

2022

LeagueApps Impact Report



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We're Just Getting Started Building a Better Future for Youth Sports

As a mission-driven youth sports organization, we've built a team of people that share the goal of increasing access to youth sports. Every day, the people at LeagueApps come to work ready to help sports organizations large and small operate and grow their businesses so they can reach and impact as many youth as possible. Through our FundPlay program, we delivered software grants to 60 sports-based youth development organizations in 2022 alone.

However, just like the athletes we support, we're always looking to get better and build more opportunity. Over the past several years, we've expanded our cash and software grantmaking, helped to build play spaces and start up new youth sports programs, provided coach training and capacity building benefits to our partners, and advocated for more government investment in youth sports.

In the first quarter of 2023, we're taking FundPlay to the next level by launching FundPlay Foundation alongside, but distinct from, LeagueApps.

LeagueApps' commitment to FundPlay has deepened, and the company will continue to propel its mission forward with a portion of our revenue and resources.

If there's one thing I'd like you to take away from this report, it's that you're having an impact through your partnership with LeagueApps. The entire LeagueApps team—and that includes partners and donors to FundPlay (and now FundPlay Foundation)—can be proud that we are changing the lives of young people every day.

Yours in sport,

Benita Fitzgerald Mosley

VP of Community & Impact and President, FundPlay Foundation

Who We Are and What We've Done So Far

400+

community sports organizations served with free-to-use LeagueApps software

550K+

unique sports opportunities enabled in underserved communities

\$300K+

donated to mission-aligned nonprofits since 2017

LeagueApps is the leading youth sports management platform, providing organizations with the technology and professional development they need to operate and grow. We're the only youth sports management platform to build products for youth sports administrators first. We believe that when administrators succeed, their parents, players, coaches, and communities benefit.

But we're more than just a technology company.

In 2015 we created FundPlay to bring sports to as many youth as possible through the organizations making sports happen in underserved communities. The program has grown tremendously and we continue to enhance our support of our FundPlay partners.



FundPlay Day—the company's annual day of service



Annual [Cycle for Survival](#) support



Member of [Project Play 2024](#)



Founding member of the [PLAY Sports Coalition](#), leading advocacy initiatives to support youth sports nonprofits in underserved communities by unlocking state and federal funding



LeagueApps employee development opportunities, including [RISE](#) workshops and [Positive Coaching Alliance](#) training



[FundPlay Drive](#), a LeagueApps-led fundraising campaign to support FundPlay



Employee volunteering program to support community sports organizations and FundPlay Foundation and its grantees



Mentoring youth that are pursuing education or careers in tech



Supporting our partners in making a bigger impact in their communities through events like [TK Day for TPH in 2022](#)



Introducing FundPlay Foundation

To build on our record of giving back, we helped expand our philanthropic program FundPlay into a newly-formed public charity in December 2022, FundPlay Foundation. The Foundation's mission is to build operational capacity for our partners and increase access to amazing youth sports experiences.

FundPlay Foundation will raise money through a variety of means, including individual and corporate donations, government and foundation grants, and fundraising events.

LeagueApps will be its lead funder, with an annual financial commitment that covers 100% of FundPlay Foundation's operational costs.

Therefore, 100% of donations received will go towards serving our mission and programs. Continuing its history as a philanthropic program within LeagueApps that began in 2015, the Foundation will be the beneficiary of LeagueApps employee volunteering and organizational support.

With continuing support from LeagueApps, the new FundPlay Foundation will license LeagueApps software to youth sports nonprofits, and provide additional benefits and support, as an independent nonprofit organization.

The LeagueApps Impact Team

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



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

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.



Bailey Holloway | **Social Impact Coordinator**

Bailey is passionate about using sports as the means to create a more equitable and healthy world. She began her career at the intersection of policy and technology, and has now been at LeagueApps since June 2022.

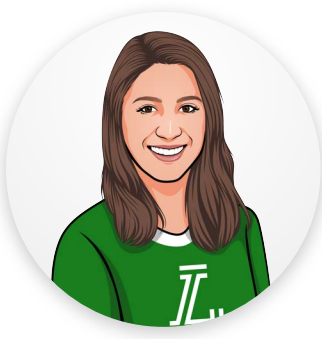
LeagueApps FundPlay Committee

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 youth sports administrators, parents, players, and coaches to give back and even the playing field for all kids.



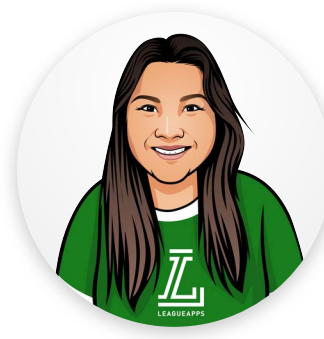
Alisa Bajramovic



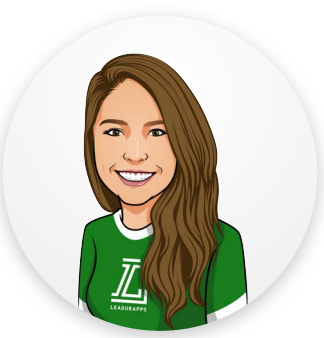
Ellie Roussopoulos



Jamie Hancock



Josephine Cunanan



Kara Lawson



Katie Ringel



Kelsey Grambeau



Madison Cobb-Athineos



John Lechner



Onki Yeung



Ryan Schlaepfer



Stephen Boyd

FundPlay Drive & South Bronx United Mini Pitch

LeagueApps' FundPlay Drive benefitted South Bronx United in order to help them build a mini soccer pitch to be able to provide more soccer opportunities in their community.

[We donated \\$50K to South Bronx United](#) and were on hand to cut the ribbon on their new play space in September 2022!



South Bronx United uses soccer as a tool for social change aiming to help youth build character, teamwork, and leadership so that they can succeed in high school, college, careers, their community, and beyond.

Cornerstone Accomplishments in 2022



RallyCap Ann Arbor

[RallyCap Sports](#) was our first FundPlay software grant partner. We helped them develop and execute on a growth strategy, leading to a brand new chapter at the University of Michigan that began operations in September 2022. LeagueApps funded the startup costs for the chapter.



Cycle for Survival

LeagueApps employees raised over \$50,000 for Cycle for Survival in April 2022, hitting the top of the [leaderboard](#) for the technology sector.



America SCORES New York

Invited poet-athlete Karla Urgiles from America SCORES New York to do a live poetry performance on stage at NextUp 2022—LeagueApps’ annual youth sports management conference.

Team ↕	Captain ↕	Industry ↕	Raised ↕
LeagueApps	Melissa Macaluso	Technology	\$50,900
Salesforce Ohana	Steve Mannel	Technology	\$33,404
LinkedIn	Abby Lauterbach	Technology	\$23,246
Instron	Audrey Gorgone	Technology	\$15,875
Suplari Inc	Sonora Hetrick	Technology	\$15,140
Amazon Web Services	David Nickles	Technology	\$12,079
Google Agency Team	Andrew Gifford	Technology	\$11,878
TrustArc	Park Allen	Technology	\$10,095
Oracle NetSuite	Kevin Gates	Technology	\$9,555

LeagueApps hitting the top of the Cycle for Survival leaderboard in the technology sector.



Karla Urgiles from America SCORES New York gave a live poetry performance on stage at NextUp 2022.

2022 Impact by the Numbers

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.

2022 Stats:

180K+

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

\$150K

Awarded in cash donations to youth sports nonprofit organizations

60

Software grantees in 2022, the most we have ever awarded in one year

All-time Stats:

8

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

170

FundPlay software grantees since the program started in 2015

50%

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

550K

Kids impacted in underserved communities across the United States through FundPlay

Impact Partnerships



Hello Insight

In 2022 LeagueApps provided access to Hello Insight’s measurement and evaluation tool for a cohort of FundPlay partners for the first time. These pre- and post-program surveys were instrumental in measuring the social-emotional learning growth of a select group of our participating FundPlay partners.



Leveling The Playing Field

LeagueApps sponsored an equipment donation bin through a partnership with Leveling The Playing Field at the Olney Boys and Girls Club in Olney, Maryland.



550K Goal Surpassed in 2022

In September 2019, LeagueApps publicly announced its company commitment to FundPlay and goal to impact more than 500,000 kids by the end of 2022.

We exceeded this goal. By the end of 2022, through our impact partners, we enabled more than 550,000 unique youth sports experiences for kids in underserved communities across the country.



LeagueApps President Jeremy Goldberg at 2019 Project Play Summit in Detroit, MI

2022 Grantees

2-4-1 Care Inc.

Atlanta Police Athletic League

Baltimore Banners

Boston Lions Track Club

Bottlenoses

City Parks Foundation

CityParks Junior Golf Center

Compton City Parks & Recreation

Concrete Roots Coalition

Ed Reed Foundation

Excite All Stars

Football for the World USA

FORGE Communities

Get On The Bus

Harambee Sports Club

Harold Hunter Foundation

Ihanktonwan Ohitika Basketball

La Liga del Barrio

Lax For All

LP Fam Youth Organization

Max-OUT Basketball

Mitwest Detroit Futsal Club

National High School Basketball

Association

New Vision Urban Impact

New York Edge

Opportunity Programs

Pass It Forward Foundation

Pittsburgh Hardball Academy

Portland Community Football Club

Project Opportunity

RallyCap Sports Austin

RallyCap Sports Defiance College

RallyCap Sports Michigan

RallyCap Sports Monmouth University

RallyCap Sports South Jersey

RallyCap Sports University of Delaware

Roberto Clemente Foundation

Run4Fun

San Diego Ducks Sled Hockey

San Francisco Rebels

Sanneh Foundation

South Coast Youth Football

Step It Up Camp

Team Inc.

The IOWA Foundation

The PACE Program

The Salvation Army St. Paul

Theory 9

Thru Guidance Ministries

Volo Kids EXPLORE

Wardogs Elite Athletics

Youth Run NOLA



What FundPlay Grantees Are Saying



Detroit Soccer District

Detroit, MI

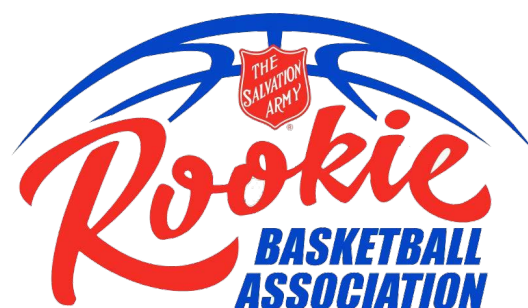
“I don’t even know where to start, it’s been a blessing. I don’t have to send any emails, practice and game reminders anymore — they get it automatically... I can sleep well at night knowing I don’t have to do as much work”.



Hollywood PAL

Hollywood, CA

“LeagueApps has helped/supported our program through retention rates and growth, parent/participant communication, digital records, registration/payment process, and data collection”.



Duluth Rookie Basketball

Duluth, MN

“It is crazy that I used to have to manually enter between 300-500 registrations this time of year. The LeagueApps FundPlay grant has really been a life saver for this program”.



What FundPlay Grantees Are Saying



Dream Charter School

Harlem, NY

“LeagueApps has been a crucial volunteer partner in 2022 - we've had team members coach our littlest DREAMers during the summer for our Rookies T-Ball Program, mentor our Legends (college-aged alumni), and volunteer during our Holiday Food Distribution supporting 200 DREAM families facing food insecurity in East Harlem. The passion and commitment to making an impact in our communities is what continues to set LeagueApps apart. Thank you for the incredible support this year - we can't wait to continue our partnership in 2023!”



Harold Hunter Foundation

New York, NY

“Here at HHF we are thrilled to use a platform that could combine registration, data reporting, digital waivers and promoting events all in one place! LeagueApps has supported HHF with organizing all our data whether it be impact data like attendance, obtaining key demographic info from participants and understanding the story behind the data and where we need to focus our attention to in specific neighborhoods in NYC. Our parents are happy to see calendars of all programs and events they can sign up for and easily communicate with coaches as well. We look forward to more exciting updates for LeagueApps to make the user experience even better!”



Sanneh Foundation

St. Paul, MN

“Our goal is to serve 10,000 youth each summer and LeagueApps allows us to reach that goal by providing an easy sign-up process and ability to communicate with families. This past summer, we were even able to contact camp families via LeagueApps with an opportunity to attend an MLS All-Star event!”



South Bronx United

Bronx, NY

“South Bronx United is extremely thankful to have been part of FundPlay for the past three years. The LeagueApps platform has transformed our community soccer programming by simplifying the registration process, improving our scheduling system, and greatly improving our communication system so we can be confident that our families get the information they need to know. Thank you LeagueApps!”

Leading Youth Sports at the Highest Levels

LeagueApps is a proud leader in advocating for the youth sports industry, and is a founding member of the PLAY Sports Coalition, which was formed in April of 2020 to provide support and community for youth sports organizations dealing with the repercussions of the onset of COVID.

Through financial support and strategic leadership, LeagueApps helps drive the Coalition’s advocacy efforts to secure funding and support at both the state and federal level for youth sports nonprofits.

LeagueApps Vice President of Community & Impact and President of FundPlay Foundation Benita Fitzgerald Mosley serves as the Coalition’s executive director and board member. LeagueApps President Jeremy Goldberg serves as the Coalition’s Vice Chair and board member, and Jared Cooper, LeagueApps Director of Social Impact, serves as the Coalition’s advocacy director.

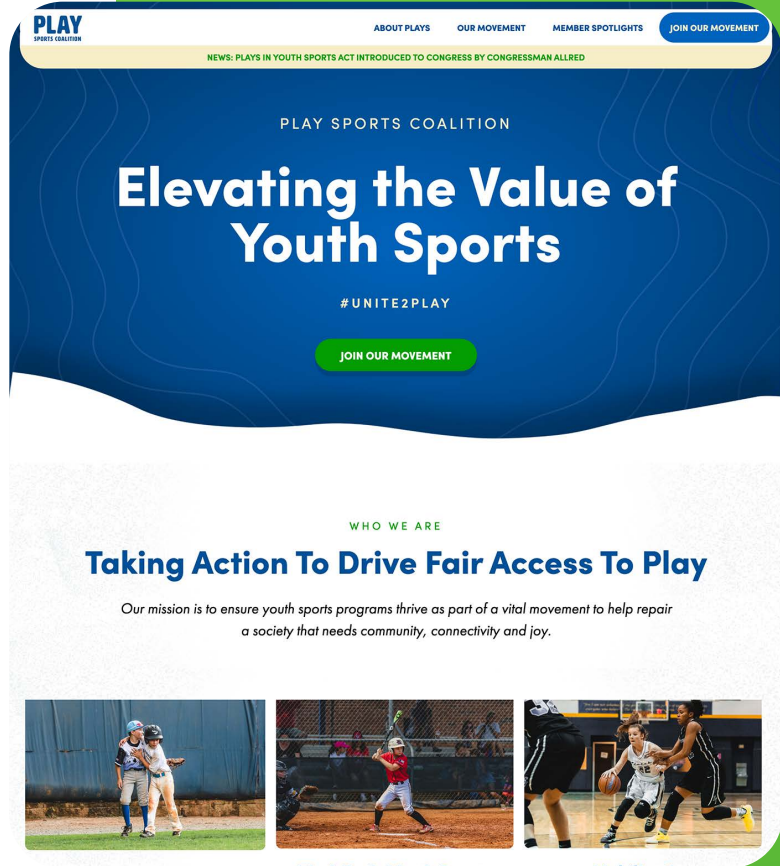
Back in 2021, through advocacy efforts including congressional testimony and a national virtual town hall meeting organized by LeagueApps, the youth sports industry received vital support when New York State passed mobile sports betting legislation with an allocation of the tax revenue going to a youth 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.

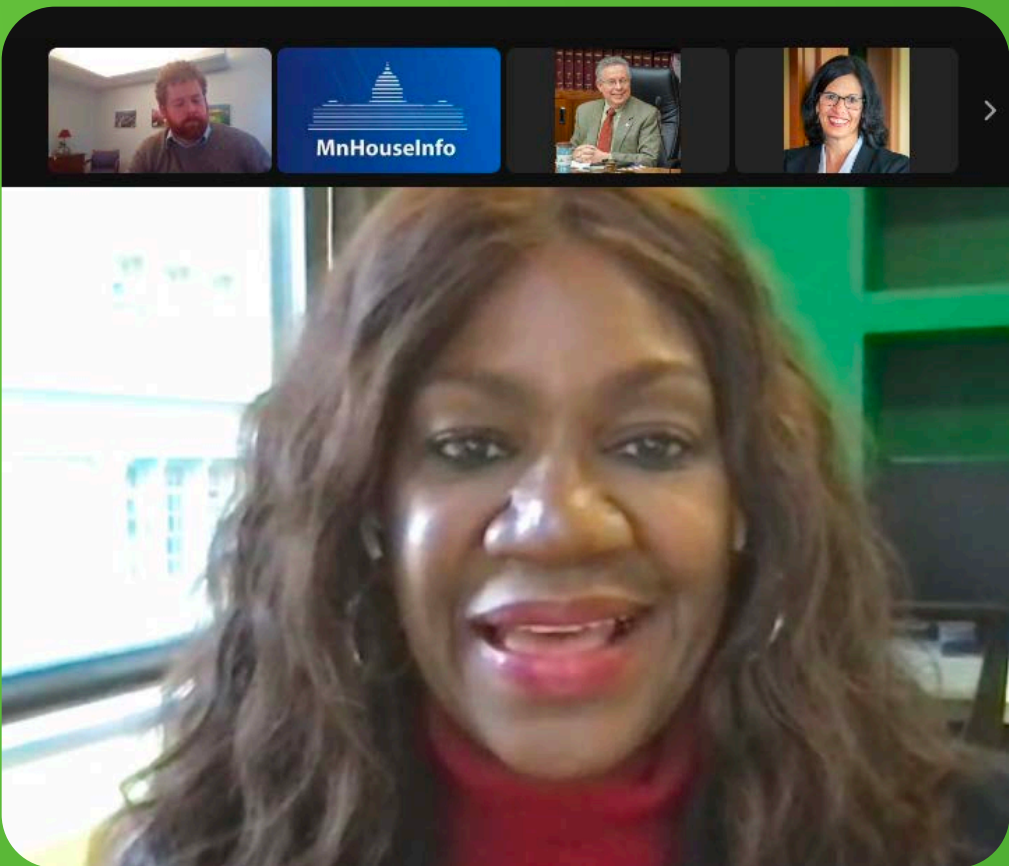
Following written testimony from LeagueApps and the Coalition, Ohio soon enacted its own mobile sports betting legislation, mirroring support for youth sports and advancing the Coalition’s mission.

These efforts and successes continued in 2022, with the Commonwealth of Massachusetts and the state of Maryland including allocations in their state budget for youth sports grant programs for organizations that operate in underserved communities. Additionally, inspired by, and supported by PLAYS and LeagueApps’ advocacy efforts, a successful Laureus Sport for Good Chicago advocacy effort resulted in \$5M in youth sports grants to programs in Illinois in 2022.

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.



LeagueApps built the PLAY Sports Coalition [website](#).



Our advocacy unlocked more than \$20M in state based funding for youth sports nonprofits in underserved communities.



Our team led the introduction of the PLAYS in Youth Sports Act, sponsored by Representative Colin Allred.

Professional Development for LeagueApps Employees and Partners



NextUp '22 Conference

LeagueApps donated 100+ backpacks and water bottles to select FundPlay partners after the annual [Youth Sports Management Conference](#)



RISE

LeagueApps employees took part in a six-part RISE training on Diversity Equity and Inclusion, and hosted a RISE training at the NextUp Conference.



Positive Coaching Alliance

LeagueApps provided free coach training from Positive Coaching Alliance for several FundPlay partners as well as the LeagueApps team.

Our 2022 Highlights

Employee Volunteering and Service

Part of LeagueApps culture is to ensure our actions speak as loudly as our voices. The LeagueApps team is proud to show up and support our partners and their communities, and we take advantage of every opportunity to get the team together in person for meaningful and impactful activities. LeagueApps volunteers supported impactful organizations on and off the playing field in 2022.

FundPlay Partners:

- South Bronx United
- Volo Kids Foundation
- DREAM
- Seattle Tennis and Education Foundation
- America Scores New York
- New York Edge
- Kings County Tennis League

Community Partners:

- Leveling the Playing Field
- Tech Year NYC
- The Educational Equality Institute



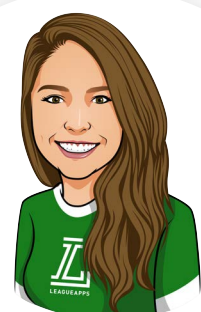
More than half of LeagueApps employees took part in the company’s volunteering program in 2022.

LeagueApps Volunteer Champions in 2022

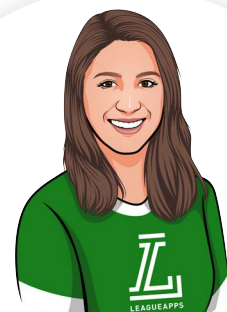
In the fall of 2022 we launched our LeagueApps Volunteer Champion award which recognizes and celebrates the amazing volunteer work of our LeagueApps team. The winners this year include:



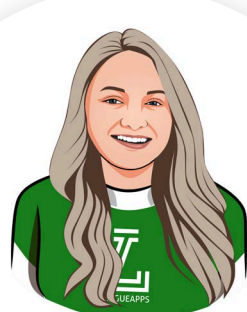
Ryan Bulaciac
September



Kara Lawson
October



Ellie Roussopolous
November



Miranda Koewler
December

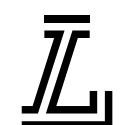


Recognition and Commitments

While the ultimate validation of our work is seeing the results of our programs, LeagueApps has been honored by recognition from organizations and peers whose work we admire this year.

We have also publicly committed to national campaigns that promote physical activity and accessibility for all:

- CEO Pledge for Physical Activity
- Supporting physical activity activity for all at the White House Conference on Hunger, Nutrition, and Health



2022 Nominee



[Risha Dewan](#) for Program Manager of the Year



Special Thanks



MLB | Los Angeles 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.



Positive Coaching Alliance

We are also grateful to the Positive Coaching Alliance. You have helped LeagueApps and our partners make a meaningful impact in coach and parent training.



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.

Schulte Roth&Zabel

Schulte, Roth, and Zabel

Thank you to Schulte, Roth, and Zabel, who have supported the creation of FundPlay Foundation and thus are making a huge impact in expanding accessibility to youth sports for all kids.

Our 2022 FundPlay Drive Donors

Special thanks to these organizations for their generous contributions to FundPlay Drive in 2022, and to the hundreds of individual donors to the campaign. You are all difference makers!

