



Restore Play

2020 ANNUAL REPORT

LETTER FROM THE CEO

Dear Friends and Supporters:

2020 tested us in ways we could never have imagined. It tested our health system, our humanity, and our perseverance. It tested our creativity, our resilience, and our resolve.

At Good Sports, we serve children in our most vulnerable communities for whom school, sports organizations, and after-school programs are critical for daily learning, childcare, physical activity, food, and mental health support. When COVID-19 shut down many of these programs, the most vulnerable children in our country suffered most. And we had to assess how we could support children in need as quickly as possible.

To do this, Good Sports launched an initiative called Restore Play, in which we committed to distribute \$15 million worth of equipment to our communities within one year of the pandemic. And our partners stepped up in a huge way to help us bring joy and play back to kids who needed it most.

- Under Armour made the very first commitment to Restore Play with **\$500,000 in equipment** and a **\$500,000 donation** to Good Sports.
- The DICK's Sporting Goods Foundation teamed up with us to distribute **10,000 gifts** of sport to children in eight cities across the country for the holidays.
- And **FOX Sports raised awareness and funds** for our Restore Play initiative by showcasing our efforts during MLB, NFL, and other sports programming all year long.

Thanks to the support of these and many other partners, as well as all of you, we are on track to achieve our Restore Play goal. Why does this matter? Sports and physical activity play a powerful role in helping us cope with grief, pain, uncertainty, isolation, and frustration. For children, sport and play, can give them the strength and resilience to get through their challenges, in a way that is filled with joy and fun.

Faced with the extreme circumstances of COVID-19, exacerbated by racial disparities, poverty, and inadequate health and educational support, the children we serve have faced some of the most challenging times of their lives over the past year. By giving them a ball, a uniform, a pair of cleats, or another piece of equipment to play, we are trying to let them know we care, bring a little joy into their lives, and provide another way for them to grow through the challenges they face.

At Good Sports, we believe that Kids Who Play Do Better in school, at home, and in life and that resilience matters more now than ever.

Thank you for helping us be there for the community during this critical time. We are grateful to have you on our team.

Best,



Melissa Harper
Co-Founder & CEO

THE GOOD SPORTS ROSTER (AS OF DECEMBER 31, 2020)

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Ripped Fitness

Christine Ryan
New York State Office
of the Attorney General

THE GOOD SPORTS ROSTER (AS OF DECEMBER 31, 2020)

GOOD SPORTS ROSTER

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Chief of Staff

Candace Burton
Associate, Corporate Partnerships

Molly Craigwell
Associate, Corporate Partnerships

Kayley Curtin
Manager, Equipment Partnerships

Alyssa Gair
HR & Operations Manager

Melissa Harper
Co-Founder and CEO

Karleen Herbst
Sr. Director of Fundraising &
Business Development

Kelsie Hill
Finance Associate

Max Jensen
Associate, Corporate Partnerships

Christy Keswick
Co-Founder and COO

Amber Killberg
Manager, Corporate Partnerships

Rebecca Lynch
Associate, Fundraising &
Business Development

David McIsaac
Manager, Community Partnerships

Jack McNamara
Director of Logistics & Distribution

Sean Ndebele
Associate, Fundraising &
Business Development

Patrick Norris
Associate, Community Partnerships

Margaret Norton
Financial Controller

Didier Paul
Warehouse Operations Associate

Charlie Sprague
Warehouse Operations Lead

Nora Weiss
Marketing & Social Media Associate

RESTORE PLAY (AS OF DECEMBER 31, 2020)

In the face of the crisis that COVID-19 presented, the impact on access to youth sports and physical activity was unprecedented. In fact, children from high-income households were participating in sports activities 2.5 hours more than low-income households during the pandemic. Before COVID-19, the gap was 40 minutes (Aspen Institute, 2020).

Children from high-need communities who often rely on school physical education and after-school programming for active play, social interaction, and positive experiences were facing some of the most challenging implications of this crisis. For children in need, this crisis was not just an inconvenience, it was traumatic. Research shows that play is a critical tool for helping children recover from various types of trauma. This is where Good Sports was able to help.

As a result of the pandemic, Good Sports launched an initiative called Restore Play to help youth sports recover from the unprecedented time. After surveying current community partners, Good Sports discovered that 84% of programs may not have the financial resources for equipment once play is back, and the same number would offer virtual programming if they had the necessary resources.

The Restore Play initiative had a goal to distribute \$15 million in equipment to communities in need across the country within one year of launching. The initiative was an effort to support the return of youth sports.



THREE PRIMARY STATES OF PLAY

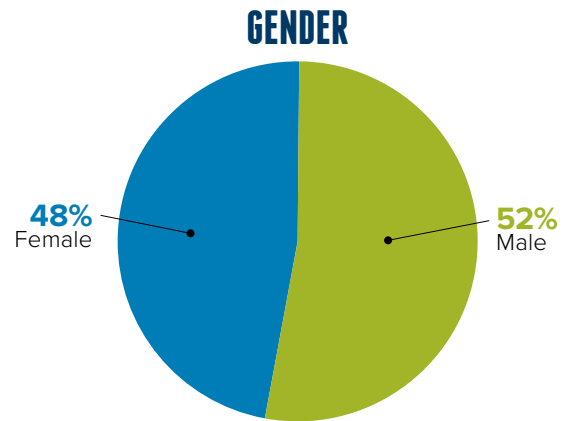
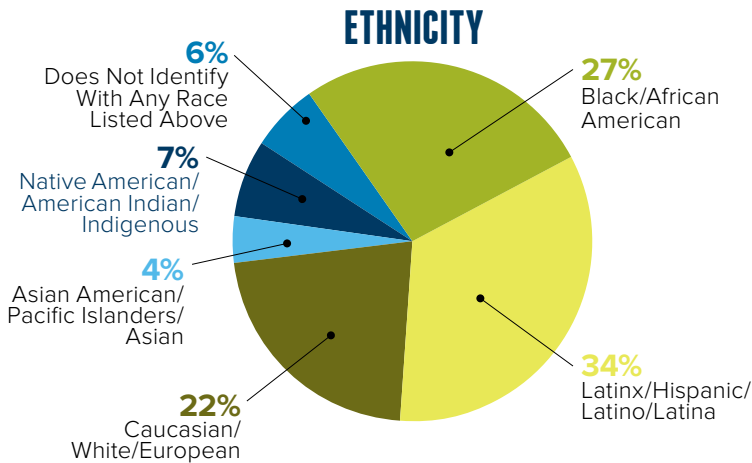
**AT-HOME
REMOTE
PLAY**

**PHYSICALLY
DISTANCED
PLAY**

**FULLY
RESTORED
PLAY**

AS OF DECEMBER 31, 2020, GOOD SPORTS DISTRIBUTED **\$8 MILLION IN EQUIPMENT TO OVER 1,000 YOUTH ORGANIZATIONS, SERVING 380,000 KIDS IN NEED TO RESTORE PLAY.**

DEMOGRAPHICS OF KIDS SERVED



EVALUATIONS RECEIVED

173

Programs that decreased their cost/fee

301

Equipment donation alleviated financial pressure off families

220

Organizations started new programs

132

Organizations expanded existing programs

320

Equipment donations impacted schools

354

Organizations reported enhanced overall experience

+16,125

new kids added to programs due to equipment donations



INCREASED MINUTES OF PLAY



54%

of programs were able to increase minutes of play

80

minute average increase

HIGHLIGHT REEL



DICK'S SPORTING GOOD FOUNDATION

In response to the pandemic, the DICK's Sporting Goods Foundation set out to give 10,000 gifts of sport to kids in need during the 2020 Holiday season. The Foundation partnered with Good Sports to make this happen. Together, we were able to donate over \$1 million in equipment via the DICK's Sporting Goods Foundation Giving Truck to 33 different youth organization in 23 different cities, serving 10,000 kids in need. When kids picked up their gift at the truck, they were able to virtually interact with male and female professional athletes. These interactions gave kids the ability to meet their role models and receive words of encouragement to work hard and pursue their dreams.



FOX SPORTS

Messaging Restore Play to a broad audience was necessary to garner support for the initiative. FOX Sports was an invaluable partner in helping us raise awareness about the program. Through their family of networks and digital properties, they helped us spread the word about the initiative and collaborated with us to execute much-needed equipment donations throughout the nation. Together, we donated over \$150,000 in equipment to communities in need through the collaboration around the "Tua" documentary, Professional Bowlers Association Championship, World Series, MLS Cup, and other special engagements. Additionally, the Restore Play message reached more than 270 million viewers during in-game reads across numerous FOX Sports properties, including NFL, NASCAR, MLB, WWE, MLS and more.



ARTHUR M. BLANK FOUNDATION

Good Sports and long-time partner, Arthur M. Blank Foundation, were able to provide play opportunities for children in Georgia and Montana's high-need communities that suffered severe setbacks. These donations provided equipment to counties and kids not previously supported by Good Sports. We made Play Pack donations to individual kids enrolled in youth programming that was taking place in a remote capacity. This way, children were still able to stay active at home during lockdown.



UNDER ARMOUR

Under Armour was a critical Restore Play partner, through a donation from their Healthy at Home Challenge. The challenge was made to encourage individuals to stay active while staying at home during the initial lockdown. Through this partnership, Under Armour donated \$1 million in cash and equipment support to Good Sports. This donation helped make immediate impact to communities that were hit hard by the pandemic.

TESTIMONIALS

LESS SCREEN TIME, MORE PLAY

“The equipment donation led to less screen time and more physical activity. One young lady was so excited to have her own football. Virtual schooling is taking a mental toll on her, and she is always stressed out. The ability to play outside with her own football changed her outlook.”

– Courtney Smith
CEO of Detroit Phoenix Center
Detroit, Michigan



NEW EQUIPMENT AND NEW TEAMS

“The [equipment] donation intrigued our members and they are now all asking to play baseball and softball. We are excited to launch our new baseball and softball leagues. We will have a fielding and batting glove for each participant which is crucial in a COVID-19 era.”

– DeRon Bethea
Athletic Director at Boys & Girls Clubs of Greater Dallas
Dallas, Texas

JUST IN TIME

“Due to COVID, it was difficult for us to purchase uniforms on our own and in time in Fall Ball. We received the [equipment and uniform] donation in record time and this undoubtedly led to steady enrollment and a successful season.”

– Dean Ricks
Director of Parkchester Little League
Bronx, New York



PARTNER SPOTLIGHT



FOX SPORTS

Value of Equipment Donated: **+\$150,000**

Number of Kids Impacted: **2,536**

Pieces Donated: **6,367**



DICK'S SPORTING GOODS FOUNDATION

Value of Equipment Donated: **\$1,084,767**

Number of Kids Impacted: **10,001**

Pieces Donated: **54,790**



RALPH C. WILSON JR. FOUNDATION

Value of Equipment Donated: **\$523,518**

Number of Kids Impacted: **8,594**

Pieces Donated: **15,679**



ATLANTA FALCONS YOUTH FOUNDATION AND ATLANTA UNITED FOUNDATION

Value of Equipment Donated: **\$355,798**

Number of Kids Impacted: **9,367**

Pieces Donated: **7,745**

SPECIAL THANKS TO OUR 2020 FANS

\$50,000+

A4	Augusta Sportswear	Keurig Dr Pepper	Orfiks
Adidas	BSN Sports	MLB-MLBPA Youth Development Foundation	Rawlings Sporting Goods Co., Inc.
Anonymous	Chicago Cubs	MLBPA Players Trust	Rip-It
Arthur M. Blank Family Foundation	DICK'S Sporting Goods Foundation	New Balance Foundation	Therabody
Atlanta Hawks	FOX Sports	Nike	Under Armour

\$20,000-\$49,999

Columbus Youth Foundation	GEICO New York	Mabel Louise Riley Foundation	The Bill Belichick Foundation
Fight for Children	Gray Foundation	Malo Republic	The Elizabeth Morse Charitable Trust
Franklin Sports	Joan and William Fishlinger	Miami Marlins Foundation	Triple Threat Productions, Inc.

\$5,000-\$19,999

Acushnet Holdings Corp.	Drew & Heidi Sawyer	KwikGoal	Rick Charron
Alera Group	Earl and Joanne Cate	Kyle Cruz	Right Networks
Allison & Terry Brady	Eric Karros	LGR Foundation (via Austin Community Foundation)	Roetzel
Anna Hitchner	Ernst & Young LLP	Liberty Mutual Foundation	Sam Schaefer
Ariel Investments	Fidelity Investments	Marsh & McLennan Agency	Scott Wille
Bain Capital Children's Charity	Flanagan Family Gifting Account	Michael Krupka	Stack Sports
Bears Cares	Green Bay Packers	Mike Balkin	The William H. Davis, Dorothy M. Davis And William C. Davis Foundation
Bruce Foundation	Greenberg Traurig	MLS	Theodore Edson Parker Foundation
Burke Family Fund	HarborOne Bank	Mr. & Mrs. Betty	UL (Underwriters Laboratories Inc.)
BV Investment Partners	Jack Sebastian	Nathaniel and Elizabeth Stevens Foundation	Vuori Clothing
Chicago Bears	Jacob & Anne Citrin	National Recreation Foundation	William Blair
Christine Ryan	Jeffrey and Mary Smith Foundation	Nutrizon Health (Sweat Ethic)	Willkie Farr & Gallagher LLP
CouponCause (Prodege)	Jennifer Nassour	Paul and Sandy Edgerley	Windy City Motorcycle
Cubs Charities	Joel & Sally Hughes	Paul & Deb Bowen	Worcester Air Conditioning Co., Inc
David & Helen Michler	Kent & Meghan Weldon	Paul Sigur	Wyatt Winosky
Derek and Christine Schoettle	KPMG LLP		

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

Andrew and Kelly Laurence	Peter and Jana Dublin	Fred and Joanne Martino	Gary and Lynne Smith
Amelia Peabody Foundation	Jacqueline and Graig Fantuzzi	Jill and Nick Mavro	Jack and Anna Sommers
American Hockey League	Cindy Bero and Shawn Farrell	Nancy Michael	Peter and Susan Stevens
David and Ann Asadoorian	Matthew and Julie Fletcher	Dan and Darlene Murphy	Steve & Jennifer Stone
Bain Capital Children's Charity	GEICO	Jennifer Nassour	Gregory and Kathy Sullivan
James and Karin Barrett	Terry and Carol Gregory	NESN	Wilbur and Catherine Swan
Bill and Susan Laurence	James Hammons Jr.	Karl & Diane Neuse	Debra Tatro
Boston Bruins Foundation	Kirsten and Doug Hano	New Balance	Edward and Marion Tatro
Boston Celtics	Lance & Lynel Harding	New Balance Foundation	Jim & Sara Taylor
Boston Red Sox	Michael and Beth Harrington	New England Patriots	Michelle Teillon
Diane and Andy Brickley	Emily Helm	New England Revolution	Peter and Amy Voorhees
BSN Sports	Jeffrey & Lynn Heuer	Millie Park	Kent and Meghan Weldon
Joanne Melikian-Cate and Earl Cate	Jason Hinkle	Monique and Chris Porter	Wilson Sporting Goods
Jim and Kate Catudal	Angela and Neil Hughes	Katherine Potter	Brian Woods
Catherine Childs	Geoffrey and Viva Hyatt	Richard and Judith Pugh	Worcester Air Conditioning Co., Inc
Julian Chu	Carol Keswick	Thomson Reuters	Yawkey Foundation
Lewis & Cary Collins	Robert and Elizabeth Kirkpatrick	Joe Rosen	Kevin and Elise Yen
Rachel & Michael Condelli	Lydia and Gary Kris	Drew and Heidi Sawyer	Chris and Rebecca York
Jessica Cramer	Peter and Catherine Lawler	Mann Shoffner & Samantha Allison Shoffner	
Stuart and Dana Davies	Marc and Ashley Leduc	Eileen and John Sivoilella	
Jonathan and Heather DiPaolo	Katharine Martin		

2020 FINANCIALS

REVENUE AND EXPENSES

REVENUE

Grants and Contributions	\$ 3,810,400
Contributed Goods and Services	\$ 11,004,450
Change in Inventory Reserve	\$ 441,588
Shipping and Handling Fees	\$ 167,886
Special Events	\$ 357,393
Interest Income	\$ 906
Total Revenue	\$ 15,782,713

EXPENSES

Program Services	\$ 10,428,267
General and Administrative	\$ 262,250
Fundraising	\$ 697,791
Total Expenses	\$ 11,388,308
Change in Net Assets	\$ 4,394,405

STATEMENT OF NET ASSETS

ASSETS

Cash and Cash Equivalents	\$ 2,235,215
Contributions and Pledges Receivable	\$ 730,855
Accounts Receivable	\$ 38,805
Equipment Inventory	\$ 12,484,419
Prepaid Expenses	\$ 21,186
Other Assets	\$ 106,986
Total Assets	\$ 15,617,466

CURRENT LIABILITIES

Accounts Payable	\$ 104,505
Accrued Expenses	\$ 304,678
Payroll Protection Program	\$ 409,090
Note Payable	\$ 75,000
Deferred Rent	\$ 121,349
Other Liabilities	\$ 170,186
Total Liabilities	\$ 1,185,438

NET ASSETS

Net Assets without Donor Restrictions	\$ 242,925
Net Assets with Donor Restrictions	\$ 14,189,103
Total Net Assets	\$ 14,432,028
Total Liabilities and Net Assets	\$ 15,617,466

Fiscal Year Ending on December 31, 2020

In March 2021 the SBA forgave the entire PPP Loan balance plus accrued interest. In July 2021 Massachusetts Growth Capital Corporation forgave the entire Note Payable balance plus accrued interest.



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