



**GOOD  
SPORTS®**

# 2023

**A YEAR OF MILESTONES**

2023 ANNUAL REPORT





# 2023

## A YEAR OF MILESTONES

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The background of the slide is a photograph of several children, likely of African descent, engaged in a group activity. They are wearing dark-colored athletic jerseys. One child in the foreground is smiling broadly, looking towards the right. Another child to the right is wearing glasses and looking down. The image is overlaid with a semi-transparent blue filter. The text is centered over this image.

## **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 CO-FOUNDERS

We're calling 2023 our "Year of Milestones" because no other phrase captures how monumental this year has been for Good Sports. We've had the privilege of working with incredible partners, achieving major breakthroughs, and, most importantly, celebrating 20 years of ensuring all kids have access to play. What began as a dream—a U-Haul packed with basketballs and the support of family and friends—has evolved into a national movement creating equitable access to youth sports for millions of children across the country. Over these two decades, we've donated millions in new sports equipment, impacting nearly 10 million kids. The recent milestone of donating over \$100 million in brand-new gear feels even more significant in light of this journey!

Reaching \$100 million in equipment donations was a collective achievement, made possible by the dedication of our supporters, volunteers, community partners, equipment partners, and staff. And what does \$100 million look like? It translates to 850,000 balls, 165,000 sports bras, 400,000 uniforms, and so much more. We couldn't be more grateful to everyone who helped us get here.

But beyond the numbers, it's the experiences that truly shine. We hosted 21 activation events across the country with partners like Gatorade, New Balance, the Tampa Bay Rays, and even Chris Hemsworth and Centr. These events brought so much joy, with surprise guests and opportunities for kids to meet their sports heroes. Watching young athletes receive brand-new equipment is always special but seeing them play basketball with Jayson Tatum or football with Tua Tagovailoa brought a new level of excitement and delight.

This has been a year we'll never forget, and we are filled with gratitude and pride. We're eager to carry the momentum from these milestone moments into the future, continuing to reach more children across the country. Thank you for supporting our mission over the past 20 years, and we can't wait to see what we can accomplish together in the next 20.

Sincerely,



Melissa T. Harper  
Co-Founder/CEO



Christy Keswick  
Co-Founder/President



# CELEBRATING 20 YEARS OF GOOD SPORTS

November 22, 2023 was Good Sports' official 20th anniversary. To ring in the momentous day and milestone, we invited 20 years' worth of supporters, friends, family, and partners to our office and warehouse in Braintree, MA. This was our first in-house event, and it couldn't have been more perfect. From warehouse tours to equipment packing stations and connecting with some of the original Good Sports supporters, it was a night we will never forget. Thank you to everyone that joined us for the special evening, and for the last 20 years of support.

Good Sports was founded in 2003 through the dedicated work of a group of individuals who came together with a common

HANSEN  
HAND

MELISSA  
HARPER

GEOFF  
HARRIS

CHRISTY



**GOOD  
SPORTS®**

THE JOURNEY





# LIFETIME IMPACT



**\$105.9M+**

VALUE OF  
EQUIPMENT DISTRIBUTED



**50**

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



**86,018**

NUMBER OF INDIVIDUAL  
PLAY PACKS DISTRIBUTED



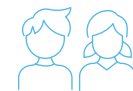
**6,370**

YOUTH ORGANIZATIONS  
ELIGIBLE TO RECEIVE  
EQUIPMENT DONATIONS



**15,752**

DONATIONS MADE



**9.7M**

NUMBER OF  
CHILDREN SERVED



# THE ROSTER

As of December 31, 2023

## BOARD OF DIRECTORS

**Michael Affronti**  
CBRE

**Jessica Aidlen, M.D. FAAOS**  
Newton-Wellesley Hospital

**Mike Balkin**  
Foresight Acquisition Corporation

**Marty Blue**  
Boston Consulting Group

**Robin Bose**  
VIMEO

**Paul Bowen**  
Bowen Inc.

**Rick Charron**  
KMPG LLC

**Rachel Condelli**  
Pepsico

**Patricia Cho**  
SharkNinja

**Catherine Beldotti Donlan**  
Superior Group of Companies

**Michael Flood**  
Calibration Talent Advisors

**Melissa Harper, President**  
Good Sports, Inc.

**Richard Harris**  
Northeastern University

**Jenifer Hartnett-Bullen**

**Anna Hitchner**  
Bain & Company

**Joel Hughes**  
Right Networks

**Rahul Kapur**  
ZRG Partners, LLC

**Kelly Begg Lawrence**  
United States Attorney  
General's Office

**Jon Perham**  
A2 Medical

**Bridget Rice**  
Canon Solutions

**Kevin Roche**  
Camden Consulting Group

**Sam Schaefer, Chair**  
Trammel Crow Company

**Derek Schoettle**  
Great Hill Partners

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

**Sean Wilder, Treasurer**  
BV Investment Partners

## BOARD OF ADVISORS

### CHICAGO

**Mike Balkin, Chairman**  
Foresight Acquisition Corporation

**Kristin Barnett**  
Major League Baseball

**Spenser Brown**  
Pritzker Private Capital

**Noreen Brennan**  
Bank of America

**John Dvorak**  
Wintrust

**Ed Filer**  
Roetzel & Andress

**Michael Fishman**  
Greenberg Traurig, LLP

**Ozzie Giglio**  
Windy City Fox Motorsports

**Amanda Jacobson**  
LaSalle Investment Management

**Crane Kenney**  
Chicago Cubs

**Josh Kritzler**  
Legends

**Stephanie Lawler**

**Dave Martinelli**  
Action Screen Print and Embroidery

**Renata Merino**  
Entrepreneur

**Gretchen Miller**  
Greenberg Traurig, LLP

**Patrick Quinn**  
William Blair

**Marco Quintana**  
Wintrust

**Scott Welch**  
USI Insurances

### NEW YORK

**Christopher Brown**  
Google

**Greg Dawkins**  
Full Court Capital

**Mike Flood, Co-Chairman**  
Calibration Talent Advisors

**Beth Haddock**  
Warburton Advisors

**Chris Halpin**  
National Football League

**Rahul Kapur, Co-Chairman**  
ZRG Partners

**James Keenan**  
Blackrock

**Eugene Kim**  
William Blair

**Andrea McGuirt**  
Growth Curve Capital

**Jessica Miller**  
Sharecare

**Alyssa Puccinell**  
Carlyle Group

**Brian Ripka**  
Ripped Fitness

**David Roter**  
Netflix

**Christine Ryan**  
New York State Office of the  
Attorney General

**Allison Schindler D'Anjou**  
CPI

**Liza Truax**  
Wingspan Legacy Partners

**Christina van Beelen**



# THE ROSTER

As of December 31, 2023

CONTINUED

## STAFF

**Ryan Aaron**  
Fundraising Events Specialist

**Newton Barthold**  
Warehouse Operations Associate

**Shelby Buck**  
Program Associate

**Marshall Caldera**  
Sr. Program Manager

**Molly Craigwell**  
Program Manager

**Paul Didier**  
Warehouse Operations Associate

**Alyssa Gair**  
Director, Human Resources

**Eliza Halmo**  
Program Manager

**Melissa Harper**  
Co-Founder & CEO

**Rachelle Jeanty**  
Warehouse Operations Associate

**Megan Kamm**  
Program Associate

**Christy Keswick**  
Co-Founder & President

**Amber Killberg**  
Director, Program

**Sam Low**  
Program Associate

**Rebecca Lynch**  
Manager, Fundraising & Business Development

**Taylor Meek**  
Program Associate

**Sarah Nacci**  
Program Associate

**Patrick Norris**  
Equipment Partnerships Specialist

**David Olds**  
Associate, Volunteer & Donor Relations

**Karleen Pattanaik**  
Sr. Director, Fundraising & Business Development

**Vaughn Pfeffer**  
Donor Relations Specialist

**Bill Reid**  
Warehouse Operations Shift Lead

**Chandelle Schulte**  
Vice President, Program & Operations

**Charlie Sprague**  
Warehouse Operations Lead

**Valerie Thompson**  
Administrative Associate,  
Office Operations

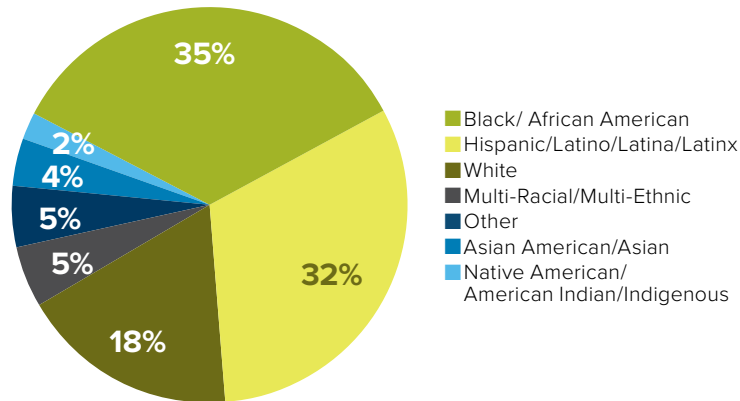
**Wednesday Walton**  
Marketing & Communications Specialist



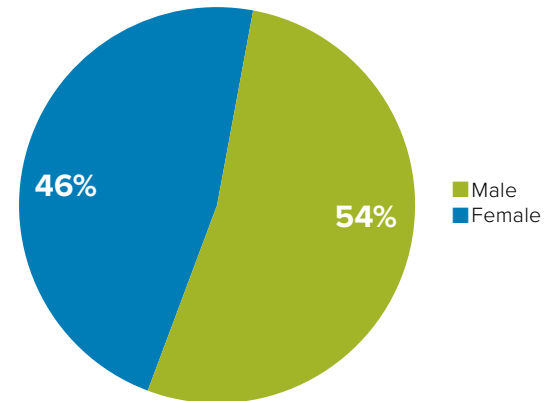
# 2023 IMPACT STATISTICS

## Demographics of Kids Served

### Ethnicity



### Gender



## Youth Added to Programming



**60%**  
of programs increased  
the number of youth in  
their programming

**118**  
average number  
of kids added

**54,653**  
total number of kids added

## Increased Minutes of Play



**64%**  
of programs were  
able to increase  
minutes of play

**79**  
minute average  
increase  
per week

**14,160**  
total minutes added

# EVALUATION STATISTICS



62%

Equipment donation  
alleviated financial  
pressure off families



71%

Organization reported  
enhanced overall  
experience



68%

Increased the  
self-esteem of youth



64%

Increased self-esteem  
of girls participants



54%

Reach kids not  
typically involved



57%

Expose kids to new  
sport/activity



50%

Improve retention  
of youth



54%

Improve credibility  
of program



58%

Contribute to  
sustainability



68%

Allocate equipment  
expenses to other  
areas of need



50%

Improved retention  
of girls



# TESTIMONIALS

## Tree Street Youth

“The major highlight of this experience was our receipt of equipment was perfectly timed with the vision and creation of our first ever girls basketball league! We have run co-ed leagues historically with our partners in the community, but this year made a real push to establish a second league specifically for our girls. It has been a renowned success and even inspired our local rec to create free accessed girls teams to add to the program.”



## DREAMZ Foundation

“Girls participation in sports is a major disappointment in our area...Thanks to the equipment donation, our organization is capable of introducing something new and refreshing to our undeserved youth. We’ve started a free yoga class to help girls enhance their mental aspects of the game. It’s a major impact and improvement of keeping girls in sports because they are being challenged in different ways at no cost. We are forever grateful and humble for the amazing equipment donation that allows us to keep youth active with no financial burden on their families. The youth were overwhelmed with new equipment and appreciated the gifts that were provided. Our program has grown tremendously thanks to your kind donation.”

# TESTIMONIALS CONTINUED

## Kern Community Tennis Association

“The real difference Good Sports is making is in how (versus how many) we service. The gear being provided by Good Sports is completely changing the experience (for the better) at many schools. KCTA has been closing the racquet and shoe gaps for several years, but we did not have the means to address clothing... before Good Sports. The link between matching sweatshirts and tennis bags to higher participation rates may not be obvious to all, but it is real. As we all know, high school kids are very sensitive to peer pressure. When the opposing team shows up in quality and matching gear, while your own team has a ragtag look and is hauling equipment in shopping bags, it does not go unnoticed. Looking good promotes feeling good, and feeling good promotes playing well. Playing well promotes retention, and, more important, greatly increases the probability that tennis will become a lifetime sport for the individual.”



## Fathers Purpose

“The donation allowed us to finally develop a girls flag football team. We’ve always had the participation numbers, but never the resources and the required equipment to participate. We now have a waiting list for more girls to participate.”



# EVENTS



## Boston Legends

Good Sports' Annual Boston Legends gala celebrated a year of Play for All and the 20th Anniversary of Good Sports. With over 450 supporters of the Good Sports mission in attendance, the event was a major success, raising over \$530,000... a Good Sports gala record! The night featured a silent auction offering one-of-a-kind trips and experiences, stories from a local Boston program, and an inspirational keynote address from WNBA Athlete, Rhonda Banchemo.



## Chicago Legends

Our Chicago Legends gala returned for its 13th year with a bang. The incredible evening included an evening of networking, unique auction opportunities, and a moving speech from motivational speaker Steve Pemberton. Over 300 guests gathered to support Good Sports and raised \$300,000.



## New York Panel

Our New York "Equity in Sports" panel was back for its second year in NYC featuring a discussion about the importance of women in sports leadership roles. The night brought together a group of barrier-breaking women, including:

Vanessa Perdomo, *Bloomberg*

Suzy Kolber, *National Sports Media Broadcaster*

Kim Davis, *NHL Senior Executive Vice President of Social Impact, Growth Initiatives, & Legislative Affairs*

Alexia Gallagher, *NFL Vice President of Philanthropy*

Shannon Shae Montoya, *Vice President of Global B2B Marketing, Yahoo*

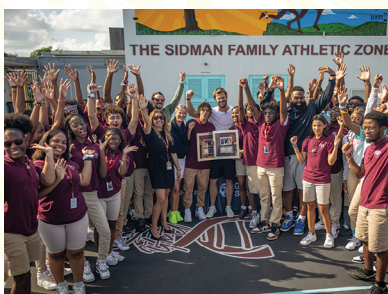
Jess King, *Peloton Instructor*

# HIGHLIGHT REEL



## Gatorade

Through partnering with the *Fuel Tomorrow* initiative, Gatorade and Good Sports achieved wide-reaching impact by providing nearly \$600,000 in equipment across the country. We celebrated equipment donations in six regions, alongside professional athletes such as Jayson Tatum, Shedeur Sanders, Tua Tagovailoa and more!



## Centr

Good Sports teamed up with Chris Hemsworth's fitness brand, Centr, to increase access to sports and fitness opportunity for children in need. Centr community members logged enough active minutes for Centr and Good Sports to increase play opportunity for 475,000 children in need. And the added bonus? Students from a Miami, FL school were thrilled to have Centr and Good Sports present them with an equipment donation... and a surprise visit from Chris himself!



## Under Armour

Under Armour continued their longstanding support by featuring Good Sports in stores nationwide and encouraging customers to make a donation at the register. Together through initiatives like She Who Plays and Under Armour's "At the Register" program, we gave 73,643 children in need the gift of greater access to play and 66% of youth organizations were able to expand programming as a result.



## DICK'S Sporting Goods Foundation

As DICK'S Sporting Goods celebrated their 75th anniversary, we were proud to continue our partnership and provide 65,946 pieces of equipment to help 74 youth organizations in 20 high-need communities nationwide increase access to a variety of sports, including Archery Boxing, Flag Football, Golf, and more!



# PARTNER SPOTLIGHT



## Atlanta United Community Fund



**\$279,480**

Value of Equipment Donated



**2,935**

Number of Kids Impacted



**11,072**

Pieces of Equipment Donated



## Gatorade



**\$574,272**

Value of Equipment Donated



**14,124**

Number of Kids Impacted



**25,303**

Pieces of Equipment Donated



## Under Armour – Register Program\*



**\$1,049,931**

Value of Equipment Donated



**45,626**

Number of Kids Impacted



**33,384**

Pieces of Equipment Donated

# PLAY CHAMPIONS

In celebration of a huge milestone in 2023, Good Sports' endurance event fundraising program officially formalized itself with a brand-new title and logo – **the Good Sports Play Champions!**



Play Champions represents a group of **over 200 runners, past and present**, who have put themselves at the start line of a premier race to support the Good Sports mission.

Our 2023 teams raised the following amounts:

<b>\$179,000</b>	Boston Marathon
<b>\$39,000</b>	Chicago Marathon
<b>\$37,000</b>	New York City Marathon
<b>\$20,000</b>	Falmouth Road Race

**The milestone:** over \$1,000,000 has been raised by our runners since 2018.



THANK YOU TO OUR INAUGURAL PLAY CHAMPIONS CLASS OF 57 RUNNERS WHO MADE 2023 SO SPECIAL, AND TO ALL THE PLAY CHAMPIONS WHO CAME BEFORE!





# SPECIAL THANKS TO OUR 2023 FANS

## \$100,000+

Atlanta Falcons Youth Fund  
Centr Fit  
DICK'S Sporting Goods Foundation  
Gatorade  
Ralph C. Wilson, Jr. Foundation  
Start Small Fund  
The Gary and Vivienne Player Foundation  
Under Armour

## \$50,000+

Atlanta Braves  
Atlanta Hawks  
Chicago Cubs  
Denver Broncos Foundation  
Major League Baseball  
New Balance Foundation  
NFL Foundation

## \$25,000+

GEICO  
GOAT Group  
Gray Foundation  
Fight for Children  
MedExpress  
Tampa Bay Rays Baseball Foundation  
The Bill Belichick Foundation  
Yawkey Foundation

## \$5,000+

Bain Capital Children's Charity  
Bauer Hockey LLC  
Bruce Foundation  
Columbus Youth Foundation  
Comeau Foundation  
Community Foundation for Southeast Michigan  
Engler Realty Advisors  
Eugene F. Fay Trust  
GEICO  
Las Vegas Raiders Foundation  
Lucky Seven MN Foundation  
New Balance  
Sharecare  
Tarkett Sports  
TJX Companies  
Wasabi Technologies

# 2023 FINANCIALS

## Revenue and Expenses

### Revenue

Grants And Contributions	\$	5,855,042
Contributed Goods And Services	\$	11,182,255
Change In Inventory Reserve	\$	(13,937)
Shipping And Handling Fees	\$	189,461
Special Events	\$	782,400
Interest Income	\$	10,577
<b>Total Revenue</b>	<b>\$</b>	<b>18,111,326</b>

### Expenses

Program Services	\$	12,461,569
General And Administrative	\$	333,039
Fundraising	\$	1,228,183
Total Operating Expenses	\$	14,022,791
Total Non-Operating Expenses	\$	0
<b>Change In Net Assets</b>	<b>\$</b>	<b>4,088,535</b>

## Statement of Net Assets

### Assets

Cash And Cash Equivalents	\$	3,308,581
Contributions And Pledges Receivable	\$	528,150
Accounts Receivable	\$	13,714
Equipment Inventory	\$	10,345,753
Prepaid Expenses	\$	164,750
Other Assets	\$	1,193,610
<b>Total Assets</b>	<b>\$</b>	<b>15,554,558</b>

### Current Liabilities

Accounts Payable	\$	256,088
Accrued Expenses	\$	144,610
<b>Total Liabilities</b>	<b>\$</b>	<b>1,724,106</b>

### Net Assets

Net Assets Without Donor Restrictions	\$	1,438,718
Net Assets With Donor Restrictions	\$	12,391,734
<b>Total Net Assets</b>	<b>\$</b>	<b>13,830,452</b>
<b>Total Liabilities And Net Assets</b>	<b>\$</b>	<b>15,554,558</b>

Fiscal Year Ending On December 31, 2023



# GET INVOLVED

In a Year of Milestones for Good Sports, our team did not do it alone. 2024 presents an incredible opportunity to continue the momentum of working alongside passionate advocates and community members, and we encourage all to consider more ways to Get Involved!



## Partnerships

Give play opportunities to kids alongside your work teammates! See [here](#) for more information.



## Volunteer

We always need extra hands in our 36,000 square foot warehouse to pack, sort, and count brand new equipment donations! Bring in your family or your company — plan your trip to Good Sports HQ [here](#).



## Fundraise for Us

Good Sports works with individuals to give back during life milestones — weddings, Bar and Bat Mitzvahs, birthdays, and more! We'd love to bring you into the fold of our mission — start your fundraiser with us [here](#)!



## Emerging Leaders Council

Support Good Sports as a strategic thought partner and fundraiser alongside fellow young professionals. Join our Boston, Chicago, or New York City chapters [here](#).



## Play Champions

Looking to race Boston, New York City, or Chicago Marathon in honor of children's play opportunity? We'd love to invite you to apply to be a Play Champion! Learn more about our endurance event fundraising [here](#).



## Equip-A-Kid

Every piece of new equipment we donate can transform a child's life: help us by donating your choice of gear to communities we support! See [here](#) to check out our Equip-A-Kid platform.



# 2023

THANK YOU FOR BEING A PART  
OF OUR YEAR OF MILESTONES



**GOOD  
SPORTS®**

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[www.goodsports.org](http://www.goodsports.org) | email: [info@goodsports.org](mailto:info@goodsports.org)

