



# SPORTS MATTER: PARTNERSHIP IMPACT REPORT



We pay. Kids play.

# SPORTS MATTER: MORE THAN EVER.

The cost to play keeps thousands of kids sidelined from youth sports. Since 2020, the DICK'S Sporting Goods Foundation has partnered with 501c3 nonprofit Every Kid Sports to change lives by paying sports registration fees for kids from income-restricted families.



“We believe every child deserves the chance to experience the invaluable life lessons learned through sports. The DICK'S Foundation Sports Matter Program is proud to support the Every Kid Sports program, recognizing that **by removing financial barriers, we're not just funding registrations –we're investing in the character, confidence, and future of our youth.**”

Rick Jordan, VP DICK'S Foundation



“Our ability to change the lives of kids through sports is spectacularly influenced by the DICK'S Sporting Goods Foundation. **In a true partnership, both parties thrive--they learn together, they grow together, evolve together.**”

Our partnership with DICK'S Sporting Goods Foundation has not only elevated our ability to positively impact kids, they've helped us elevate our organization.”

Michael Price, Executive Director, Every Kid Sports

# ONE GOAL: CHANGE LIVES

## The 'Gray Ballers.'

Hailing from Broken Arrow, Oklahoma, this trio of basketball-playing sisters are the next generation of the WNBA. All three girls were recipients of the 2023 Winter Pass and have been ballin' their little hearts out ever since.

**Ko'bee Gray** is 6 years old and loves basketball. She wakes up in the morning and watches Kobe Bryant videos on YouTube.

**Jor'dynn Gray** is 6 years old and was named after Michael Jordan. She trains daily with her dad. She's excited to play this year with her twin sister, Ko'bee.

**Arryion Gray** is 10 years old and basketball is her life. She trains every day with her dad and her dream is to be in the WBNA.



2020

DICK'S Sporting Goods Foundation and Every Kid Sports meet at the Aspen Institute Project Play. DICK'S Sporting Goods Foundation shares their challenge of getting grants into the hands of income-restricted families to get their kids into sports. A 'perfect fit' was made.

2021

DICK'S Sporting Goods Foundation partners with Every Kid Sports with a \$5M grant to address the registration fee barrier to youth sports participation. It was the catalyst for Every Kids Sports to impact nationally and made the DICK'S Foundation their founding partner.

2022

Every Kid Sports begins activating the DICK'S Sporting Goods Foundation \$5M grant. Due to COVID, access to the Every Kid Sports Pass was halted until participation in youth sports was ruled safe.

2023

DICK'S Sporting Goods Foundation provides an additional \$1M in grant funding to be distributed across three seasons of youth sports in 2022.

DICK'S Sporting Goods Foundation provides an additional \$1M in grant funding to be distributed across three seasons in 2023. The goals of increasing equity in sports supported and girl participation were achieved.

2024

Every Kid Sports is activating \$334, 445 of DICK's Sporting Goods Foundation funding in the spring of 2024. Efforts to balance % of sports played, increase participation in diamond sports such as baseball and softball, increase girl participation, and reaching additional states are goals for 2024.



2021

IMPACT REPORT

19,610

KIDS LIVES CHANGED BY RECEIVING ACCESS TO YOUTH SPORTS.

Amount Awarded \$2,612,541



2022

IMPACT REPORT

16,348

KIDS LIVES CHANGED BY RECEIVING ACCESS TO YOUTH SPORTS.

Amount Awarded \$2,114,261



2023

IMPACT REPORT

6,336

KIDS LIVES CHANGED BY RECEIVING ACCESS TO YOUTH SPORTS.

Amount Awarded \$888,753



SPRING 2024

IMPACT REPORT

TBD

KIDS LIVES CHANGED BY RECEIVING ACCESS TO YOUTH SPORTS.

Amount Awarded \$334,445











BANNER YEARS

OF IMPACT.



# SPORTS MATTER: DATA TO CELEBRATE.

 <p><b>42,294 income-restricted kids</b> were given the opportunity to play sports between 2021 &amp; 2023</p>	 <p>Kids from <b>all 50 states</b> were supported in 2022 &amp; 2023</p>	 <p><b>Girl participation increased</b>, up 7% from 2021 to 2023</p>	 <p>We made <b>specific sports more equitable</b> in 2023 (Football 17%, Basketball 13%, Soccer 13%, Cheer 13%, Flag Football 11%)</p>
 <p><b>BIPOC kids participation increased</b>, up 5% from 2021 to 2023</p>	 <p><b>*Increase in unique sport played</b> by 55% from 2021 (26) to 2023 (47)</p>	 <p><b>Participation increased with basketball</b>, up 4% from 2021 to 2023</p>	 <p><b>Participation increased with soccer</b>, up 5% from 2021 to 2023</p>

\*Badminton, Baseball, Basketball, Cheer/Cheerleading, Dance, Flag Football, Football (American), Field Hockey, Gymnastics, Martial Arts, Skiing, Snowboarding, Soccer (Futbol), Softball, Track & Field, Volleyball, Lacrosse, Hockey, Swimming, Tennis, Wrestling, Tumbling, Marching Band, Climbing, Parkour, Hooping, Horseback Riding, Rowing, Fencing, Bowling, Boxing, Golf, Hockey, Skating, Archery, Boxing, Cross Country, Golf, Step Dance, Rugby, Mountain Bike Riding, Fencing, Yoga, Kick Ball, Ultimate Frisbee, and Water Polo.

# SPORTS MATTER: TO PARENTS, TOO.

<p><b>45%</b> of parents reported their kids were doing better in school since getting access to sports</p>	<p><b>59%</b> of parents reported their kids were spending less time on screens since getting access to sports</p>	<p><b>38%</b> of parents reported their kids health had improved since having access to sports</p>	<p><b>41%</b> of parents reported their child has a better self image since having access to sports</p>
<p><b>64%</b> of parents reported their child's self-esteem has improved since having access to sports</p>			





# SPORTS MATTER: IT ISN'T HYPERBOLE...

"The biggest impact baton twirling has made in her life is her fingers and hands. They finally seemed to get better so much faster than years of OT had ever accomplished. She has beautiful handwriting and is learning to write in cursive, cutting with scissors, painting, and braiding hair are now done with ease and no frustration."

Jasmine's mom, Alison

"I have noticed that he focuses so much more now and looks forward to playing every week. But I think for me the best thing in the world as a mom is seeing my son smile, and seeing how happy he is when it's game day."

Isa's mom, Melissa

"My daughter Aalyson was impacted by Track & Field-coming out of her shell, communicating, pushing herself to know she was able to accomplish anything she set her mind too. It definitely helps my family and me overcome a lot."

Aalyson's mom, Corina

# IT'S REALITY.

"One day she said "I want to be like my brother", and since that day she has loved wrestling! Before every match she says "it doesn't matter if I lose. As my brother says, I'm just going to enjoy and learn."

Isa's mom, Melissa

"My son has ADHD and putting him to do Jiu Jitsu was amazing. He will gain skills he needs to perform better in school and regular life."

Brandon's mom, Rocio

"We came across Every Kids Sports through Dicks Sporting Goods. She has grown so much over the years and it's because she's been given the opportunity to continue playing."

Emma's mom, Monique





# SPORTS MATTER: “WHY WE PLAY.”



“Having fun!”

Minsaa D., age 7  
Waianae, Hawaii



“Learning new skills!”

Jamie F., age 15  
Milford, Ohio



“Making friends & playing  
with current friends!”

Brook-Lynn C., age 10  
Hawthorne, Florida



“Learning a new sport!”

Matt F., age 8  
Houston, Texas

**14.5%**

of grant recipients said they were most excited to have fun.

**50%**

of grant recipients said they were most excited about learning new skills.

**23%**

of grant recipients said they were most excited to play with and make new friends.

**12.5%**

of grant recipients said they were most excited to try a new sport.





*The qualitative and quantitative data within this report reflects the care, compassion, and professionalism of our combined efforts to bring equity to youth sports participation.*

*In 2024 and beyond, we're committed to evolving in ways that both deepen the impact and broaden the reach of our work. The importance of our shared mission transcends sports--it hits directly at the foundational wellbeing of kids, parents, and communities. **Sports matter.***

**Michael Price**

Executive Director, Every Kid Sports

