

We pay. Kids play.



Honored recipients of



## Together, we will give every kid from a low-income family the opportunity to play youth sports so that they, too, experience the positive outcomes of playing.

### Our mission.

To help kids from low-income families participate in youth sports so that they, too, can experience the positive benefits of playing.

### Our vision.

To be the go-to resource for low-income families who want their kids to experience the benefits of playing youth sports.

### Our commitment.

Our commitment is to give every kid from a low-income family the opportunity to play youth sports so that they, too, experience the positive outcomes of playing.

### How we do it.

We provide financial assistance to low-income families who cannot afford the increasing costs of playing sports. Our Every Kid Sports National Pass program pays the registration fees required for participation.



Every Kid Sports began as Trusted Sports Foundation in Bend, Oregon, in 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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