



DISCOVER THE HERO WITHIN



HERO Boys is a youth development and engagement program for boys in 3rd – 5th grades. Using running as a base activity HERO Boys inspires boys to discover the character and courage that resides inside each one of them to be brave, stand for that which is right, and use their talents and strengths to lead and set the positive example amongst their peers. The school-based program is 8 weeks long and culminates with the HERO Boys 5K including boys from all schools participating in the program.

www.heroboys.org

ABOUT HERO BOYS

Why Boys & Heroes?

Boys grow up with the imagery of Superheroes racing around in their minds. They connect with them, they pretend to be them, and as they imagine their future they believe they can BE a Superhero. Perhaps boys can all become Superheroes, in their own way.

Boys connect to superheroes because they identify with positive male role models, heroes who display courage in standing for something positive while helping others. This hero spirit should live with boys forever, never to be lost!

HERO Boys learn to run, learn challenge themselves and set goals, learn to discover the talents and strengths existing inside of them that make them unique, and learn to lead, set the example, and help others. To be a HERO.

Why Running?

The idea of challenging boys physically, through running, provides the ideal backdrop for the lessons delivered during HERO Boys. Character is revealed through demanding physical challenges and HERO Boys are given the opportunity to become a leader, a role model who sets a positive example through his actions and behavior among his peers. Will he lead with a positive attitude and not talk down to others? Will he give his best effort, set a high standard, never cut a corner, and encourage the same of his peers?

HERO Boys Daily Discussion Topics:

- What makes someone a HERO?
- Setting Goals and Defining Success
- Teams and Teamwork
- Physical Strength and Endurance
- Being a Positive Role Model
- Healthy Habits for Life
- Be Brave, Make Mistakes, & Learn
- Achieving Personal Goals

HOW WE'RE ORGANIZED

Legal Entity:

- HERO Boys Run Club is a program of Team Captain Kids Foundation (TCKF), legal name Team Captain Kids, Inc.
- TCKF is a Maryland-based non-profit corporation founded in July of 2011
- In March of 2012 TCKF received a determination letter from the IRS granting 501(c)(3) tax exempt status, FEIN 45-3837299

The Team:



Jon Brianas
Founder, Team Captain Kids Foundation
Co-Founder, HERO Boys



Susan Noble
Board Member, Team Captain Kids Foundation
Mid-Atlantic Program Director & Co-Founder, HERO Boys



Jen Brianas
Site Coordinator

FIELD NOTES:

“

HERO Boys were represented at the 911 Heroes Run in Annapolis today. HERO Boys Jack and Mitch kept up with many of the midshipman and local HEROs. Great to see Josh Jabin, one of our favorite HERO Boy speakers and Coach Jon. A great day at a great, local event benefitting the Travis Manion Foundation

”



HERO Boys Mitch & Jack
Annapolis, MD 911 Heroes Run

“

Thank you LT Matt Arreola, USNA Graduate and Ultramarathoner training for the Western States 100 miler. Fittingly, he spoke to the boys about physical strength and endurance. He ran with the boys for their endurance run and kept up with them as they ran several rounds of sprints.

”



LT Matt Arreola
HERO Boys Windsor Farm

“

Thanks to Capt. Mike Barikian, USMC for coming out to talk to the HERO Boys about being a teammate and teamwork! As always the boys were excited by the presence of our guest coach!

”



Capt Mike Barikian
HERO Boys Arnold

FIELD NOTES (CONT):

“ Oh did you say it was raining? It didn't bother the HERO Boys of Arnold today! A huge thanks to MIDN Brendan West and MIDN Ray Borja from the Midshipman Action Network for coming out and running our boys until they were soaked with sweat and yelling to keep on going. Everyone got to try out the weighted vest the Mids use in training. It was a great day, our boys are race ready.

”



“ Thank you Tim Hella (USN Retired Master Chief Petty Officer) for speaking to the HERO Boys of Arnold ES about the meaning of Success. Tim kicked off his talk with a picture of himself with his 3 best friends the day they ran their first race 40 years ago. He is still going strong, recently completing his 7th marathon. His message: Do what you love, with people you love and you will always be successful. Then he passed out cool Navy stickers. Thanks for sharing a few minutes of your day with the boys! We then went on to run hill repeats, a field run and a relay race complete with sets of squats.

”



FIELD NOTES (CONT):

“What I liked best about HERO Boys: I was always having fun, moving and being active!”

Ryan Donnelly
HERO Boy

“It was fun to watch the camaraderie of the boys develop throughout the program and culminate in a successful 5k race!”

Mike Donnelly
(Guest coach and HERO Boy Father)

“My son participated in a couple of 5ks prior to HERO Boys. HERO Boys changed his attitude greatly towards running. He really found a love of running and enjoyed challenging himself. The day of the 5k he and all of his friends had so much fun trying to cross that line first! Thanks Lori and Susan!!!”

Lynn Peery
HERO Boys Mom

“HERO Boys not only helped me stay physically fit but mentally tough as they taught me life skills.”

Brennan Donnelly

PICTURES FROM HERO BOYS



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FAQs:

How do I start a Team?

- **STEP 1:** Make sure HERO Boys is right for you. Read through this entire packet and ensure the program strikes a cord in YOU! We want to reach as many boys as possible with our message, impact their lives, and are interested in working with like-minded people.
- **STEP 2:** Email our Site Coordinator. Every new school interested in starting a HERO Boys™ program as well as returning sites planning another season will need to submit a Site Application. Site applications are state-specific and generated for each season. All Maryland schools should navigate to "[Locations/Sign Up](#)" at [HEROBoys.org](#) and complete the New Site Application on that page (both new and returning). Non-Maryland sites should first email info@teamcaptainkids.org to request a site application.
- **STEP 3:** Application Review. Once your site application is complete a member of the HERO Boys™ Team will review the information provided and work with you directly through the rest of the process. Please ensure your contact information is accurate as we'll use that to reach out directly to you with any follow information or questions.

What needs to be in place at each site?

- Site Liaison (can also be a coach)
- Prospective coaches, minimum of two per team
- Days & Times for practice (One day per week, 60-75 minutes)
- Outdoor space and indoor weather alternate
- Support/Agreement from school
- Identified plan to distribute program information to students

Who can participate?

- HERO Boys is for boys in 3rd – 5th grade

How many boys may participate?

- Teams are capped at 20 participants, with 2 coaches

How long is practice? How long is the season?

- Practice lasts 60-75 minutes, usually right after school
- The season is 8 weeks long

FAQs (CONT):

How much does HERO Boys cost?

- The participation fee is typically around \$75 not including any costs associated with participating in a 5K
- This fee covers the 8 weeks of the program, participant and coaches T-Shirts, materials and supplies to administer the program, as well as background checks, insurance, and typical business related expenses

When does the season start?

- We have 2 seasons, the Spring and Fall
- Practice begins 7 weeks before the 5K

When do I need to submit my site application?

- Site applications for the Spring season are typically due mid January
- Site applications for the Fall season are typically due mid July

What about the 5K part?

- The program culminates in a local 5K. If your school has a 5K, that is an ideal graduation race. If not, we suggest finding a local 5K. We are happy to help you find a race.

Are there scholarships for Title 1 schools?

- Limited scholarships are available in Maryland each season. In the past, teams have also received funds from PTA, local businesses, and philanthropic organizations

What does HERO Boys provide to sites?

- Training for all Site Liaisons and Coaches
- Marketing and registration materials as needed
- Materials and curriculum for each season
- T-Shirts (2) for coaches (additional can be purchased at a discount) and for participants
- Ongoing support from HERO Boys Corporate Headquarters – including communication throughout the season
- Insurance
- Background checks