant (1.2 oz.) w/1 oz. Cream Cheese 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	
	<b>Lunch</b> Grilled Chicken (2 oz.) & Cheese (1 oz.) Quesadilla (1 per child) Black Beans (3/4 cup) 100% Fruit Juice (4 oz.) Ranch Dressing (1 oz.)	<b>Lunch</b> Spaghetti (1/2 cup) w/ Meat (2 oz.) Tomato Sauce (2 oz.) Corn (3/4 cup) Fruit Mtn Cup (3/4 cup)	<b>Lunch</b> Turkey Picadillo (2 oz.) Brown Rice (1/2 cup) Yucca (3/4 cup) 100% Fruit Juice (4 oz.)	<b>Lunch</b> Roasted Turkey Slice (1 slice) Whole Wheat Dinner Roll (1 oz.) Mashed Potatoes (3/4 cup) Fruit Mtn Cup (3/4 cup)	<b>Lunch</b> Cheese Pizza (1 slice) Corn (3/4 cup) Fruit Juice (4 oz.)	
<b>July 22 – 26</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	
<b>8 OZ. WHITE or CHOCOLATE MILK SERVED WITH ALL MEALS</b>	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Blueberry Muffins (2 oz.) 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Cinnamon Raisin Bagel (1 oz.) w/1 oz. Cream Cheese 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	
	<b>Lunch</b> Chicken Nuggets (5 pcs.) Whole Wheat Dinner Roll (1 oz.) Tater Tots (3/4 cup) 100% Fruit Juice (4 oz.)	<b>Lunch</b> Ground Turkey Tacos (2 oz.) Black Beans (3/4 cup) Fruit Mtn Cup (3/4 cup) Taco Sauce	<b>Lunch</b> Chicken Stir Fry w/ Broccoli and Carrots (2 oz.) Brown Rice (1/2 cup) 100% Fruit Juice (4 oz.)	<b>Lunch</b> Salisbury Steak (2 oz.) Mashed Potatoes (3/4 cup) Whole Wheat Dinner Roll (1 oz.) Fruit Mtn Cup (3/4 cup)	<b>Lunch</b> Cheese Pizza (1 slice) Sweet Potato Fries (3/4 cup) Fruit Juice (4 oz.)	

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	
<b>July 29 – Aug. 2</b>	<b>29</b>	<b>30</b>	<b>31</b>	<b>1</b>	<b>2</b>	
<b>8 OZ. WHITE or CHOCOLATE MILK SERVED WITH ALL MEALS</b>	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> English Muffins (1 oz.) w/1 oz. Jelly (1 oz.) 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Cinnamon Raisin Bread (2 oz.) 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	
	<b>Lunch</b> Chicken Tenders (2 pcs.) Mac & Cheese (1 oz.) Mixed Vegetables (3/4 cup) Fruit Cup (3/4 cup) BBQ Sauce Cup	<b>Lunch</b> Turkey Burger on 100% Whole Wheat Bun Sweet Potato Fries (1 oz.) 100% Fruit Juice (4 oz.)	<b>Lunch</b> Baked BBQ Chicken (1 pc.) Fruit Mtn Cup (3/4 cup) Oven Baked Potatoes (3/4 cup) Fruit Mtn Cup (3/4 cup)	<b>Lunch</b> Baked Potato (2 oz.) Green Beans (3/4 cup) Mashed Potatoes (3/4 cup)	<b>Lunch</b> Cheese Pizza (1 slice) Corn (3/4 cup) Fruit Juice (4 oz.)	
<b>August 5 – 9</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	
<b>8 OZ. WHITE or CHOCOLATE MILK SERVED WITH ALL MEALS</b>	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Blueberry Muffins (2 oz.) 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Bagel (1 oz.) w/1 oz. Cream Cheese 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	
	<b>Lunch</b> Pulled Chicken (2 oz.) 100% Whole Wheat Bun Sweet Potato Fries (3/4 cup) Fruit Mtn Cup (3/4 cup) BBQ Sauce	<b>Lunch</b> Ground Turkey Tacos (2 oz.) Black Beans (3/4 cup) 100% Fruit Juice (4 oz.) Taco Sauce	<b>Lunch</b> Salisbury Steak (1 pc.) Mashed Potatoes (3/4 cup) Whole Wheat Dinner Roll (1 oz.) 100% Fruit Juice (4 oz.)	<b>Lunch</b> Slender Joes (2 oz.) on 100% Whole Wheat Bun Baby Carrots (3/4 cup) Fruit Mtn Cup (3/4 cup)	<b>Lunch</b> Cheese Pizza (1 slice) Corn (3/4 cup) Fruit Juice (4 oz.)	
<b>August 12 – 16</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	
<b>8 OZ. WHITE or CHOCOLATE MILK SERVED WITH ALL MEALS</b>	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Chocolate Chip Muffins (2 oz.) 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	<b>Breakfast</b> Croissant (1.2 oz.) w/1 oz. Cream Cheese 100% Fruit Juice (4 oz.)	<b>Breakfast</b> Cold Cereal (1 oz.) Fruit Cup (1/2 cup)	
	<b>Lunch</b> Grilled Chicken (2 oz.) & Cheese (1 oz.) Quesadilla (1 per child) Black Beans (3/4 cup) 100% Fruit Juice (4 oz.) Ranch Dressing (1 oz.)	<b>Lunch</b> Spaghetti (1/2 cup) w/ Meat (2 oz.) Tomato Sauce (2 oz.) Corn (3/4 cup) Fruit Mtn Cup (3/4 cup)	<b>Lunch</b> Turkey Picadillo (2 oz.) Brown Rice (1/2 cup) Yucca (3/4 cup) 100% Fruit Juice (4 oz.)	<b>Lunch</b> Roasted Turkey Slice (1 slice) Whole Wheat Dinner Roll (1 oz.) Mashed Potatoes (3/4 cup) Fruit Mtn Cup (3/4 cup)	<b>Lunch</b> Cheese Pizza (1 slice) Corn (3/4 cup) Fruit Juice (4 oz.)	

### 2019 BREAKFAST & HOT LUNCH MENU

## 20.19. A Typical Daily Schedule





## 20.20. A Typical Weekly Schedule



### **20.21. Board Games & Leader Engagement**

Connect 4 | Jenga | Mancala | Sorry | Uno are some of the Popular Games Played at Camp.

Board Games are usually Played between 7:30am-9:00am during the early morning section // Maybe 12-1pm just after lunch (food digestion) // or 5:15pm-6:00pm Clean up/Late Afternoon Pickup section.

**Leaders must Interact with the Campers and enjoy the time with them.**



### **20.22. Bounce / Jump Facility**

Some of ALM Sports Camps are located at a Jumping / Entertainment Facility; If your Camp location is – then you will get Periods where camper are able to jump.

These times are usually between 8:00am-10:00am (when the facility is not open to the public therefore the facility to ourselves) and in groups between 3:00pm-6:00pm (sports Coordinators Discretion) as there are not much public customers on the floor/bounce.





### 20.23. Outdoor Activities

These activities consist of fun, cooperative, challenging, ability games played at the local park.

Be sure to have the camper's warm-up before and cool-down after physical activity. Warming-up prepares your muscles and heart for activity. Cooling-down slows your heart rate gradually and helps prepare your muscles for the next time you're active. Warm Up's and Cool Downs should be no more than 10 minutes. Simple **stretches** should also be a regular part of **kids'** physical activity routine.

### 20.24. Sports Training

These will be Sport Specific Training; Soccer, Basketball, Cheerleading, Dance, Tennis, Volleyball & more. Please note: there will be Camp vs Camp Sports Competitions; so, we must teach the right technique, sportsmanship and the opportunity to play.

Don't forget the Warmup / Cool Down a Simple Stretches



### 20.25. Transitional Activities

Each Transitional Activity rotation should last no more than an hour unless it is a double group session.

Leaders must be prepared with a lesson plan prior to activity.

ALM will utilize the Guidance from the Directors (Sports Coordinator) skills & experience to conduct the session;

The below Transitional activities are; but not limited to the following:

## 20.26. STEAM

**Science, Technology, Engineering, Arts & Math:** Lego Build | Mechanical Device construction | ETC



## 20.27. Science Projects

**Example:** Slime | Active Volcano | Pressure Point | ETC



## 20.28. Indoor Physical & Mental Activities

**Example:** Crab Soccer | Dodge ball | Four Corners | Team Quiz | Chess | Checkers | Team Hunt



## 20.29. Arts & Craft

**example:** Paper Flowers | Embroider Sewing Patch | ETC





### 20.30. Educational Workbooks

An educational workbook will be provided to each child

(all workbooks are specific to the academic grade of the child).

The workbook will encompass Reading, Writing, Math, English and Science.

Leaders are not permitted to do the work for the child, but to oversee and help/ assist.



### 20.31. Curriculum

All Camp Directors will receive an easy to follow curriculum which will cover STEAM + Educational Components Combined

### 20.32. Movies / Shows

Campers in the ALM Sports programs are only allowed to view G and PG rated movies. During field trips to the movie theater Leaders must watch the same movie, and seat on the end of every other isle to provide adequate supervision. ALM plan to utilize the local Movie theatre once a week as there are usually Summer Specials (FREE or \$1 moves on a particular day with particular movies)

**Onsite Movies:** Motion pictures should only be shown on rainy days and or Late Afternoon with the Directors approval.

### 20.33. Swimming

Leaders are responsible for each child that they take to the pool. **ALL Leaders** are required to be in the pool unless excused by the Director prior to the scheduled swim day. Appropriate swim attire is required during all pool/beach field trips. Female Leaders are permitted to wear either a 1-piece bathing suit or a rash guard with a full covering bottom. No mid-drift should be visible.

Male Leaders are permitted to wear a rash guard and board shorts or knee length swim trunks.

#### **Supervision:**

All ALM Campers:

- Should never be left unattended.
- Always have direct Supervision.
- Leaders should follow all direction from aquatic Leaders related to pool safety.
- Always supervise campers even while they are in the water regardless if lifeguards are present.
- Never allow campers in or near the water without lifeguards on duty.
- Do not allow any non-Leaders members to talk with the campers
- All unusual or suspicious individuals should be reported immediately.
- Ask for identification if someone you have not met before comes to pick-up the child.

Ensure before you release the child that the parent has approved for this individual to pick up their child.



## 20.34. Sports Competition vs Other Camps/ Team

ALM Sports aims to allow our campers to compete at all levels not only internal but against other local ALM or non-ALM Camps and/or Local Rec Teams. The Objective is to make sure each camper gets at least 50% playing time so game management must be on point. As Leaders and Campers, we all want to win and I believe we should strive to win but **not at the cost of bad sportsmanship, bad game management, negative feedback to campers, officials and opposition.** Once game is over all players must shake hands and take a big group picture for social media/parents.

## 20.35. Field Trips

Parents are notified during registration that Field Trips are Optional and if they want their child to go on the field trip they will need to pay additional. When you are calculating their cost you must factor Transportation cost and Field Trip cost plus food if the field trip sells food such as Pizza and drink packages. Remember you will get the best entrance fee cost due to high camper number (so negotiations is a must).



The “Rule of Eight,” will apply to all field trips. When on field trips, campers will be paired using the buddy system within their age group. 5/6-year-old will always remain with their Leaders. If the trip is in an enclosed area, (Bowling), Leaders will be posted at each exit to ensure the safety of the campers. If the trip is to an outdoor area Leaders will always remain with their groups (Sea Aquarium).



Reminder of Rule of Eight

1. Complete the Field Trip/ Special Activity Participation Form.
2. Count each youth at the facility when you line them up to wait for the vehicles.
3. Count each youth as they board the vehicle.
4. Do a head count before the vehicle leaves for the field trip/special activity. A Leaders should be the last person to exit the vehicle checking for any campers and/or personal items left on the vehicle.

5. Count each youth when you line them up to re-board the vehicle for the return trip.
6. Verify all youth are present and accounted for with the Field Trip/Special Activity Participation Form.
7. Count each youth as they board the vehicle.
8. Do a final head count before the vehicle leaves for the return trip. A Leaders should be the last person to exit the vehicle checking for any campers and/or personal items left on the vehicle.





Typical

# FIELD TRIP SCHEDULE

Please Note: below is the format that all ALM Sports Camps adheres to.  
Changes to this would be in case of inclement weather / facility availability.  
The exact field trip location would be sent to you via email / posted online within a month of Camp starting. Unless otherwise stated, Field Trips are scheduled for Fridays.

## WEEK 1

### MOVIE THEATRES

THE LATEST MOVIE (CHILDREN FRIENDLY)

## WEEK 3

### SEAQUARIUM

## WEEK 5

### WATER PARK

## WEEK 7

### CHILDRENS

### ENTERTAINMENT FACILITY

LASER TAG / TRAMPOLINES / ARCADES

## WEEK 9

### CHILDRENS

### ENTERTAINMENT FACILITY

LASER TAG / TRAMPOLINES / ARCADES

**REMEMBER: SWIMMING 1/2 A WEEK\*  
& MOVIES ONCE A WEEK\***

\*Based on Location & Availability

## WEEK 2

### CHILDRENS

### ENTERTAINMENT FACILITY

LASER TAG / TRAMPOLINES / ARCADES

## WEEK 4

### BOWLING

## WEEK 6

### ZOO

## WEEK 8

### MUSEUM

SCIENCE / NATURAL HISTORY

## WEEK 10

### WATER PARK





## 21.0 AFTER SCHOOL – OFF CAMPUS ENRICHMENT PROGRAM

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The After School Off Campus Program is a shorter version of the Summer Camp in regards to hours.

The Program Commence as School is Dismissed (Elementary and middle school); ALM Sports provides transportation to pick students up from their school and take them to our Center.

The Program finishes at 6pm.

Please see below for the Program outlines:

### PROGRAM OUTLINE:

- Monday – Friday | 2pm/3pm-6pm
- We Provide Transportation, if needed to transport children to your facility
- Homework Assistance is given to make sure students understand and complete work / projects.
- Healthy Snacks are Provided to all Students
- Enrichment Programs include but not limited to: Soccer, Basketball, Cheerleading, Dance, Flag Football, Volleyball, Chess, Glee Club, Musical Instruments / Chorus / Science / Technology / Engineering / Arts / Math Projects / Learn a Language & MORE
- We Organize FREE Weekend Games / Competitions against our other After School Programs.
- Program T- Shirts provided to all Participants
- Payments & Communication Via Our Procare App.
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## 22.0 AFTER SCHOOL – ON CAMPUS ENRICHMENT PROGRAM

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The After School On Campus Program is Sports / Activity Specific Program; ALM Sports Staff will arrive at the School Prior to dismissal to get set up and Coach the registered participants the particular sport. The Program usually last an hour.

Please see below for the Program outlines:

Sports/Program Outline:

2 days per week | 1 hour per day (2pm-3pm or 3pm-4pm) | 8 – 10 weeks (16 – 20 sessions)

Training T- Shirts provided to all Participants

- We can survey the students to see what sports / activities they like or list the sports.
- Programs include but not limited to: Soccer, Basketball, Cheerleading, Dance, Flag Football, Volleyball, Chess, Glee Club, Musical Instruments / Chorus / STEM Projects / Learn a Language & MORE
- End of Program: Game / Tournament / Showcase



## 23.0 COMMUNITY EVENTS / SPORTS DAY

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The Community Events / Sports Day is great for Marketing and Advertising the Program/Camps – Offering a low cost / Free entrance for the community to come out and enjoy sports training - fun activities giving a snippet of what Camp is like;

Invite Community groups / Local businesses to not only help in advertising but have them be part of the even with their tables; engage with parents, answer questions., give out prizes and giveaways, special guest coaches/speakers, mayor or counsel member to be part of the event, Children will get to bounce on the bounce house – you will have food truck vendors to be present to sell food (and you receive a %);

The beauty is you will get little to No hassle in advertising a Free Community Event Flyers in the local schools and around town.

Make sure the event is fun; usually a Saturday morning from 10am-12/1pm.

## 24.0 NO SCHOOL CAMP DAY

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ALM Sports will offer a Fun and Exciting One Day (or Half day if Early Release) for teachers training days / Holiday breaks - for parents whom are still working during these times.

## 25.0 SPRING BREAK & WINTER BREAK CAMP

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Spring & Winter Break Camp is basically fun-filled week of Camp. A carbon Copy of One Week from Summer Camp

## 26.0 FINANCES

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**THE MONEY IS IN THE NUMBERS (of Campers) & LOCATIONS (multiple)  
WORK HARD IN THE MARKETING & ADVERTISING YOU WILL GET HIGH CAMPER  
COUNT COME SUMMER.**

### 26.1. Franchisee Agreement Options

Part of the ALM Sports Franchisee Structure;  
Franchisees have two options to be part of Company.

**Option 1:**

Initial \$30,000 Franchise Fee + 10% ( 7% Royalties + 3% Advertising & Marketing Fee)

**Option 2:**

Initial \$15,000 Franchise Fee + 30% Royalty / Advertising & Marketing Fee

*If you choose Option 2, you could choose to pay the additional \$15,000 to get the lower Royalty Fee.*

### 26.2. Example

Based off the **content 13.5**; The Below Example is based on 85 total campers at 35 campers average attendance weekly.

**Everything below is to your discretion regarding Facility cost/ Staffing pay- it's just a recommendation (we will guide you through it)**

### 26.3. Initial Outgoings

**based on 85 total campers (35 average per week)**

**1. Presentation = ~ \$315**

**2. Supplies = ~ \$240**

**3. Equipment = ~ \$922**

**4. T-Shirt / Water Bottle / Bags Cost = ~ \$2,370 [taking off options = ~ \$1,560]**

**(above 4 items are itemized on page))**

**5. Petty Cash [For Directors to purchase addition supplies/equipment] ~ (\$200)**

**Total Outgoing Costs for the above 5 items**

**= ~ \$4,024 per location**

**\*\*cost without Options = ~\$3,237**

### Online Marketing

Facebook Lead Ads = \$8-\$10 per lead

you will usually end up 50% of the Leads (campers) attending camp.

so if we need 85 campers – we will need 170 leads (do not include number of siblings)

= \$9 per lead x 170 leads

**TOTAL ONLINE MARKETING = \$1,530**

**Please note: the more you put in plus following the guidance of the ALM Paid Online Course – you could get 50-60% of your campers alone**

### Offline Marketing

Flyers = \$120

Flyer Holder = \$20

Plastic Paper Ad Holder = \$10

Outdoor Banner = \$40

Presentable Folders = \$30

4 school \$100 each donation = \$400

Staffing / Gas = \$380

**TOTAL OFFLINE COST = ~ \$1,100**

### Other Items that are not calculate:

- 15 passenger Van \$8,000-\$16,000 / Yellow bus \$5,000-\$10,000 + Licenses if applicable + Insurance OR
- Costs to a transportation company needs to be budgeted (or levy the fee to parents)

**TOTAL OUTGOINGS = ~\$6,654 | \*\*cost without Options = ~\$5,867**

## 26.4. Determining The Cost of Camp

Determining the Pricing of the camp depend on many factors which ALM will guide you with: here are some reasons but not limited to the below:

- Demographics
- Average median income in the area
- Competition in the Area
- The Demand / Need in the Area
- If Government Support Funds is allocated
- The Guaranteed additional features of the camp

## 26.5. Income based on \$100 fee

<b>35 campers Ave per week @ \$100 (lowest pricing) = Gross \$3500 per week</b> <b>Registration Fee (\$50 per Family x 35 families = \$1,750)</b>	<b>ALM Royalty opt 1 (10%)</b> \$350 <i>Reg fee (\$175)</i>	<b>ALM Royalty opt 2 (30%)</b> \$1,050 <i>Reg fee (\$525)</i>
Facility costs *20% of gross	\$700	\$700
Director - \$700	\$700	\$700
Leader x2 (8 hours a day @ \$10 an hour / pw each)- \$800	\$800	\$800
Leader in Training x4 @\$50 each	\$200	\$200
Miscellaneous	\$50	\$50
<b>Franchisee Profit Weekly</b>	<b>\$700</b>	<b>\$0</b>
<b>#1: Franchisee Profit 10 weeks + Reg Fee</b>	<b>\$8,575</b>	<b>\$1,225</b>
<b>#2: If Franchisee is the Director + Profit (10 weeks) + Reg Fee</b>	<b>\$15,575</b>	<b>\$8,225</b>
<i>Check out 25.10, 25.11 &amp; 25.12 for additional income (below)</i>		

## 26.6. Income based on \$125 fee

<b>35 campers Ave per week @ \$125 (good pricing) = Gross \$4,375 per week</b> <b>Registration Fee (\$50 per Family x 35 families = \$1,750)</b>	ALM Royalty opt 1 (10%) \$437.50 <i>Reg fee (\$175)</i>	ALM Royalty opt 2 (30%) \$1,312.50 <i>Reg fee (\$525)</i>
Facility costs *20% of gross (family fun ctr)	\$875	\$875
Director - \$700	\$700	\$700
Leader x2 (8 hours a day @ \$10 an hour / pw each)- \$800	\$800	\$800
Leader in Training x4 @\$50 each	\$200	\$200
Miscellaneous	\$50	\$50
<b>Franchisee Profit Weekly</b>	<b>\$700</b>	<b>\$0</b>
<b>Franchisee Profit 10 weeks + Reg Fee</b>	<b>\$8,575</b>	<b>\$1,225</b>
<b>If Franchisee is the Director + Profit (10 weeks) + Reg Fee</b>	<b>\$15,575</b>	<b>\$8,225</b>
<i>Check out 25.10, 25.11 &amp; 25.12 for additional income (below)</i>		



## 26.7. Income based on \$150 fee

<b>35 campers Ave per week @ \$150 (Competitive pricing) = Gross \$5,250 per week.</b> <b>one time Reg Fee (\$50 per Family x 35 families = \$1,750)</b>	ALM Royalty opt 1 (10%) \$525 <i>One time Reg fee (\$175)</i>	ALM Royalty opt 2 (30%) \$1,575 <i>one time Reg fee (\$525)</i>
Facility costs *20% of gross (family fun ctr)	\$1,050	\$1,050
Director - \$700	\$700	\$700
Leader x2 (8 hours a day @ \$10 an hour / pw each)- \$800	\$800	\$800
Leader in Training x4 @\$50 each	\$200	\$200
Miscellaneous	\$50	\$50
<b>Franchisee Profit Weekly</b>	<b>\$1,925</b>	<b>\$875</b>
<b>Franchisee Profit 10 weeks + Reg Fee</b>	<b>\$20,825</b>	<b>\$9,975</b>
<b>If Franchisee is the Director + Profit (10 weeks) + Reg Fee</b>	<b>\$27,825</b>	<b>\$16,975</b>
<i>Check out 25.10, 25.11 &amp; 25.12 for additional income (below)</i>		

## 26.8. Income based on \$180 fee

<b>35 campers Ave per week @ \$180 (Ultimate pricing) = Gross \$6,300 per week. one time Reg Fee (\$50 per Family x 35 families = \$1,750)</b>	ALM Royalty opt 1 (10%) \$630 <i>One time Reg fee (\$175)</i>	ALM Royalty opt 2 (30%) \$1,890 <i>one time Reg fee (\$525)</i>
Facility costs *20% of gross (family fun ctr)	\$1,260	\$1,260
Director - \$700	\$700	\$700
Leader x2 (8 hours a day @ \$10 an hour / pw each)- \$800	\$800	\$800
Leader in Training x4 @\$50 each	\$200	\$200
Miscellaneous	\$50	\$50
<b>Franchisee Profit Weekly</b>	<b>\$2,660</b>	<b>\$1,400</b>
<b>Franchisee Profit 10 weeks + Reg Fee</b>	<b>\$28,175</b>	<b>\$15,225</b>
<b>If Franchisee is the Director + Profit (10 weeks) + Reg Fee</b>	<b>\$35,175</b>	<b>\$22,225</b>
<i>Check out 25.10, 25.11 &amp; 25.12 for additional income (below)</i> <b><i>Includes: Karate, x2 swimming, Enrichment special, Urban air type facility, Affluent area</i></b>		

## 26.9. Money not accounted for (based in the examples)

### Money not accounted for:

#### 1. The Initial Outgoing Cost was not Subtracted:

Total Outgoings With Options (\$6,654)

Total Outgoings Without Options (\$5,867)

#### 2. Transportation Fee is needed if you need to go to the field daily. Selecting a location with a field or in walking distance saves.

*Remember* parents pay additional for: transport fee for Field Trips/  
Swimming etc.

## 26.10. Based on the Numbers (in the examples above)

1. **Biggest Saving:** Facility Fee – if charging \$100, a church, low cost banqueting hall would be recommended (pay \$500 a week) (save \$2000+)

Money can be saved on: the Miscellaneous ((save \$500)

2. You can pay \$600 for a director depending upon location/experience (save \$1,000)

3. You may only need 2 Leaders in training (\$1,000).

4. You can Cut Equipment to 60% (example 4 balls instead of 6) = ~\$600

5. Keep or purchase more T-Shirt / Water Bottle / Bags Cost= \$2,850

*(see merchandise 25.10 below)*

6. You could spend only 20% on online marketing \$300 instead of \$1500 If you are personally go into schools and giving your time to promote or utilize the Free online marketing methods (see training vid)

7. You could minus out at least \$700 of the \$1000 offline costs if again you eliminate the donation fees for your time and you will be 'staff' that puts in the initial work.

Ultimately: Instead of your Initial Costs could be: ~ \$3,900

**The above Example is for one location**

**The Goal is at least 2-3 locations with 50 kids by year 2**

### **26.11. Merchandise Sales**

If you Purchase 2x:

Camp Shirts = re-sell at \$12 each = (you profit \$5 for each shirt)

water bottles = re-sell at \$8 each = (you profit \$4 for each bottle)

~ remember: you purchase x2 the number of Bags = re-sell at \$10 each = (you profit \$5 for each bag)

~ remember: you purchase x2 the number of more Mask = re-sell \$8 each = (you profit \$2 for each Mask)

~ remember: you purchase x2 the number of more Wristbands = re-sell \$5 each = (you profit \$2 for each band)

The more you Sell the more you profit (recommend all parents to purchase an additional due to cleanliness)

### **26.12. Additional Income**

Here are additional but not limited to other sources of Income you can generate with each on **its own** can earn you Thousands of Dollars in Total Profits. (in no particular order)

1. Charging an Additional \$2 per camper for Field Trips (make sure your trips include Transportation fee, Special Treats and packages – which allows you to increase your fee)

35 campers x \$2 = \$70 (x 2 trips per week one of which can be swimming) \$140 per week x 10 weeks = \$1,400

2. Renting or Buying a Sno-Cone / Cotton Candy Machine. \$1 or \$1.50 per item for one day special per week.

each child will bring \$3 for two. X40 campers = \$160 per week x 10 weeks = \$1,600

3. Operating a Snack Bar Daily (Chips, Candy, Chocolate etc.) x40 campers (half paying \$4 minimum daily)

20 x \$4 = \$80 x 5 days = \$400 (minus product cost say 60% ) you make \$240 per week x 10 weeks = \$2,400

4. Partnering with Local Food Vendor and receiving 20% gross.  
Making Sure you are promoting it to the Campers early – campers will make sure they have their monies.
5. Selling of Merchandise: ALM T-Shirts, Wrist bands, Water Bottles & Bags.  
Other Line items will be introduced such as Caps, Hats, Scarfs, Special T-Shirts
6. Up Charging on Special Programming: difference from being a \$125 camp to \$180 camp. And hire one of the below instructors as an assistant Dir. Or Young Leader.  
Karate/ Martial Arts lessons | Swimming Lesson | Tutoring | Learn a Language etc.
7. Offer a Specialist ALM Camp (easily add \$50 to weekly fees)  
Camp for Children with Autism | Behavioral Issues | Soccer Technical | Dance | Basketball Technical
8. Network with PTA / Foster Homes / Children in Juvenile Hall  
Creating a program specifically for them.
9. Apply for Grants for Deprived Children to attain Sponsorship & Scholarships
10. Utilize your 15 passenger Van to offer Bus Pick up / Drop Off Services
11. Be Sure to Utilize the \$10 for every 10 minutes Late.
12. Apply for Local, Government Grants or SBA Loans to get you through to year 2 / 3.

## 27.0 CONTACTS

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