

*Sowing the Seeds for Success*

**FACT SHEET**

- Par and Poker event on page 3 -

The Joyner-Walker Foundation, Inc. is a non-profit organization dedicated to providing life skill programs to assist high school and college students in a way to prosper and be self-sufficient. We feel it is our responsibility to equip students with the tools necessary to succeed in life. The best gifts we can give students are an education and the means to channel that education through real-world experiences and application, and this is by teaching proper management.

Our flagship program is financial literacy and will consist of the necessities to money management that are not taught in general education, but combined with education, can lead to the road of prosperity and heightened self-esteem. Life Skill programs are the following:

Financial Literacy (saving, money management, investing)  
Dress For Success  
Presentation Skills

Mentoring  
Time Managing for Life  
Resume & Interviewing Skills

By providing these life programs, we can help those who want to help themselves.

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The Joyner-Walker Foundation, Inc. was recognized as a corporation by the Arizona Corporation Commission in September of 2007. The Department of the Treasury of Internal Revenue Service granted the Joyner-Walker Foundation an employer identification number of 26-0833323.

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The Joyner-Walker Foundation, Inc. first program Financial Literacy, started June 4, 2008 at South Mountain Community College with an enrollment of thirteen high school students. Considered a pilot program, the selected students were given the titles of Ambassadors, this program will provide essential information to tailor the program to (1) create interest, (2) longevity, and; (3) results.

Rich Dad Poor Dad Cashflow, Investing & Trading Courses by Robert Kiyosaki

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The Joyner-Walker Foundation is a major contributor of South Mountain Community College's (SMCC) personal finance course based on the best-selling book Rich Dad Poor Dad by Robert Kiyosaki ([www.richdadpoordad.com](http://www.richdadpoordad.com)).

Students for this program will be Juniors and Seniors selected from area high schools and from the 6 Charter High Schools. SMCC has an effective working relationship with all of the schools that would be involved in this program. High School faculty will be involved in the recruitment and selection of students for this program. It is the intentions of the Joyner-Walker Foundation to grow this program so all students, and neighboring communities, have the ability to take part.

South Mountain Community College, in conjunction with Robert Kiyosaki and his Cashflow Technologies organization, implemented and executed the Rich Dad Cashflow class that is now offered at colleges and universities across the United States.

The Financial Literacy Program that is Worth College Credit.

One of the biggest challenges for financial education is to have the student, parents and the community notice and participate. This program provides incentives that motivate students to partake: (1) range from only 2.5 to 3.5 hours per week, (2) upon completion of the Cashflow course, a scholarship that would cover the cost of tuition and fees for any three credit course at any of the 10 Maricopa Community Colleges located in the metro Phoenix area; and, (3) \$50 stipend for books included.

Cashflow Course

Term: 8 weeks at 3 hours per week (25 hours course)

Textbook: Rich Dad Poor Dad and Cashflow Quadrant

Investing Course

Term: 16 weeks at 2.5 hours per week (40 hours course)

Textbook: Fundamentals of Investing

Securities Trading Course

Term: 8 weeks at 3.5 hours per week (40 hours course)

Textbook: Technical Analysis

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All instructors are certified Rich Dad educators. In addition, SMCC faculty has experience and certification as entrepreneurs, small business owners, financial consultants, stock brokers, and securities traders.

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To fund the Financial Literacy program, and other future programs, a fundraising event was established called the Par & Poker Celebrity Challenge for Charity. This first event also established the recognition necessary to create awareness about Financial Literacy and the Joyner-Walker Foundation.

The Par & Poker Celebrity Challenge for Charity was during the Super Bowl XLII week in 2008.



The Par and Poker Celebrity Challenge for Charity, its sponsors, and celebrity host Super Bowl Champion Seth Joyner, provides a first-rate celebrity golf and poker event raising thousands for local and national charities. This event utilized over 100 volunteers that gave their time, wisdom and muscle to make this a grand experience for everyone. [www.parandpoker.com](http://www.parandpoker.com)

A professionally ran golf tournament with tour-like conditions; where sports and entertainment fans and sponsors get to play with celebrities, hang out in VIP tents, and participate in a No Limit Texas Hold'em Poker tournament. The best part of the experience is the contributions involved, ranging from educational scholarships to proceeds benefitting charities that concern children and communities in need as well. As this event follows the Super Bowl to its host cities, large portions of the fundraising will be proportioned among many charities in those cities. This event is FREE to the public.

The objectives of the Par & Poker Celebrity Challenge for Charity are to provide a fun and eventful atmosphere while raising awareness about the Joyner-Walker Foundation, its programs and host cities' charities. The vision of the Par & Poker staff is to create the BEST Celebrity Charity Event based on Quality and Value.

The event of 2008 was named as one-of-the top Celebrity Golf Events by Celebrity Golf Magazine.

2008 Golf Champion = Phil Nevin with a 75.

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2008 World Series of Poker Seats and Cash winners: (1) Cedric Kolstad – WSOP Seat + \$7,500 / (2) Brian Tepfer – WSOP Seat + \$4,000 / (3) Ken Forrest – WSOP Seat

Past Celebrities ~ Seth Joyner, Ozzie Smith, Julius 'Dr. J' Erving, Eric Dickerson, Marcus Allen, Clyde Drexler, Lawrence Taylor, Roy Green, Chili Davis, Ed Moses, Brett Saberhagen, Len 'Truck' Robinson, Alfonso Ribiero, Todd McFarlane, Jim McMahon, Claude Lemieux, Neil Lomax, Tim Raines, Greg Raymer, Bob Lanier, Paul Sorrento, Dave Krieg, Grant Show, Joe Carter, Phil Nevin, Rob Moore, Keith Byars, Kwame Lassiter, Fred Williamson, and Efran Herrera.

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BOARD & STAFF

Seth Joyner, Joyner-Walker Foundation, Co-Founder & President

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Leonard Walker, Joyner-Walker Foundation, Co-Founder & Vice-President

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Andy Walker, Joyner-Walker Foundation, Co-Founder & Executive Director

andy@parandpoker.com / andy@joynerwalkerfoundation.org

Korey Boals, Sarvas, King & Coleman, Tax Manager & Joyner-Walker Foundation  
Treasurer

Dr. Ken Atwater, South Mountain Community College, President

Dan Wheeler, Diversified Human Resources Inc., President

Marian Rhodes, Arizona Diamondbacks, Vice President/Human Resources

As a newly non-profit organization, the Joyner-Walker Foundation will be increasing its board and staff to meet the growing demands within our communities and the tenets of our mission statement. The board and staff have a broad spectrum of knowledge, experience and interests that in turn strengthen the foundation and its objectives.

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## ADVISORY BOARD & COMMITTEES

The Joyner-Walker Foundation has an advisory board and several committees. Advisory board members are selected based on experience and community involvement and may head a committee with the board of directors' support.

## VOLUNTEER

Volunteer for events and fundraisers! Being a volunteer gives something back to your community by providing a helping hand PLUS you gain benefits as an individual: make new friends, explore career and personal interests, build your resume, have fun and make a difference. If you're interested in becoming a volunteer, please contact Leonard Walker at 480-736-2464 or email at [leonard@parandpoker.com](mailto:leonard@parandpoker.com).

## MEDIA

Interviewing and Photo Shoot opportunities are open to the media. Please contact:

**Par & Poker (Super Bowl): Robin Adkins Vosler, Relations PR & Marketing at 813.383.5413, ext. 101 or [robin@relationspr.com](mailto:robin@relationspr.com)**

**Par & Poker (NBA All-Star): Leonard Walker (CMO) at 480.736.2464 or [leonard@parandpoker.com](mailto:leonard@parandpoker.com).**

Usage of the Par & Poker logo and the Joyner-Walker Foundation logo is open to the media, as long as it is used in a professional manner not to defame the event, foundation, affiliations, partners and sponsors. It is highly encouraged to keep the integrity of the event by using clean logos. If you need a logo or an updated version, please contact Leonard Walker.

Write ups and Releases are welcome. To post on website, please send a soft file to [leonard@parandpoker.com](mailto:leonard@parandpoker.com) or mail hard copies to:

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*\* A press conference will be announced for all events*

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