

OUR MISSION IS TO COACH  
STUDENT-ATHLETES TO AIM  
FOR SUCCESS OFF THE FIELD.



ESTABLISHED IN 2013  
[ORANGEARROW.ORG](http://ORANGEARROW.ORG)

*ALL FEATURED ARE MEMBERS OF THE OA FAMILY*



**"BEING INVOLVED WITH OA AS A COLLEGE ATHLETE GAVE ME INSIGHT ON HOW TO HELP KIDS WITH THE INTANGIBLES OF LIFE."**

**KAMALANI AKEO - ALL ACC FIRST TEAM**



## **INTRODUCING ORANGE ARROW, EST. 2013**

Orange Arrow (OA) trains and supports college student-athletes to coach grade school student-athletes off the field.

College student-athletes develop life and leadership skills.

Grade school student-athletes learn life skills from influential role models who connect with them through the lens of sports.



# WHY

**Millions of young people are not being adequately prepared for modern life.**

Lack of social and emotional skills has “direct effects on life outcomes, and indirect effects on...the development of cognitive capacities, the attainment of educational qualifications and the formation of a family.” ([Kankaras, 2017](#)).

This leads to lower earnings ([U.S. Bureau of Labor Statistics, 2018](#)), higher unemployment rates ([Economic Policy Institute, 2016](#)), and an estimated 8% of high school graduates being on track for college and a career ([The Education Trust, 2016](#)).



**There is also opportunity here.**

Athletics tend to be “high-status activities that influence adolescent peer culture.” ([Mahoney, Vandell, Simpkins, Zarrett, 2009](#)). “Adolescents with higher levels of athletic ability tend to enjoy more peer acceptance and be more popular in school” ([Psychology](#)), influencing peer culture in their schools and communities.

**This same preparedness gap affects student-athletes across the country.**

**45 million youth** ages 6-12 ([Active Kids](#)), eight million high schoolers, and nearly 500,000 college students ([NCAA, 2019](#)) participate in at least one organized sport.

The incidence of **anxiety and depression among athletes** has been increasing ([The Atlantic, 2019](#)). The relationship between sports and academic performance (e.g. [Lumpkin & Favor 2012](#) and [Rampell, 2010](#)) also applies.



# OFF-FIELD PERFORMANCE

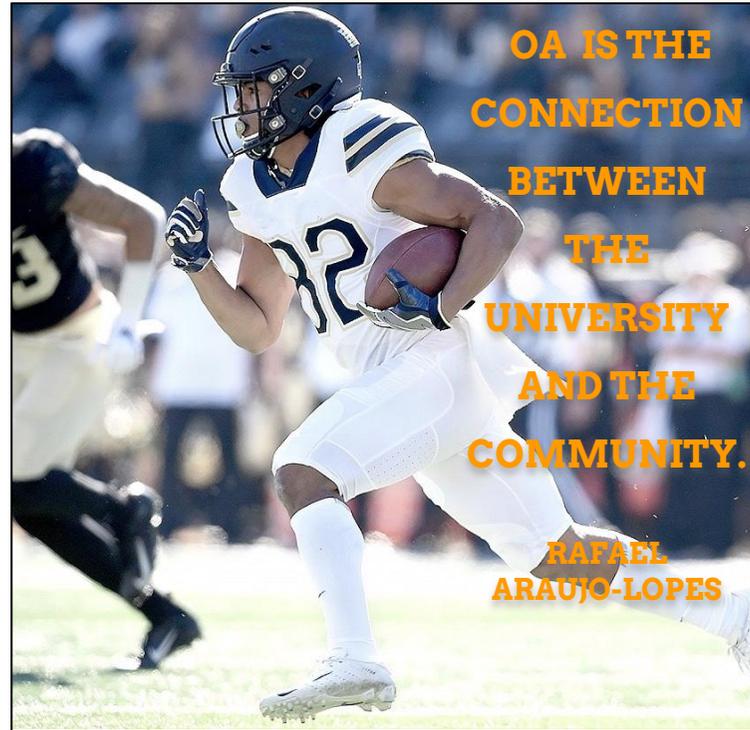
**Developing life skills through innovative, competition-based learning.**

Recognizing the urgent need for more effective life skills development, many university athletic departments have invested in off-the-field training and support for their own athletes.

The OA experience addresses this need, helping both the college and grade-school student-athletes develop:

- **Skills:** communication, collaboration, and leadership;
- **Healthy dispositions:** kindness, social intelligence and self control;
- Expanded **social connections:** broadened comfort zones, and diverse, cross-generational relationships.

Participants master self-direction, an expanded vision for their future, an increased sense of belonging and become better people. These benefits manifest at home, in the community and in improved on-the-field performance.



**Building positive cross-cultural relationships for success off the field.**

OA is **purposefully diverse** - as demonstrated by our diversity in color, gender, geography, perspective, economic status, and age at every level of our organization: board, staff, mentors, college student-athletes and the youth the organization serves.

OA helps student-athletes build meaningful **social connections** while developing the off-the-field skills necessary for success.

**Quality programming that is delivered in-person and online.**

OA brings the energy and teamwork from the playing field to the classroom, utilizing challenging listening and speaking tasks, decorum exercises, and collaborative problem solving to inspire growth.

The three components of the year-round program experience are:

- **OA 12:** twelve sessions during the school year.
- **OA Field Events:** enrichment experiences throughout the calendar year.
- **OA Performance Invitational:** a weeklong life skills academy on the campus of the university that is the hub for the local OA program.



# PEOPLE

## OA Player's Association Board

**Jody Spolar**, Co-Founding Partner at Volu2 Consulting. Pennsylvania State University & Cornell University.

**Shante Pumphrey**, HR Professional at CBRE Group Real Estate. Michigan State University & Springfield College.

**Duane Starks**, Retired NFL Player & Investor. University of Miami & George Washington University.

**Amy Raslevich**, Health Services Consultant. University of Pennsylvania & Duke University.

**Donna Sanft**, Retired Senior Associate Athletic Director. University of Pittsburgh.

**Alex Matthews**, Senior Community Affairs Analyst at Highmark. California University of PA.

**Justin Rudd**, Football Analytics at Dallas Cowboys. University of Massachusetts.

**Roberto Croce**, SVP Global Digital Commerce at American Eagle. University of Pittsburgh.

**Chad Van Horn**, Managing Partner at Van Horn Law Group. Robert Morris University & Nova Southeastern University.

**Lousaka Polite**, Retired NFL Player & Assistant Athletic Director at University of Pittsburgh. University of Pittsburgh & University of Miami.



## About the Founder and President.

**Shawn Robinson** was a highly ranked college football player at the University of Pittsburgh and was widely expected to go to the NFL until an injury derailed his football dream. Thankfully, his transferable set of skills, dispositions, and social connections enabled him to find a new path to a fulfilling life. Since then, his mission has been to make sure every athlete acquires the life skills to succeed and be prepared to win in the game of life. He was awarded the **President's Volunteer Service Award** in 2019 for his positive impact on the lives of young athletes.





OA Super Bowl tickets giveaway in Miami in partnership with TD Bank and **Dan Marino** in February 2020.

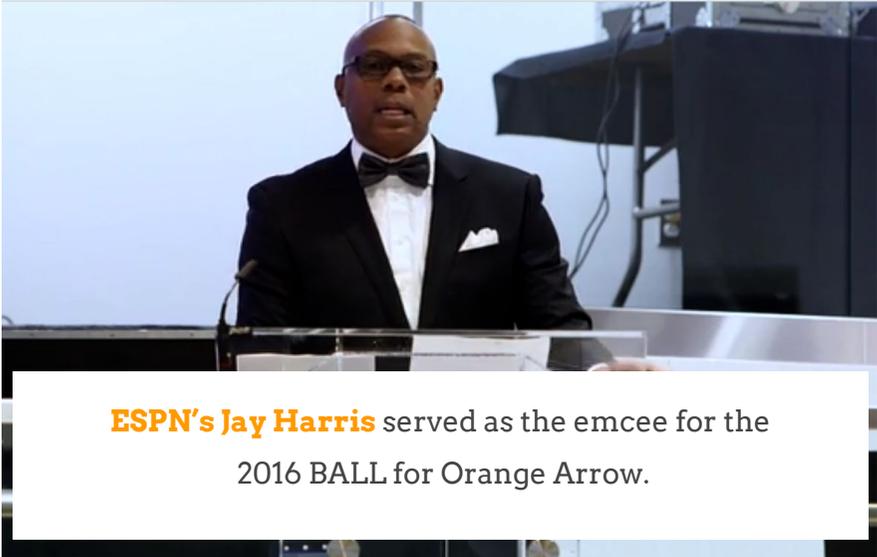
# SUPPORT FROM FAMILIAR BRANDS



**Franco Harris** & Lydell Mitchell Super Bowl LIV dinner benefitting Orange Arrow.



OA partnered with The University of Miami Athletics Student-Athlete Development Department in 2019.



**ESPN's Jay Harris** served as the emcee for the 2016 BALL for Orange Arrow.



OA partnered with The University of Pittsburgh Life Skills Department in 2015.



## SUPPORT FROM FAMILIAR BRANDS

# THANK YOU MILES!



FROM THE ORANGE ARROW STUDENT-ATHLETES

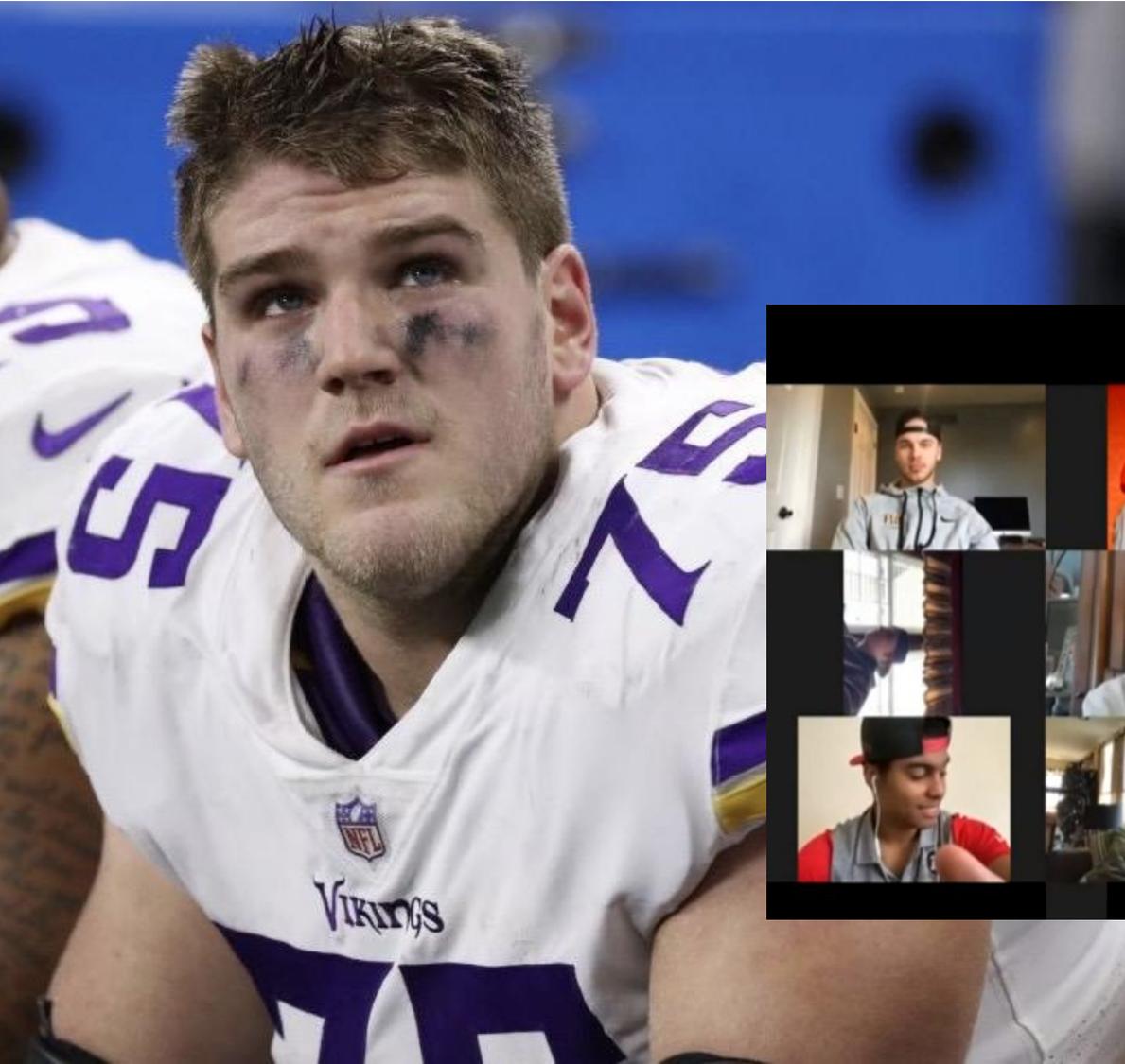
Orange Arrow Players A... · Jul 15  
@BoobieMilesXXIV is more than an athlete. Thank you for sharing your ti with our young student-athletes!  
#TakeAim @NFL @Eagles



# IMPACT

## We deliver results.

- More than 215 college student-athletes and over 1,500 grade school student-athletes served since 2013.
- Students rate their likelihood to recommend OA to a peer as 9.8 out of 10.
- Parents rate their experience with OA as 9.6 out of 10.
- Teachers say OA models for students the importance of academics, goal setting and character.
- Educators report increase in attendance, class participation, conflict resolution and decrease in behavioral issues for OA participants..
- Students report learning critical thinking, decision making and communication skills.



# OA HIGHLIGHTS FROM THE NEWS

## Program led by former Pitt football player Shawn Robinson helps athletes get on with their life's work



JENN MENENDEZ  
Pittsburgh Post-Gazette

NOV 11, 2016 12:00 AM



Western Pennsylvania's rich history of churning out professional athletes, from quarterback Dan Marino to the late Arnold Palmer, fuels the dreams of the area's youngest sports stars.



But only a fraction will go on to play a varsity sport in college. Even fewer will so much as cash a single paycheck from the NFL or NBA.



Orange Arrow, Pitt football point the way for area youth

Nonprofit connects student-athletes with children during virtual Zoom party

Program led by former Pitt football player Shawn Robinson helps athletes get on with their life's work

Slinging Arrows with HOF DE Chris Doleman and Penn State QB Wally Richardson

Founder receives Presidential Award

**Tribune Chronicle**  
July 21, 2020 | Today's Paper | Submit News | Subscribe Today | Login

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### Warren native receives President's Service Award

LOCAL NEWS WARREN — A Warren native was chosen to receive the President's Volunteer Service Award.

DEC 28, 2018

CHRISTINA RAMEY  
Reporter  
cramey@tribtoday.com

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The service award was established in 2003 by President George W. Bush to thank and honor Americans who through example inspire others to engage in volunteer service, according to the award website.

Shawn Robinson of Florida, president of the Orange Arrow Players Association, was chosen this year to receive the award in order to be recognized for dedicating over 4,000 hours of service. He also received the Lifetime Achievement Award.

"I was excited," Robinson said. "It is nice to be acknowledged for the work done and the sacrifices for the community."

## Editorial: All children need black male role models

TRIB LIVE SHAWN ROBINSON | Saturday, August 25, 2018 9:03 p.m.

White children need black male role models, too.

Where do white children get exposure to black men? At school? Not likely, since there is a shortage of black teachers. Federal data show that more than 80 percent of teachers across the nation are white, while fewer than 7 percent are black. In many cases, their "interaction" with black males is through sports, entertainment and service industries, and oftentimes, negative media portrayals.

That leads to the question, "When do white children have an opportunity to see black men as role models?" With limited exposure to successful black men, what outcomes are we fostering across society?

As a black man, I personally understand the importance of black children having positive black male role models. As a community leader, I work to provide youth with role models who can teach them the necessary skills to become positive

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## Local nonprofit connects Pitt student athletes with children during virtual Zoom party



Pitt football players, alumni host virtual Zoom party

Share Share Share

By: WPXI.com News Staff  
Updated: April 25, 2020 - 11:50 PM

PITTSBURGH — With everything going on, children are missing out on a lot of activities. But one local group didn't let that stop them.

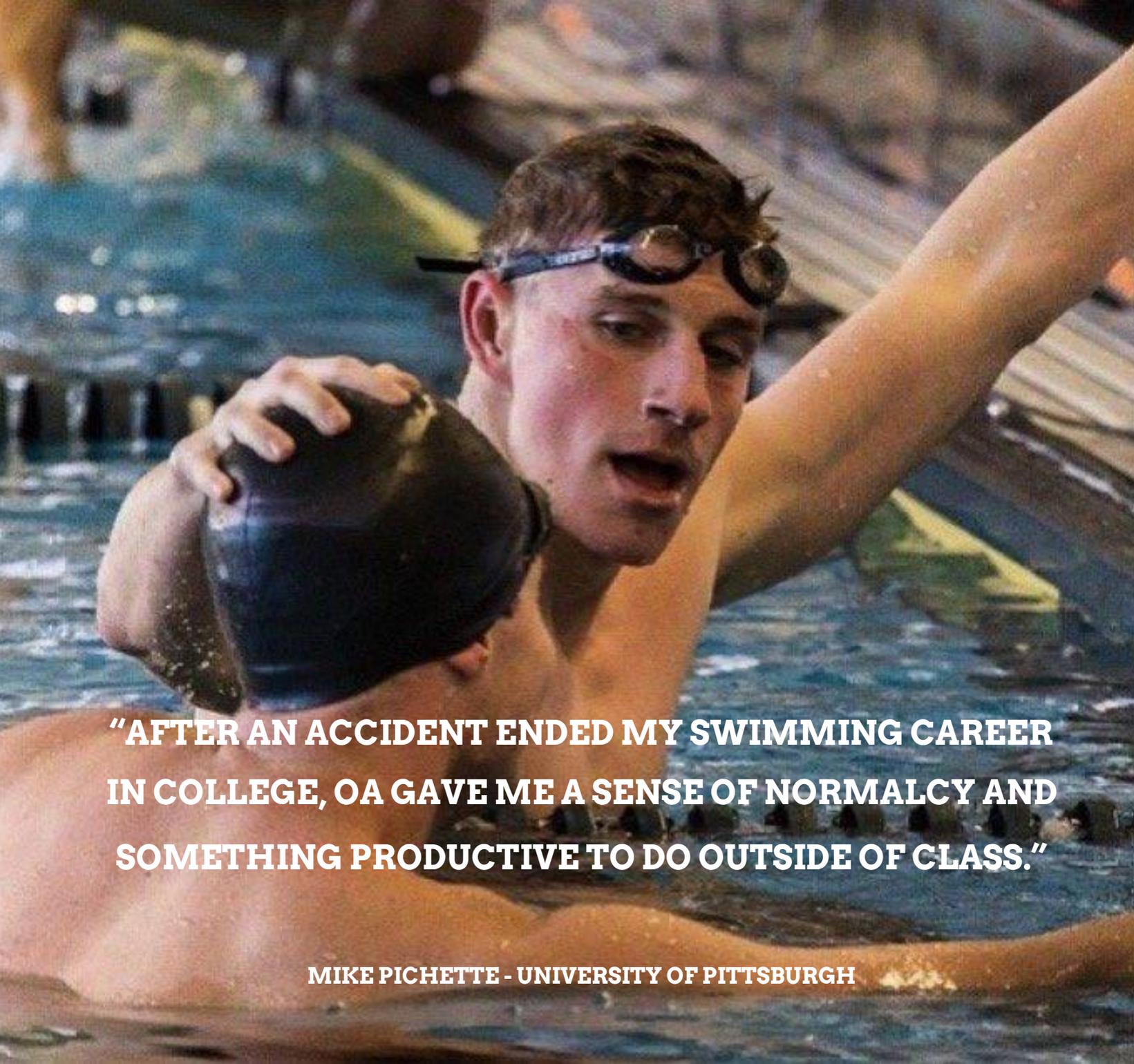
Instead, they took their lessons virtual.

PITT

## Orange Arrow, Pitt football point the way for area youth

JERRY DIPAOLO | Wednesday, July 11, 2018 9:18 a.m.





## TAKE AIM

OUR VISION IS THAT  
SOMEDAY **ALL ATHLETES**  
WILL BE A POSITIVE  
INFLUENCE TO THE WORLD.

CONTACT:

[INFO@ORNGEARROW.ORG](mailto:INFO@ORNGEARROW.ORG)

**"AFTER AN ACCIDENT ENDED MY SWIMMING CAREER  
IN COLLEGE, OA GAVE ME A SENSE OF NORMALCY AND  
SOMETHING PRODUCTIVE TO DO OUTSIDE OF CLASS."**

**MIKE PICHETTE - UNIVERSITY OF PITTSBURGH**



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