

FOR IMMEDIATE RELEASE

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## **National Nonprofit Good Sports to Provide \$1.2 million in Sports Equipment to Programs in Southeast Michigan and Western New York**

*Grant from Ralph C. Wilson, Jr. Foundation will help provide necessary equipment, apparel, and footwear to youth sports organizations and school programs in need of support*

**BOSTON, MA** (date) – Good Sports and the Ralph C. Wilson, Jr. Foundation are renewing their partnership for an additional three years to provide \$1.2 million in brand-new sports equipment, apparel, and footwear to youth sports organizations and school sports programs in need throughout Southeast Michigan and Western New York. The equipment will enable these organizations to address budget limitations, improve programming and reach more youth.

“Active play is vital for a child’s physical, cognitive, emotional and social health. The pandemic has only increased the financial barrier children in need face in access to youth sports. Loss of local sponsorships and families unable to pay participation fees remain key challenges right now,” said Good Sports COO, Christy Keswick. “Through a shared philosophy around the importance for equitable play opportunities, we are thrilled to continue working with the Ralph C. Wilson, Jr. Foundation to give a significant number of children the equipment they need to play.”

Recent Aspen Institute survey results show children from high-income households are participating in sports activities 2.5 hours more than children from low-income households during the pandemic. Before COVID-19, the gap was 40 minutes (Aspen Institute, 2020).

“Our local Project Play initiatives have found that the lack of access to sports equipment is a barrier that keeps many kids from sampling new sports and the high cost of equipment is a significant burden on youth sport organizations that aim to keep their fees low for families,” said Jim Boyle, vice president of programs & communications, Ralph C. Wilson, Jr. Foundation. “We encourage eligible organizations across Southeast Michigan and Western New York to take advantage of this expanded opportunity for resources through Good Sports.”

Good Sports will identify Southeast Michigan and Western New York youth organizations and school programs who are providing access to sports and physical activity for high-need youth between the ages of 3 to 18. More specifically, eligible programs in Southeast Michigan include Wayne, Oakland, Macomb, Monroe, Washtenaw, St. Clair, and Livingston counties. In Western New York, the counties include Allegany, Chautauqua, Cattaraugus, Erie, Genesee, Monroe, Niagara, Orleans, and Wyoming counties.

Any qualifying youth organizations interested in receiving equipment support can submit an application at [www.goodsports.org/goodsports-southeastmichigan/](http://www.goodsports.org/goodsports-southeastmichigan/) or [www.goodsports.org/goodsportswny/](http://www.goodsports.org/goodsportswny/). Applications are accepted year-round.

# GOOD SPORTS

GIVES ALL KIDS THE LIFELONG BENEFITS OF SPORT AND PHYSICAL ACTIVITY BY PROVIDING NEW EQUIPMENT, APPAREL AND FOOTWEAR TO THOSE MOST IN NEED.

## About Good Sports

Good Sports gives all kids the lifelong benefits of sport and physical activity by providing equipment, apparel and footwear to those most in need. Since 2003, Good Sports' all-time impact comes to nearly \$70 million in donated sports equipment, impacting over 8 million children from more than 4,200 youth programs across the country. Good Sports has been awarded a coveted 4-star rating seven consecutive times from Charity Navigator, the nation's largest charity evaluator, for sound fiscal management, transparency and accountability; and is a Better Business Bureau Wise Giving Alliance accredited charity. To learn more or to get involved, please visit [www.goodsports.org](http://www.goodsports.org).

## About the Ralph C. Wilson, Jr. Foundation

The Ralph C. Wilson, Jr. Foundation is a grantmaking organization dedicated primarily to sustained investment in the quality of life of the people of Southeast Michigan and Western New York. The two areas reflect Ralph C. Wilson, Jr.'s devotion to his hometown of Detroit and greater Buffalo, home of his Buffalo Bills franchise. Prior to his passing in 2014, Mr. Wilson requested that a significant share of his estate be used to continue a life-long generosity of spirit by funding the Foundation that bears his name. The Foundation has a grantmaking capacity of \$1.2 billion over a 20-year period, which expires January 8, 2035. This structure is consistent with Mr. Wilson's desire for the Foundation's impact to be immediate, substantial, measurable and overseen by those who knew him best. For more information visit [www.rcwjrf.org](http://www.rcwjrf.org).

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