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
Melissa Harper
Co-Founder & CEO
### BOARD OF DIRECTORS

<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Position</th>
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<tbody>
<tr>
<td>Joel Hughes</td>
<td>Chairman, Right Networks</td>
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<td>Dave Belyea</td>
<td>Jackrabbit Design</td>
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<td>Kyle Betty</td>
<td>Bain Capital Credit</td>
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<td>Marty Blue</td>
<td>Boston Consulting Group</td>
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<td>Paul Bowen</td>
<td>Bowen Advisors</td>
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<td>Rick Charron</td>
<td>KPMG LLP</td>
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<td>Lewis Collins</td>
<td>GW&amp;K Investment Management, LLC</td>
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<td>John Gibbons</td>
<td>Greenberg Traurig, LLP</td>
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<td>Melissa Harper</td>
<td>Good Sports, Inc.</td>
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<td>Jennifer Hartnett-Bullen</td>
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<td>Anna Hitchner</td>
<td>Bain &amp; Company</td>
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<td>Andrew Laurence</td>
<td>Vintage Capital Management, LLC</td>
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<td>Kelly Beg Lawrence</td>
<td>United States Attorney’s Office</td>
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<td>David Mischler</td>
<td>Unifirst Corporation</td>
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<td>Magan Munson</td>
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<td>Brett Peterson</td>
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<td>Candace Reich</td>
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<td>Sean Wilder</td>
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### BOARD OF ADVISORS

#### Chicago

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<tr>
<td>Mike Balkin</td>
<td>William Blair</td>
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<td>Phil Bedella</td>
<td>Media Consultant</td>
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<td>Ken Barber</td>
<td>Adelante Center for Entrepreneurship</td>
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<td>Michael Fishman</td>
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<td>Alex Friedman</td>
<td>Periscope Equity</td>
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<td>John Gibbons</td>
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#### New York

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<td>Dan Penrod</td>
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<td>Alyssa Puccinelli</td>
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<tr>
<td>Brian Ripka</td>
<td>Ripped Fitness</td>
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<td>Christine Ryan</td>
<td>New York State Office of the Attorney General</td>
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#### Hardy Manges

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#### Ozzie Giglio

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GOOD SPORTS ROSTER

Tracey Britton
Chief of Staff

Candace Burton
Associate, Corporate Partnerships

Molly Craigwell
Associate, Corporate Partnerships

Kelsey 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

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Finance Associate

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Warehouse Operations Associate

Charlie Sprague
Warehouse Operations Lead

Nora Weiss
Marketing & Social Media Associate
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**

**ETHNICITY**
- 27% Black/African American
- 34% Latinx/Hispanic/Latino/Latina
- 22% Caucasian/White/European
- 7% Native American/American Indian/Indigenous
- 4% Asian American/Pacific Islanders/Asian
- 6% Does Not Identify With Any Race Listed Above

**GENDER**
- 52% Male
- 48% Female

**INCREASED MINUTES OF PLAY**
- 54% of programs were able to increase minutes of play
- 80 average minutes increase

**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

**INCREASED MINUTES OF PLAY**
- +16,125 new kids added to programs due to equipment donations

6
HIGHLIGHT REEL

DICK’S SPORTING GOODS 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+
Acushnet Holdings Corp.
Arthur M. Blank Family Foundation
Atlanta Hawks

$20,000-$49,999
Columbus Youth Foundation
Fight for Children
Franklin Sports

$5,000-$19,999
Acushnet Holdings Corp.
Alera Group
Allison & Terry Brady
Anna Hitchner
Ariel Investments
Bain Capital Children’s Charity
Bears Cares
Bruce Foundation
Burke Family Fund
BV Investment Partners
Chicago Bears
Christine Ryan
CouponCause (Prodege)
Cubs Charities
David & Helen Michler
Derek and Christine Schoettle

FOUNDER’S CIRCLE  | Support of Good Sports for ten years or more
Andrew and Kelly Laurence
Amelia Peabody Foundation
American Hockey League
David and Ann Asadoorian
Bain Capital Children’s Charity
James and Karin Barrett
Bill and Susan Lawrence
Boston Bruins Foundation
Boston Celtics
Boston Red Sox
Diane and Andy Brickley
BSN Sports
Joanne Melikian-Cate and Earl Cate
Jim and Kate Catudal
Catherine Childs
Julian Chu
Lewis & Gary Collins
Rachel & Michael Condelli
Jessica Cramer
Stuart and Dana Davies
Jonathan and Heather D’Paolo

Peter and Jana Dublin
Jacqueline and Craig Fantuzzi
Cindy Bero and Shawn Farrell
Matthew and Julie Fletcher
GEICO
Terry and Carol Gregory
James Hammons Jr.
Kirsten and Doug Hano
Lance & Lynel Harding
Michael and Beth Harrington
Emily Helm
Jeffrey & Lynn Heuer
Jason Hinkle
Angela and Neil Hughes
Geoffrey and Viva Hyatt
Carol Keswick
Robert and Elizabeth Kirkpatrick
Lydia and Gary Kris
Peter and Catherine Lawler
Marc and Ashley Leduc
Katharine Martin

Fred and Joanne Martino
Jill and Nick Mavro
Nancy Michael
Dan and Darlene Murphy
Jennifer Nassour
NESN
Karl & Diane Neuse
New Balance
New Balance Foundation
New England Patriots
New England Revolution
Mille Park
Monique and Chris Porter
Katherine Potter
Richard and Judith Pugh
Thomson Reuters
Joe Rosen
Drew and Heidi Sawyer
Marn Shoffner & Samantha Allison Shoffner
Eileen and John Sivollella

Gary and Lynne Smith
Jack and Anna Sommers
Peter and Susan Stevens
Steve & Jennifer Stone
Gregory and Kathy Sullivan
Wilbur and Catherine Swan
Debra Tatro
Edward and Marion Tatro
Jim & Sara Taylor
Michelle Teillon
Peter and Amy Voorhees
Kent and Meghan Weldon
Wilson Sporting Goods
Brian Woods
Worcester Air Conditioning Co., Inc
Yawkey Foundation
Kevin and Elise Yen
Chris and Rebecca York

Orfiks
Rawlings Sporting Goods Co., Inc.
Rip-it
Therabody
Under Armour

$20,000-

Columbus Youth Foundation
Fight for Children
Franklin Sports

$5,000-

McLuhan Sports

FOUNDER’S CIRCLE  | Support of Good Sports for ten years or more
Andrew and Kelly Laurence
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David and Ann Asadoorian
Bain Capital Children’s Charity
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Under Armour

$20,000-

Columbus Youth Foundation
Fight for Children
Franklin Sports

$5,000-

McLuhan Sports
### 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.*