



## THE GOOD SPORTS STORY

Good Sports' mission is to give all kids the lifelong benefits of sport and physical activity by providing new equipment, apparel and footwear to those most in need. Since its founding in 2003, Good Sports has supported over 8.5 million children across all 50 states and in Puerto Rico. However, our work is far from complete. Countless children still need support from Good Sports to realize the benefits physical activity can bring to their lives.

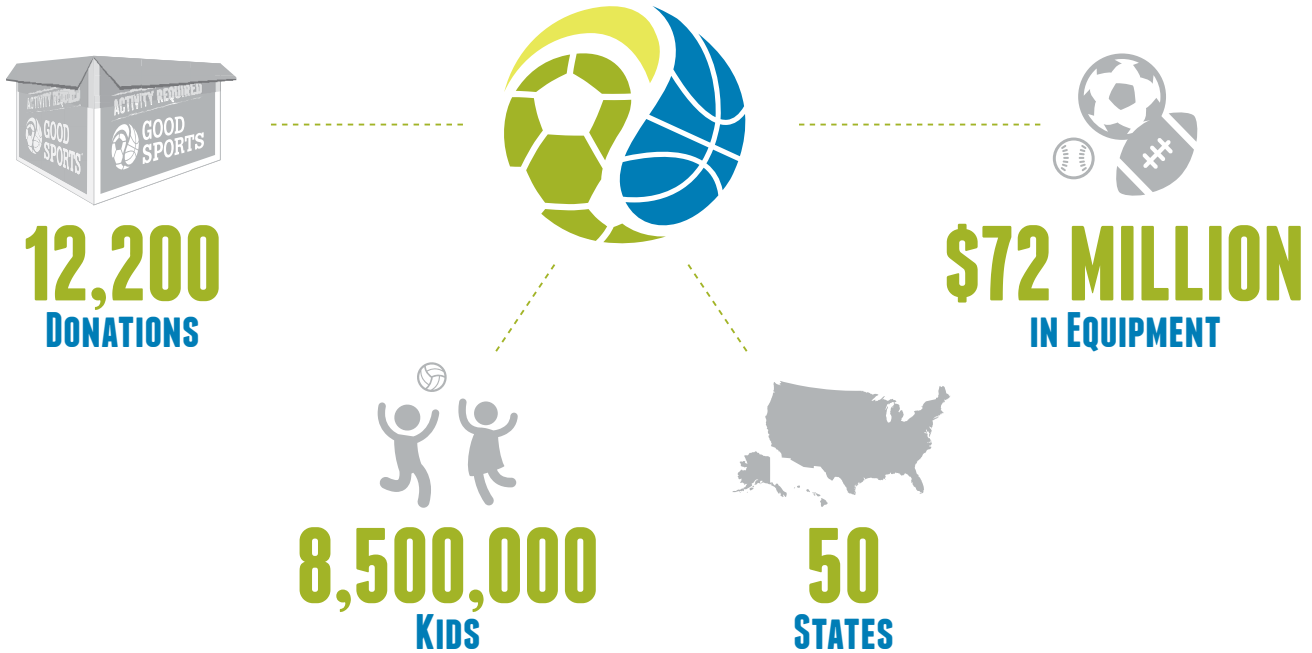
### The Problem

Increased costs in program fees, the proliferation of pay-to-play sports, and budget cuts to recess and PE programs are contributing to significant declines in physical activity for children. If kids don't have the opportunity to play and be active, they miss out on the proven lifelong benefits to their health, academic performance, cognitive and social skills.

### The Solution

Here is the good news—it is solvable. But it takes creative, effective solutions to keep kids playing. It means leveraging the sports industry, the corporate and foundation communities to take action. It means working at the grassroots level nationally to make sure every kid has the opportunity to play and working with those programs to keep them running. It's about saving sports for the next generation. This is what Good Sports is doing and it's working.

### Good Sports All-Time Impact



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