



FUNDPLAY
FOUNDATION

IMPACT REPORT

2023



LETTER FROM FUNDPLAY FOUNDATION'S EXECUTIVE DIRECTOR

As I reflect upon 2023, I am struck by the leadership and heroism of so many people in communities across the country that work tirelessly to bring youth sports opportunities to so many families.

We - the FundPlay Foundation staff, Board of Directors, and Advisory Board - have spent countless hours engaging with and listening to these community leaders. Only by doing so are we effectively able to deliver the support and programming that makes a meaningful impact on their organizations and the families they serve.

2023 was about building our foundation, literally and figuratively. We officially became a 501(c)3 nonprofit, expanded our Board to include new innovative, thoughtful, experienced, and super-smart Directors, and rolled out and tested new programs. We hosted our first in-person FundPlay Summit in New York City, provided grantee learning opportunities through virtual FundPlay Forums, organized our first advocacy day on Capitol Hill, and mentored grantee youth participants.

The support from LeagueApps and our donors, and the generosity of so many others have enabled us to commit to this work. We're proud of what we accomplished in 2023 and are excited for the successes and challenges that lay ahead in 2024.



Jared Cooper

Executive Director, FundPlay Foundation



**OUR VISION IS THAT
ALL YOUTH SPORTS
NONPROFITS HAVE
THE CAPACITY TO
HELP WAY MORE
KIDS ENJOY THE
POWER OF SPORTS.**





STAFF



Jared Cooper

Executive Director,
Co-Founder



Bailey Holloway

Program Manager



BOARD OF DIRECTORS



**Benita
Fitzgerald Mosley**

Multiplying Good,
Chief Executive Officer



Brian Litvack

LeagueApps,
Chief Executive Officer



Britton Stackhouse

Fortress US, President



Jeremy Goldberg

LeagueApps,
President



Nnamdi Okike

645 Ventures, Founder



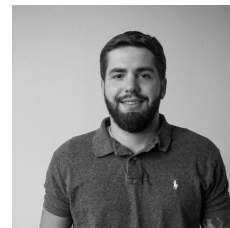
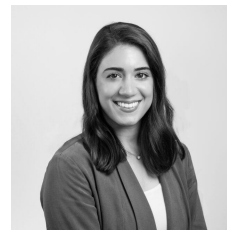
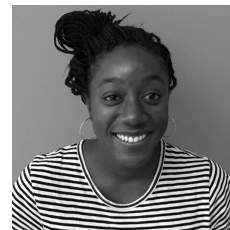
Rehana Farrell

Youth INC,
Executive Director



FUNDPLAY FOUNDATION ADVISORY BOARD

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 Anthony **Martin**
 Bailey **Holloway**
 Chantal **Celestin**
 Ellie **Anagnostopoulos**
 Jamie **Hancock**
 Josephine **Cunanan**
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 Kelsey **Grambeau**
 Madison **Cobb-Athineos**
 Onki **Yeung**
 Ryan **Schlaepfer**
 Stephen **Boyd**





IMPACT

91K+

Kids impacted in by FundPlay Foundation grantees in 2023

\$90K

Donated to our grantees and organizations that we support

30

New FundPlay Foundation grantees in 2023

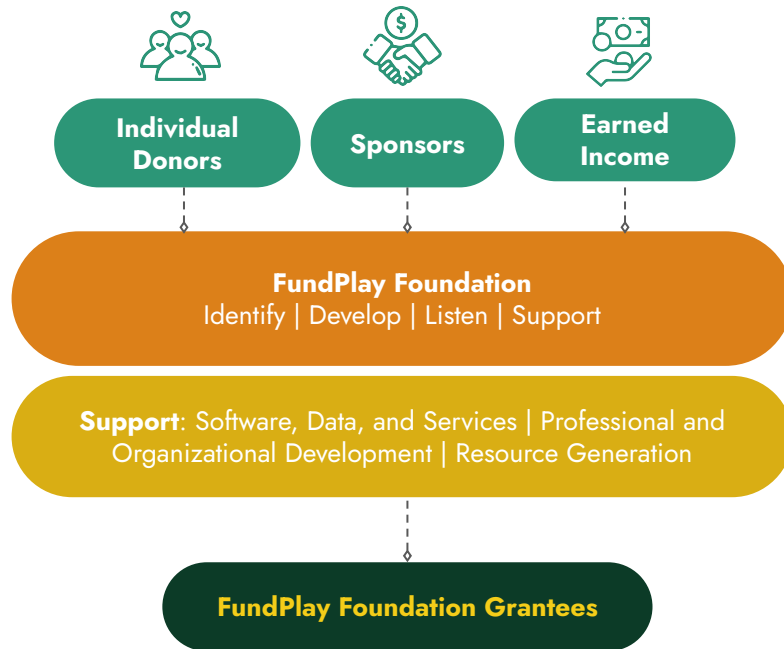
20

Number of grantees at our first in-person FundPlay Summit in October



OUR MODEL

We **identify** organizations that are doing impactful direct service work, **develop** relationships with them, **listen** to their needs, and direct **support** to them appropriately.





FUNDPLAY DRIVE & LOS ANGELES DODGERS DREAMFIELDS

LeagueApps' FundPlay Drive benefitted the Los Angeles Dodgers Foundation in order to help them build two Dodgers Dreamfields at Edward Vincent Jr. Park in Inglewood, California. We raised \$50K for the Los Angeles Dodgers Foundation and were on hand to cut the ribbon on their new softball and baseball fields in May 2023!



The Los Angeles Dodgers Foundation (LADF) builds Dodgers Dreamfields to give families in neighborhoods across Los Angeles safe havens and points of pride.

The addition of revitalized baseball and softball fields contributes to existing green spaces, promotes physical activity, and increases opportunities for play in underserved communities.



FundPlay Foundation Board member Benita Fitzgerald Mosley was on hand to cut the ribbon on the new Dodgers Dreamfields in May 2023.



2023 GRANTEES

1616/Ladd Foundation

Atlanta Track Club

Big Apple Basketball

Bryson Park Youth Athletic Association

Cambridge Basketball Lab

Cutler-Orosi Community For Youth

Delta Sculling Center

Embrace Sportz

Grand Strand Miracle Leagues

Heart N Hands

Kick It Forward Soccer

Legacy Health and Wellness

Lil' Vikings Youth Wrestling

Lit Leaders NYC

LivFree

Manhattan FC

Max-OUT Basketball

McHenry Junior Warriors Lacrosse

New York Junior Tennis & Learning

Open Field

P.L.A.Y.

San Antonio Sports

Soccer Unity Project

Special Olympics Michigan

The Empowerment Effect

The JT Dorsey Foundation

The On Deck Circle

Tyus Sports

Volo Kids Jersey City

Volo Kids North Jersey



GRANTEE SPOTLIGHT

“Not having to pay [for registration software] was huge, and transitioning from the system we used to use to LeagueApps was very easy...All of the things we do to activate our storytelling and our impact we can get out of LeagueApps very easily. It has been awesome.”

Caroline Foscatto, Executive Director



SOCCKER UNITY PROJECT

Soccer Unity Project expressed interest in a FundPlay Foundation grant to alleviate a significant portion of the administrative cost required to run their free programming, to gain access to a network of like-minded organizations, and to take part in professional development events and staff training.

They became a grantee in March 2023. Hear about the experience Soccer Unity Project has had with FundPlay Foundation from their Founder and Executive Director, Caroline Foscatto (*page 12, FundPlay Summit video*).



FUNDPLAY FOUNDATION GRANTEE NETWORK

2-4-1 Care Inc.
 Adaptive Sports Ohio
 Alameda County Deputy Sheriff's
 Activities League
 America SCORES Cleveland
 America SCORES New York
 Atlanta Youth Tennis & Education
 Baseball For All
 Beat the Streets Detroit
 Beat The Streets New England
 Boston United Track Club
 Brooklyn Youth Sports Club
 Chicago Run
 City Parks Foundation
 Detroit Imperial Futsal Club
 Detroit Soccer District
 DREAM
 Duluth Rookie Basketball
 Excite All Stars
 Fast Feet NYC

Fencing in the Park
 Football for the World USA
 FORGE Communities
 Fútbol con Corazón
 Get On The Bus
 Harambee Sports Club
 Harold Hunter Foundation
 Hollywood PAL
 Ice Hockey in Harlem
 Independent FC
 Kings County Tennis League
 Max-OUT Foundation
 Mikey's League
 Netball America
 New Vision Urban Impact
 New York Edge
 Operation Get Active
 Opportunity Programs
 Play Rugby USA
 Portland Community Football Club

Queen City Volleyball Academy
 RallyCap Sports
 Rogue River Soccer Club
 Sanneh Foundation
 Seattle Tennis and Education
 South Bronx United
 South Coast Youth Football
 Southern Oregon Futsal League
 The ACE Project
 The IOWA Foundation
 The Julie Foudy & espnW Sports
 Leadership Academy
 The Lighthouse Inc. 1893
 The PACE Program
 Theory 9
 Thru Guidance Ministries
 Uptown Soccer
 Volo Kids Foundation
 Winners Lacrosse
 Youth Tennis Advantage



WHAT FUNDPPLAY GRANTEES ARE SAYING



"Our partnership with LeagueApps and FundPlay Foundation has really helped us tell a truthful story [to funders] based on hard data."

Kings County Tennis League



"FundPlay Foundation has provided us with resources that allow us to operate at our maximum efficiency and serve our families to the best of our ability."

Ice Hockey in Harlem



"FundPlay Foundation has brought together a great network of leaders and staff that run organizations..it gives us a chance to reflect and helps us do our job better."

South Bronx United



"This platform has really elevated the way we are able to communicate with participants, get them information quickly, and it has led to one of our most successful years."

City Parks Foundation

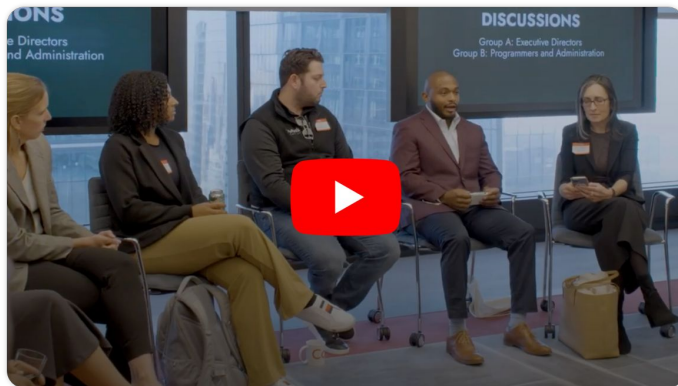


ORGANIZATIONAL DEVELOPMENT

We provide professional and organizational development to our grant partners to build capacity beyond technology.

FundPlay Summit

Our first in-person FundPlay Summit was held at Cooley's offices in NYC in October. We brought together 20 grantees for a day of networking, professional development, and fun.



FundPlay Forums

We hosted six virtual town hall sessions in 2023 on topics sourced from our grantees. Those included: Fundraising Strategies, Game-Changing Partnerships, Creating a Safe Environment for the Kids in Your Program, Using Data to Write Effective Grants, Organizing and Nurturing Volunteers, and Key Learnings from 2023.



FUNDPLAY SUMMIT



"This was a really productive, fun, educational, and engaging day - a great use of time."
Open Field



"It is rare at these conferences where everything was a value add, but this was the case."
2-4-1 Care



"We appreciate all the support LeagueApps has given our organization, we really would not be able to take our program to the next level without you!"
Hollywood PAL



"This summit exceeded my expectations and it was amazing being in the room with such hard working individuals that go through similar things that we do."
The Lighthouse 1893



ADVOCACY

We generate resources and enhanced opportunities for our grantees through institutional funders, including government.

PLAY SPORTS COALITION

FundPlay Foundation is proud to be a leader in advocating for the youth sports industry, directing the legislative efforts of the PLAY Sports Coalition (PLAYS). PLAYS was formed in April 2020 to provide support and community for youth sports organizations dealing with the repercussions of the onset of COVID.

Through its strategic leadership, FundPlay Foundation helps drive the Coalition's advocacy efforts to secure funding and support at both the state and federal level for youth sports nonprofits.





UNLOCKING STATE GRANTS

We are engaged in a variety of other states to unlock state and local funds and ensure they are effectively distributed to youth sports nonprofit organizations through accessible grant programs. Three states we successfully led advocacy campaigns within are New York, Massachusetts, and Maryland.

FundPlay Foundation grantee **Volo Kids Foundation** was able to access state-grant funding in Massachusetts and Maryland as a result of these successful lobbying efforts. (pictured)



New York

With tax revenues from mobile sports betting receipts, New York State distributes \$5M per year to youth sports nonprofit organizations.



Massachusetts

Through our work on behalf of the PLAY Sports Coalition, we unlocked and distributed \$250,000 to youth sports nonprofit organizations in the Commonwealth.



Maryland

Through our work on behalf of the PLAY Sports Coalition, we unlocked and distributed \$200,000 to youth sports nonprofit organizations state-wide.



FEDERAL ADVOCACY EFFORTS

Working with a federal lobbying firm on behalf of the PLAY Sports Coalition we were able to ensure the reintroduction of the bipartisan PLAYS in Youth Sport Act, sponsored by Reps. Colin Allred (D-TX) and Brian Fitzpatrick (R-PA). If passed it would create a \$75M youth sports nonprofit grant program, prioritizing organizations operating in underserved communities.

Additionally, upon the passage of the Fiscal Year 2024 federal budget, PLAYS will have unlocked more than **\$1.7M in Congressionally Directed Spending** in FY24 budget for youth sports playspace projects in underserved communities

We work closely with many of our FundPlay Foundation grantees, like Duluth Rookie Basketball (*below, left*) to connect them with their elected representatives. This prepares them to advocate for funding for their programs.



Left: Kris Mallett from Duluth Rookie Basketball with US Congressman Pete Stauber (MN-08)



Right: Andrew So from South Bronx United with US Congressman Jamaal Bowman (NY-16)





CAPITOL HILL DAY

We organized Capitol Hill meetings for 35+ youth sports organizations as part of the first ever PLAY Sports Coalition “fly-in” to Washington, D.C.

In advocating for youth sports in underserved communities, we **met with more than 20 House and Senate** offices to seek their sponsorship of the PLAYS in Youth Sports Act.



“The opportunity to gather with like-minded organizations is always a plus.”
America SCORES Cleveland



“It was great experience speaking with my Senator’s office.”
Cincinnati Tennis Foundation



RECOGNITION



FundPlay Foundation is honored to have been named a National Youth Sports Strategy (NYSS) Champion in 2023.

The Office of Disease Prevention and Health Promotion (ODPHP) invites organizations that support youth sports to become NYSS Champions. NYSS Champions work to promote youth sports in their communities and help achieve the NYSS vision: that one day, all youth will have the opportunity, motivation, and access to play sports.

ODPHP and the President's Council on Sports, Fitness & Nutrition have proudly recognized FundPlay Foundation as **one of only 256 NYSS Champions nationwide**, for our work promoting youth sports and supporting the NYSS.



SPECIAL THANKS



FundPlay Foundation would not exist without **LeagueApps**. Our nonprofit emerged from LeagueApps in 2022 - with FundPlay existing as a program within LeagueApps since 2015 - to create a lasting legacy and further its mission to ensure all kids have access to amazing youth sports experiences.

In 2023, FundPlay Foundation became a 501(c)3 nonprofit, and **LeagueApps' commitment to FundPlay only deepened**. They continue to support FundPlay Foundation and its grantees financially, with software licenses, and with services and in-kind value.



SPECIAL THANKS

SchulteRoth&Zabel

Thank you to Sara, Jamie, and Rachel from the **Schulte, Roth, and Zabel** team. Your support since the creation of FundPlay Foundation has made a huge impact in expanding accessibility to youth sports for all kids.

KIRKLAND & ELLIS

Thank you to **Kirkland & Ellis**. Your work with the PLAY Sports Coalition and FundPlay Foundation have had a massive impact on this sector's ability to access resources from government grant programs. Thank you Chris, Wess, and the K&E team!

Cooley

Thank you to Adam and the **Cooley** team for your support during the FundPlay Summit. Without you our first in-person event would not have nearly as successful!



orange
Karma



Thank you to **Orange Karma** and **BHG Creative**, two agencies led by innovative thinkers. Bharat and Bhavin: your partnership, thought leadership, and design thinking helped us immensely this year.



Thank you to the government affairs leaders who have provided support and expertise in successfully unlocking state funds for youth sports grant programs. **Jon Mandel** has been a true champion of our work. Michael and Savannah at **Tremont Strategies**, Patrick and Nicole at **Capitol Strategies Group**, and Jeremy and Michelle at **Orrick** have been extremely generous (and effective). Huge thanks to the **Klein Johnson Group Team** led by Izzy and Matt, with unbelievable work from Kate, Ian, and Kelli.



OUR SUPPORTERS

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Allison Patrick
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 Nearsure Team
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 Nichelle Simon



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Rachel Allison	Scott Blumenfeld	Victoria Shi	



GET INVOLVED

Help us equalize the playing field for youth sports through a **gift** to FundPlay Foundation, **volunteering** your time, **sharing** our work with someone who might be interested in getting involved, or **supporting** our grantees.

