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
Co-Founder & CEO
THE GOOD SPORTS ROSTER  (AS OF JANUARY 1, 2019)

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Tyler Wolfram
Oak Hill Capital Partner
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Tracey Britton</td>
<td>Chief of Staff</td>
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<tr>
<td>Candace Burton</td>
<td>Associate, Corporate Partnerships</td>
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<tr>
<td>Molly Clark</td>
<td>Associate, Community Partnerships</td>
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<tr>
<td>Samantha MacKinnon</td>
<td>Sr. Associate, Events &amp; Marketing</td>
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<tr>
<td>Toby Emms</td>
<td>Chicago Market Director</td>
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<tr>
<td>Alyssa Gair</td>
<td>HR &amp; Operations Manager</td>
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<td>Kayley Gallagher</td>
<td>Manager, Corporate Partnerships</td>
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<td>Melissa Harper</td>
<td>Co-Founder/Chief Executive Officer</td>
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<tr>
<td>Karleen Herbst</td>
<td>Senior Director of Fundraising &amp; Business Development</td>
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<td>Max Jensen</td>
<td>Associate, Corporate Partnerships</td>
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<td>Christy Keswick</td>
<td>Co-Founder/Chief Operating Officer</td>
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<tr>
<td>Amber Killberg</td>
<td>Manager, Corporate Partnerships</td>
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<tr>
<td>Jay Kolovson</td>
<td>Warehouse Operations Associate</td>
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<tr>
<td>Rebecca Lynch</td>
<td>Business Development Associate</td>
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<tr>
<td>David McIsaac</td>
<td>Manager, Community Partnerships</td>
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<tr>
<td>Jack McNamara</td>
<td>Director of Logistics &amp; Distribution</td>
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<tr>
<td>Mark Navarro</td>
<td>Warehouse Operations Associate</td>
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<td>Patrick Norris</td>
<td>Associate, Community Partnerships</td>
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<tr>
<td>Margaret Norton</td>
<td>Financial Controller</td>
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<tr>
<td>Kelly Patterson</td>
<td>New York Market Director</td>
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<td>Kelsey Poole</td>
<td>Associate, Community Partnerships</td>
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<td>Melissa Rundlett</td>
<td>Associate, Corporate Partnerships</td>
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<td>Courtney Schermanhorn</td>
<td>Director, Account Management</td>
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<tr>
<td>Nora Weiss</td>
<td>Marketing &amp; Social Media Associate</td>
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<tr>
<td>James Whittle</td>
<td>Finance Associate</td>
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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.

**DEMOGRAPHICS OF KIDS SERVED**

- **Gender**
  - 51% Male
  - 49% Female

- **Ethnicity**
  - 30% African American
  - 41% Latino(a)
  - 19% Caucasian
  - 1% Native American
  - 5% Other
  - 4% Asian

- **Age Group**
  - 18% Ages 3 to 7
  - 51% Ages 8 to 13
  - 14% Ages 14 to 18

### Impact

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

## $20,000-$49,999
- 21ST Century FOX
- Adam Franklin
- Atlas Merchant Capital
- Brian O’Callaghan
- BSN Sports
- Chris Stadler
- Don’t Give Up Foundation
- Dunkin Donuts
- Fishlinger Family Foundation
- Fox Sports
- GEICO
- Gray Foundation
- Rays Baseball Foundation
- Tachikara Inc.
- TD Garden
- The Grubman Compton Foundation
- Yasso
- Yawkey Foundation
- ZOLL Medical

## $5,000-$19,999
- A4
- Andrew & Alice Fischer Charitable Trust (First National Bank)
- Andrew and Kelly Laurence
- Anna Hitchner
- Anonymous
- Ariel Investments
- Bain Capital Children’s Charity
- Bern Unlimited
- BNY Mellon
- Boston Bruins Foundation
- Boston Red Sox
- Brian O’Connor
- Bruce Beal
- Bry Roskoz
- Bryan Lambert
- Chicago Bears Football
- Chicago Blackhawks Charities
- Chris Quick
- Cruz Family Fund
- Damico Family Foundation
- Dean Pisani
- Denman Family Foundation
- Discovery Land Company
- Don Lane
- Drew Sawyer
- Earl and Joanne Cate
- Edward Filer
- Erica Fishman
- Eversource
- Five Star Senior Living
- General Mills
- Genius Chidzikwe
- Gloria Pisani
- Greenberg Traurig
- Hanau Family Fund
- Jack and Anna Sommers
- Jacqueline and Graig Fantuzzi
- Jim and Kate Catudal
- John F Gibbons
- Justin Dziama
- Katherine Potter
- Kevin Mize
- KwikGoal
- Kyle Betty
- Kyle Flynn
- Liam Weston
- Major League Baseball
- Urban Youth Fund
- Mann Shoffner & Samantha Allison
- Michael Ajouz
- Michael Ferragamo
- Michael Krupka
- Mike Balkin
- New England Patriots Charitable Foundation
- Nina Spiller
- PACE Sports
- PARK Social Soccer Co.
- Paul and Sandy Edgerley
- Peter and Catherine Lawler
- PGA
- Quincy Mutual Group
- Randy Peeler
- RBC Capital
- Rick Doyle
- Robert Warden
- Roetzel
- Rogers & Gray
- Samuel Mencoff
- Saucorpy
- Scott Wille
- Shulte Roth & Zabel LLP
- Terrence Brady
- The Bill Belichick Foundation
- The John Buck Company
- Thomas and Karen Allen
- Thomson Reuters
- Timothy White
- Tom Zaccagnino
- Vinod Venugopal
- William Blair
- Willis Towers Watson
- Wintrust Commercial Banking

## Founder’s Circle
- Continuous support of Good Sports for ten years or more

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

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[Good Sports logo]  
www.goodsports.org