



We pay. Kids play.

Every Kid Sports partners with organizations to help children of low-income families experience the developmental benefits of sports participation.

Collectively, we pay and kids play.

Our mission.

The mission of Every Kid Sports is inspiring kids to thrive in life through activity by providing resources that get and keep kids active.

Our vision.

Our vision is a community where underserved youth are empowered to live up to their full potential through positive sports and fitness experiences that form active, healthy habits for a lifetime.

Our goal

Our goal is to provide the opportunity, inspiration and motivation that make it possible for more children to reap the benefits of positive sports experiences and increased physical activity regardless of ability, ethnicity or socioeconomic background.

How we do it.

We provide financial assistance to low-income, under-served youth who cannot afford the increasing costs of playing sports.

We provide AMPED, our school-based running program, to schools with little or no physical education to help increase physical activity at schools.

We raise awareness of the importance of athletics in developing future leaders, with skills and values that transfer from the sports field into the classroom, workplace, family and community.

Our history.

Every Kid Sports began as Trusted Sports Foundation in Bend, Oregon, January 2010, as an all-volunteer organization. Initially, the nonprofit awarded academic scholarships for young athletes who inspired their teams and communities to excellence through their courage, commitment, character and contribution via a nationwide search.

We were struck to learn many of these exceptional young athletes struggled to financially afford to play in the sports that helped transform their lives. To increase opportunities for youth to participate in sports regardless of ability, ethnicity or socioeconomic background, we developed our current flagship program, The Pass. This program makes it easy for anyone to help low-income, under-served youth participate in organized sports. Donations help close funding gaps in youth sports programs, increase access and improve the quality of programs that inspire and engage young athletes.

In January 2012, we formally changed the nonprofit's name to KIDS in the Game. By operating with low expenses and utilizing volunteer support, we maximize dollars allocated directly to beneficiaries. Since starting our Pass program, we have helped thousands of boys and girls get in the game!

In May of 2020 KIDS in the GAME became Every Kid Sports, to more accurately reflect the organization's vision -- that every child, regardless of economics, gender or ability, should have the opportunity to realize the many benefits achieved through participation in sports.

Does this resonate with your organization? Let's get you in the game.

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Why sports?

The benefits are compelling: Youth sports are a critical positive developmental tool for the next generation of Americans. They provide an action-oriented and successful path to discipline, leadership, crime-prevention, improved high school graduation rates and healthy lifestyles.

Research studies overwhelmingly conclude that kids who participate in after-school athletic programs have:

Less obesity

Less teen pregnancy

Less substance abuse, criminal activity

Better social skills

Better academic performance

Despite the positive impact of sports, the statistics are staggering:

33% of American kids are overweight or obese by 3rd grade

62% of kids ages 9-13 do not participate in any organized physical activity during non-school hours due to financial constraints

Of those that do play, over 70% drop out by age 13

Billions of dollars have been cut from public school sports budgets

We offer a proven solution to bring sports back to the most at-risk populations across our nation. We can't do it alone. Together, however, we can level the playing field.

Since 2009, we've been on our mission to ensure every kid sports.

300K+

Kids, ages 4-18,
impacted

4M+

Hours of moderate to
vigorous physical activity

72

Sports and activities chosen
by kids

48

States where kids have been
positively impacted



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