



*Restore Play*

**2021 ANNUAL REPORT**

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# MISSION STATEMENT

**GOOD SPORTS DRIVES EQUITABLE ACCESS  
IN YOUTH SPORTS AND PHYSICAL ACTIVITY,  
BY SUPPORTING CHILDREN IN HIGH-NEED  
COMMUNITIES TO ACHIEVE THEIR GREATEST  
POTENTIAL, ON THE FIELD AND IN LIFE.**



# LETTER FROM THE CEO

Dear Friends and Supporters:

For Good Sports and the community, we serve, I would characterize 2021 as the year of recovery. Due to the COVID-19 pandemic, many were faced with economic hardship, food and job insecurity, lack of social connection, risks to their health, and lost learning opportunities. For children in under resourced communities, who relied on school and community organizations to meet some of these needs, the gap in programming and support widened.

That is why at Good Sports, we responded with our Restore Play initiative. Play and sport have a very powerful role in helping us overcome the challenges we face in our lives. Fun, physical activity, and the social connections formed on teams, all contribute positively to our mental health and ability to cope with difficult circumstances. That is why we set a goal to get kids playing again as soon as possible on the heels of the pandemic by distributing \$15 million in equipment within one year of its onset.

Hitting that goal in 2021 was our most important achievement. We are so proud of the role we played in helping children in the communities we serve recover by bringing the joy of sport back after the pandemic pause. Now as we look forward to 2022 and the future, we are asking ourselves, how do we support the long-term recovery of our communities. What role can sport play in the healing process going forward? We believe it has a big role as a unifier, a community builder, an educator, a mentor, and a friend maker for the children we serve.

Our focus going forward is to ensure that all kids have access to sport and the benefits it provides to help them achieve their full potential on the field, on the court, and in life. And that means deeply investing in creating access where it is needed most—in the areas with the greatest health disparities, in traditionally under resourced BIPOC communities, for girls and other groups typically underrepresented in sport.

Good Sports is committed to deepening our impact by creating equitable access to sport with a focus on these three communities. While we achieved a great deal to support recovery in 2021, our work is not complete until we can truly say that every kid has a chance to play.

Best,



Melissa T. Harper  
Co-Founder & CEO

# LIFETIME IMPACT (AS OF DEC. 31, 2021)

**\$81M +**

VALUE OF  
EQUIPMENT DISTRIBUTED

**50**

NUMBER OF STATES SERVED  
(AND PUERTO RICO AND D.C.)

**55,000**

NUMBER OF INDIVIDUAL  
PLAY PACKS DISTRIBUTED

**6,100**

YOUTH ORGANIZATIONS  
ELIGIBLE TO RECEIVE  
EQUIPMENT DONATIONS

**13,100**

DONATIONS MADE

**9M**

NUMBER OF  
CHILDREN SERVED

# THE GOOD SPORTS ROSTER (AS OF DEC. 31, 2021)

## BOARD OF DIRECTORS

**Joel Hughes, *Chairman***  
Right Networks

**Mike Balkin**  
Foresight Acquisition Corporation

**Dave Belyea**  
Jackrabbit Design

**Kyle Betty**  
Bain Capital Credit

**Marty Blue**  
Boston Consulting Group

**Robin Bose**  
Renewal Tools

**Paul Bowen**  
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**Lewis Collins**  
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Calibration Talent Advisors

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Good Sports, Inc.

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Bain & Company

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Vintage Capital Management, LLC

**Kelly Begg Lawrence**  
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**David Mischler**  
Unifirst Corporation

**Magan Munson**  
Mayflower Sails 2020

**Brett Peterson**  
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Great Hill Partners

**Kent Weldon**  
Thomas H. Lee Partners, LP

**Liam Weston**  
Creation Technologies

**Sean Wilder**  
BV Investment Partners

## BOARD OF ADVISORS

### Chicago

**Mike Balkin**  
William Blair

**Phil Bedella**  
Media Consultant

**Ken Barber**  
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Wintrust

**Ed Filer**  
Roetzel & Andress

**Michael Fishman**  
Greenberg Traurig, LLP

**Alex Friedman**  
Periscope Equity

**John Gibbons, *Chairman***  
Greenberg Traurig, LLP

**Ozzie Giglio**  
Windy City Fox Motorsports

**Crane Kenney**  
Chicago Cubs

**Josh Kritzier**  
Team4Front

**Stephanie Lawler**  
Henkel

**Larry Mann**  
rEvolution

**Dave Martinelli**  
Portage Point Partners

**Jamil Soriano**  
Ariel Investments

**Patrick Quinn**  
William Blair

### New York

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Calibration Talent Advisors

**Kyle Cruz**  
Centerbridge Partners, LP

**Allison Schindler D'Anjou**  
CPI

**Michael Gallary**  
Lifescore Labs

**Beth Haddock**  
Warburton Advisors

**Chris Halpin**  
National Football League

**James Keenan**  
Blackrock

**Lauren Kozy**

**Hardy Manges**  
MarketAxess

**Dan Penrod**  
1091 Partners LP

**Alyssa Puccinelli**  
Carlyle Group

**Brian Ripka**  
Ripped Fitness

**Christine Ryan**

# THE GOOD SPORTS ROSTER (CONTINUED)

**Mia Blatt**

Associate, Corporate Partnerships

**Christopher Bock**

Warehouse Operations Associate

**Molly Craigwell**

Associate, Corporate Partnerships

**Kayley Curtin**

Manager, Equipment Partnerships

**Alyssa Gair**

Director, Human Resources

**Matthew Gionfriddo**

Associate, Corporate Partnerships

**Eliza Halmo**

Associate, Corporate Partnerships

**Melissa Harper**

Co-Founder and CEO

**Karleen Herbst**

Sr. Director of Fundraising &  
Business Development

**Christy Keswick**

Co-Founder and COO

**Amber Killberg**

Manager, Corporate Partnerships

**Rebecca Lynch**

Associate, Fundraising & Business Development

**Samuel Low**

Community Engagement VISTA

**Sophia Lupetin**

Marketing & Social Media Specialist

**David McIsaac**

Manager, Community Partnerships

**Jack McNamara**

Director of Logistics & Distribution

**Patrick Norris**

Associate, Community Partnerships

**Margaret Norton**

Vice President, Finance

**Didier Paul**

Warehouse Operations Associate

**William Reid**

Warehouse Operations Associate

**Charlie Sprague**

Warehouse Operations Lead

**Chandelle Schulte**

Vice President, Operations

# ACHIEVING RESTORE PLAY GOAL

At the start of the COVID-19 pandemic, Good Sports launched an initiative called **Restore Play** to help support the return of youth sports for communities in need. Our team quickly realized that youth sports opportunities were not returning equally for those that had resources and those that did not.

The Restore Play initiative had a goal to distribute \$15 million in equipment to communities in need across the country within one year of launching. We focused our efforts on three primary states of play:

- At-Home Remote Play
- Physically-Distanced Play
- Fully Restored Play

Thanks to key funding partners, such as Dick's Sporting Goods Foundation, Under Armour, Arthur M. Blank Foundation, and FOX Sports, we were able to achieve our Restore Play goal.

As of July 1, 2021, our organization distributed over 541,500 pieces of equipment, valued at over \$15 million, to 612,000 children in 48 different US states. Moreover, Good Sports donated 27,700 individual Play Packs to ensure children were able to stay active while staying at home or participating in remote practices.

## THREE PRIMARY STATES OF PLAY DURING THE PANDEMIC

### AT-HOME REMOTE PLAY

### PHYSICALLY DISTANCED PLAY

### FULLY RESTORED PLAY





# SHE WHO PLAYS

Sports and physical activity are vitally important in kids' lives, but there are still too many hurdles for girls and young women when it comes to the opportunity to play.

Studies show girls are dropping out of sports at **twice** the rate of boys by age 14—many of these young athletes drop out due to cost and access<sup>1</sup>. Additionally, Girls are being offered athletic opportunities nearly 25% less than often than boys<sup>1</sup>.

Girls need sports. Playing sports create opportunities to prepare them for a life of success. 94% of female C-Suite executives played sports<sup>2</sup>. Specifically, sports unlock benefits such as increased confidence, a sense of belonging, new friendships and leadership experience.

That's why Good Sports has launched **She Who Plays**, a campaign designed to support new and equitable access to sport for girls nationwide. This isn't just about raising awareness—Good Sports is committed to donating \$5 million in brand-new sports and fitness equipment, apparel and footwear over three years to directly impact young female athletes.

As of December 31, 2021, Good Sports distributed \$1.2 million in girls' specific equipment to over 318 youth organizations under the She Who Plays initiative.

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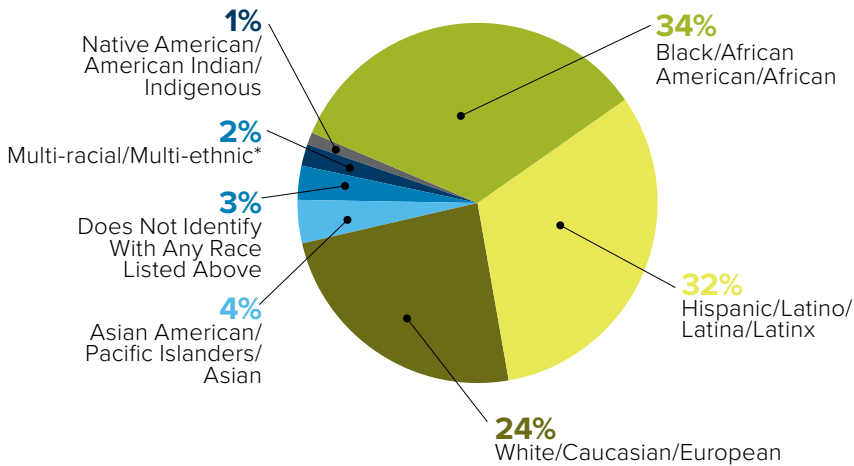
Good Sports is committed to donating \$5 million in brand-new sports and fitness equipment, apparel and footwear over three years to directly impact young female athletes.

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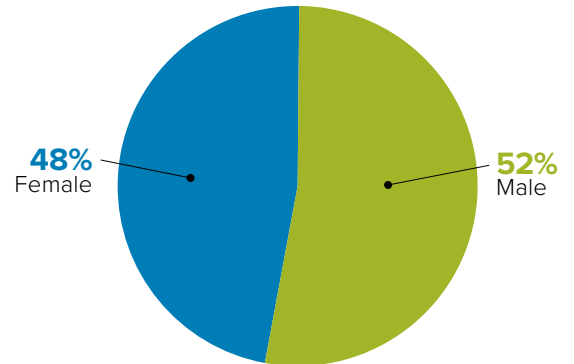


## DEMOGRAPHICS OF KIDS SERVED

### ETHNICITY



### GENDER



## STATISTICS (OUT OF EVALUATIONS RECEIVED)

**60%**

Equipment donation alleviated financial pressure off families

**60%**

Organizations that reported enhanced overall experience

**39%**

Programs that decreased their cost/fee

**40%**

Reduce fees for participants

**45%**

Reach kids not typically involved

**42%**

Expose kids to new sport/activity

# IMPACT

44%

Improve retention  
of youth

50%

Improve credibility  
of program

51%

Contribute to  
sustainability

21%

Allocate equipment  
expenses to areas  
of need

15%

Started a girls team

36%

Improved retention  
of girls



+29,912

new kids added to  
programs due to our  
equipment donations

## INCREASED MINUTES OF PLAY



59%

of programs were  
able to increase  
minutes of play

80

minute  
average  
increase  
per week





# TESTIMONIALS

## BOYS AND GIRLS CLUB OF DORCHESTER

“This donation provided hope and opportunity to hundreds of girls. They LOVE wearing the clothing/uniforms! It’s funny how simply wearing the same purple sweatshirt can make them feel like they are part of something “bigger”. The experiences help to build confidence and the girls felt proud to be singled out on various occasions when we started a new clinic.”



## GIRLS LEADING GIRLS

“After receiving new cleats and sports bras, several teenage girls expressed excitement to return to playing soccer next season and eagerness into play in games. The girls were also excited to be in official matching uniforms for first game day, [and there was] noticeable improvement in confidence in their ability to play.”

## AMERICA SCORES NEW YORK

“Our ability to provide these soccer balls has had the most significant impact on one of our female participants, who has just started playing soccer this summer. Her family is from Yemen, but she has lived in New York City for almost her whole life. She confided in me before the program started that her brothers did not support her attending because they do not believe women should play sports. When I asked her what she wants to do in the future, she said that she wants to be a voice for change. With a ball at her feet, I can tell it has boosted her confidence already and she’s always up for challenges.”





# HIGHLIGHT REEL



## DICK'S SPORTING GOODS FOUNDATION

Good Sports continued our partnership with DICK's Sporting Goods Foundation to deliver individual play packs to children in need. Over the course of 2021, Good Sports worked with the Foundation to distribute individual Play Packs with over \$3 million in equipment via the DICK's Sporting Goods Foundation Giving Truck. This truck went to 8 different cities in the United States each tour, making stops at 110 different youth organizations, serving 35,000 children in need. These play packs supported baseball and softball programming in the spring, girls programming in the summer, and general sports and recreation in the winter.



## UNDER ARMOUR

The Curry Brand at Under Armour partnered with Good Sports to help increase access to basketball for children in need, specifically at the middle school age. Not only did the Curry Brand donate shoes, basketballs, and other gear, they also generously financial supported Good Sports. To cap off a winning partnership, every point Steph Curry scored during the 2022 All-Star Game, and his win during the Three Point Competition resulted in a donation to Good Sports.



## NFL FOUNDATION

Good Sports launched a strategic partnership with the the NFL Foundation and USA Football, to increase access to football opportunities for children in need, specifically black and brown children, and girls. By providing 150 packages for Flag Football, Individual Players, Speed Training and Uniforms, Good Sports is addressing the cost barriers in football for youth programs across the country.



## GATORADE

Good Sports was the charity partner of Gatorade's "Play Like a Champion" initiative that coincided with the Summer Olympics. As a result of this partnership, Good Sports was able to distribute over \$424,000 in equipment to youth programs in 26 different cities. This donation helped to provide children in need with the opportunity to play and help build the next generation of champions—on and off the field.

# PARTNER SPOTLIGHT



## DICK'S SPORTING GOODS FOUNDATION

Value of Equipment Donated: **\$5,872,575**

Number of Kids Impacted: **83,972**

Pieces of Equipment Donated: **366,280**



## GATORADE

Value of Equipment Donated: **\$424,565**

Number of Kids Impacted: **16,899**

Pieces of Equipment Donated: **16,636**



## RALPH C. WILSON, JR. FOUNDATION

Value of Equipment Donated: **\$451,846**

Number of Kids Impacted: **13,792**

Pieces of Equipment Donated: **18,376**

# SPECIAL THANKS TO OUR 2021 FANS

## \$50,000+

Atlanta Falcons Youth Foundation	Dick's Sporting Goods	Malo Republic	Shield Sports
Atlanta United Foundation	DICK'S Sporting Goods Foundation	Molten USA	Tenacre Foundation
Augusta Sportswear	FOX Sports	New Balance Foundation	The Boston Foundation
Bauer Hockey LLC	Gatorade	New York Rangers	Under Armour
Bombas	Keurig Dr Pepper	NFL Foundation	Washington Football Team
Champion	Major League Baseball Urban Youth Fund	Nike	Wilson Sporting Goods\
Curry Brand		Ralph C. Wilson, Jr. Foundation	

## \$20,000–\$49,999

Columbus Foundation	Gray Foundation	Quest Nutrition	Vladislav Solovyev
Columbus Youth Foundation	Himan Brown Charitable Trust	Sneakers with Soul (BD)	Yasso
Fight for Children	MedExpress	Spalding	Yawkey Foundation
Foot Locker Foundation	Miami Marlins Foundation	The Bill Belichick Foundation	
GEICO MA	Mike Balkin	Top Golf	

## \$5,000–\$19,999

.ORG Impact Awards (Public Interest Registry (PIR))	Chicago Cubs	Harry Radenberg	Pat Quinn
A D Starr	Christine Ryan	Home Team Sports	Paul Bowen
Adidas	Cody Ford	Jack and Anna Sommers	Raytheon Technologies
Alexander Reese	Dan Life	Jeffrey and Mary Smith Foundation	Robert Howard
AMPAC	Drew Sawyer	Joe Dardeno	Sam Schaefer
Ariel Investments	Dwight and Kirsten Poler	Kelsey Russell	Tarkett Sports
Arthur M. Blank Family Foundation	Dynamo Charities (Houston Dynamo)	Martha Blue	The Oregon Community Foundation
Atlanta Hawks	Eion D'Anjou	Michael Flood and Shelli Breidenbach	William D Laurie Charitable Foundation
Bain Capital Children's Charity	Eugene F Fay Trust	Mr. & Mrs. Betty	Windy City Motorcycle
BlackRock	Faegre Drinker	Nathaniel and Elizabeth Stevens Foundation	WWE
Bruce Foundation	Greenberg Traurig	New Balance	

## FOUNDER'S CIRCLE | Support of Good Sports for ten years or more

Amelia Peabody Foundation	Edward and Marion Tatro	Jonathan and Heather DiPaolo	New Balance Foundation
American Hockey League	Eileen and John Sivoella	Julian and Amy Chu	New England Patriots
Andrew and Kelly Laurence	Emily Helm	Karl and Diane Neuse	New England Revolution
Angela and Neil Hughes	Fred and Joanne Martino	Katharine Martin	Peter and Amy Voorhees
Atlanta Falcons Youth Foundation	Gary and Lynne Smith	Katherine Potter	Peter and Catherine Lawler
Bain Capital Children's Charity	Gatorade	Kent and Meghan Weldon	Peter and Jana Dublin
Bill and Susan Laurence	GEICO	Keurig Dr Pepper	Peter and Susan Stevens
Boston Bruins Foundation	Geoffrey and Viva Hyatt	Kevin and Elise Yen	Rachel and Michael Condelli
Boston Celtics	Gregory and Kathy Sullivan	Kirsten and Doug Hano	Richard and Judith Pugh
Boston Red Sox	Jack and Anna Sommers	Lance and Lynel Harding	Robert and Elizabeth Kirkpatrick
Brian Woods	Jacqueline and Graig Fantuzzi	Lewis and Cary Collins	Shilpi and Ritesh Shah
BSN Sports	James and Karin Barrett	Lydia and Gary Kris	Steve & Jennifer Stone
Carol Keswick	James Hammons Jr.	Mann Shoffner & Samantha Allison	Stuart and Dana Davies
Catherine Childs	Jason Hinkle	Marc Leduc	Terry and Carol Gregory
Chicago Cubs	Jeffrey & Lynn Heuer	Margaret Neuse	Thomson Reuters
Chris and Rebecca York	Jennifer Nassour	Matthew and Julie Fletcher	Wilbur and Catherine Swan
Cindy Bero and Shawn Farrell	Jessica Cramer	Michael and Beth Harrington	Wilson Sporting Goods
Dan and Darlene Murphy	Jill and Nick Mavro	Michelle Teillon	Worcester Air Conditioning Co., Inc
David and Ann Asadoorian	Jim and Kate Catudal	Millie Park	Yawkey Foundation
Debra Tatro	Jim and Sara Taylor	Monique and Chris Porter	
Diane and Andy Brickley	Joanne Melikian-Cate and Earl Cate	Nancy Michael	
Drew and Heidi Sawyer	Joe and Mary Rosen	NESN	

# 2021 FINANCIALS

## REVENUE AND EXPENSES

### REVENUE

Grants and Contributions	\$ 6,303,541
Contributed Goods and Services	\$ 10,433,413
Change in Inventory Reserve	\$ (398,595)
Shipping and Handling Fees	\$ 248,953
Special Events	\$ 144,216
Other Income	\$ 25,868
<b>Total Revenue</b>	<b>\$ 16,757,396</b>

### EXPENSES

Program Services	\$ 16,778,750
General and Administrative	\$ 157,796
Fundraising	\$ 323,695
<b>Total Operating Expenses</b>	<b>\$ 17,260,241</b>
<b>Total Non-Operating Expenses</b>	<b>\$ 484,090</b>
<b>Change in Net Assets</b>	<b>\$ (18,755)</b>

## STATEMENT OF NET ASSETS

### ASSETS

Cash and Cash Equivalents	\$ 3,667,961
Contributions and Pledges Receivable	\$ 147,205
Accounts Receivable	\$ 30,715
Equipment Inventory	\$ 11,665,446
Prepaid Expenses	\$ 52,382
Other Assets	\$ 155,280
<b>Total Assets</b>	<b>\$ 15,718,989</b>

### CURRENT LIABILITIES

Accounts Payable	\$ 364,254
Accrued Expenses	\$ 176,650
Payroll Protection Program	\$ 398,738
Deferred Rent	\$ 123,818
Other Liabilities	\$ 242,256
<b>Total Liabilities</b>	<b>\$ 1,305,716</b>

### NET ASSETS

Net Assets without Donor Restrictions	\$ 1,093,386
Net Assets with Donor Restrictions	\$ 13,319,887
<b>Total Net Assets</b>	<b>\$ 14,413,273</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 15,718,273</b>

*Fiscal Year Ending on December 31, 2021*



# GET INVOLVED

Together, we can drive equitable access in youth sports. You can empower the next generation of youth athletes and create a real change for communities across the United States.

## THREE WAYS TO GET INVOLVED

### VOLUNTEER

Volunteering in our warehouse is an excellent way to help get sports equipment into the hands of kids in need. Whether you're coming with some of your work colleagues or your family, there is always room for you in our dugout.

Visit <https://www.goodsports.org/volunteer/> to learn more.

### PARTNER

Join our team of corporate, foundation and equipment partners to give more kids in need across the United States the chance to play.

Visit <https://www.goodsports.org/partner/> to see how you can get in the game.

### CONNECT

Follow us on Twitter, Instagram and LinkedIn, and give us a like on Facebook, to stay up to date with our latest news, photos, and videos.



For more ways to get involved, email us at [info@goodsports.org](mailto:info@goodsports.org) or call us at 617-471-1213.





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