



We pay. Kids play.

The National Fundraising Campaign of Every Kid Sports



The National Fundraising Campaign to provide equal opportunity for playing youth sports.

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

Every Kid Sports is a 501c3 with over a decade of experience, impact and recognition. **We pay. Kids play.**

Every Kid Sports National Fundraising Campaign

Our Intention

To cultivate and deploy funding will provide equal opportunity for kids from low-income families to experience playing youth sports.

Cost is the No. 1 reason kids aren't playing youth sports. It's the unseen disadvantage sidelining millions of kids.

We pay.
Kids play.



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Every Kid Sports National Fundraising Campaign

Our Expectation

To raise \$10,000,000 between March 1 and August 31, 2021, providing 100,000 kids the chance to play.

COVID-19 and the economic fallout from it has made youth sports participation even more challenging for low-income families. An ever-growing number of kids are being kept from playing because of the cost.

With the continued growth of the collective, “**We,**” our partners, supporters, and individual donors will generate the resources to make play possible for 100,000 kids from low-income families.



We pay.
Kids play.

Every Kid Sports National Fundraising Campaign

Our Motivation

The memories and the emotional, physical, and social benefits made possible through playing.

We get the power within playing youth sports. We have the opportunity to give kids similar opportunities to make similar memories and positive health outcomes.

We pay.
Kids play.



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Every Kid Sports National Fundraising Campaign

Our Solution

The Every Kid Sports Pass covers recreational youth sports registration fees up to \$150, four times a year, per child, for qualifying families.

Our proven model of activation has been getting kids in the game for over a decade. It's efficient. It's private. It's proven. It's recognized as a "game-changer" in the youth sports/health industry.

Honored recipients of



The Every Kid Sports National Campaign

We pay. Kids play.

Breaking down the “We pay. Kids play.” playbook

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About Every Kid Sports National Campaign

We pay. Kids play.

A collective “we” makes play possible.

Through the teamwork of donors and corporate partners, “We” will make play possible for 100,000 kids. “We” are brands, foundations, corporate partners, organizations, and donors. Together, We will level the paying field to playing youth sports.



NATIONAL
BASKETBALL
PLAYERS
ASSOCIATION
FOUNDATION



Julia Love Pritt
PRIVATE FOUNDATION

About Every Kid Sports National Campaign

We *pay*. Kids play.

The impact is focused. We pay for the registration fees associated with youth sports participation.

Our efficient, private, and proven process of putting funding in play, ensuring the intended demographic receives funding, and reporting on its impact is our model for meaningful contribution to society.



Up to \$150 for
recreational youth sports
registration fees.

About Every Kid Sports National Campaign

We pay. *Kids* play.

Our focus is on kids, ages 4-18, from low-income families and households.

We believe every kid deserves the chance to play youth sports. 78% of low-income kids are not playing youth sports and the #1 reason is cost.

Only 22% of kids from low-income families play youth sports.

65% of kids aged 9-13 **are not** playing after-school sports.

70% of kids are dropping out of youth sports by age 13.



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About Every Kid Sports National Campaign

We pay. Kids *play*.

We focus on recreational sports of all types, and encourage the development of multisport athletes and sports sampling for younger athletes.

Everything's in play: social connections, emotional well-being, and physical development...the list goes on and on.

Kids can apply up to
4 times per year.

Kids can choose to play
multiple sports.



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The Every Kid Sports National Campaign

eks National Pass

We've been in play for over a decade.

Here's how we bring our mission to life.

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The Every Kid Sports National Pass

Our National Pass Program

The Every Kid Sports National Pass pays the registration fees associated with youth sports participation.

Families can apply for The National Pass four times per year, per child, and can choose any combination of recreational sports.

Kids, 4-18 years of age, who qualify for Free and Reduced Lunch, SNAP, ACA Insurance Programs, and WIC, qualify.

Families can apply four times a year, per child, to ensure year-round participation.



Our online application process is simple, private, and fast, with applications being granted within 7-14 days.

Kids are encouraged to play multiple sports to develop well-rounded skills, physical conditioning, and diverse social connections.

The Every Kid Sports National Pass

Every kid gets to play sports.

We started with an ambition in 2010 to *level the playing field* of playing youth sports.

Access to sport is one of the greatest challenges to participation. At Every Kid Sports, we work with companies and communities to provide the resources for not only accessing sport, but for allowing kids to access their full potential.

Every Kid Sports

About us.

We believe every kid deserves the chance to play sports.

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About Every Kid Sports

The upside of sports.

Kids who participate in sports do life, better.

Did you know that physically active students are 20% more likely to earn top marks in math, science, and English? Naturally, 95% of Fortune 500 executives participated in sports. The positive impact doesn't stop there. Girls are 20% less likely to experience breast cancer. All from having the opportunity to play sports.

92% less likely to take drugs or drink to excess or become depressed.

Boys 5x times and **girls 30x more likely** to describe their health as fair/poor when they were not playing sports.

Girls are 80% less likely to become pregnant in teenage years when they play sports.

3x more likely to graduate high school.

About Every Kid Sports

A decade of access.

A proven process for reaching families, verifying need, and supporting those kids most in need of assistance.

20,000+ scholarships for
kids: 56% B / 44%G

200+ youth sports
organizations

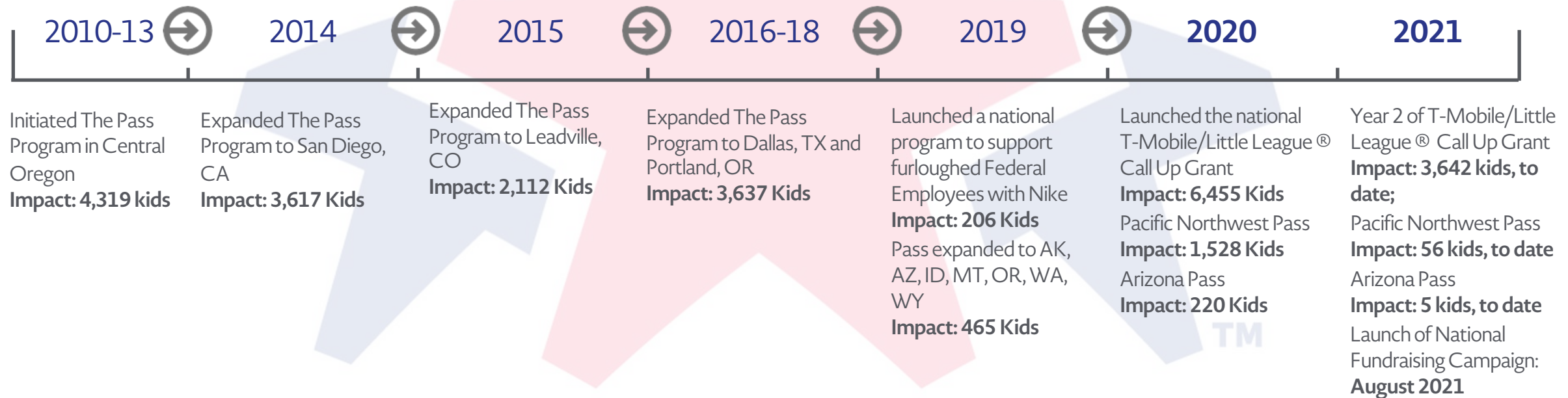
70 different activities
across 50 states



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About Every Kid Sports

Small start. National footprint.

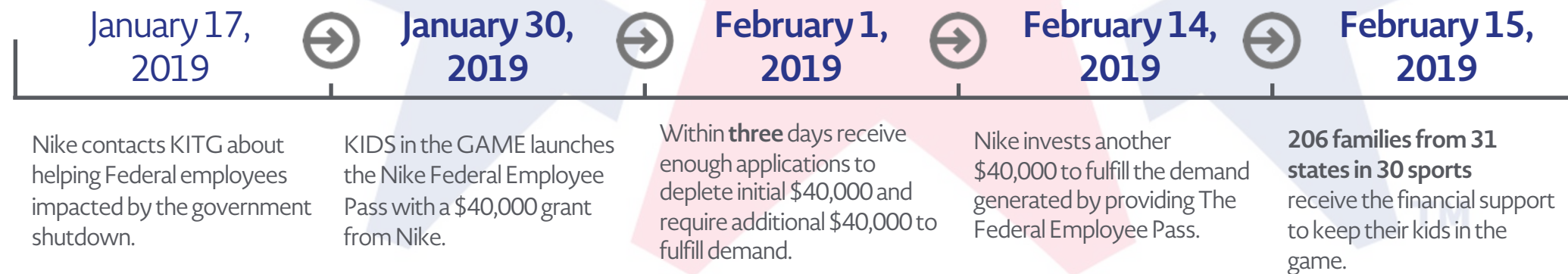


About Every Kid Sports

We activate big brands.



In less than 30 days, we launched and fulfilled the Nike Federal Employee Pass, impacting 206 families.



About Every Kid Sports

The impact of access.



“Thank you Every Kid Sports & Nike for providing a financial investment in sports and children. My son just received a grant to continue playing baseball. **Now, my son has his baseball smile again.**”

“My daughter continues to dance her heart out thanks to Nike and Every Kid Sports! Dance lessons to her means more than just a fun hobby; It’s also a way to stay fit and healthy. She walks in to dance with worries and stress and walks out feeling positive and **ready to conquer anything that comes her way.**”

“Suddenly I needed to pay for my daughters basketball at the YMCA. I used money that was meant to pay my gas and electric bill, since I had no money coming in. **She loves playing basketball more than anything.** It warms my heart that she gets to participate, despite the trouble I had paying for her participation.”

About Every Kid Sports

We activate big brands.

We're partnering with T-Mobile and Little League® to provide the "Call Up Grant Program."



4983 participation
grants provided

\$456,206.49 total
in grants provided

732 leagues across
42 states

About Every Kid Sports

The impact of access.

“Thank you so much for the scholarships for my 2 boys. I wasn’t going to be able to pay and they both really wanted to play. I just wanted to express my gratitude and send this email.

Thank you thank you thank you.”

“Hello, I just wanted to thank you so very much for having a program like this and for accepting my son! It is appreciated more than words can say! My son doesn’t have a dad around and has ADHD so for him to play baseball is such a great opportunity. **I don’t even have words to explain my gratitude! Thank you so much again!”**

“From the bottom of my heart, thank you.”



Call Up
Grant Program

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Every Kid Sports

Partnerships.

We believe every kid deserves the chance to play sports.

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Partnering with Every Kid Sports

Partners create progress.

Our goal is to partner with brands committed to the social equality of youth sports.

Together, we can remove the obstacles that keep kids from underserved families from playing. Sports participation can't be built on financial means, but by the meaning sports provides all kids that play. Every kid deserves that chance.

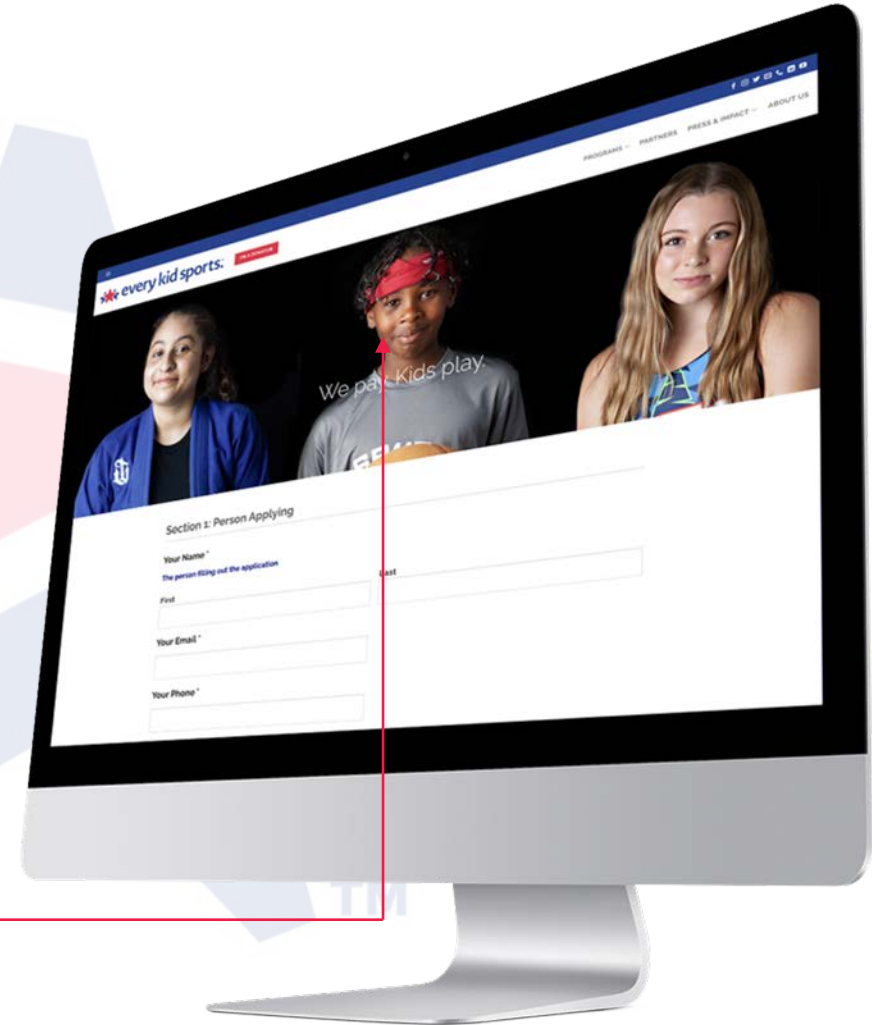
Partnering with Every Kid Sports

Be part of the solution.

Your investment will impact low-income families throughout the U.S. by getting their kids into youth sports.

We focus on the equality of sport, to ensure every race is in the race, the match, and the game.

Partner with us to be an activator of social change.



Partnering with Every Kid Sports

Standard Offerings - Brand Visibility and Recognition

- Name and logo usage of Every Kid Sports logo “Official Partner” designation
- Logo acknowledgment and link on Partnership page of EveryKidSport.org website
- Name and logo in Every Kid Sports newsletters and Press Releases
- Tax deduction benefits: EOY Letter of contribution

Marketing

- Assistance with cause-marketing campaigns, tailored to issues shared by EKS and partner.
- **Deliverables:**
 - Access to digital assets via dedicated online resource
 - Co-branded digital fliers for employee fundraising campaigns

Additionally, Premiere Partners will have access to:

- **Metrics** - Data on impact directly related to sponsorship funding
- Access to EKS Champions for corporate and promotional engagements

Every Kid Sports offers corporate partners multiple benefits designed to highlight their shared impact of getting, and keeping, kids active, so that they can realize the many life-changing benefits available through sports.



We pay. Kids play.

Ensuring kids from low-income families
can play youth sports.

 **every kid sports.**[™]

To be part of the “We” in “We pay. Kids play.”
connect with Executive Dir. Natalie Hummel
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