

Strategic Diversity and Inclusive Governance with Good Sports

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CultureAlly is a **diversity, equity and inclusion** (DEI) company. Your facilitators today are:



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Road Map

DEI and Good Sports

What is Good Sports doing?

Approaching BOD work with a DEI lens

Q&A



DEI and Good Sports

Why do you believe DEI is
important at Good Sports?

Good Sports drives **equitable access** in youth sports and physical activity, by **supporting children in high-need communities** to achieve their greatest potential, on the field and in life.

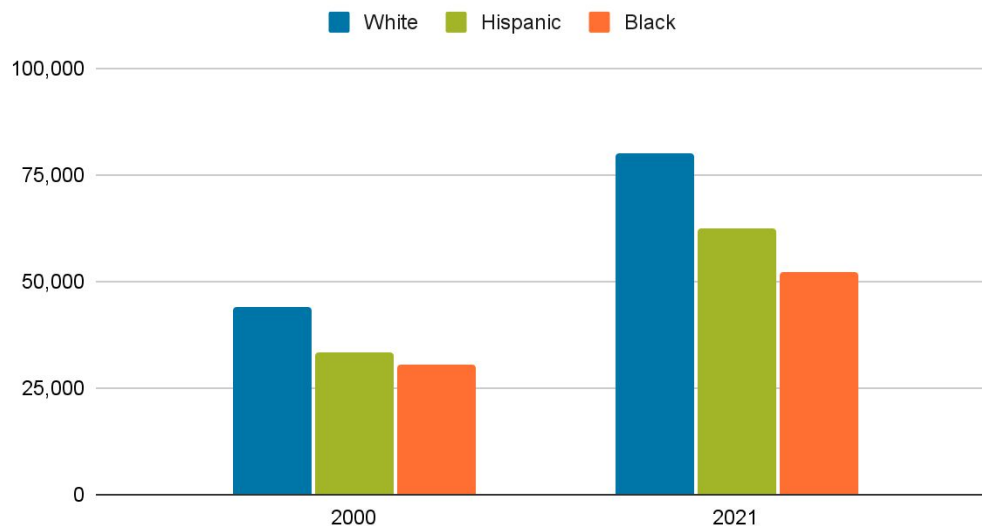
How do we define high need communities?

High-need communities face marginalization due to:

- Economic barriers
- Lack of safe and accessible facilities
- Cultural and social barriers

Racial wealth gaps present an economic barrier to buying play equipment, play to pay fees, travel, uniforms, cleats, shoes, etc.

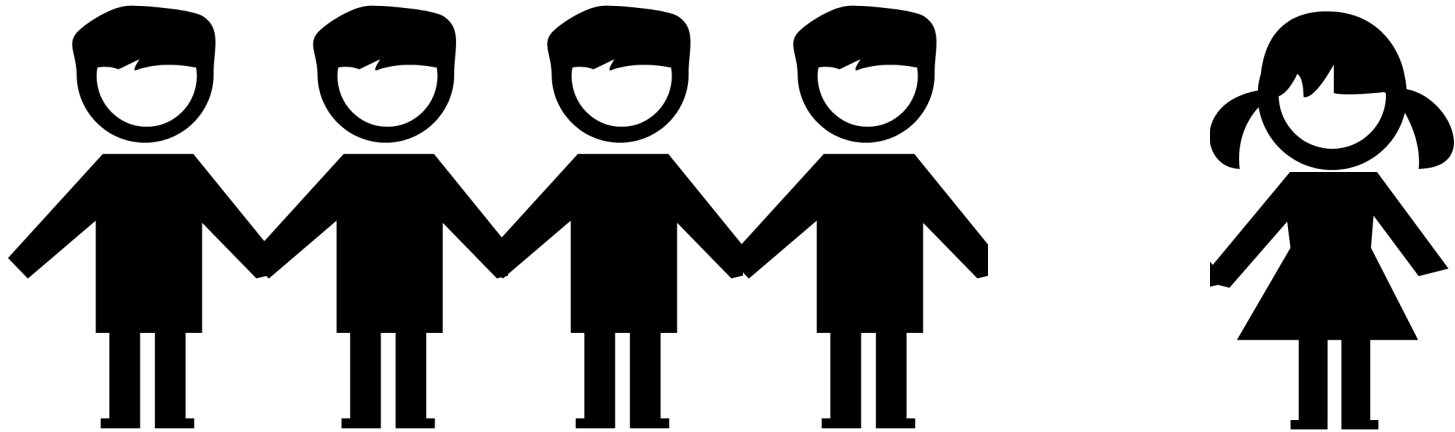
Median Household Income by Race



Source: [US Census](#)

Marginalization has impacted access to sport for **decades**, including limited play opportunities for African American, Latino and Native American children and girls.

Girls are dropping out of sports at twice the rate of boys by age 14
represents a **social barrier to participation**



What is Good Sports doing?

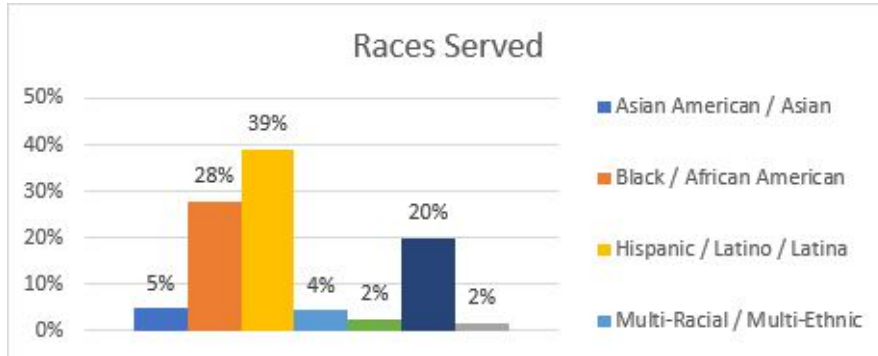
The commitment to DEI starts with our Leadership team

Good Sports Leadership Statement on DEI

At Good Sports, we believe that a diverse workforce is essential to spark innovation, improve performance and foster an environment of authenticity and teamwork. In so, we are committed to creating an equitable and inclusive culture, implementing an inclusive performance management process, building a diverse team and board, and supporting equal access to sports throughout our community.

How does diversity, equity and inclusion impact your role as a BOD member at Good Sports?

Good Sports has **always considered DEI** essential to fulfilling its' mission.



- Charges a participation fee of \$299 or less
- Serves youth in high-poverty areas
- More than half of the student body is eligible for free/reduced lunch and school does not charge tuition

Good Sports takes a DEI approach to its work

- **New** equipment
- Targeting programs (ex. She Who Plays)
- Tracking representation of staff and communities Good Sports impacts
- Extensive research into cities where the poverty rate is above the state average
- Paid internship program
- Internal DEI Staff Committee
- Equitable hiring template
- Applicant anonymity
- Focus on BIPOC speakers at event
- Common Language Chart
- Equitable PD Opportunities



This approach has **significant impact** on the communities **self worth and morale...**

“Our student-athletes who wouldn't participate because of a lack of equipment will now be involved. The students that were embarrassed by what their equipment looked like and feel like will now take great pride in the new ones. Overall, the new equipment will increase student participation and boost our program's morale.” – **Fondren Middle School**

This approach has **significant impact** on the communities **access and participation opportunities...**

“The equipment donated to us allowed us to increase our soccer program and provide athletic equipment and apparel to students who would not traditionally be enrolled in our athletics program. The high-quality condition of the equipment/apparel helped improve student self-esteem, participation rates, and retention. Finally, the equipment helped the athletic department allocate funds in other areas of need. Thank you to Dicks Sporting Goods and Good Sports for your generous donations!” – **North Shore Middle School**

This approach has **significant impact** on the communities ability to **sustain programming opportunities** and **reduce the financial burden on families...**

“The equipment prepared youth for their sport and allowed parents to use additional funds for the household. More youth participated because they felt they had everything needed to be successful in their sport and felt included with many of our other participants in the Y sports program.”

–Shaun McCowen, Senior Regional Outreach Director

Approaching BOD work with a DEI lens

Approaching with a DEI Lens

As a BOD member, approaching our work with a DEI lens means...

- **Diversity:** Acknowledging that the youth we support face barriers to accessing sport due to their demographic identities
- **Equity:** Providing those in need with the tools to ensure equal opportunity
- **Inclusion:** Recognizing that just having access is not enough, children need to feel welcome, a sense of belonging and have equal footing in sport

By providing new sporting goods equipment, to our diverse communities we are solving for the need for equipment equity and inclusion to sports



Acknowledging race & gender is an important part of the approach

BOD decides the strategic profile of partner programs:

- % of BIPOC children
- Indigenous communities
- number of girls served



The work of the BOD is fluid based on resources, need, and strategic direction.

Examples:

- Personnel committee might consider staffing models that ensure the Good Sports team has the resources needed to deliver quality equipment to our program partners
- Finance may evaluate over-all budget breakdown to provide equitable distribution of funds to deliver equipment to our targeted portfolio communities and internship program.
- Development Committee might consider how a DEI lens could unlock additional fundraising partners
- Program committee's evaluation model ensures Good Sports is serving children from each region of the country

Continue diversifying board representation to
bring wider perspectives and experience to the
table. Diversity in sports is critical because it:



- Promotes social cohesion and stronger communities - sports has the power to bring diverse people together
- Can help combat discrimination and prejudice by creating a more inclusive society where everyone is treated with respect
- Increases economic resilience when sports organizations tap into larger fan bases, attracting more sponsors and partners

Evaluate the impacts of BOD decisions of marginalized communities

- View financial decisions through DEI lens
- Prioritize budgeting decisions that positively impact BIPOC children and girls.
- Hold Good Sports accountable for making sure that DEI is implemented across the organization
- Ensure equitable practices in hiring and development opportunities



BOD members as **Ambassadors of Good Sports**



- Use inclusive language
- Share Good Sports commitment to DEI
- Represent the communities Good Sports serves

At events including **fundraising**, **speaking** and overall **BOD Culture**.

Key Points

- Good Sports has made DEI a key tenet of its approach, focus and strategy
- Recognizing the identities of the communities we serve is an important aspect of our diversity and inclusion work.
- Targeting community through an equity approach ensures Good Sports is more effective in realizing its mission
- As a Good Sports BOD member you are responsible for approaching your work through a DEI lens, representing Good Sports and its diversity and advocating for Good Sports DEI work.

We are asking the Board of Directors, staff, and committees to intentionally analyze decisions through a Diversity, Equity and Inclusion lens.

Questions & Feedback



Thank you!

We want to hear from you:
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