

We pay. Kids play.



**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 was started when its founders learned that 68% of kids age 9-13 were not playing sports and the number one reason was that they could not afford it.**

For kids from low-income families, the numbers are more grave. Only 22% getting the chance to play, typically playing an abbreviated season through whatever free program is available in their community. Perhaps even more unfortunate, 70% of the kids that are playing are dropping out by age 13.

To help level the “paying” field of playing youth sports, we created our flagship program, the Every Kid Sports Pass. The Pass allows low-income families to apply for up to \$150, four times a year to register their kids for recreational sports programs of their choice.

Since starting our Pass program, we have helped thousands of boys and girls get in the game. Our application process is efficient, private, and proven, quickly getting kids off the sidelines and into the game so they, too, can experience the positive benefits from playing.

Sports are powerful social and emotional learning tools and research shows that \$1 invested in youth sports creates over a 1000% return to society.

**We pay. Kids play.** Would you be part of “the We” and ensure every kid has the chance to play sports? [Join us!](#)

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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