



2018 ANNUAL REPORT

Letter from the CEO

Dear Friends and Supporters:

As I reflect back on 2018, I am so proud of the fact that we were able to accomplish more than ever before in a single year. Together with our equipment and philanthropic partners, Good Sports was able to distribute \$15.3 million in equipment to provide 1.6 million children in need with greater access to play.

When we founded Good Sports with 500 basketballs in 2003, I would not have predicted the tremendous growth and impact our work would have today. However, we recognized the challenge that was emerging amongst youth—that sports and physical activity was increasingly reserved for the kids that could afford to pay. There is a growing gap in participation rates in sports for children in need compared to their affluent peers. Why? Because the cost of sports is leaving kids from high poverty communities on the sidelines.

At Good Sports, we believe that access to play is core to the development of a child. Furthermore, sport and physical activity should not be reserved for the privileged but should be available to all children regardless of socioeconomic status. By providing sports equipment, footwear, and apparel to kids in need, our goal is to give play back to kids.

And while we were able to do that for 1.6 million kids in 2018, there is so much more to be done. We hope you will join us in 2019 to help us do more. Join us on social media to share our story, make a contribution to our growing organization, or nominate a program that provides play opportunities for children in need.

We know that kids who play do better on the field, in the classroom, and in life. And together, we can make sure that all kids have the opportunity to play.

Best,

Melissa Harper

Melissa Harper
Co-Founder & CEO

THE GOOD SPORTS ROSTER (AS OF JANUARY 1, 2019)

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THE GOOD SPORTS ROSTER CONTINUED

GOOD SPORTS ROSTER

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Marketing & Social Media Associate

James Whittle
Finance Associate

IMPACT

Your support helps youth-serving organizations grow in **so many different ways**. With new equipment, these groups are able to provide countless opportunities for more children.

46%

Programs that **decreased their cost/fee**

60%

Organizations that **expanded existing programs**

45%

Organizations that **started new programs**

51%

Organizations **reached kids** not typically involved

INCREASED MINUTES OF PLAY



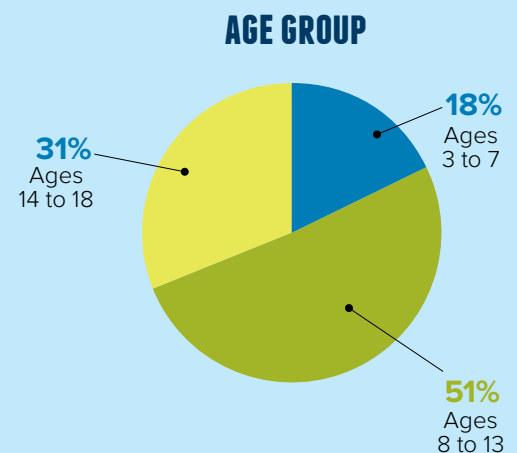
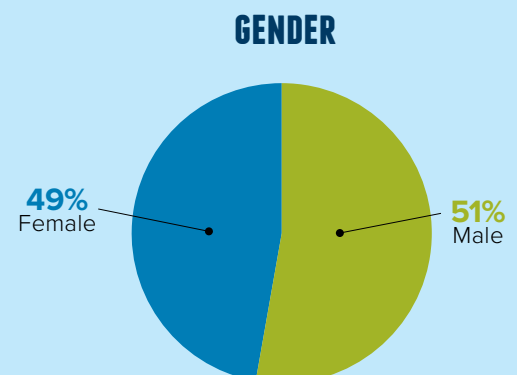
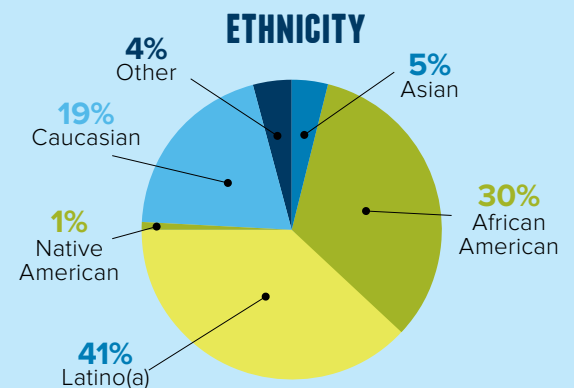
68%

of programs reported increase in minutes of play

55

minute average

DEMOGRAPHICS OF KIDS SERVED



TESTIMONIALS

Providing Opportunity For All

“We really can use the batting gloves, sliding shorts, and cleats. We have a very low income area where families struggle to make ends meet. An example, we have a girl on our team being raised by her grandmother. The player is feeling great about playing softball because of the new equipment. **Please keep it coming as we are trying our best to build a program the players can be proud of.**”

– Lee High School | Montgomery, Alabama



Inclusivity and Sustainability

“We received the incredible equipment donation towards the end of summer. As school is back in session, we are now gearing up for our season and will see an increase in participation, help provide new equipment, uniforms, and resources to continue providing high quality sports programming for our Special Olympics athletes. **“I feel like I’m in the big leagues now”** stated a Special Olympics athlete who benefited from this equipment donation. We are so grateful for your support to ensure our Special Olympics athletes have everything they need to compete at the best of their ability. Thank you!”

– Special Olympics Arizona | Phoenix, Arizona



Keeping Kids In The Game

“At Roosevelt Upper in Hyde Park, students that did not have proper winter attire (e.g. gloves and sweatshirts) were not able to participate in running sessions outside during the colder months of the year due to safety concerns. **These students are now able to participate in all sessions due to the Good Sports donation.**”

– ChildObesity180, Tufts University | Boston, Massachusetts



HIGHLIGHT REEL



YASSO

2018 marked the first year of the partnership between Good Sports and Yasso Greek Frozen Yogurt through its Game On! Foundation. Together, we donated over \$92,000 in sports and physical education equipment to six schools and community organizations in Brockton, Massachusetts. For one afternoon in December, Yasso volunteers picked, packed, and prepared the equipment for distribution at a local recipient program, and also had the opportunity to facilitate activities for more than 75 elementary school students. Students, teachers, and volunteers were able to come together and make lasting connections built around one common theme, the importance of play.



Chicago Cubs Charities

The folks of the Chicago Cubs front office continue to be advocates for their city through their partnership with Good Sports. In May, Good Sports and the charitable groups from the Cubs picked and packed sports equipment benefiting youth baseball and softball programs throughout Chicago. More than forty Cubs employees came out to the famous Gallagher Way to pack up over \$100,000 worth of brand new sports equipment, apparel and footwear to be donated.



Problems, Solutions, Heroes

In 2018, Good Sports wrapped its first short-form documentary "Problems, Solutions, Heroes" based in Bridgeport, Connecticut. Through the eyes of coaches, teachers and student athletes of Harding High School, we get a truly intimate look at what a community will go through for its kids and their opportunities in sport. Their experience of receiving a Good Sports donation carries the basis of our mission, and how the benefits of sports and play transcends the field.

[CHECK IT OUT HERE >](#)

AMBASSADORS IN THE FIELD



Jesse Palmer, ESPN

Good things come in threes! 2018 was Jesse Palmer's third year as Good Sports' national spokesperson. He was instrumental in many milestones within the organization, including being on hand at many donation presentations. This past fall, he met with the young men of the NYC Lions Football team as they received more than \$11K in new sports gear, benefiting 107 local New York City youth. Jesse took the time to get to know the team and coaches; sharing how sports have helped him on and off the field.



Chris Archer, Pittsburgh Pirates

Pittsburgh Pirates pitcher Chris Archer continues to be a long standing ally for youth sports alongside Good Sports. Chris and Pirates Charities worked with us to get more youth into the game by bringing brand new equipment to multiple baseball and softball programs throughout the Pittsburgh area. In the late fall, Chris also visited with the players of the Baldwin Athletic Association, helping us to bring them more than \$7,600 worth of brand new sports gear.



Zach Ertz, Philadelphia Eagles

Tight end Zach Ertz keeps encouraging local Philly kids to be driven, excellent students and kind individuals at every event we host together. Through our partners at Dunkin Donuts, Zach helped us present a \$49,000 sports gear donation to local Philadelphia football and cheer programs. And, of course, the kids got to test out their new equipment with Zach on the gridiron.

PARTNER SPOTLIGHT



Atlanta Falcons Youth Foundation

Value of Equipment Donated: **\$281,007**

Number of Kids Impacted: **23,972**

Pieces of Equipment Donated: **7,850**

Communities Served: **19**



Keurig Dr Pepper

Value of Equipment Donated: **\$1,517,395**

Number of Kids Impacted: **1,262,385**

Pieces of Equipment Donated: **67,402**

Number of Volunteers Involved: **214**



New Balance Foundation

Value of Equipment Donated: **\$110,050**

Number of Kids Impacted: **1,900**

Number of Volunteers Involved: **75**

Number of Programs Supported: **13**

SPECIAL THANKS TO OUR 2018 FANS

\$50,000+

Adidas	Chicago Cubs	Keurig Dr Pepper	Premium Nutraceuticals, LLC
Atlanta Falcons Youth Foundation	Empower Retirement	Mabel Louise Riley Foundation	SKLZ
Atlanta United Foundation	ESPN	New Balance Foundation	Under Armour
Bear Mattress, LLC	Franklin Sports	New York Rangers	Washington Redskins Charitable Foundation
Brooks Running	Georgia SHAPE	Nike	

\$20,000-\$49,999

21ST Century FOX	Chris Stadler	GEICO	The Grubman Compton Foundation
Adam Franklin	Don't Give Up Foundation	Gray Foundation	Yasso
Atlas Merchant Capital	Dunkin Donuts	Rays Baseball Foundation	Yawkey Foundation
Brian O'Callaghan	Fishlinger Family Foundation	Tachikara Inc.	ZOLL Medical
BSN Sports	Fox Sports	TD Garden	

\$5,000-\$19,999

A4	Dean Pisani	Kevin Mize	RBC Capital
Andrew & Alice Fischer Charitable Trust (First National Bank)	Denman Family Foundation	KwikGoal	Rick Doyle
Andrew and Kelly Laurence	Discovery Land Company	Kyle Betty	Robert Warden
Anna Hitchner	Don Lane	Kyle Flynn	Roetzel
Anonymous Anonymous	Drew Sawyer	Liam Weston	Ropes & Gray
Ariel Investments	Earl and Joanne Cate	Major League Baseball Urban Youth Fund	Samuel Menco
Bain Capital Children's Charity	Edward Filer	Mann Shoffner & Samantha Allison	Saucony
Bern Unlimited	Erica Fishman	Michael Ajouz	Scott Wille
BNY Mellon	Eversource	Michael Ferragamo	Shulte Roth & Zabel LLP
Boston Bruins Foundation	Five Star Senior Living	Michael Krupka	Terrence Brady
Boston Red Sox	General Mills	Mike Balkin	The Bill Belichick Foundation
Brien O'Connor	Genius Chidzikwe	New England Patriots Charitable Foundation	The John Buck Company
Bruce Beal	Gloria Pisani	Nina Spiller	Thomas and Karen Allen
Bry Roskoz	Greenberg Traurig	PACE Sports	Thomson Reuters
Bryan Lambert	Hanau Family Fund	PARK Social Soccer Co.	Timothy White
Chicago Bears Football	Jack and Anna Sommers	Paul and Sandy Edgerley	Tom Zaccagnino
Chicago Blackhawks Charities	Jacqueline and Graig Fantuzzi	Peter and Catherine Lawler	Vinod Venugopal
Chris Quick	Jim and Kate Catudal	PGA	William Blair
Cruz Family Fund	John F Gibbons	Quincy Mutual Group	Willis Towers Watson
Damico Family Foundation	Justin Dziama	Randy Peeler	Wintrust Commercial Banking
	Katherine Potter		

FOUNDER'S CIRCLE | Continuous support of Good Sports for ten years or more

Amelia Peabody Foundation	Dan & Darlene Murphy	Jennifer Nassour	Michele Martin
American Hockey League	Davin Lencz	Jessica Cramer	Michelle Teillon
Andrew & Kelly Laurence	Diane & Andy Brickley	Jill & Nick Mavro	Morgan Coleman
Angela & Neil Hughes	Drew & Heidi Sawyer	Jim & Kate Catudal	Nancy Michael
Bain Capital	Emily Helm	Jim & Sara Taylor	New Balance
Bill and Susan Laurence	Fred & Joanne Martino	Jonathan & Heather DiPaolo	Peter & Jana Dublin
Boston Bruins Foundation	Gary & Lydia Kris	Kaki Martin	Peter & Susan Stevens
Boston Red Sox Foundation	Gary & Lynne Smith	Karl & Diane Neuse	Rebecca & Chris York
Brian Woods	GEICO	Katherine Potter	Richard & Judith Pugh
BSN Sports	Geoffrey & Viva Hyatt	Kent & Meghan Weldon	Robert & Elizabeth Kirkpatrick
Carol & Terry Gregory	Gregory & Kathy Sullivan	Kevin & Elise Yen	Rob Gotti
Children's Charities	James & Karin Barrett	Kirsten & Doug Hano	Steve & Jennifer Stone
Cary & Lewis Collins	James Hammons, Jr.	Lance & Lynel Harding	Ted & Miriam Manley
Catherine Childs	Jacqueline and Graig Fantuzzi	Marc & Ashley Leduc	Thomson Reuters
Chris & Monique Porter	Jason Hinkle	Matthew & Julie Fletcher	Wilbur & Catherine Swan
Cindy Bero & Shawn Farrell	Jeffrey and Lynn Heuer	Michael & Beth Harrington	Yawkey Foundation

2018 FINANCIALS

Revenue and Expenses

Revenue

Grants and Contributions	\$ 3,474,699
Contributed Goods and Services	\$ 10,395,759
Change in Inventory Reserve	\$ 575,493
Shipping and Handling Fees	\$ 290,036
Special Events	\$ 687,393
Interest Income	\$ 1,073

Total Revenue **\$ 15,424,453**

Expenses

Program Services	\$ 16,906,247
General and Administrative	\$ 204,859
Fundraising	\$ 860,522

Total Expenses **\$ 17,971,628**

Change in Net Assets **\$ (2,547,175)***

Statement of Net Assets

Assets

Cash and Cash Equivalents	\$ 1,221,333
Contributions and Pledges Receivable	\$ 596,979
Accounts Receivable	\$ 19,097
Equipment Inventory	\$ 12,405,035
Prepaid Expenses	\$ 78,116
Other Assets	\$ 73,661

Total Assets **\$ 14,394,221**

Current Liabilities

Accounts Payable	\$ 234,071
Accrued Expenses	\$ 75,737

Total Liabilities **\$ 309,808**

Net Assets

Net Assets without Donor Restrictions	\$ 522,295
Net Assets with Donor Restrictions	\$ 13,562,118

Total Net Assets **\$ 14,084,413**

Total Liabilities and Net Assets **\$ 14,394,221**

Fiscal Year Ending on December 31, 2018

** The Change in Net Assets is primarily due to Good Sports distributing an excess of sports equipment over the receipt of in-kind equipment donations.*



www.goodsports.org

