

Strengthening Community Engagement Through the Scheyer Family Kid Captain Program

Liliana Fore

In partnership with the Scheyer Family Kid Captain Program

Honoring the courage of the kids who inspire us all.

—Scheyer Family Kid Captain Program

About the Program

The Scheyer Family Kid Captain (SFKC) Program was founded by Duke Men's Basketball Head Coach Jon Scheyer during the 2022–23 basketball season. As a family-run initiative, the program partners with Duke Children's Hospital to recognize children who have demonstrated extraordinary courage while facing serious medical challenges. This summer I worked with the Kid Captain Program to support its continued growth and enhance its presence in the Durham community.

Mission: The Scheyer Family Kid Captain Program celebrates the courage and resilience of children facing serious medical challenges. Through partnerships with Duke athletics and community partners, the program creates meaningful experiences for children that help raise awareness of pediatric health journeys while fostering connection and support for patients and their families.

Program Activities: Throughout the year, the program hosts a variety of experiences designed to bring joy and encouragement to patients at Duke Children's Hospital, including in-hospital yoga and wellness sessions, watch parties, visits from Duke athletic teams and community partners, and other special events. The program's signature experience takes place during Duke Men's Basketball games, where a Kid Captain is honored on the court at halftime, celebrating their strength and inspiring the Duke community.



Summer Goals

Before the summer started, I sat down with program coordinators Marcelle Scheyer and Ryan Jones to plan out our objectives. These goals served as a roadmap that guided my work throughout the internship.

Goals:

- Share the program's impact
- Increase community awareness
- Build for the future

Summer Projects

During Summer 2026, I supported the continued growth of the Scheyer Family Kid Captain Program through communications, community outreach, and organizational development.

Responsibilities:

- Redesigned the program website
- Developed an impact report
- Assisted with outreach efforts
- Planned the Duke Kid Captain student organization



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Impact and Lessons Learned

Using SMART goals helped me measure my impact throughout the internship. My primary objective was to strengthen the program's community presence by focusing on the "S" of SMART, which is creating specific and measurable outreach goals.

- Met and exceeded my SMART goal by identifying 3+ new community partnership opportunities.
- Developed outreach strategies to expand our relationships with businesses, student organizations, and community groups. Initiated conversations with potential partners, including Duke Line Monitors and other campus organizations.
- Laid the foundation for the start of a student organization. **Look out for the launch of our student group, Students for Kid Captains, in fall 2026.**



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