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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
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.

**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 employee development opportunities, including RISE workshops and Positive Coaching Alliance training

**LEAGUEAPPS**

**FUNDPLAY DAY**

FundPlay Day—the company’s annual day of service

**2024**

Member of Project Play 2024

**PROJECT PLAY**

LEAGUEAPPS employee development opportunities, including RISE workshops and Positive Coaching Alliance training

**PLAY SPORTS COALITION**

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

**CYCLE FOR SURVIVAL**

Annual Cycle for Survival support

**Cycle for Survival**

**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

**FUNDPLAY DRIVE**

LeagueApps-led fundraising campaign to support FundPlay

**NASHVILLE STUDY TRAIN PLAY**

Member of Project Play 2024

**Annual Cycle for Survival support**

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**NASHVILLE STUDY TRAIN PLAY**
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.
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.

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 LT 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.

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.

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.
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 Cycle for Survival leaderboard in 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.

<table>
<thead>
<tr>
<th>Team</th>
<th>Cyclist</th>
<th>Industry</th>
<th>Raised</th>
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</thead>
<tbody>
<tr>
<td>LeagueApps</td>
<td>Melissa</td>
<td>Technology</td>
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<tr>
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<tr>
<td>Oracle NetSuite</td>
<td>Kevin</td>
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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:

<table>
<thead>
<tr>
<th>Stat</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>180K+</td>
<td>Youth participants in FundPlay partner programs</td>
</tr>
<tr>
<td>67%</td>
<td>90% of these grants support families and communities of color</td>
</tr>
<tr>
<td>$150K</td>
<td>Awarded in cash donations to youth sports nonprofit organizations</td>
</tr>
<tr>
<td>24</td>
<td>States and Washington, D.C. are represented by FundPlay partners</td>
</tr>
</tbody>
</table>

## All-time Stats:

<table>
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<tr>
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<th>Number</th>
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<tr>
<td>8</td>
<td>Years of bringing the benefits of sports to families and communities across the country since the program started in 2015</td>
</tr>
<tr>
<td>170</td>
<td>FundPlay software grantees</td>
</tr>
<tr>
<td>50%</td>
<td>550K Kids impacted in underserved communities across the United States through FundPlay</td>
</tr>
<tr>
<td>67%</td>
<td>of the kids FundPlay has impacted are in households with incomes less than $60k/year</td>
</tr>
</tbody>
</table>
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.
2022 Grantees

2-4-1 Care Inc.
Atlanta Police Athletic League
Baltimore Banners
Boston Lions Track Club
Bottlenoses
City Parks Foundation
City Parks 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!”
Advocacy

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.

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

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 Bulaclac - September
- Kara Lawson - October
- Ellie Roussopolous - November
- Miranda Koewler - December

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