



The Keys Foundation

OMAHA ACES HANDBOOK

Mission Statement

At The Keys Foundation, we recognize that basketball is one facet of a young person's life, but alongside that comes the core conviction that it's more than a game; it's a catalyst for empowerment. Our mission is to utilize the game as a powerful tool to teach life lessons, build character, develop leadership, navigate adversity, and understand the value of teamwork. We believe the habits and discipline formed on the court echo far beyond it, and we're intentional about instilling those values in every athlete we work with, shaping their future and enriching their lives.

Coaching Staff Responsibilities

The coaching staff of the Omaha Aces is dedicated to fulfilling the following core responsibilities, each grounded in the values of mentorship, skill development, and athlete well-being:

- Guiding each player to discover and strengthen their abilities
- Teaching and reinforcing the foundational skills of basketball
- Creating an environment where physical safety, emotional well-being, and mutual respect come first.
- Leading organized, purposeful practices and participating in all scheduled tournaments.
- Modeling fair play, humility in victory, and dignity in defeat
- Upholding and advancing the mission of The Keys Foundation

Communication Channels

Clear and consistent communication is essential to our success as a team and community. All players and parents are expected to stay informed through the following official channels:

- **Website**

The Omaha Aces webpage, hosted at **www.thekeysfoundation.org**, serves as the primary hub for schedules, announcements, and updates. Please check the site regularly.

- **Email**

Team correspondence may be sent to **info@thekeysfoundation.org**. Please add this address to your contacts to ensure you receive all messages.

- **Phone**

For time-sensitive concerns, contact us at **402-452-0552**

- **Social Media**

Stay connected and engaged by following us on social media:

Facebook: facebook.com/thekeysfoundation

Instagram: @thekeysfoundation

- **SimpleTexting**

We use SimpleTexting for quick updates and urgent team-wide notifications. Please ensure your mobile number is registered with the team to receive these alerts.

- **SportsEngine App**

The SportsEngine app is used for roster updates, schedules, RSVP tracking, and team messages. Download the app and enable notifications to stay up to date.

Resolving Concerns

The organization understands that even in well-intentioned communities, misunderstandings may occur. Our coaches volunteer their time out of commitment to your daughters and the shared values of this program. We ask all families to approach concerns with patience, respect, and clear communication. Please follow these steps when addressing an issue:

- Pause before addressing the issue. Game days are not the appropriate time unless the concern involves a player's immediate safety.
- Wait at least 24 hours after a tournament before contacting the coach. This pause allows for a calm, respectful conversation.
- Communicate clearly and respectfully via phone, email, or in scheduled meetings. Most concerns are best resolved through understanding.

- For further support, contact our Director of Operations, **Marquis Haynes**, at **402-452-0552**. She will ensure your concern is reviewed appropriately.

Remember, our shared goal is the growth and empowerment of the athletes. When we keep that at the center, everything else finds its place.

Playing Time

While we acknowledge the financial investment that participation requires, and while we firmly believe that every athlete selected for a team has earned the opportunity to contribute during competition, provided they consistently meet attendance and performance expectations, playing time is ultimately determined at the **discretion of the head coach**. Equal distribution of minutes should not be expected, particularly as teams progress in age and competitiveness. In some cases, the least skilled players may receive as little as 25 percent of total available minutes over the course of the season.

Player Responsibility

Being a member of the Omaha Aces carries both privilege and responsibility. Each athlete represents not only herself but the broader Keys Foundation community. This responsibility calls for excellence not only in skill but in conduct, character, and accountability. Players are expected to:

- Treat coaches, officials, opponents, spectators, and teammates with respect at all times
- Demonstrate integrity, humility, a positive attitude, and the spirit of sportsmanship
- Uphold the values of The Keys Foundation on and off the court, in words and actions

Player Agreement

1. Players must be courteous in word. Vulgar or inappropriate language is strictly prohibited.
2. Players must be courteous in action. Fighting or any form of physical aggression will NOT be tolerated.
3. Any illegal activity will result in immediate suspension, pending investigation by the board.
4. Participation on this team is a privilege, not a right. Playing time is earned through consistent effort, hard work, and a commitment to improving basketball skills.
5. Three (3) unexcused absences may result in disciplinary action, as determined by the coach.
6. If a player will be late or absent, they must notify the coach before the scheduled start of practice or a game.
7. Players must wear appropriate attire to all practices and games, including:
 - Sneakers properly tied
 - Shorts worn at the waist
 - No jewelry during practices or games
8. Players must arrive on time and be ready to begin.
9. Uniforms must be kept in their original condition and may not be altered.
10. Players must bring their full uniform to all tournaments and games.
11. Players must bring their issued practice jersey to every practice.
12. Violation of any of these responsibilities may result in suspension or dismissal from the team, at the sole discretion of the board.

Parent/Guardian Responsibilities

The Omaha Aces is an all-volunteer organization. A non-refundable player fee provides the majority of team funding.

The Keys Foundation is a registered 501(c)(3) nonprofit organization. Donations are tax-deductible and contribute to the growth and sustainability of our programs. If you or your employer is interested in supporting The Keys Foundation, please visit **www.thekeysfoundation.com** or contact us via phone or email.

The parent/guardian is responsible for:

1. Providing reliable transportation to and from all practices and tournaments.
2. Making travel arrangements and covering expenses for out-of-town or overnight events, including accommodations and meals.
3. Ensuring the child is prepared and punctual for all team-related activities.
4. Modeling respectful behavior toward coaches, officials, spectators, opponents, and especially toward their team.
5. Maintaining a positive attitude as a representative of the Omaha Aces and encouraging the same in their child during all team events and interactions.
6. Supporting team and organization-sponsored fundraising efforts to help keep membership costs low for all families.
7. Complying with organization policies and demonstrating proper respect toward players, coaches, and officials, with the understanding that failure to do so may result in disciplinary action, including possible suspension or dismissal of their child from the team at the sole discretion of The Keys Foundation.