



by **URBAN IMPACT**

# NEWS & VIEWS

A new publication for PB4K partners of Urban Impact Foundation

*"It is my desire and the desire of the development team at Urban Impact to build relationships with Play Ball for Kids partners, including sponsors and players. We also want to communicate pertinent PB4K news on a more frequent and consistent basis and inform partners of opportunities that facilitate their involvement with Urban Impact. We hope that this new monthly publication will be one vehicle through which to make these things happen. This particular issue, being the first, will focus on some of the other 'firsts' in PB4K."*

- Pastor Ed Glover, Founder & President



## The First PB4K Sponsor Meet Joe Luciana

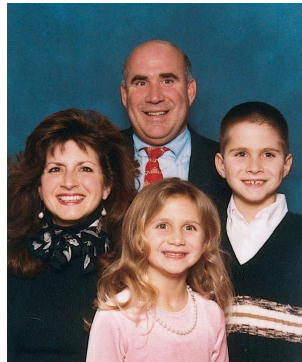
Joe Luciana is a commercial trial attorney at the K & L Gates LLP law firm in downtown Pittsburgh. He focuses primarily on construction litigation and construction insurance litigation.

Joe grew up in the church and became a Christian at age 12 during an altar call at a youth meeting. In his adult years, he became more committed in his faith, particularly after he began attending Allegheny Center Alliance Church (ACAC). He was a deacon for about 8 years. He and his wife Audrey have been involved in the Children's Ministry since 1999.

He put his faith in action as an attorney by trying two high-profile civil cases pro bono - one in the early 90's and one in 2005. The first case involved the Pittsburgh Public Schools. They tried to kick out Youth Unlimited for having Bible studies during a summer program in the schools. Joe worked with the Rutherford Institute to get an injunction filed against the school district. Another case involved a woman who had lost her job as a school aide for wearing a cross necklace. Joe worked with the American Center for Law & Justice to get the woman reinstated and an injunction filed against her employer.

It was actually at ACAC that Joe met

Pastor Ed. He admired the vision Pastor Ed had for helping youth on the North Side of Pittsburgh. He did pro bono work to get Urban Impact incorporated and get tax



Joe is pictured here with his wife Audrey and children, Jeana and Joey.

exemption status from both the IRS and the state. He has been a financial supporter since then. He has also made his services available as a consultant on legal issues.

When Joe was approached by Urban Impact in 2003 about a new fundraising initiative called Play Ball for Kids, he did not have to think long and hard about participating! He became the very first sponsor, starting at the Gold Level (\$5000). He has renewed his sponsorship every year since then and increased it last year when the Pro-Bowl Level was added.

Joe encourages businessmen to put their money, time and resources into reaching out to the community via Urban Impact, for they are being very effective in transforming lives on Pittsburgh's North Side.

Joe and Audrey live in Oakmont with their two children. Joey will be in 8th grade and Jeana will be in 6th grade at Redeemer Lutheran School.

## DATES TO REMEMBER

### July 31, 2009

**This is the *deadline for sponsorship commitments*** for those who wish to receive this year's incentives. Please note that even though the commitment deadline is 7/31, **payment is not required until the end of the calendar year** and can even be made in installments, if necessary. Payments made by 8/31 do, however, help us meet our fiscal year budgetary needs and are greatly appreciated.

### August 13, 2009

**Tailgate Party!** All sponsors who make commitments by 7/31 will be eligible to attend the Tailgate Party at Heinz Field and will receive free tickets to the pre-season game that evening against the Arizona Cardinals. It's a Super Bowl re-match! Don't miss out.

### September 28, 2009

**Advisor Group Golf Outing** at Diamond Run Golf Club. Please call Cindy Dell if you are interested in golfing or donating items for the silent auction.

### November 19, 2009

**Appreciation Dinner** will be held a little earlier this year. **Mark your calendars now.** It will be held at Pittsburgh's Grand Hall at the Priory on the North Side. Enjoy a fun and relaxing evening out with other sponsors and Steelers players.

## A First PB4K Player Meet Travis Kirschke



Travis Kirschke was one of the first Steelers players to get involved with Play Ball for Kids. As a friend of Jeff Hartings on and off the field, he experienced Jeff's passion for PB4K. As is true with many players, he first got involved via the Football Clinic. In the interview that follows, read more about Travis and why he, too, has a passion for PB4K.

**Q:** What is your hometown? Did you grow up with siblings? What was your childhood goal?

**A:** I grew up in Yorba Linda, CA with one brother, Toby. I always wanted to be a firefighter.

**Q:** What is the most important thing you learned from your parents?

**A:** To always give 100% and finish what you start. Treat people with respect.

**Q:** Where did you attend college; what was your most memorable college experience?

**A:** I went to UCLA and my most memorable experience was playing in the Rose Bowl during my freshman year.

**Q:** What was your first NFL experience?

**A:** I came into the league as a free agent. In my rookie year, trying to make the team with the Detroit Lions, I played during the pre-season game against the Steelers, ironically. I was showing some potential, so the coaches wanted to see what I could do against the starters. They put me in the game early since the starters usually only play in the first half. (Undrafted free agent playing time usually comes in the end of the 4<sup>th</sup> quarter.) I was going to have to show my abilities against one of the best centers in the league, Dermotti Dawson. Watching tape leading up to the game, I saw that Dermotti had the ability to reach three techniques from the center position, which is pretty rare. Needless to say, I was a little nervous. The good thing for me is that it was a pre-season game and he probably didn't take the game too seriously. I must have done okay, because I wasn't cut after the game. The game was a blur, though, due to the fact that playing with the starters was a lot quicker than with second and third stringers. When the ball was snapped, I just prayed that I would end up near it. I literally had no idea what was happening in between the beginning of the play until the

end. It was quite the experience!

**Q:** When and how did you become a believer?

**A:** I became a believer in my sophomore year in college. My roommate had re-dedicated his life to Christ in his freshman year and shared the change that Christ had made in his life. Through his example and the sharing of his testimony, I gave my life to Christ. I realized that God had a much better plan for my

life than I did.

**Q:** How has your faith played a role in your career as a professional football player?

**A:** It made me realize that I am playing this game for much more than just my selfish reasons. I am playing to hopefully further his kingdom.

**Q:** When did you join the Steelers?

**A:** In March of 2004

**Q:** What kind of support do you have within the Steelers organization as a Christian?

**A:** We have many things that are set up to help our Christian walks. We have family Bible study, a chapel service on Sunday mornings, a players' study and the coaches have a Bible study. The team chaplain is almost always available when needed.

**Q:** Compare your 2 Super Bowl experiences.

**A:** The 1<sup>st</sup> one was special simply because it was my first. And since it was played in Detroit, my family and I were able to visit with friends that we had made during my 6-year stint with the Detroit Lions. The 2<sup>nd</sup> one was more enjoyable due to the fact that we knew what to expect and were able to plan better. After experiencing two Super Bowls I realized that I really enjoyed the season and the journey to the Super Bowl. I gained such a respect for the process. It was incredible to be part of such a great Super Bowl last year. Like many of the guys, my emotions were all over the place. With more than a minute and a half left in the game and the success of our offense pretty much all game, I was confident that we were very capable of scoring!

**Q:** What keeps you motivated you to play after 13 seasons?

**A:** I still have a passion for the game. I still really enjoy playing and hanging with my

teammates. It is an awesome feeling to see the results of all the hard work that everyone puts into this team. It's a joy to work with a bunch of unselfish guys. Before playing for the Steelers, I had never experienced a more unselfish group of players.

**Q:** What encouragement would you give to other players to get them more involved with PB4K?

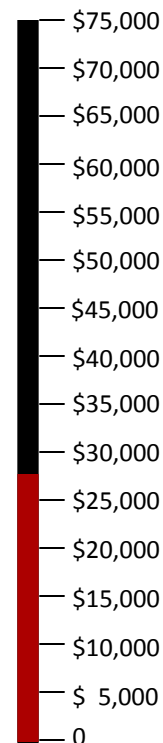
**A:** It is a great and very worthy cause. These kids too often get forgotten and desperately need positive direction in their lives. Urban Impact gives them that. Being a Christian, I particularly like that the programs are faith-based. I believe that an individual's true form of strength comes through his faith in Christ.

**Q:** What do you think of Pittsburgh - the City of Champions?

**A:** The city of Pittsburgh is great. I'm glad that I am able to experience a little piece of it. The people are great and the city has great character. I have never experienced the loyalty to a football team like that of the Steelers fans. Many of our away games feel like home because of the number of fans that travel or just because of the fans that live around the country. I have been very blessed to be a small part of such a rich dynasty!

Travis lives with his wife, Amy, and their 3 children in Denver, CO in the off-season.

### Challenge Update



At the Kickoff Luncheon in April at Heinz Field, there was a challenge announced from the players. They will match \$75,000 in new money - this includes new sponsorships and increases in current sponsorships. As of 7/1/09, the amount of new money raised is equal to **\$28,500**. The total of commitments made is **\$148,500**.

