



The Rise & Shine Foundation

After a successful career as part of the US Men's National Team, as captain of Watford FC, and then captain of the Vancouver Whitecaps, Jay married Canadian Olympic gold medallist Ashleigh Mclvor. The two have devoted attention to a variety of charities and philanthropic organizations and decided in 2016 to establish the Rise & Shine Foundation in order to channel their efforts to have a greater overall impact.

On behalf of the Rise & Shine Foundation, thank you for supporting our Creekside Village New Year's Eve Benefit. Funds raised will kick start a strong mentorship program to complement Jay DeMerit's Captains Camp curriculum in Pemberton, BC, in addition to bringing deserving kids to camp at no cost to their families or caregivers.

Mission Statement

To empower young athletes by helping them identify their strengths and providing them with the tools they'll need to Rise & Shine through whatever their passions may be, on and off field.

Overview

Inspired by the award winning documentary film *Rise & Shine: The Jay DeMerit Story*, the Rise & Shine Foundation promotes key messages such as hard work, perseverance, self-belief, and a DREAM BIG mentality – using sport as a medium. Whether it is through mentoring young athletes to be better leaders as part of DeMerit's Captains Camps, or through workshops to inspire people to pursue their passions, the foundation makes an array of programs accessible to underserved youth and other deserving individuals.

In addition to supporting the ground-breaking mentorship program that accompanies the Captains Camps, funds managed by the Rise & Shine Foundation eliminate financial limitations faced by many and even enable other program facilitators using the Rise & Shine Retreat facilities to open the doors to more participants. Bursaries make it possible for participants to join in on the wide variety of skill-building activities and workshops, in an all-encompassing mountain retreat.

The foundation also provides complimentary soccer camps annually for the local youth and First Nations communities, promoting a healthy, active lifestyle and strengthening the sense of culture and community in the Sea to Sky region. Contributions to other local charities will be made annually, as decided upon by the Board of Directors.



About *Rise & Shine: Captains Camps*

Every kid should have dreams and aspirations they can believe in, whether they are sport-focused or related to other passions; for arts, music, academic studies, health & wellness... the sky is the limit.

As former professional athletes, Rise & Shine Retreat founders Ashleigh and Jay DeMerit recognize the valuable life lessons and sense of empowerment that can come from sports and recreation. Most importantly, they appreciate the contribution sports make to overall emotional, mental, and physical health -- in order to create ambitious, *happy* members of society. Participation and engagement in sports can be a very powerful in helping youth gear up for real life. Even beyond sports and recreation, this is about pursuing passions, and leading a well-rounded, healthy, *fulfilling* lifestyle.

At Rise & Shine: Captains Camps, we are providing youth with opportunities to improve their athletic skills through a variety of sports and activities, while also teaching them how to grow into successful adults. We focus on important life skills like cooking & nutrition, public speaking, social media best practices, and unique strategies for dealing with team dynamics and coaching staff. Participants will go on adventures in the wilderness and then sit down by a bonfire for discussions on leadership, or for other character-building exercises.

This is an all-encompassing life-skills camp. It is more than just a sports camp. Captains Camps will cultivate high-functioning, contributing members of society. Participants will leave with their eyes wide open to their true potential, and with a strong drive and ambition to be the best versions of themselves that they could ever be.

They will be socially responsible.

They will be confident.

They will be motivated.

They will be leaders.

They will RISE & they will SHINE.

Rise & Shine Community

Part of the Rise & Shine project is focused on creating a strong sense of community. Jay grew up in the tight knit community of Green Bay, WI and Ashleigh was raised on the spirited family values of the ski town, Whistler, BC. It is important to them to help enrich their communities, and the two of them look forward to doing that in Pemberton for the entire surrounding area. Whether it is using the food from the farms produced next door, running free clinics in sport for the local kids, or promoting local businesses, community is key.

The other key ingredient when it comes to community is the curation of a platform to promote ongoing engagement between community members -- in this case, Captains Camps alumni. Through our [facebook page](#), kids are able to keep in touch with one another and access valuable resources, including coaches and mentors on an ongoing basis.

A background image featuring a marbled pattern in shades of grey and white. Overlaid on the left side is a black rectangular box containing the year '2018' in white, and below it, a white rectangular box containing the words 'NEW YEARS' in black. A small 'x' icon is visible in the top left corner.

2018

NEW

YEARS

Becoming a Star Donor

Thank you for your interest in stepping-up to make a huge difference in the lives of the kids that the Rise & Shine Foundation will take care of. It's a pleasure to host you, with the generous support of the new Creekside Village owners. We hope that you will feel compelled to make a donation by visiting one of our friends with the iPads tonight, or at a later date by visiting our website.

www.theriseandshinefoundation.com → click "Donate"

For every \$1,000 you donate, camp costs are covered for one participant.

