



Pure Performance Foundation Veterans Program: Development and Rollout

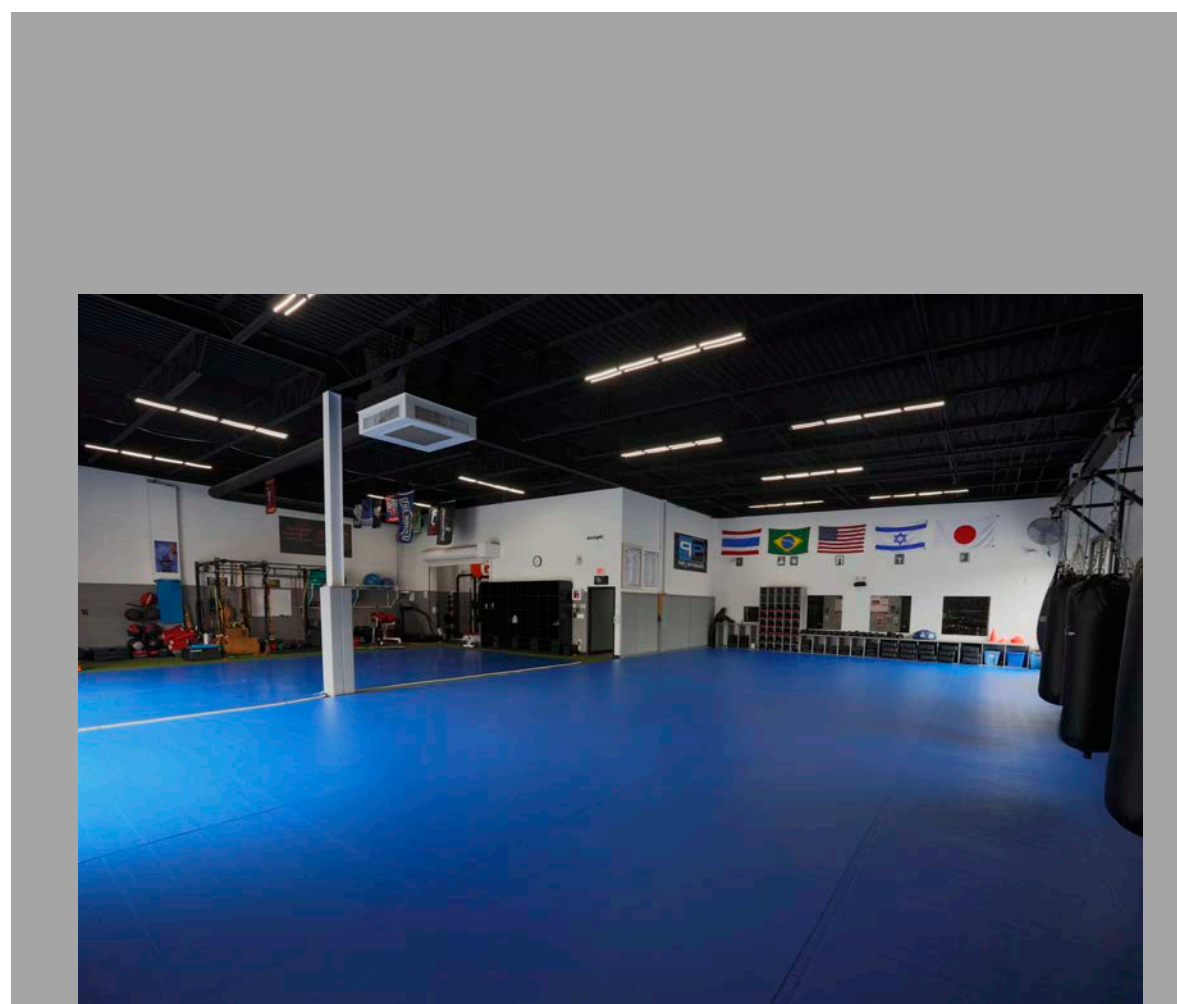
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Service Site

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PPMAC Main Gym (Source: Pure Performance Martial Arts Center)

The program's mission is "to create an organization that focuses on building programs that help military veterans optimize transition from active duty to civilian life."

Issue Confronting Site

Our program intends to "provide psychosocial and professional development support through martial arts and fitness training."

When I first started, the foundation was still in its developmental phase, and had not yet achieved nonprofit status or completed recruitment of the board of directors.

As part of my primary goal, I designed a PowerPoint as recruitment material for both participants and donors. I also prepared documentation to complete the application for nonprofit status and to establish foundation bylaws.

Activities

In order to design a PowerPoint as recruitment material, I researched other nonprofit companies with a similar mission to come up with ideas for the foundation's logo.

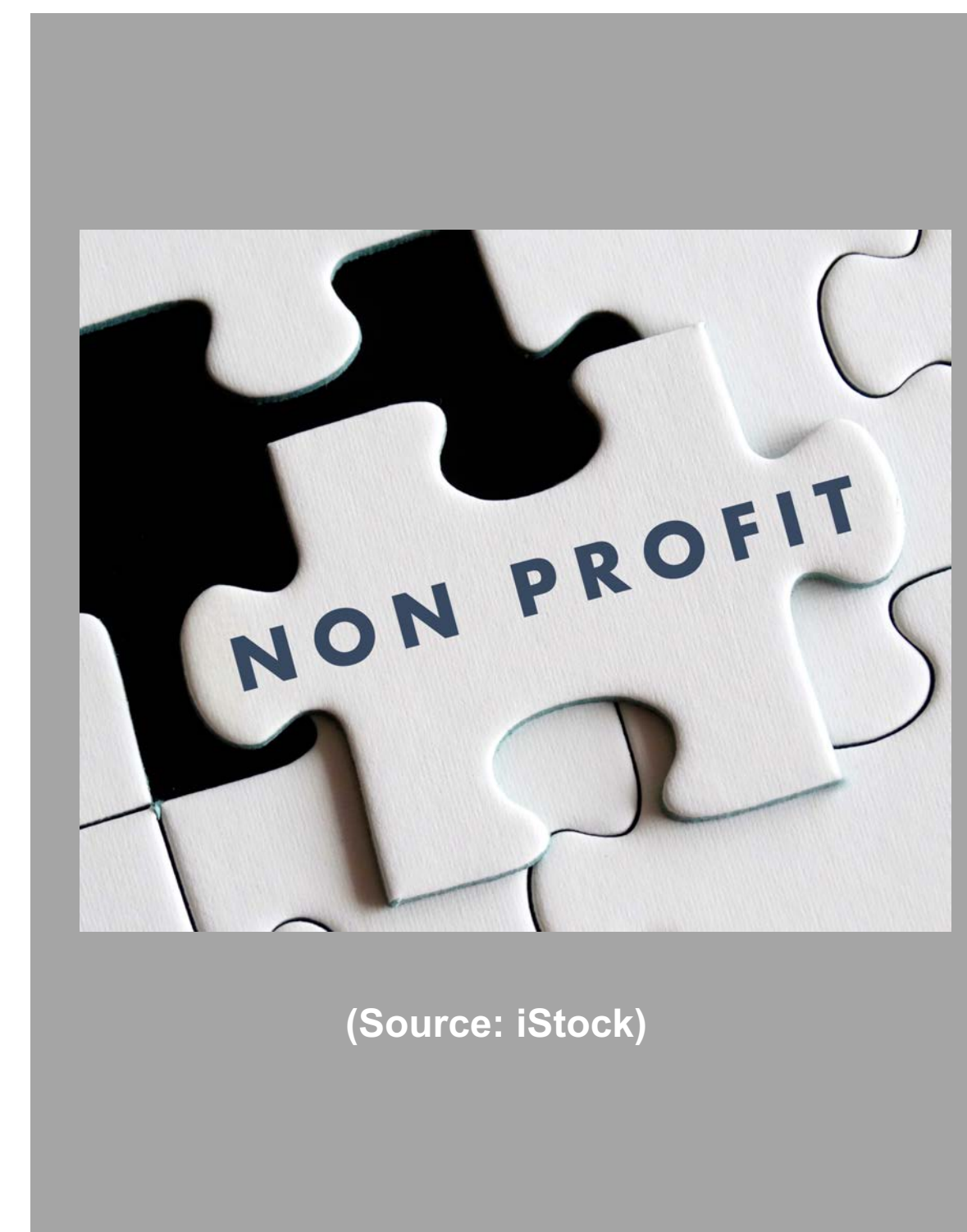
I also took a graphic design course in order to match the Pure Performance brand, and scheduled frequent meetings with my mentor to revise the presentation.

To complete the informational materials, I read books on mental, physical, and nutritional health as inspiration for running the program's classes. I also updated the documentation based on expert consultations.

Impact

My capstone activities helped the foundation finalize its application for nonprofit status and establish a board of directors.

Based on some of my research, the foundation has changed its original intake procedure to be more inclusive and veteran-friendly. For example, we decided against a required clearance exam to identify mental health issues.



(Source: iStock)

Future Work

I have been offered a paid position in the foundation.

Next steps in that position may include developing class curricula and revising recruitment and advertising material (e.g. web presents, social media promotion).



Pure Performance Instructors (Source: Pure Performance Martial Arts Center)

Acknowledgments

- **Max Tzentis:** founder of Pure Performance Martial Arts Center, for supervising and providing support during the project
- **Dimitar Pavlov:** strength and conditioning coach and metabolic analytics and fitness nutrition specialist, for providing advice on development of individualized assessments and programming
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- **The SDU Department:** for providing me this opportunity