



THE SOCAL COYOTES

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OUR MISSION.



REMEMBER,
GOD HAS NOT
GONE ON VACATION
AND LEFT
YOU IN CHARGE.

Defend The Shield.™

The SoCal Coyotes organization reshapes lives, homes and communities by Building Champions, Building Men™. It 'Defends the Shield™' through year-round 'Faith, Family, Football™' leadership programs, community service and sports initiatives that develop aspiring football athletes; educate, equip and inspire at-risk youth; nurture single fathers and father figures; extol the virtues of family values, positive fathering and family legacy; mentor young men into trusted corporate citizens with employment opportunities and sustainable incomes; and empower future generations throughout the Coachella Valley.

Among football teams, the Coyotes challenge their players to "lead the nation" in prayer, as well as wins. Coyote mentors apply faith-based initiatives in their lives and homes, and encourage them daily to be better fathers, better husbands, better men.



WHO WE ARE.

America's #1 Developmental Pro Football Program.™

Since 2012, the SoCal Coyotes non-profit sports leadership organization scalable model has become the national standard for professional developmental football. This footprint was built on industry-leading commitment, vision and initiatives. Now the fastest-growing sports brand in Coachella Valley history, the year-round SoCal Coyotes have no peers, and their impact is unprecedented.

The Coyotes enjoy a broad array of powerful corporate partners, including the City of Palm Desert, and the City of Indio – host city to the nation's largest outdoor music festival. Indio Mayor Glenn Miller; DOL Regional Director and former California State Senator Jeff Stone; and Riverside County Supervisor V. Manuel Perez are among an army of followers, fans, community dignitaries and corporate partners who share the Coyotes' vision of a year-round, multi-million-dollar, world-class sports complex and youth development mecca. As our national spotlight gets brighter, our wish is to keep this attention focused on a Coachella Valley that offers hope, promise, and intrinsic value for every child raised in its corridor.



The six-time champion Coyotes accomplish their annual goals through the platform of developmental professional football. Coyote executive leadership is stocked with NFL wisdom, including legends such as Tom Flores, Jim Mora and Brad Budde. Revered NFL agent and sports attorney Jack Mills serves as counsel.

More than 700 young players have matured through the Coyote program, with many advancing to camps in the National Football League, Canadian Football League and the Arena Football League. Dozens now live in and around the Coachella Valley and surrounding Riverside County, supporting and raising families, earning gainful incomes, and lead their schools, churches and communities.

On July 7, 2014, TheFootballEducator.com, led by two-time Super Bowl winner and former Denver Broncos GM, Ted Sundquist, named the SoCal Coyotes "America's #1 Developmental Pro Football Program."



DEFEND THE SHIELD.™

The Coyotes organization places a priority on faith, fatherhood and family values, and was recognized in September 2013 by the Desert Christian News for “Building Champions, Building Men.”

Their logo depicts a snarling Coyote who viciously ‘Defends the Shield,’ which represents Faith, Family and Football.

Coyote players are frequent speakers and volunteers in local schools, businesses, churches and charities.

Among football teams, the Coyotes challenge their players to “lead the nation” in prayer, as well as wins. Coyote mentors apply faith-based initiatives in their lives and homes, and encourage them daily to be better fathers, better husbands, better men.



Faith. Family. Football.™

“We have yet to meet a young man whose life is ruined because he prays too much,” says head coach J David Miller.



FOUNDER AND HEAD COACH.



Sustained excellence is a career staple for “Coach” J David Miller, a Hall of Fame coach, best-selling author, minister, producer and award-winning marketing/communications strategist.

Currently, Miller is Chairman of Coachella Sports & Entertainment Stadium Authority (CSESA) and the visionary behind The Shield at 1 Coyote Way, a planned multi-use 125-acre, faith, medical, sports and entertainment campus in Palm Desert that includes two indoor multi-purpose stadiums and outdoor amphitheater.

To develop what Miller calls “a centrifuge of faith, hope and redemption,” CSESA partnered with the renowned H.N. and Francis C. Berger Foundation, and is under contract to control and manage the sports and entertainment assets, to great benefit of the Coachella Valley. The Shield at 1 Coyote Way will be built on 125 acres of I-10 frontage surrounding The Classic Club, former home to the PGA’s Bob Hope Classic.

Since 2012, Miller is also a three-time Coach of the Year for the Palm Springs-based SoCal Coyotes, a non-profit leadership and ministry organization that NFL executives named ‘America’s #1 Developmental Pro Football Program.’ The Coyotes’ 50,000 online followers are a direct result of three undefeated seasons, eight title appearances and six championships since 2012. The AAA Football Hall of Fame made Miller a unanimous induction for his ‘ongoing 30-year contribution as an author, administrator and coach.’

Off the field, “Coach” authored the Coyotes’ award-winning ‘Above the Line,’ leadership program, which impacts more than 50,000 youth annually through the team’s camps, clinics and symposiums.



A recipient of the coveted New York Newspaper Guild's Page One Award for Journalism Excellence, Miller is widely known for his 13 books, which include collaborations with numerous NFL coaches and players, notably the iconic Jerry Glanville and NFL Hall of Famer and Super Bowl champion Hank Stram. Others include 'Third and Long' with former Cardinals' All-Pro QB Neil Lomax, and 'Hawaii Warrior Football: A Story of Faith, Hope and Redemption,' with former Hawaii, SMU and NFL head coach June Jones.

Miller began his career at SPORT in New York, then the nation's largest monthly magazine with over 1.5 million subscribers. His 13 cover stories were the most by any writer in the storied 50-year history of the publication, and he landed news-breaking interviews with future Hall of Famers Joe Montana, Dan Marino, Marcus Allen, John Elway and Warren Moon.

A winner of a National Addy from the American Advertising Awards, Miller has engineered national marketing campaigns for notable clients and companies. He conceived, wrote, co-directed and produced three national direct-response campaigns, including one with NFL Legend and Hall-of-Famer Mike Ditka; another with Dr. Robert Voy, former Chief Medical Officer of the United States Olympic Committee; former CNN anchor Bella Shaw; and hosted two long-form shows on Smart Heart and the five-time World Champion Tampa Bay Storm of the Arena Football League.

Miller also served the Tampa Bay Storm as Senior Vice President under Hall of Fame head coach Tim Marcum, culminating in the 2004 Arena Football League championship. His passion for Arena football dates back to the league's inception, when he played 1987-89 for the Pittsburgh Gladiators under Oregon Hall of Fame's Mouse Davis and Pennsylvania Sports Hall of Famer Joe Hearing.

A product of the University of Tennessee-Chattanooga, Coach Miller's business career spans three decades. As a CEO of three multi-million-dollar companies, he has been recognized by the University of Nevada Las Vegas, Ronald McDonald House, and the United States Congress for his 'generous contributions and dedicated service' to his communities.

The father of four precocious daughters, Miller is married to the former Laurie Beth Ross. Their family has attended The Bridge Calvary Chapel since 2013, where Miller serves as an Elder and Pastor of Youth.



A BRIEF HISTORY.



CONVEYOR BELT TO MANHOOD.™

Since 2012, the SoCal Coyotes have been a ‘conveyor belt to manhood,’ impacting the epidemic of absent fathers by mentoring, equipping and navigating young men. The Coyotes were founded for the two-fold purpose of a developmental professional football platform that also addressed the Coachella Valley’s vacuum for positive male role models, reliable fathers and father figures, and employable young males who are strong community servants and leaders.

BETTER FATHERS. BETTER HUSBANDS. BETTER MEN.™



The SoCal Coyotes are passionately committed to bringing intentional focus to fathers.

Our curriculum inspires fathers and husbands to embrace their role; support their families with boldness of character; and to love their wives with a tender heart.

Since 2013, across multiple online platforms, the SoCal Coyotes have deployed thousands of evidence-based fatherhood curriculum, resources and training.



ABOVE THE LINE.™



ABOVE THE LINE.™



In 2013, the Coyotes expanded their reach to include boys and girls of all ages through their award-winning 'Above the Line' leadership curriculum, which was swiftly embraced by public schools.

Authored by best-selling author, Head Coach and Founder J David Miller, The Above The Line faith-based program has impacted tens of thousands of lives for nearly a decade. Coach Miller requires participation from all players who come through the Coyote program. Since 2013, the Coyotes' nonprofit has deployed vast resources to support young people in various areas of need.

"There is no greater gift than the lives of our children," Coach Miller says. "God has not put a single child in front of us by accident."

The program emphasizes a lifestyle that is skillful, intentional, on-purpose and driven, while eliminating blaming, complaining and excuses.

Today, more than 300,000 Coachella Valley middle school, high school and at-risk youth have participated in the Coyote 'Above the Line' leadership camps, clinics and symposiums.

The Riverside County Sheriff's Department, Probation Department, and District Attorney's Office relies on the Coyotes annually for high-impact instruction to the Coachella Valley's most vulnerable youth.

The Coyotes host an in-house weekly 'Above The Line' training that is open to youth (ages 12-18), 52 weekends a year. In addition, they host 60 'Above the Line' camps, clinics and symposia at various schools, churches and organizations, such as the Bianca Rae Retreat for Boys.

Requests for The Above The Line program now come from around the country. The ATL program is the backbone of the Coyotes camps, clinics, and symposia. The Coyotes have traveled as far as Tampa Bay, Florida, to install the program in schools, businesses, churches, and organizations.



Senior Vice President Ron DiGrandi coordinates and oversees the Above The Line Program. Athletic Director Robert L. Cummings is a frequent speaker. To book an Above The Line event, e-mail Ron@TheSo-CalCoyotes.com.

Graduate students from Metropolitan State University of Denver conclusively found that the 'Above the Line' curriculum and other Coyotes programs should be rolled out nationwide, to further the cause of social justice.

In addition, the U.S. Marine Corps Air Ground Combat Center Twentynine Palms has requested full-time support from the Coyotes and the 'Above the Line' program.

"The Coyotes exemplify the meaning of community service," says Riverside County deputy district attorney Mike Tripp. "The programs they perform specifically for our local youth has an impact on their lives in a way no other organization can do."

FAITH. FAMILY. FOOTBALL.™



H.O.W.L.

The Coyotes Head of Household Work Leadership program (HOWL) mentors and employs our players, with an understanding that men with paying incomes have dramatic long-term community impact on widespread social issues.

The SoCal Coyotes believe that ‘A Man With a Job is a Man With a Future.’ And ‘experience changes everything.’

It’s true. Ask any current or former Coyote player (who we’ve employed with a full- or part-time job, internship, or co-op) if what they’ve learned helped build their skills and changed their life, and we’ll guarantee the answer is always, “yes!”

We teach our players how to manage their lives and support their families with meaning and purpose. Our statistics prove that when they become a bread-winning ‘Head of Household’ - the trickle-down impact is immense in the lives of their dependents.

But statistics can never tell the story of a single soul. We see every player as an opportunity to plant a tree under whose shade we never intend to sit. We have addressed different cultures, backgrounds, generations and experiences. We are replacing real pain, real emptiness, real longing, real loss and real need with the wholeness of a very real Heavenly Father.

This realization and realignment is making a profound difference within the realm of influence God has given us – the SoCal Coyotes. We offer these results as evidence that as America’s #1 Developmental Football Program’ – we can change families, careers and communities, by building men – one at a time – who are willing each day to make heaven, earth and hell take notice.

BUILDING CHAMPIONS. BUILDING MEN.™



CHARACTER CAMPS. YOUTH DEVELOPMENT. PHILANTHROPY.



In March 2020, The SoCal Coyotes were recognized in Desert Charity News for “deploying more than \$1M throughout the Coachella Valley to support young people,” and for “impacting and changing lives.”

The SoCal Coyotes believe many hands make light work, with an emphasis on leadership development. We rely on a number of small autonomous teams that are each devoted to different spheres of our work. For instance, one team is dedicated to ‘Above the Line’ initiatives; another to character youth camps and youth development; and another to pro football operations and player development.



SOCIAL MEDIA OUTREACH.

THE SOCAL COYOTES: THE VALLEY'S FASTEST GROWING SPORTS BRAND AND NONPROFIT.

The SoCal Coyotes – America's #1 Developmental Pro Football Program™ – and Coachella Sports & Entertainment Stadium Authority LLC, have rocketed to a combined 75,000 online followers, proof that the non-profit sports program and its CSESA parent platform are now a digital media powerhouse – with both among the nation's fastest-growing sports brands.

In record time, the Coyotes shot past 50,000 followers while CSESA topped 25,000, as both organizations use social media channels like Twitter, Facebook and Instagram to engage their steadily growing mass audience in intimate and personal ways, resulting in digital media dominance like few understand.

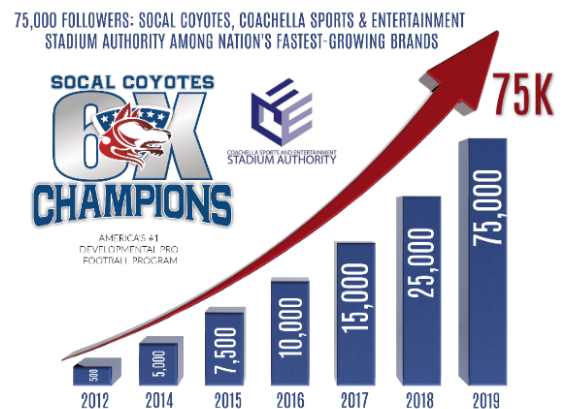
"Facts tell, stories sell," says J David Miller, CSESA Chairman and founder of the Coyotes nonprofit leadership organization. "Content is king."

Nationally, the upward-trending Coyotes have far and away more likes and followers than any developmental pro football franchise in the country. In just seven years, the Coyotes have surpassed every professional indoor Arena team – and are in respectable company in high-low comparisons of other prominent mainstream sports and facilities.

The SoCal Coyote App: YAPP

The Coyotes – thanks to partner GoMobile Solutions – were among the first professional football programs at any level to provide a mobile application. It provides Coyote fans around the world up-to-date news, statistics, roster information and much more.

117,000 FOLLOWERS



@TheSoCalCoyotes



CORPORATE PARTNERS.

The SoCal Coyotes rely on annual contributions from sponsors and corporate partners. Current (2020) efforts include a Google grant that for the first time will extend SoCal Coyotes fundraising activities to a nationwide audience.





The Metropolitan State University of Denver recently completed a case study from students earning their master's in social work that revealed The SoCal Coyotes business model promotes cultural awareness and can impact vulnerable populations in the community.

The graduate students reached the conclusion within their analysis that the 'Above the Line' curriculum and other Coyotes programs should be rolled out nationwide, and they make specific recommendations to further the cause of social justice within the agency.

-2018 Graduate Students



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