

I am writing to you as a Fenix parent, and a youth sports and coaching researcher at the University of Washington, to ask you to join me in making a donation to Fenix.

I spend my days doing trainings and writing articles about how to change the youth sports system to actually serve the needs of kids. Too many programs do not create environments that are physically and emotionally safe and do not provide true value for the fees that parents pay. As a parent of three sporty boys, I have, unfortunately, been directly involved in my fair share of programs that fall into this category.

Fenix is different. Run by caring, trained coaches who constantly strive to improve their craft and the experience of their athletes, Fenix is a shining example of a program getting it right. Victor and Dylan spend their time trying to understand best practices in long term athlete development, social-emotional learning, and youth basketball, so they can apply these appropriately for our kids.

But Victor, Dylan and all the coaches also have to spend time at their other jobs to be able to afford the youth-focused work they do. It's not easy to build a program that follows a different model, that doesn't try to just bring in as many kids as possible without concern for the quality of the experience. To create a quality experience for our kids and expand to serve more kids, Fenix needs our help.

I hope you will join me in donating to Fenix. I want all of your kids - and as many in Seattle as possible - to have a fundamentally sound basketball program where they are cared for as players and people. In a time when too many kids are experiencing youth sports as anxiety-producing and stressful, Fenix provides everything kids need to be set up for success: caring adults creating a climate where risk-taking is encouraged and growth and learning is celebrated.

Please reach out if you have any questions about the program or about making a donation.  
Happy holidays!

Best,  
Julie McCleery