



**Kendrick Fincher Hydration Foundation**  
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June 10, 2011

Ellen Satlof  
National Athletic Trainers' Association  
2952 Stemmons Freeway  
Dallas, Texas, 75247

Dear Ms. Satlof:

The Kendrick Fincher Hydration Foundation was founded in 1996. My 13-year-old son Kendrick died from multi-system organ failure 18 days after experiencing heat stroke on his first day of football practice in August 1995. Since then, we have worked to educate parents, coaches and athletes on the importance of proper hydration and heat illness prevention.

Our vision: Improved safety for athletes and a reduction in the number of injuries and death from heat related causes for all ages.

Our Mission: Promote proper hydration and prevent heat illness through education and supporting activities

We Believe:

- Children should have adequate access to water throughout the school day to maintain proper hydration
- Athletes should have frequent water/sports drink breaks
- Athletes should be able to get a drink at any time during practices
- Coaches should be trained in heat illness prevention and emergency procedures
- Parents should understand their child's hydration needs and encourage proper hydration

Education and Supporting Activities:

- Presentations to school aged children on the importance of proper hydration
- Presentations to athletes, coaches and parents on proper hydration and heat illness prevention
- Distribution of squeeze bottles and educational pamphlets to support our educational presentations
- Representation at health fairs to educate the public about our mission and activities
- Community involvement in support of our mission by providing "cool huts"—misting tents with free ice water—at various outdoor public events.
- Annual free youth run in Rogers, AR, to reinforce our mission and help children learn about the importance of proper hydration and physical fitness in a fun environment.
- Hydration campaign ([www.hydrationcampaign.com](http://www.hydrationcampaign.com)) to educate parents, coaches and athletes on heat illness prevention.

I believe that the best way to increase awareness and save lives is to work together. The Youth Sports Safety Alliance is a great step in this direction and I am proud to join forces with you and other youth safety organizations to better educate the parents, coaches and athletes on heat illness prevention and emergency procedures.

Sincerely,

Rhonda Fincher  
Executive Director