



2017 ANNUAL REPORT

Letter from the CEO

Dear Friends,

2017 was a positive and eventful year for Good Sports with many significant successes that we are excited to share with you. Together, we continue to accomplish so many great things that are helping us to support as many kids as possible by providing access to sports and fitness opportunities.

With the help of all of our amazing partners, supporters, and donors we had a record breaking year at Good Sports. For another consecutive year we supported over one million children! Those children now have access to over \$5.4 million of new equipment, apparel and footwear from 30 different companies in the sporting goods' industry.

These accomplishments are certainly meant to be celebrated, but our work is far from complete. There are still millions of children on the sidelines, and together, every day, we are getting closer to solving this problem. We promise to continue supporting millions of children every year, until all kids have the opportunities afforded by sports and physical activity.

On behalf of myself, our Board of Directors, our advisors and staff – thank you. Your investments, now and in the future, are what make our work possible. Our capacity for continued growth and potential to remove barriers to sport participation across the country are possible because of you. Thank you for helping us give all kids a chance to play.

Sincerely,

Melissa Harper

Melissa Harper
Co-Founder/CEO

THE GOOD SPORTS ROSTER (AS OF JANUARY 1, 2018)

BOARD OF DIRECTORS

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Kent Weldon
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Liam Weston
Hollingsworth & Vose

John Wolf
PGA Tour

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Moulter Brickley Associates

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EGD Communications

Josh Fink
Crazy Foam International

Neil Funk
Chicago Bulls

Josh Kraft
New England Patriots/
Boys & Girls Clubs of Boston

Amy Latimer
TD Garden

Jack O'Callahan
Ziegler Capital Management

Glenn Ordway
WEEI

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Jim Rushton
IBM Interactive Experience

Justine Schaffner
Georgetown McDonough

Kathryn Tappen
NBC Sports

Charles Veysey
Life is Good Foundation

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Leo Kane
NFL Advisor

Crane Kenney
Chicago Cubs

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rEvolution

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Pamplona Funds

Scott Wille
Cerberus Capital Management, L.P.

Tyler Wolfram
Oak Hill Capital Partner

THE GOOD SPORTS ROSTER CONTINUED

FOUNDER'S CIRCLE

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

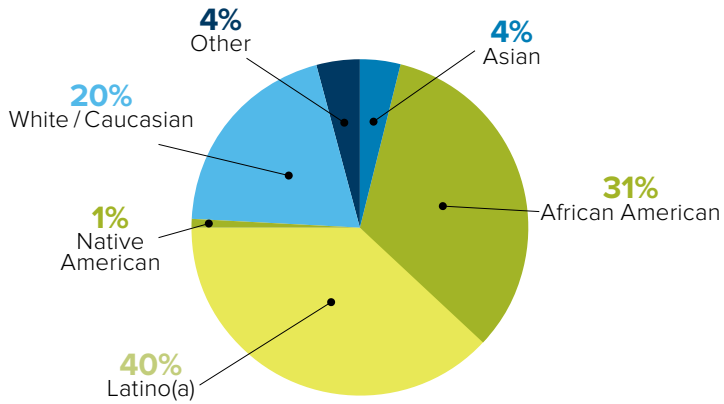
GOOD SPORTS ROSTER

Tracey Britton Chief of Staff	Max Jensen Partnerships Assistant	Jack McNamara Director of Logistics & Distribution	Courtney Schermerhorn Director, Account Management
Samantha Christopher Events & Marketing Associate	Aaron Johnson Partnerships Assistant	Patrick Norris Program Assistant	Nora Weiss Marketing & Social Media Assistant
Toby Emms Chicago Market Director	Christy Keswick Co-Founder/ Chief Operating Officer	Margaret Norton Financial Controller	James Whittle Finance Assistant
Tyrone Foster Program Assistant	Amber Killberg Corporate Partnerships Manager	Kelly Patterson New York Market Director	Michael Wright Equipment Partnerships Manager
Alyssa Gair HR & Operations Manager	Jay Kolovson Warehouse Assistant	Vaughn Pfeffer Operations Associate	
Kayley Gallagher Corporate Partnerships Manager	Rebecca Lynch Business Development Associate	Kelsey Poole Program Assistant	
Melissa Harper Co-Founder/ Chief Executive Officer	David McIsaac Community Partnerships Manager	Melissa Rundlett Partnerships Assistant	

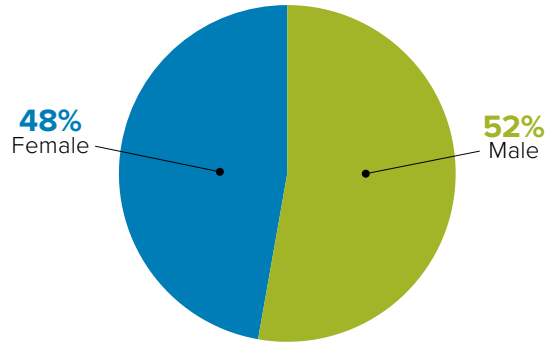
ABOUT GOOD SPORTS

Who Does Good Sports Serve?

Ethnicity



Gender



How Did Our Donations Impact Organizations?

- **60% decreased programs costs** because of Good Sports donation
- **62%** of organizations **expanded existing programming**
- **76% started a new program**
- **99%** reported **enhanced** overall program experience
- **68%** reported increased minutes of play—increased minutes of play by **54 minutes!**

Recognizing Good Sports

- For the **5th year** in a row we were awarded a 4-star rating from Charity Navigator
- Only **9%** of rated charities receive a 4-star rating for 5 consecutive years
- We remain on the Social Impact Exchange's S&I 100
- We are also a Better Business Bureau Wise Giving Alliance accredited charity



TESTIMONIALS

“I wanted to send my heartfelt gratitude to Good Sports for the two-year award that will allow Red Cloud to have access to much-needed athletic equipment and apparel to support our students as they grow and develop. Because of your generous gift, we can ensure that our students, who participate in a range of sports, have the resources they need to compete and represent their school and community.

Your support also means that each of our students, whether participating in a team sport or not, will have access to sports equipment that will enhance their health and well-being. We are at a critical time in the year, with planning for the next school year underway. Our teachers, coaches, and volunteers will soon begin to assess the student athletics needs for the coming year. Your generous gift will provide them with the tools they need to support our students, from the youngest kindergartner to the college-bound senior.”

– Red Cloud Indian School, Pine Ridge, South Dakota



“Your support also means that each of our students, whether participating in a team sport or not, will have access to sports equipment that will enhance their health and well-being.”

– Red Cloud Indian School, Pine Ridge, South Dakota



More Kids Can Play

“The equipment donation was a blessing to our branches. Most of our branches where the equipment was donated have especially high numbers of youth soccer players who are only able to participate through the financial assistance that the Y provides. For many of them this is their primary exposure to trying different sports and experiencing the positive effect of team sports. The equipment donation will let the branches provide quality programs to more youth participants.”

– YMCA of Metro Atlanta, Atlanta, Georgia

TESTIMONIALS

Building Community Relationships

“This program suffered through a difficult year in 2017, losing two of their participants to gun violence. Because of this donation, many members of the team decided that they too would like to give back, and as a group they set out to provide warm meals to the homeless in their community. While they utilized donated equipment such as medicine balls and resistance vests during practice, their jackets proved useful during their holiday support of the homeless.

The impact of the donations to our program is that it makes the kids feel like they are a part of a big family and it built their confidence which shows up on the court in practice and in games. The donations catch the eyes of other youth who can't afford the nice things that were donated, meaning they now apply to join the program.”

– Back2Basics, Chicago, Illinois



HIGHLIGHT REEL



Bill Belichick Foundation

2017 marked the beginning of a great new partnership between Good Sports and the Bill Belichick Foundation. Linda Holliday, Executive Director of the Bill Belichick Foundation officially kicked things off with a visit to the Good Sports warehouse to get new football gear for BBF and Good Sports grant recipients ready for shipping. Holliday spent nearly two hours at the facility in Norwood boxing up everything from mouth guards, football pants and pads to receiver gloves for six football programs around the country. In total, the equipment was valued at over \$50,000 and supported more than 700 kids.



Chicago Cubs

Good Sports and Cubs Charities continued to make an impact in Chicago with a \$90,000 donation of new equipment to baseball and softball programs on the South and West Side. Cubs employees gathered at the Park at Wrigley to help pack the 700 pieces of equipment to be distributed to six different leagues.



Bear Mattress

Good Sports and Bear Mattress announced a new partnership for the NYC market. The collaboration helped us further our impact together in the New York community, and helped solidify Bear's budding relationship with a charitable partner who shares a common view on the importance of leading a healthy, active life. As part of the partnership Bear participated in a 1% giveback of all net proceeds — meaning that for every Bear sleep product sold, a portion went to Good Sports to help provide soccer equipment to kids in need. As part of the partnership, Good Sports and Bear also provided \$30,000 in new soccer equipment to the Rec Departments Travel Soccer Academy and Shoot for the Stars Recreation Soccer Program.

AMBASSADORS IN THE FIELD



Jesse Palmer, ESPN and Daily Mail TV

In his second year working with Good Sports, Jesse Palmer continued to help us make a huge impact on the children of New York City. With his help we were able to provide over \$15,000 of new sports and fitness equipment to America SCORES New York helping to get 476 kids in the game. Jesse was in attendance at the donation helping to present the equipment and break in the new gear!



Chris Archer, Tampa Bay Rays

In our third year of partnership with the Tampa Bay Rays and fifth year with former Rays' pitcher, Chris Archer, we worked together to make another huge impact on Florida youth. Together throughout the year, Chris and the Rays helped us support of 12,000 kids across Charlotte, Hillsborough, Pinellas and Wake (NC) Counties. The equipment donated to 14 different programs was valued at over \$220,000.



Brice Butler, Dallas Cowboys

In coordination with a \$25,000 donation through the Let's Play Initiative, Brice Butler, of the Dallas Cowboys and currently playing for the Arizona Cardinals, helped present the new equipment to the Cedar Crest Comets in 2017. The grant provided brand-new football equipment including helmets, uniforms, footballs, mouth guards, pairs of receiving gloves, and medicine balls. The donation supported 900 kids over the lifetime of the equipment and Butler helped present the new equipment to the Cedar Crest Comets in 2017. The donation supported 900 kids over the lifetime of the equipment.

AMBASSADORS IN THE FIELD



Zach Ertz, Philadelphia Eagles

Not only was Zach Ertz of the Philadelphia Eagles a 2017 Super Bowl Champion, he was also a champion for some local Philly Kids. For the fourth year in a row, Good Sports teamed up with Dunkin Donuts, Zach and the Philadelphia Eagles through the Dunkin Philly TouchDDowns for Kids program. For every Eagles touchdown in 2017, \$250 was donated to Good Sports to help get kids in the game. Additionally, Zach himself donated an additional \$250 for each of his own touchdowns. In total the program raised \$18,000 and helped benefit the kids of Whitman Park Youth Football. Zach, Dunkin Donuts and the Eagles were on hand to present the team with their new helmets, uniforms, shoulder pads, receiver gloves and general protective gear.



Christen Press, Chicago Red Stars

Chicago Red Stars Captain Christen Press teamed up with Good Sports to make a big donation to Chicago Public Schools athletic programs in early 2017. Press, who also plays for the United States Women's National Team, was on hand as Good Sports donated gear worth a total of \$43,000 to students that are part of the "CPS Score" Initiative. She took to the field with the kids that day and led them in exciting soccer drills, took some pictures and signed autographs!



PARTNER SPOTLIGHT



Keurig Dr Pepper

formerly Dr Pepper Snapple Group

Value of equipment donated: **\$1.3 million**

Number of Kids served: **1.1 million**

Number of Pick-Pack-Play days: **5**

Number of volunteers involved: **157**



Empower Retirement

Number of organizations supported: **30**

Value of equipment donated: **\$500,000**

Pieces of equipment donated: **13,665**

Number of volunteers involved: **133**

Number of kids impacted: **114,000**



Target

Number of schools supported: **200**

Value of equipment donated: **\$159,642**

Pieces of equipment donated: **19,800**

Number of kids impacted: **122,700**

SPECIAL THANKS TO OUR 2017 FANS

\$50,000+

Adidas	Empower Retirement	Mogo Sports, LLC	Target Corporation
Atlanta Falcons Youth Foundation	ESPN	New Balance Foundation	Under Armour
Atlanta United Foundation	FIRST Robotics Competition	New England Patriots	Washington Redskins Charitable Foundation
Bear Mattress, LLC	Franklin Sports	New York Rangers	Wilson Sporting Goods
Chicago Cubs	Georgia SHAPE	Nike	
Dr Pepper Snapple Group	Mizuno Corporation	Saucony	

\$20,000-\$49,999

Adam Franklin	Dunkin Donuts	Highland Street Foundation	Rays Baseball Foundation
Brian O'Callaghan	GEICO	Joel Hughes	Walmart
Chris Stadler	Healthy Weight Commitment Foundation	MarketAxess	Yawkey Foundation

\$5,000-\$19,999

Acme Cares Charitable Fund	Dan Penrod	Kevin Mize	Paul Bowen
Alan Waldenberg	Dan and Darlene Murphy	Kyle Cruz	payoga forward
Andrew & Alice Fischer Charitable Trust (First National Bank)	Dave Belyea	Kyle Betty	Peter and Catherine Lawler
Anonymous	David and Tracy Pace	Laurie Halloran	Rhonda Myers
Ariel Investments	David Kim	Len Freiman	Ropes & Gray
Bain Capital Children's Charity	Diamond Sports	Liam Weston	Samuel Menco
Ben Guill	Discovery Land Company	Longstreth Sporting Goods	Scott Wille
Berkshire Partners	Doug and Kristin Londal	Lori Baronian	Stanley Rand
BlackRock	Earl and Joanne Cate	Lou & Malina Ricciardi	Sure Shot Scholarships
Blue Hills Bank Foundation	Eric Linsley	Mark Michalowski	TD Garden
BNY Mellon	Erica Fishman	Mark Wonser	Terry Mullen
Bonnie Monahan	Five Star Senior Living	Matthew Baden	The Bill Belichick Foundation
Boston Bruins Foundation	Grassy Creek Foundation	Megan Smith	The McHenry County Community Foundation
Boston Private Bank & Trust Company	Greenberg Traurig	Michael Bingle	Thomas and Karen Allen
Boston Red Sox Foundation	Harrow Sports	Michael Flood and Shelli Breidenbach	Thomas Zaccagnino
Brien O'Connor	Harvard Business School	Michael Glynn	Thomson Reuters
BSN Sports	Jack and Anna Sommers	Michael Krupka	Tom Connolly
Chicago Blackhawk Alumni Association	Jacqueline and Graig Fantuzzi	Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.	Tyler Wolfram
Chicago Blackhawks Charities	Jim and Kate Catudal	New Balance	Weil
Coco5	Jim Anderson, Jr.	Paul and Phyllis Fireman Foundation	Wheelock Street Capital
Damico Family Foundation	John Boyt	Paul and Sandy Edgerley	William Curry
	John F Gibbons		Willis Towers Watson

2017 FINANCIALS

Revenue and Expenses

Revenue

Grants and Contributions	\$ 2,985,139
Contributed Goods and Services	\$ 19,718,139
Shipping and Handling Fees	\$ 191,509
Special Events	\$ 734,389
Interest Income	\$ 120
Total Revenue	\$ 23,629,976

Expenses

Program Services	\$ 9,207,255
General and Administrative	\$ 485,741
Fundraising	\$ 787,098
Total Expenses	\$ 10,480,094
Change in Net assets	\$ 13,149,882

Statement of Net Assets

Assets

Cash and Cash Equivalents	\$ 1,111,334
Contributions and Pledges Receivable	\$ 386,725
Accounts Receivable	\$ 14,333
Equipment Inventory	\$ 15,203,296
Prepaid Expenses	\$ 48,143
Other Assets	\$ 66,239
Total Assets	\$ 16,830,070

Current Liabilities

Accounts Payable	\$ 106,374
Accrued Expenses	\$ 87,221
Total Liabilities	\$ 193,595

Net Assets

Unrestricted Net Assets	\$ 612,158
Restricted Net Assets	\$ 16,019,430
Total Net Assets	\$ 16,631,588
Total Liabilities and Net Assets	\$ 16,830,070

Fiscal Year Ending on December 31, 2017



www.goodsports.org

