

# LeagueApps Impact Report

2021





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# We Are Committed To Building A Better Future For Youth Sports

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**“Crises reveal who you are. They don’t define who you are.”** -  
Shane Battier, Two-Time NBA Champion and LeagueApps Investor

2021 was a difficult year in youth sports as organizations across the country faced brand new challenges brought on by the continued COVID-19 pandemic. However, if 2021 revealed anything, it’s that the youth sports industry is full of resilient, agile, purpose-driven leaders with an extraordinary ability to bounce back.

One of the silver linings of the pandemic is that it forced us to take a hard look at the youth sports industry and examine where kids were hit the hardest. We knew we wanted to find a way to give back a portion of our revenue to the communities around us.

What started as a LeagueApps passion project grew into a fully fledged program we call FundPlay.

At LeagueApps, we help youth sports organizations operate and grow their businesses. It has been an honor to be by their side this year as they rebuild their programs and bring youth sports back to life—and we are proud of the ways in which we’ve been able to support their efforts through our philanthropy, advocacy, and community-building efforts.

Through our FundPlay program, we provided software grants to 45 sports-based youth development organizations—nearly doubling last year’s results. We invested more time in our advocacy efforts with the PLAY Sports Coalition—joining the

newly-formed board and pushing for equitable access to sports for all kids.

We doubled down on our community-building efforts by hosting the first-ever FundPlay Summit featuring workshops and networking sessions designed to help sports-based youth development organizations (SBYDs) build capacity and continue positively impacting their communities.

And so much more.

I hope you’ll follow along as we continue to identify ways to be difference makers, both on and off the playing field.



Yours in sport,

A stylized, handwritten signature in white ink that reads "Denise Fitzgerald Morley".

VP of Community & Impact and President, FundPlay





LeagueApps is the leading youth sports management platform, providing organizations with the technology and professional development they need to operate and grow. Built to power clubs, camps, tournaments, and leagues, we streamline registration, payment collection, scheduling, communication, and reporting—helping organizations attract and retain members while saving time and money.

Every dollar spent on our platform helps fund kids who need it most to play sports. We've pledged 1% of our revenue to our FundPlay program to ensure that all kids have access to great sports experiences. We also provide opportunities for professional development and networking through our NextUp community—giving youth sports organizations the tools they need to stay in the lead.

We're the only youth sports management platform to build products for organizers first. We believe that when organizers succeed, their parents, players, coaches, and communities benefit.





The LeagueApps Impact Team

We're Committed to Building the Biggest Impact Team in the Game

At LeagueApps, everyone is a change-maker—from our team members to our partners. That's because every team member is passionate about supporting kids in all communities by ensuring they have access to high quality sports programs. We're building the biggest impact team in the game by making it easier than ever for organizers, parents, players, and coaches to give back and even the playing field for all kids.



**Benita Fitzgerald Mosley**  
VP, Community and Impact; President, FundPlay

As an Olympic Gold Medalist and purpose-led champion in sports and business, Benita is responsible for stewarding LeagueApps’ philanthropy, advocacy, and community initiatives.

Prior to joining LeagueApps, she led Laureus Sport for Good as CEO, the United States Olympic & Paralympic Committee as COO, and USA Track & Field as Chief of Sport Performance. She is a senior advisor for several organizations, including Proteus International and 17 Sport, and serves on the International Olympic Committee Sport and Active Society Commission and the US Olympic & Paralympic Museum’s Board of Directors.

Her illustrious career as a track athlete was capped by winning a gold medal in the 100-meter hurdles in the 1984 Olympic Games in Los Angeles, making her the first American woman to accomplish this feat.



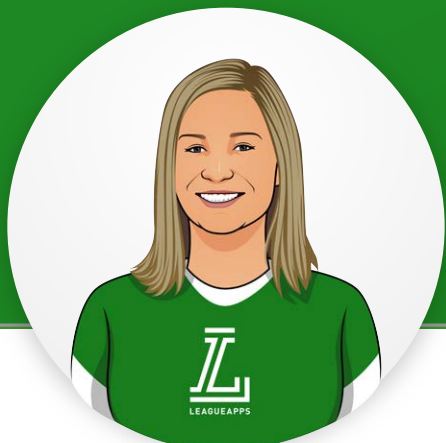
**Jared Cooper**  
Director, Social Impact

Jared is a seasoned sports business professional and entrepreneur who has spent his career bringing the power of sports and sports experiences to as many people as possible.

He began his career at the National Football League prior to founding the travel company Sports Power Weekends with the goal of providing unforgettable experiences for sports fans across the country.

Jared joined the LeagueApps team in 2017 where he has played an integral role in the organization’s social impact initiatives. In addition to this vital role, he previously served on Laureus USA’s Sport for Good NYC Leadership Council and currently serves as the interim advocacy director of the PLAY Sports Coalition.

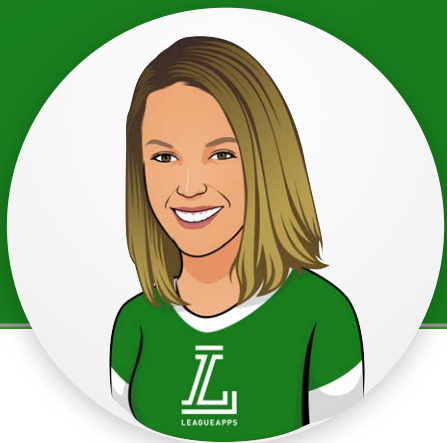
LeagueApps FundPlay Committee



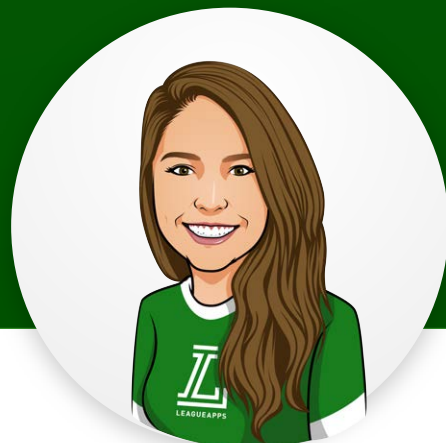
**Marika Akkerman**



**Alisa Bajramovic**



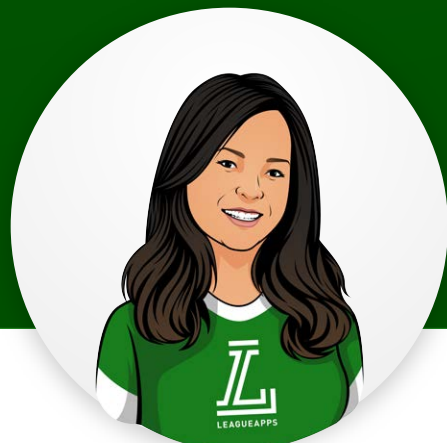
**Jamie Hancock**



**Kara Lawson**



**John Lechner**



**Onki Yeung**



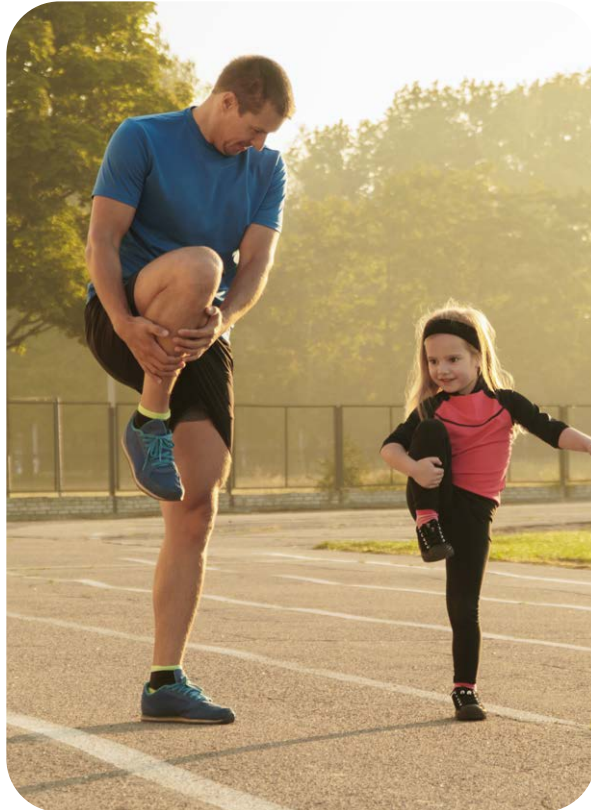
# Industry Recognition

We are proud that our impact efforts and team have been recognized by a variety of organizations.



## 2021 National Youth Sports Champion

The Office of Disease Prevention and Health Promotion within the U.S. Department of Health and Human Services recognized FundPlay as a National Youth Sports Strategy Champion for its efforts to improve the youth sports landscape in America.



## CREATORS OF COLOR

## Hashtag Sports® Creators of Color

Hashtag Sports® is the premier event and education destination for content creators, brand marketers, and the next generation of talent across the converging sports, entertainment, and gaming industries. In 2021, Hashtag Sports® recognized LeagueApps web designer/developer Isaiah Clarke as a Creator of Color, a new program that spotlights and empowers sports creatives ages 21-33 who identify as Black, Latino, Asian, and People of Color.



## CYNOPSIS

“How LeagueApps is Leveraging Its Tech During a Pandemic”

## CRAIN

“Sports Software Company LeagueApps Keeps Leagues in Play”

## SPORTTECHIE

“LeagueApps Raises \$15 Million to Further Impact Youth Sports”

## SBJ SPORTS BUSINESS JOURNAL

“LeagueApps and Pro Sports Assembly Partner on Youth Sports Development”



Making Play More Accessible Through

# FundPlay

Youth sports has an accessibility problem. Prior to the COVID-19 pandemic, studies showed that kids from low-income families were half as likely to participate in youth sports as kids from higher-income families. In recent months, that divide has grown significantly.

Research from the [Aspen Institute](#) shows that household income is the single biggest driver—and barrier—to early participation in sports, ahead of gender, race, ethnicity, and other factors. LeagueApps created FundPlay to help ensure kids can start and continue playing regardless of their socioeconomic background.

Every year, LeagueApps provides sports-based youth development organizations (SBYDs) with grants for LeagueApps software through the FundPlay program, giving them the opportunity to manage their programs free of charge and make sports more available to their communities. By breaking down these barriers, our hope is that they'll have more time and resources to invest back into their kids and communities.

In 2019, we pledged 1% of our revenue to positively impact 500,000 kids through sports by the end of 2022. In 2021 we doubled the number of FundPlay grant recipients, and we're proud to say that we have now helped 275,000 young athletes get access to the lifelong benefits of sport through our FundPlay partners.





# Making an Impact Through Fundplay

FundPlay is making an impact in the communities that need it most by making sports more available through grants to sports-based youth development organizations across the country.

## 2021 Stats:

70k+

Youth participants in FundPlay partner programs

67%

of FundPlay partner families receive free or reduced school lunch

24

States and Washington, D.C. are represented by FundPlay partners.

90%

of these grants support families and communities of color

\$55k

Awarded in cash donations to youth sports nonprofit organizations

45

Software grantees in 2021, nearly doubling last year's efforts

## All-time Stats:

7

Years of bringing the benefits of sports to families and communities across the country

110

FundPlay software grantees since the program started in 2015

275k

Kids impacted in underserved communities across the United States through FundPlay

50%

of the kids FundPlay has impacted are in households with incomes less than \$60k/year



# Software Grant Recipients

Youth Tennis Advantage  
Winners Lacrosse  
The Lighthouse Inc. 1893  
Oakland Genesis  
Prince George’s Tennis & Education  
Recess Cleveland  
Uptown Soccer  
Kensington Soccer  
Duluth Rookie Basketball  
Hollywood PAL  
Algonquin Sports for Kids  
Street Soccer USA - Bay Area  
Street Soccer USA - Los Angeles  
Fast Feet NYC  
Queen City Volleyball Academy

All Access Training  
Beat The Streets New England  
Ice Hockey in Harlem  
DREAM  
Hockey On Your Block  
4ATX Foundation - Verde Leaders  
Philadelphia Youth Basketball  
Brooklyn Youth Sports Club  
Adaptive Sports Ohio  
Detroit PAL  
Lost Boyz Inc.  
Mikey’s League  
CityLax  
Wheelchair Lacrosse  
Seattle Tennis and Education Foundation

Tampa Bay Rattlers Softball & Mentoring  
FCC USA  
Operation Get Active  
Fencing in the Park  
Boston United Track Club  
All Kids Play  
Activities Beyond the Classroom  
Netball America  
Detroit Soccer District  
The Simple Foundation  
Beat the Streets Boston  
Beat the Streets Hartford  
Beat the Streets Providence  
Volo Kids San Diego  
Active Children Excel

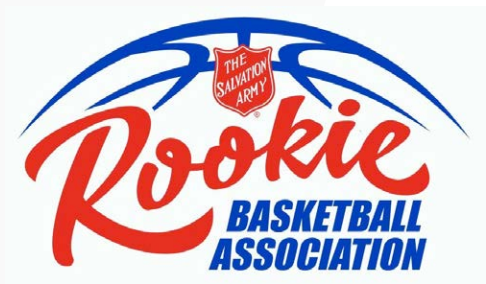


# FundPlay Grantee Spotlight



**Lost Boyz Inc**  
**Chicago, IL**

Through sports-based youth development, Lost Boyz Inc. is dedicated to helping Chicago’s youth by working to decrease violence, improve social and emotional conditions, and provide financial opportunities among the youth in Chicago's most needy communities.



**Duluth Rookie Basketball**  
**Duluth, MN**

The Salvation Army Rookie Basketball Association is a developmental youth basketball league for girls and boys, grades k-8, in Duluth, Minnesota. They focus on a holistic approach-- training the body, mind (attitude) and heart (effort). Through a fun sports experience, foundational, individual, and team skills are developed to benefit youth in sport and in everyday life.



**Youth Tennis Advantage**  
**San Francisco, CA**

Youth Tennis Advantage is dedicated to serving youth in inner city communities through a comprehensive program of tennis and academic tutoring that promotes physical, educational, and life skills necessary to prepare and empower them for leadership in their communities and success in their personal lives.



**Hollywood PAL**  
**Los Angeles, CA**

Hollywood PAL drives positive change in the community they serve by partnering with LAPD and school-aged youth in programs that celebrate diversity, equity, and inclusion and inspire personal excellence, social awareness, and civic engagement.



**Lost Boyz Inc.**  
**@LostBoyzInc**



We are excited to be partnering with [@leagueapps](#) to bring their amazing platform to the communities we serve in Chicago! Hey sports orgs and clubs check out their amazing product!!

4:33 PM · Oct 14, 2021



# What FundPlay Grantees Are Saying



## Ice Hockey in Harlem

IHH aims to support and develop determined, resilient, and confident youth by offering high-quality ice hockey programming, as well as off-ice programming that exposes young people in Harlem to educational experiences that improve their academic engagement, grow and strengthen their character, and prepare them for their future. Program Director Malik Garvin discusses their mission and partnership with LeagueApps and FundPlay.

“We’re so excited to be a FundPlay partner and are appreciative of the software. It’s going to make our work and accomplishing our mission much easier.”



## Lighthouse 1893

Lighthouse 1893 provides educational, recreational, cultural, social and economic improvement programs to families to improve the quality of their lives. This team works side-by-side with neighbors and the community to make sure that people of every age, income level and background have the opportunity to learn, develop, grow and thrive to be positive contributing members to the community. The Director of the Lighthouse Field at The Lighthouse 1893, Inc. discusses the issues they’re addressing and how LeagueApps and FundPlay are helping them achieve their mission.

“Thank you for being a part of our team in so many different ways, not just providing an opportunity to register kids to be a part of sports, but also fighting the issues we’re dealing with in our community. LeagueApps has allowed us to stay in contact with those families and allow them to feel like they’re a part of something.”



## South Bronx United

With more than 2,000 youth reached annually, South Bronx United uses soccer as a vehicle for social change, combining athletics with academic support, college access, mentoring, immigration legal services, and more. Executive Director Andrew So talks about the support from LeagueApps and FundPlay:

“Thank you for supporting South Bronx United. We’re so glad you chose us, and all of that support goes right back into our programs and youth in the South Bronx.”



## Operation Get Active

With the goal of encouraging participants to maintain regular exercise, Operation Get Active aims to inspire and educate children across Chattanooga about the importance of health, fitness, and nutrition, using the game of soccer to motivate youth to live active, healthy lifestyles. Using soccer as a tool, they seek to introduce a diverse group of children to sports and in doing so, develop their teamwork, leadership, and social skills.

“A huge thanks to the team at LeagueApps for awarding us the funds to use the platform. The platform is going to be awesome for us and help us be more efficient.”



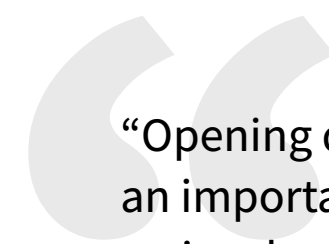
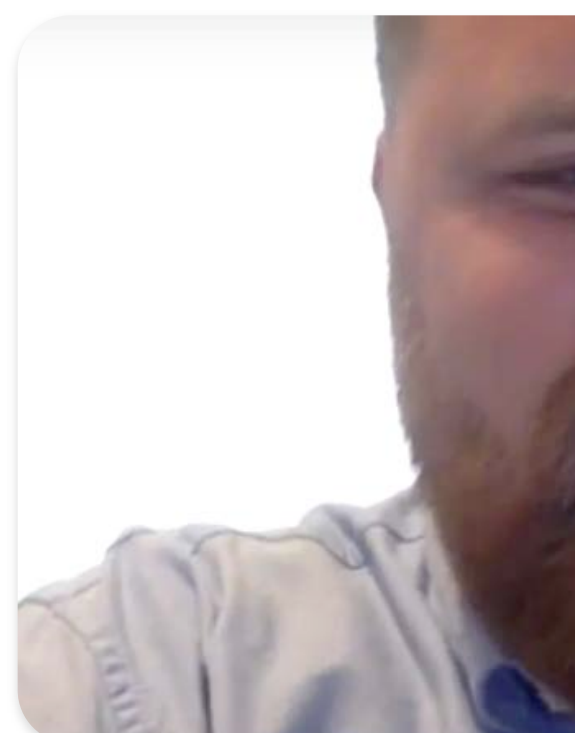
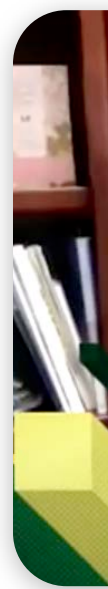
First Ever

# FundPlay Summit

Sports is a gamechanger for families, especially those in underserved communities. We believe everyone, without exception, should have access to these experiences. To support that mission, LeagueApps created the first ever FundPlay Summit: a special event designed exclusively for impact-driven leaders dedicated to increasing access to youth sports.

The summit featured workshops and networking sessions focused on helping sports-based youth development organizations build capacity and continue positively impacting their communities:

- Hosted representatives from more than 50 youth sports nonprofit organizations.
- Announced partner discounts to measurement and evaluation platforms UpMetrics and Hello Insight.
- Provided free coach training from Positive Coaching Alliance for all FundPlay partners and their staff members.
- Conducted a nonprofit fundraising workshop, as well as a measurement and evaluation case study from featured partner LA Dodgers Foundation.
- Featured guest speakers and elected officials to discuss advocacy and government support of youth sports.



“Opening doors for youth sports leaders and giving them the tools they need to succeed is an important part of our mission. We take our role as a youth sports industry leader seriously, and we are immensely proud of the first ever FundPlay Summit and the benefit it provided to industry leaders across the country.”



**Benita Fitzgerald-Mosley**  
LeagueApps VP, Community and Impact  
President of FundPlay



# Advocating for Relief

## PLAY SPORTS COALITION

The COVID-19 global pandemic has hindered the entire sports industry, but the impact on youth sports and the communities that benefit from it is profound. In response to the pandemic and resulting impact on youth sports, the PLAY Sports Coalition (PLAYS), which stands for Promoting Local and Youth Sports, was formed in April of 2020 to provide support and community for youth sports organizations dealing with the repercussions of the onset of COVID.

LeagueApps is an integral part of the Coalition, supporting the effort financially and through strategic leadership. In 2021, LeagueApps Vice President of Community & Impact and President of FundPlay Benita Fitzgerald Mosley served as the Coalition's executive director and board member. Additionally, LeagueApps President Jeremy Goldberg served as the Coalition's Vice Chair and board member, and Jared Cooper, LeagueApps director of social impact, served as the Coalition's interim advocacy director.

LeagueApps is a proud leader of advocating for the youth sports industry, including through the Coalition's advocacy efforts for funding and support at both the state and federal level for youth sports nonprofits. Through these advocacy efforts, including congressional testimony and a national virtual town hall meeting organized by LeagueApps, the youth sports industry received vital support when New York State passed mobile sports betting legislation with an allocation of the tax revenue going to a youth sports nonprofit grant program. The Coalition, with support from LeagueApps, worked closely with New York State Assembly member Monica Wallace to pass this important legislation.

Following written testimony from LeagueApps and the Coalition, Ohio soon enacted its own mobile sports betting legislation, mirroring support for youth sports and advancing the Coalition's mission. These efforts continued, including in the state of Massachusetts where Benita Fitzgerald



Mosley has testified in front of state legislators for a similar mobile sports betting bill that would greatly benefit youth sports in the state.

Efforts to support youth sports through these measures are gaining momentum as more states are expected to consider

legislation in coming years, with the opportunity to introduce new legislation to amend how tax revenue from sports betting is allocated in states that have already passed it.

[Read more about how the PLAY Sports Coalition is unlocking funding for youth sports here.](#)



# Advocating for Play

# Grassroots Efforts

We are proud to be an outspoken advocate for youth sports at the grassroots level, supporting the organizations that have a direct impact on kids and their communities. Through these grassroots efforts, we’ve made significant progress in generating support for youth sports.

## NYC Mayor’s Office of Sports, Wellness, and Recreation

In April 2021, New York City announced it would be creating the Office of Sports, Wellness, and Recreation, which would be responsible for creating strategies and initiatives to support youth sports activities throughout the city of New York and to create a pipeline for disadvantaged children to be placed in competitive sports programs and competitions. LeagueApps was a proud advocate, including submitting written testimony in support of this effort.

## Outdoor Recreation Legacy Partnership (ORLP)

As part of its advocacy efforts, LeagueApps joined other youth sports advocates to urge the federal government to reverse its decision to end the Outdoor Recreation Legacy Partnership (ORLP) program, which enables urban communities to create new outdoor recreation spaces, reinvigorate existing parks, and form connections between people and the outdoors in economically underserved communities. In May 2021 these efforts had a tangible impact when the U.S. Department of the Interior announced that the National Park Service would distribute \$150 million to local communities through the (ORLP) grant program.

## Commission on the State of the U.S. Olympic and Paralympic Committee

In April 2021, U.S. Senator Maria Cantwell (D-WA), Chair of the Senate Committee on Commerce, Science, and Transportation, appointed LeagueApps Vice President of Community & Impact Benita Fitzgerald Mosley to the Commission on the State of the United States Olympic and Paralympic Committee (USOPC Commission). Benita is part of this illustrious group that is conducting a study reviewing recent USOPC reforms and will submit its findings and recommendations to Congress.

# THE BUFFALO NEWS

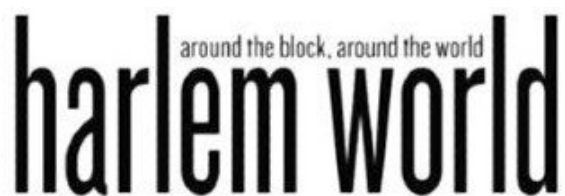
**New York to steer \$5 million a year in new mobile sports betting to youth sports**



**Chair Cantwell Appoints Members of the Commission on the State of the U.S. Olympic and Paralympic Committee**



**Secretary Haaland Announces \$150 Million to Create Public Parks, Expand Recreation Opportunities in Urban Areas**



**NYC Is One Step Closer To Establishing The Mayor’s Office Of Sports And Recreation**



# Funding Play & Communities

LeagueApps is committed to supporting programs that bring youth sports to communities across the country. In addition to dozens of FundPlay grants and more than 70,000 kids impacted during 2021, we’re also honored to support a variety of partner-led youth and sports scholarships, community programs, and advocacy efforts that make sports more available to the families and communities with the greatest need.



### Bethesda Soccer Club Scholarship Fund

The Bethesda Soccer Club has 65 boys’ and girls’ teams from ages U-7 through U-19 that compete in various leagues across the Washington D.C.-Maryland-Virginia region and events throughout the United States. LeagueApps is honored to support the club’s annual scholarship program that helps families offset the cost of participating in sports.



### Tri-State Volleyball

Borne out of the challenges faced during the COVID-19 pandemic and youth sports shutdowns, Tri-State Volleyball is a club volleyball power league for top clubs in the New England and the Tri-State area. We created a series of leagues they allow participating clubs and teams to play in high level and safe events in a time when sports is needed most.



### HEADstrong Foundation Attack Cancer Campaign

HEADstrong’s Attack Cancer campaign is a fun and interactive way for athletes to have an impact and make their performance count on and off the field as they pledge their performances to assist the HEADstrong Foundation and families affected by cancer.



### Steel Sports – Tommy Lasorda National Coach of the Year Award

Steel Sports is a social impact organization committed to creating a new standard in youth sports and coaching while forging the next generation of leaders and creating a positive experience for over 100,000 athletes and their families each year. LeagueApps is proud to sponsor the Steel Sports Tommy Lasorda National Coach of the Year award, which recognizes outstanding coaches that have had a positive impact on the lives of youth athletes, inspiring them to reach their potential, on and off the field.



### Project Play 2024

Project Play develops, applies and shares knowledge that helps stakeholders build healthy communities through sports. Originally formed in 2017, this groundbreaking initiative mobilizes industry organizations to increase youth sport participation rates and related metrics among youth through age 12.

LeagueApps, a 2019 Project Play Champion, supported Project Play 2024 through a financial contribution, but our commitment doesn’t stop there. The LeagueApps team drives meaningful change through active participation in Project Play 2024 meetings, workshops, training, advocacy efforts, and more.

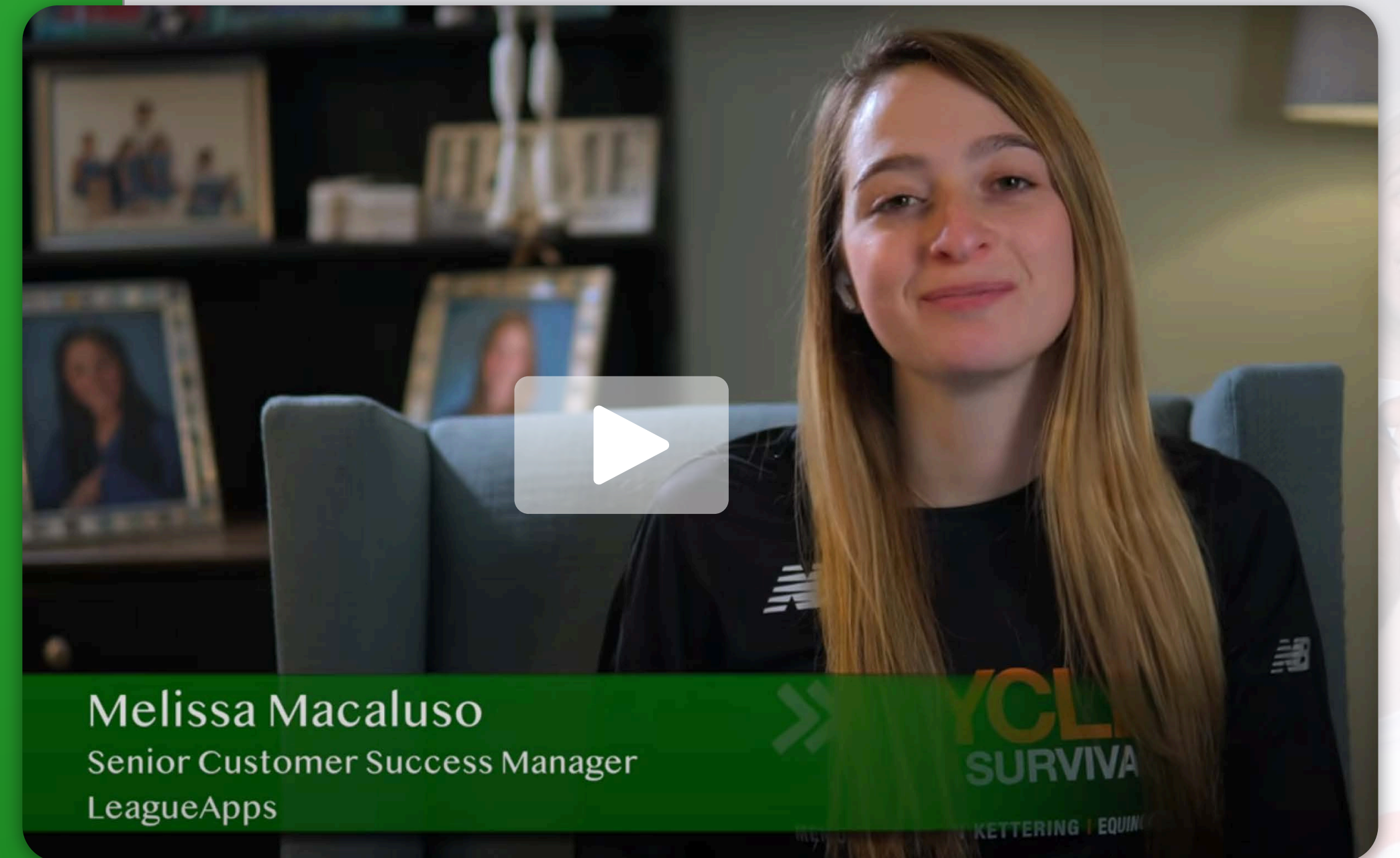


# Supporting Home Team Causes

Sports teaches resiliency, leadership, accountability, respect, patience, perseverance, teamwork and so much more. That's why in addition to supporting youth sports initiatives across the country, LeagueApps is also committed to supporting causes that use sports as the foundation for healing, learning, growing, and bringing communities together.

Cycle for Survival accelerates progress in rare cancer research, bringing new and better treatment options to people around the world through uniting families, friends and colleagues in the fight against rare cancers. Over 37,000 people have participated in their signature indoor team cycling events. LeagueApps has supported Cycle for Survival since 2018 as fundraisers and participants, and in 2021 we were excited to extend that support with a \$25,000 donation.

We believe that every person can make a difference and has a role to play in creating meaningful change and progress. LeagueApps Senior Customer Success Manager Melissa Macaluso is a shining example of that principle, and she shares her personal experiences with rare cancers, involvement with Cycle for Survival, and importance of LeagueApps' support of this cause.





## Creating Community

# Youth Sports Institute

Succeeding in sports is about resiliency, dedication, and most importantly teamwork. Providing community leaders and youth sports organizers the tools they need to succeed is a critical part of creating a community that wins together.

The concept of teamwork and bringing the best knowledge forward for all stakeholders to learn from was the foundation for the creation of the Youth Sports Institute (YSI). The goal of YSI is to engage with our partners in a program that is valuable for them through networking, high-level professional development, and a common goal amongst fellow youth sports organizers within the LeagueApps network.

YSI provides participants with a cohort of leaders in youth sports, professional development and training opportunities, access to leaders and influencers in youth sports, customized opportunities to grow their brands, and an individual project to level up their impact in their community.

The first YSI cohort, which graduated in December 2021, gave participants an opportunity to map a plan for success for their specific efforts, as well as learn from colleagues and peers to address key challenges and opportunities, helping the industry to succeed together.

Each member of this inaugural cohort worked on a new or existing impact program as part of their inclusion, which covered a variety of needs, including:

- Creating a soccer afterschool program in low-income areas to educate, train, and inspire players to lead a healthy lifestyle;
- Establishing an endowment funded by community sponsors to provide scholarships; and
- Developing a free curriculum for volunteer-based organizations to improve their offerings.

The program has been a resounding success, with participants providing glowing feedback and reinforcing the need for such a program that enables the youth sports community to learn from each other and succeed together.





## Creating Community

# NextUp Play Forever Tour

The COVID-19 pandemic has created uncertainty for the youth sports industry. Programs across the country are facing brand new challenges and are in need of additional support.

That's why, in October 2021, the LeagueApps team hit the road for the NextUp Play Forever Tour, a two-week road trip through the Northeast to visit youth sports organizers on their turf and to learn first-hand how LeagueApps can better serve their needs.

We were excited to visit with six FundPlay partners in five cities over two weeks, including Boston United Track & Cross Country Club, Philadelphia Youth Basketball, Lighthouse 1893, WINNERS Lacrosse, Volo City Kids Foundation, and Brooklyn Youth Sports Club.

At each stop, we took partners to professional sports games and hosted happy hour events, providing organizers with the opportunity for some networking and fun after what had been an especially challenging year in youth sports.

Additionally, LeagueApps awarded each FundPlay partner with \$1,000 equipment grants from Franklin Sports and \$1,000 apparel grants from Augusta.

As part of the NextUp Play Forever Tour, and to create awareness for the importance of supporting youth sports and community programs, Vice President of Community & Impact and President of FundPlay Benita Fitzgerald Mosley conducted a satellite media tour on October 22, 2021, resulting in:

- Nearly 200 media and social media stories
- Hundreds of social media shares
- More than one million estimated views
- More than 200 million people reached





# Volunteering and Service

The LeagueApps team is proud to show up and support our partners and the community, and we take advantage of every opportunity to get the team together for meaningful and impactful activities. Organizational leadership has made it part of the LeagueApps culture to ensure our actions speak as loudly as our voices, and the team has embraced that vision in spectacular ways.

## FundPlay Friday

LeagueApps launched FundPlay Friday in November 2021 in an effort to help FundPlay partners through volunteering, strategizing, and planning. FundPlay Friday provides an opportunity for the LeagueApps team to set aside our typical work to offer support to FundPlay partners to drive their organizations forward, learn about the amazing work these organizations are doing, and determine how we can continue to support them in the future.

More than 60 LeagueApps team members dedicated their day, both in-person and virtually, to the first FundPlay Friday on November 19, 2021, which included FundPlay partners [South Bronx United](#), [Leveling the Playing Field](#), and [RallyCap Sports](#).

In addition to showing up to support FundPlay partners and sharing LeagueApps updates and news, the teams made amazing progress for partners and the industry through:

- Designing and launching a donation button proof of concept for partner fundraising on the LeagueApps platform.
- Creating strategies around employee volunteering, equipment donations, and helping RallyCap Sports grow in 2022.
- Updating support articles and videos that are most helpful to FundPlay partners.
- Testing a new virtual volunteering platform to better support partners, the industry, and the community.

## Giving Tuesday

Immediately following the successful launch of FundPlay Friday, the LeagueApps team once again stepped up to meet a new challenge for Giving Tuesday on November 30, 2021. LeagueApps leadership committed to matching donations for all LeagueApps employees to FundPlay partners. Through these efforts we're excited to announce that we made donations to more than 20 youth sports nonprofits, furthering our efforts to make a positive impact.

From equipment donation and volunteering to philanthropy events and strategic planning, we're excited to continue FundPlay Friday, and the positive impact in youth sports, in 2022 and beyond.



# FUNDPLAY FRIDAY





# Special Thanks



## MLB | LA Dodgers Foundation

We are grateful for the partnership of Major League Baseball and the Los Angeles Dodgers for providing subsidized use of the LeagueApps platform to more than 100 RBI (Reviving Baseball in Inner Cities) programs nationwide.

Registered participants for Major League Baseball programs on LeagueApps also have access to free MLB.tv subscriptions, helping to cultivate the next generation of baseball fans, enabled through the use of our software.



## UpMetrics | Positive Coaching Alliance | Hello Insight

We are also grateful to our program partners including UpMetrics, the Positive Coaching Alliance, and Hello Insight. You have helped LeagueApps and our partners make a meaningful impact in coach training and the fields of measurement and evaluation.



## Augusta | Franklin Sports

The NextUp Play Forever Tour was a resounding success, thanks in part to support from Augusta and Franklin Sports, who provided grants for FundPlay partners to help them continue to make a positive impact.



## Orrick

Thank you to Orrick for the critical lobbying work on behalf of the PLAY Sports Coalition. Your support has changed the lives of communities across the country.