

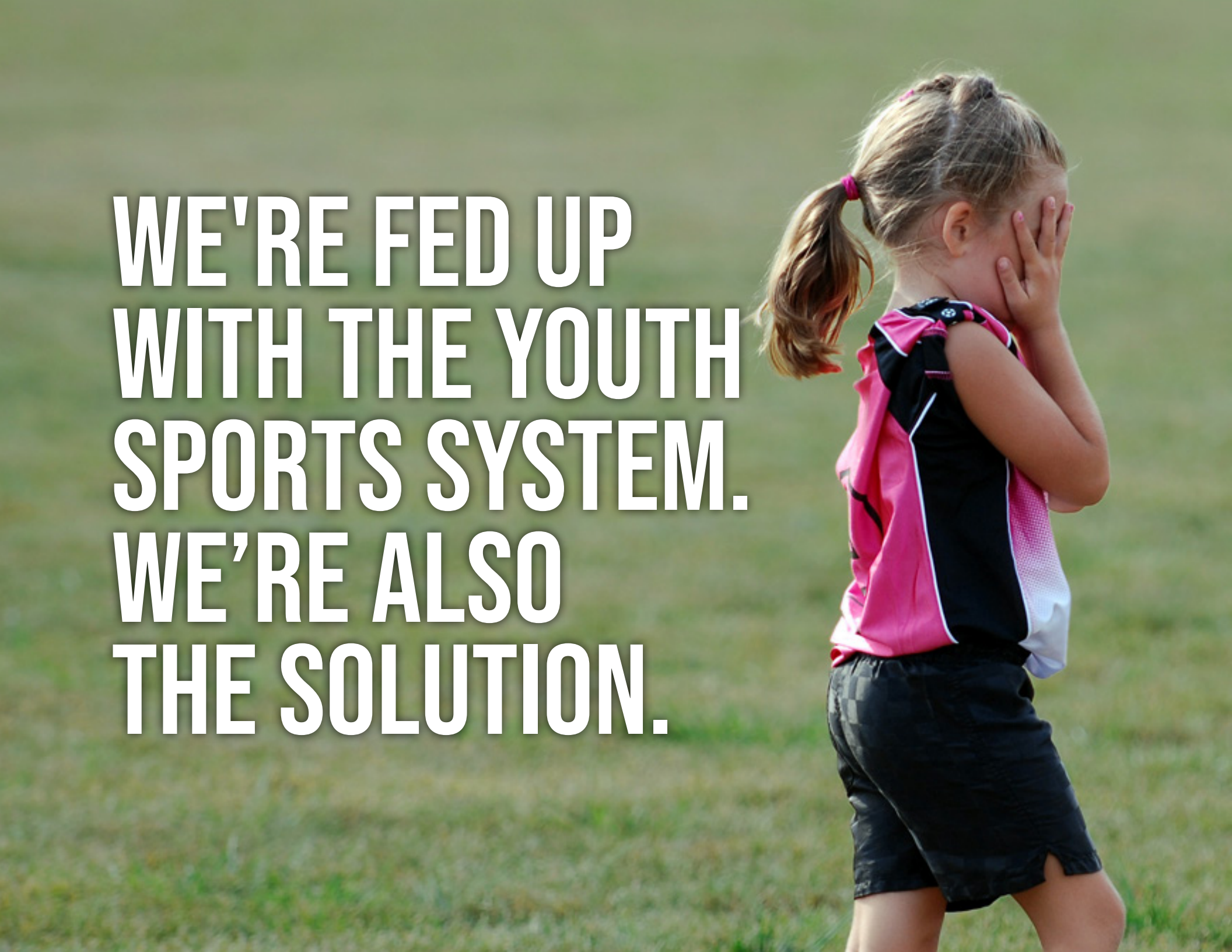
ANNUAL REPORT

I AM THE SOLUTION

FY2025

Every kid deserves the chance to play.®





WE'RE FED UP
WITH THE YOUTH
SPORTS SYSTEM.
WE'RE ALSO
THE SOLUTION.

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THE BIG PICTURE

2025/HISTORICAL IMPACT

14,264

KIDS SUPPORTED

\$2.0M+

GRANT FUNDING AWARDED

50

ALL 50 STATES FUNDED
(INCLUDING WASHINGTON D.C.
AND PUERTO RICO)

201,207

KIDS SUPPORTED
SINCE 2015

\$25.5M+

GRANT FUNDING
ALL TIME

\$126.98

AVERAGE GRANT
ALL TIME

WE REMOVE THE
COST BARRIER
THAT KEEPS KIDS
FROM PLAYING.

A MESSAGE FROM OUR LEADERS

EXECUTIVE DIRECTOR
ELEANA FANAIIKA

Every kid deserves the chance to play. That belief is the foundation of everything we do at Every Kid Sports — and it doesn't stop at the field. Our mission is supporting life through access to youth sports. Because what sport gives a child is never just a game. It's confidence, identity, belonging, the ability to fail and get back up. Those are life skills. And when a kid is priced out of the game, they don't just miss a season. They miss what sport was going to teach them about themselves.

I know this personally. I quit soccer at thirteen — not because I lost interest, but because my family couldn't afford the club fees. The system had quietly decided I didn't belong. It wasn't a locked door. It was a series of costs, commitments, and cultural signals that compounded until the door closed on its own. That experience is why I do this work.

This is the reality: youth sports costs have skyrocketed. The average family now spends over **\$1,000 a year** on their child's primary sport — **a 46% increase since 2019**. The participation gap between low-income and high-income families has widened from 13.6 percentage points in 2012 to **20.2 points in 2024**. This system is not accidentally excluding children. It is doing so at an accelerating rate.

In FY25, Every Kid Sports served **14,264 kids across all 50 states**, putting \$2,039,408.89 directly in the hands of families who needed it most. Since we were founded, we've now supported more than **201,207 children** and distributed over **\$25,550,000.40** in direct grants.

That determination took new shapes this year. We launched the **Playmaker Playoffs** — celebrating the real highlights from the kids we serve. We also launched a **'petition for equal access to youth sports,'** naming the problem publicly and calling the system to account.

This year, Every Kid Sports received a **clean, unqualified opinion on our independent audit**. Every dollar you give is accounted for, stewarded well, and tied directly to a child on a field.

The work ahead is bigger. Next year, we are pushing toward **\$6.5 million** — because the need demands it, and because we have the community, the platform, and the will to get there.

Eleana Fanaika
Executive Director, Every Kid Sports



BOARD CHAIR
ARCH FUSTON

It's easy to make excuses. In fact, doing so is seductively empowering. Yet it rarely leads to the outcomes you seek. When you recognize your victimhood mindset and take radical responsibility, your focus shifts towards solutions. This is exactly what Every Kid Sports is *living* into this year. **We are the solution.**

I've been connected to this organization since 2010. This has been one of the most challenging and most clarifying years we've ever had. The kind of year that tests whether your values are real or just words on a wall.

We navigated an IRS mischaracterization of our nonprofit status. We went through a rigorous audit and came out the other side with a clean, unqualified opinion. We even did the hard internal work of uncovering that, as a team, we had been unconsciously committed to not having a shared direction. That's the kind of honest reckoning most organizations avoid. We didn't avoid it. We leaned into it.

And through all of it, Executive Director Eleana Fanaika led with extraordinary grace and tenacity. The entire leadership team rallied around that same energy, getting aligned on a clear direction and holding each other to it in a way I can only describe as compassionately accountable. Not finger-pointing, not avoiding hard conversations, but leaning in with honesty and care.

On the program side, we're closing in on 200,000+ kids supported. We've integrated AI in ways that are making our work smarter and more efficient. We've restructured our financial systems and sharpened our go-to-market strategy — centering the donor as the hero, because you are the hero.

We're also done being quiet about the state of youth sports in this country. The cost barriers are real. The inequity is real. We're fed up with it and we're doing something about it. That's what "I am the solution" means.

DICK'S Sporting Goods Foundation, Scotts Miracle-Gro, T-Mobile, Bank of America, Disney Jr., ESPN, and many other influential brands have chosen to stand with Every Kid Sports. That trust fuels us.

Make a gift, share our story, or bring Every Kid Sports into a conversation you're already having. We're not victims of a broken system. **We're the solution.**

Arch Fuston
Board Chair, Every Kid Sports



THE SOLUTION

THE TEAM & BOARD OF DIRECTORS



EXECUTIVE DIRECTOR

ELEANA FANAIKA



TECH/OPS DIRECTOR

MICHAEL PRICE



MARKETING DIRECTOR

JAMES SURI



ACCOUNTING COORDINATOR/ OFFICE MANAGER

DONNA SKEMP



CORPORATE PARTNER SUCCESS MANAGER

LISA MAUVAIS



PASS PROGRAM MANAGER

ANA REYNOLDS



JUNIOR SOFTWARE ENGINEER

CONNOR BALLANTINE



PROJECT & COMMUNICATIONS SPECIALIST

MAGGIE CHAFFIN

BOARD OF DIRECTORS

ARCH FUSTON

Board Chair

GORDON HENEWEER

Board Treasurer

DR. CHUCK MORRIS

Board Member

TRAVIS SNIDER

Board Member

MATT GREENE

Board Member

BONNIE BERNSTEIN

Board Vice Chair

ERIN STENDER

Board Secretary

SANJIV PRABHAKARAN

Board Member

ALLY AQUILINA-PISCITELLO

Board Member

WHY WE EXIST

MISSION AND VISION

OUR MISSION

SUPPORTING LIFE THROUGH ACCESS TO YOUTH SPORTS.

Our mission goes beyond helping kids play a game. We believe sports are a gateway to many of the life experiences and skills that help children thrive. Through sports, kids build confidence, develop healthy habits, learn teamwork, strengthen resilience, and create lasting connections with peers and mentors. When financial barriers prevent a child from participating, they miss out on opportunities that can positively shape their future. By providing access to youth sports, we are supporting the whole child — not just their athletic experience, but their physical, emotional, social, and mental well-being.

OUR VISION

A NATION WHERE PLAY IS RECOGNIZED AS ESSENTIAL IN EVERY KID’S LIFE.

Our vision challenges the idea that sports and play are extracurricular luxuries. We envision a future where play is valued as a fundamental part of childhood development, alongside education, health, and safety. In this future, every child — regardless of income, zip code, race, ability, or background — has the opportunity to experience the benefits of sports and play. Recognizing play as essential means understanding that it contributes to stronger physical health, improved mental well-being, increased confidence, social connection, and lifelong success.

THE COST CRISIS

WHAT IT ACTUALLY COSTS TO PLAY

The average full cost of a program, reported by parents: \$179.87. The broader youth sports market is worse — the average family spends over \$1,000 a year on their child’s primary sport, a 46% increase since 2019. To see how costs have compounded, look at swim lessons in Bend, Oregon:



46%

INCREASE IN SPORTS SPENDING SINCE 2019

\$1K+

AVG FAMILY SPENDS PER YEAR ON PRIMARY SPORT

+6.6

POINT WIDENING OF PARTICIPATION GAP 2012-2024

20.2

GAP BETWEEN LOW/HIGH INCOME FAMILIES (2024)

THE NUMBERS BEHIND THE KIDS

Every number is a child who got to walk onto a field because someone decided cost wasn't going to be the deciding factor.

14,264

KIDS SUPPORTED
ACROSS ALL 50 STATES

\$2.0M+

TOTAL GRANTS AWARDED
\$2,039,408.89

\$142.97

AVG GRANT AMOUNT
UP FROM \$126.98 LIFETIME
AVG

50+

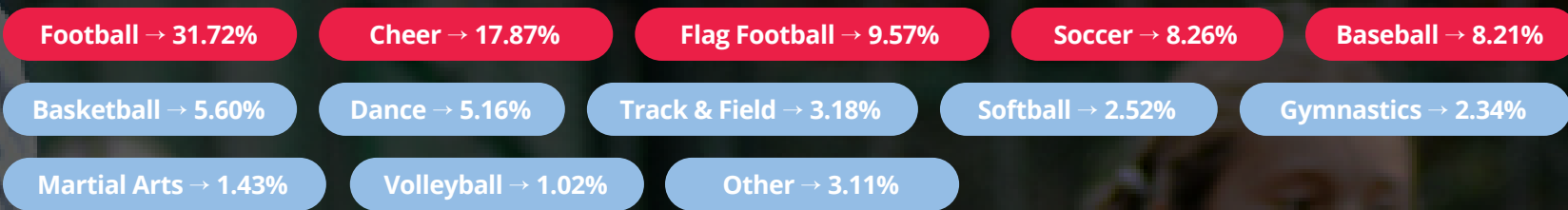
SPORTS SUPPORTED
FROM ARCHERY TO
WRESTLING

"...Because what sport gives a child is never just a game. It's confidence, identity, belonging, the ability to fail and get back up. Those are life skills. And when a kid is priced out of the game, they don't just miss a season. They miss what sport was going to teach them about themselves."

— ELEANA FANAIIKA —
Executive Director, Every Kid Sports

50+ SPORTS SUPPORTED THIS YEAR

If a kid loves it, we want them playing it — from the most popular to the most niche.



OTHER = Wrestling, Swimming, Boxing, Lacrosse, Rugby, Hockey, Skiing/Snowboarding, Tennis, Cross Country, Ice Skating, Skating, Water Polo, Parkour, Badminton, Field Hockey, Golf, Marching Band, Canoe Paddling, Fencing, Pickleball



BIG WINS

WHAT MADE THIS YEAR DIFFERENT



ALL 50 STATES

Reached kids in all 50 states for the first time, demonstrating nationwide demand for equitable youth sports access across urban, suburban, and rural communities.



50 DIFFERENT SPORTS

Supported participation across 50 different sports — from traditional team sports to fencing, parkour, canoe paddling, trapshooting, and marching band.



82.2% BIPOC

82.2% of supported kids identified as BIPOC — reflecting strong equity impact and increased access for communities that face the greatest financial barriers.



GENDER BALANCE

Support was nearly evenly distributed: 52.47% boys, 47.34% girls, and 0.19% other — showing inclusive access to sports opportunities for all youth.



ELEMENTARY-AGE FOCUS

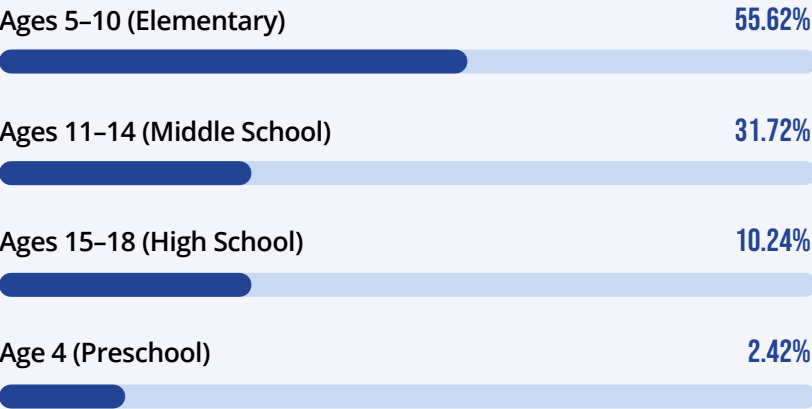
55.62% of funded participants were ages 5–10, showing the importance of early access to sports during key developmental years.



SOUTH LEADS IMPACT

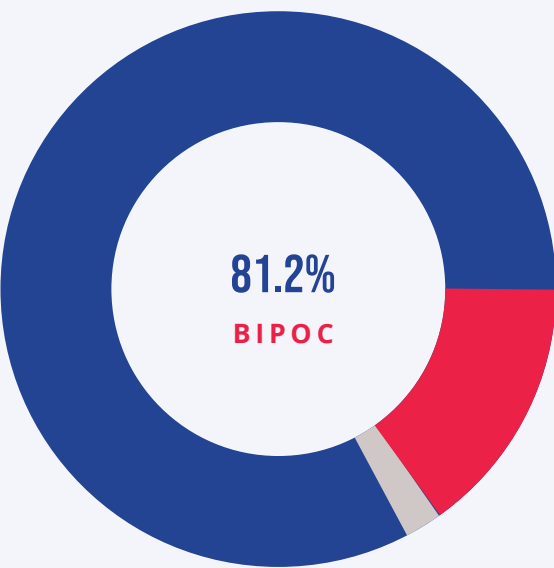
The South represented the largest regional impact area with 3,643 kids supported, followed by the Southwest (2,601) and Northeast (2,516).

BY AGE GROUP

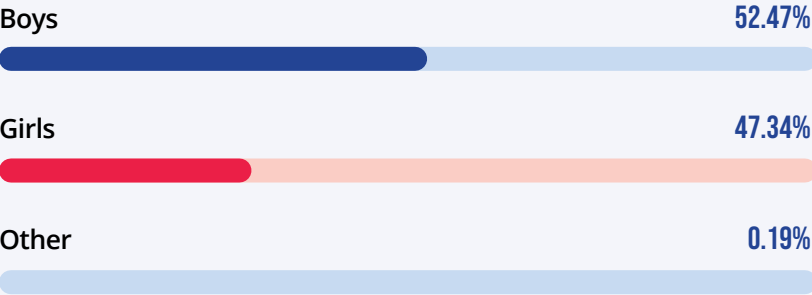


BY RACE

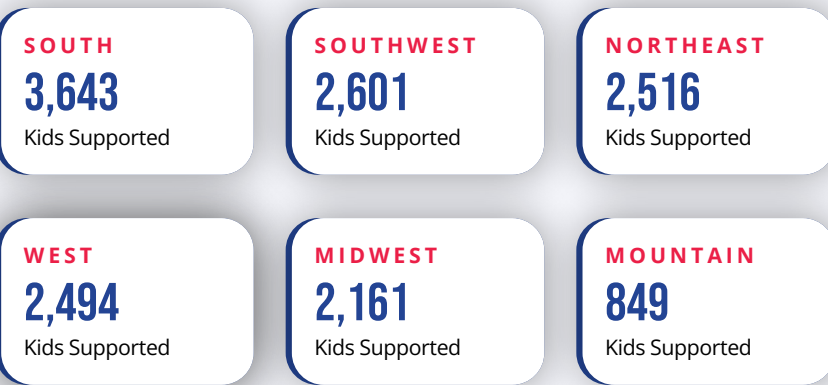
BIPOC → 81.2%
White → 15.4%
Other → 3.4%



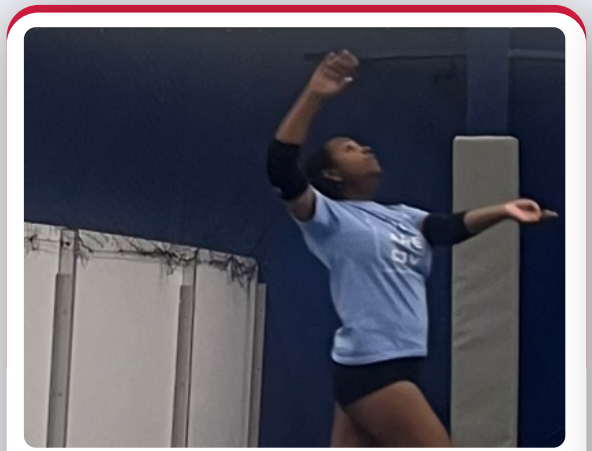
BY GENDER



BY REGION SUPPORTED



STORIES THAT SCORE



VOLLEYBALL
ALICIA H.
Age 15 • Huntersville, NC

"I am so appreciative of the support from Every Kids Sports. As a single mom I would not be able to afford volleyball without the support. My daughter loves volleyball and has been able to play for a number of years. It has been amazing to see her growth in confidence and skill. Thank you for making this opportunity available to families."

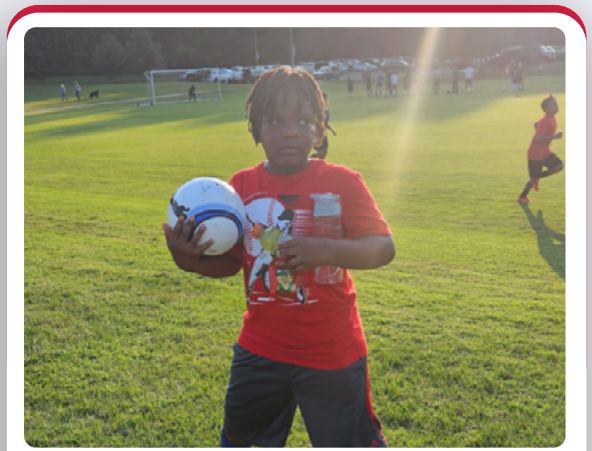
— Janet, Alicia's mom



FLAG FOOTBALL
MICHELLE S.
Age 10 • Newbury Park, CA

"Michelle has grown so much and now plays great defense in flag football. Being able to play means everything to her, she truly loves it. We are so grateful. THANK YOU!"

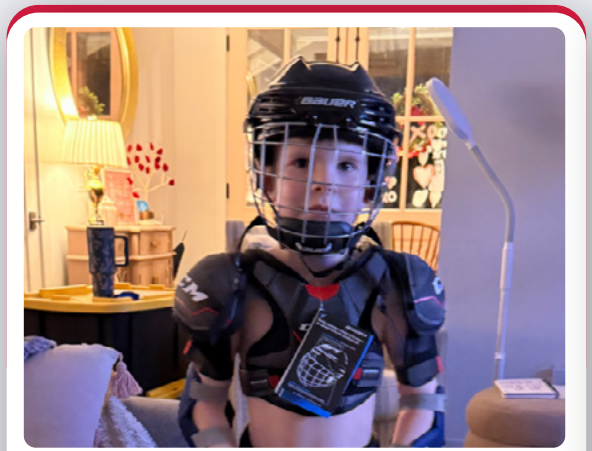
— Jaira, Michelle's mom



SOCCER
AHMED L.
Age 9 • Woodbridge, VA

"Soccer has become more than just a sport for Ahmad — it's his safe place. It's where he learns to push himself, to communicate, to trust others, and to believe that he matters. Programs like this make it possible for children like Ahmad to participate, to dream, and to grow."

— Marcella, Ahmad's mom



HOCKEY
LINCOLN G.
Age 6 • Gig Harbor, WA

"Lincoln struggles with ADHD and dyslexia but when he plays sports — especially hockey — he beams with confidence. He is able to release energy, build confidence, friendships, and learn how to work as a team. Every year we see that playing sports helps Lincoln be a better student, teammate, and friend."

— Janet, Alicia's mom



SOCCER
JAXSON D.
Age 5 • Houston, TX

"Every Kid Sports has been a lifesaver — they have helped me provide my son with the ability to play sports and not just sit at home on the tv or getting in trouble. My son has learned so many skills with the help of Every Kid Sports."

— Claudia, Jaxson's mom



BASKETBALL
LINK B.
Age 7 • Pittsburgh, PA

"My son is playing on a basketball team for the first time! I am thankful for him to have this opportunity. Sports keep him active and off the electronics! He really does enjoy it and he is making more friends and learning more about teamwork!"

— Jaime, Link's mom

STORIES THAT SCORE



SOCCER

HAILEE

Age 4 • Harvey, IL — First Time Playing

“Hailee enjoyed her first year of soccer. She learned the fundamentals of how to play the game. Thank you, Every Kid Sports.”

— Latasha, Hailee’s Mom



CHEER

SERENITY J.

Age 12 • Redmond, OR

“I have 4 children and without Every Kid Sports I would not be able to have them so involved in cheer. My daughter is currently working on her tumbling and jumps. Her team just placed first at a local competition!”

— Jaira, Michelle’s mom



BASKETBALL

LEO G.

Age 10 • Cypress, TX

“Basketball gives Leo confidence, structure, and a positive way to use his energy. One of my favorite moments is watching his face light up when he makes a basket and looks over to see me cheering. Through playing, he has learned teamwork, discipline, and to never give up.”

— Rocio, Leo’s mom



GYMNASTICS

SONYA A.

Age 9 • Katy, TX

“My daughter Sonia recently started gymnastics. Seeing her excitement every time she goes to practice is one of my favorite moments. She’s learning confidence, balance, and how to keep trying even when something is hard. Thanks to the generous donation, this opportunity has been possible for her, and we are truly grateful for the support and encouragement she receives.”

— Damaris, Sonya’s mom



ICE SKATING

MIRABELLA C.

Age 4 • Sault Sainte Marie, MI

“We are so grateful for the opportunity to play sports with the help of “Every Kid Sports “. My daughter has a big passion for figure skating and dreams to one day go to the Olympics. She skates with her whole heart at only 4 years old and has been told she can do anything she wants with hard work and dedication. Thank you to all the donors and sponsors for making it possible.”

— Amanda, Mirabella’s mom



HOCKEY

NATAN T.

Age 7 • Vancouver, WA

“Hockey has been an amazing experience for our family. It has helped my child build confidence, discipline, and teamwork skills. One of our favorite moments was watching the excitement and pride after scoring a goal for the first time. Hockey has taught perseverance, patience, and the importance of supporting teammates. We are very grateful for the opportunity to play and grow through this sport.”

— Yuliia, Natan’s mom

THIS YEARS WORK

INITIATIVES & ACTIVATIONS

New programs, new platforms, and new ways to address feeling **fed up**.



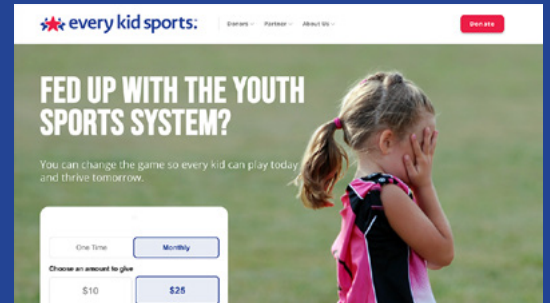
PLAYMAKER PLAYOFFS

Launched to celebrate the real highlights from the kids we serve — because their stories deserve to be told.

The Petition for Equal Access to Youth Sports

THE PETITION

Launched a public petition for equal access to youth sports — naming the broken system out loud and calling it to account. Because the barrier has a name, and it needs one. We're building public will to match the private need.



UPDATED WEBSITE & USER JOURNEYS

Redesigned key web properties and application user journeys to make access faster, clearer, and more equitable for families. Integrated AI tools to improve application experience for both families and staff.

COMMUNITY ACTIVATIONS

OUT IN THE WORLD

Every Kid Sports activating with partners on the pitch, the course, and everywhere we can!



76ERS / SIXERS YOUTH FOUNDATION



KENDRA SCOTT PARTNERSHIP ACTIVATION



DISNEY JR. & ESPN ACTIVATION

SCOTTS FIELD DAY FEATURING TYLER ADAMS



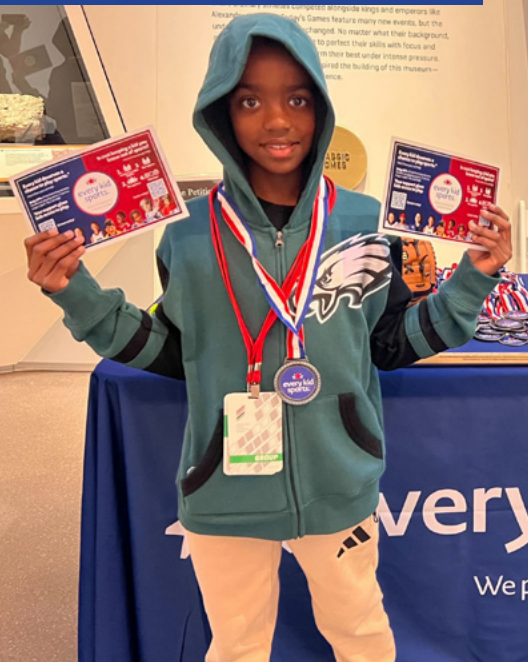
BORN IN BEND — KENDALL CARES & LA PINE



HAYDEN HOMES GOLF TOURNAMENT



DANIELS FUND — OLY. & PARALYMPIC MUSEUM



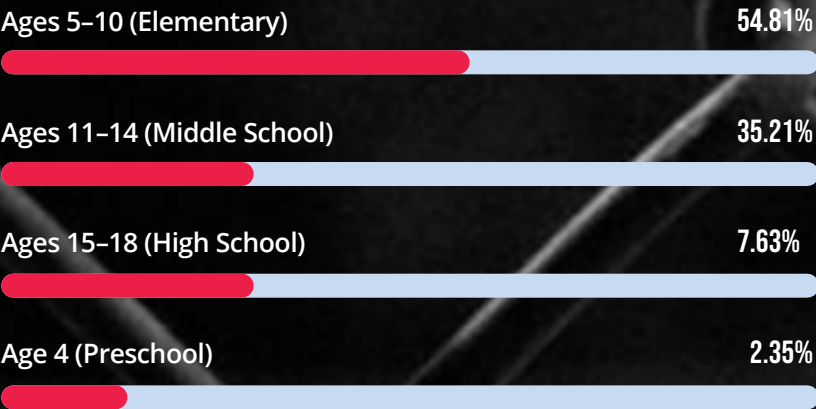
UNMET NEED

24,838

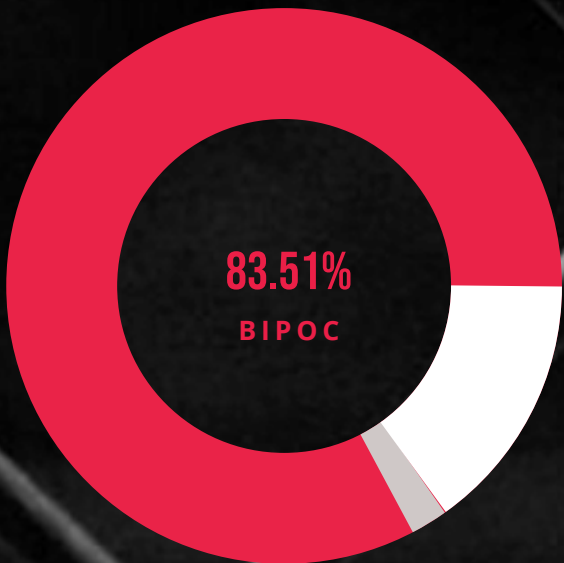
THE NUMBER OF KIDS WE COULDN'T FUND THIS YEAR

This year, 24,838 kids applied for support and didn't receive it — not because they didn't qualify, but because we ran out of funding. That represents \$3,548,377.56 in unmet demand. These are real kids, real families, and real sports. Football alone accounted for nearly 1 in 3 unfunded requests. 83.51% of kids we couldn't fund identified as BIPOC. Florida, Texas, and California together represent nearly half of all unfunded applications. The gap is growing. The need is accelerating. **We are not going away.**

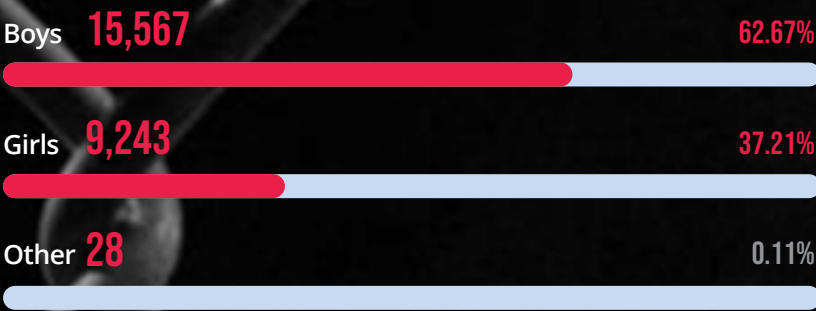
UNMET NEED – AGE & GENDER



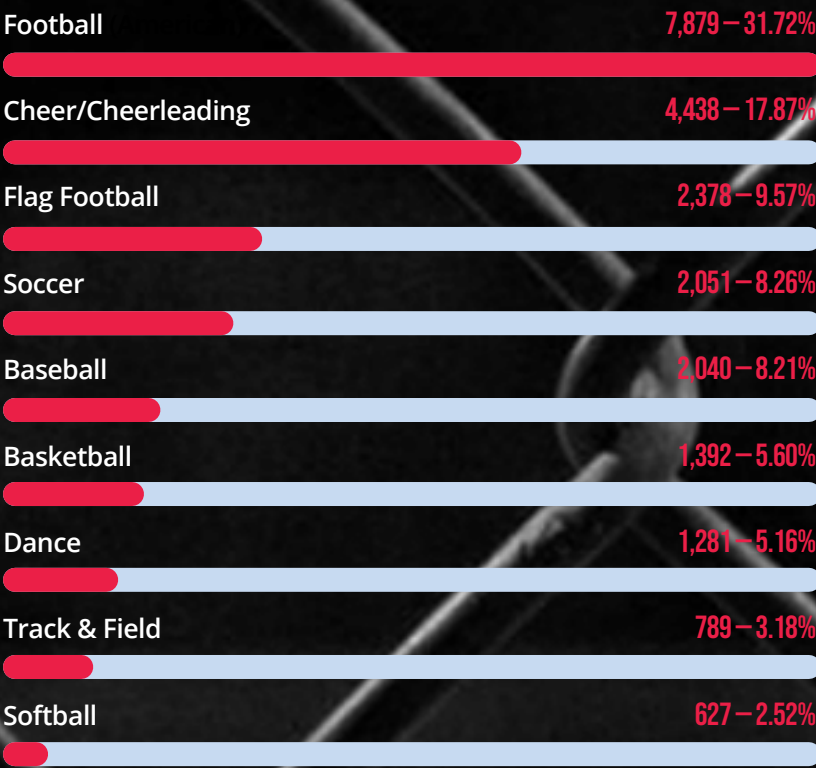
BY RACE



BY GENDER



TOP UNMET SPORTS



TOP UNMET STATES

Florida	6,077	24.47%	Washington D.C	73	0.29%
Texas	3,237	13.03%	Kentucky	73	0.29%
California	2,232	8.99%	Arkansas	66	0.27%
Georgia	1,958	7.88%	New Hampshire	66	0.27%
Pennsylvania	1,492	6.01%	Delaware	63	0.25%
Illinois	1,415	5.70%	Wisconsin	53	0.21%
North Carolina	699	2.81%	Minnesota	50	0.20%
Arizona	626	2.52%	South Carolina	47	0.19%
Ohio	619	2.49%	Missouri	45	0.18%
Oregon	540	2.17%	Idaho	31	0.12%
Oklahoma	470	1.89%	Kansas	25	0.10%
New Mexico	451	1.82%	Iowa	8	0.03%
Michigan	415	1.67%	Montana	7	0.03%
Massachusetts	386	1.55%	Maine	3	0.01%
Virginia	357	1.44%	Nebraska	3	0.01%
Nevada	356	1.43%	Rhode Island	3	0.01%
Maryland	333	1.34%	Alaska	2	0.01%
Washington	290	1.17%	West Virginia	2	0.01%
Hawaii	288	1.16%	Wyoming	2	0.01%
Connecticut	281	1.13%			
Indiana	278	1.12%			
New York	262	1.05%			
Colorado	215	0.87%			
Louisiana	195	0.79%			
New Jersey	193	0.78%			
Tennessee	157	0.63%			
Alabama	150	0.60%			
Mississippi	149	0.60%			
Utah	95	0.38%			

THOSE WHO MAKE IT POSSIBLE

PARTNERS & DONORS

When credible, values-aligned organizations choose to stand beside you, you're no longer just a nonprofit with a mission. **WE'RE on a mission.**

FOUNDING PARTNER



CORPORATE & FOUNDATION PARTNERS



MAJOR DONORS

The Anjulicia Foundation \$10,000	Matthew Rosenthal \$8,910	Jeff Webster \$7,500
Alabama Farmers Cooperative \$5,000	Neubauer Family Foundation \$5,000	Cascade Heavy Rescue \$5,000
Daily Drills LLC \$4,000	James A. & Christine A. Hunt Family Fdn. \$1,500	Grant Jones \$2,500
The Wernke Family Trust \$1,080	Lift Fitness \$1,119	The Matthew A. Gorman Fund \$1,000
Gabe & Farrah Cooper Charitable Fund \$1,000	Gardner Giving Fund \$1,000	

MONTHLY DONORS

Alexis Pratt	Eleana Fanaika	Ethan Tendler	Shirley L. Beatty	Clare Savage	Annie Janise
Kristy Harrison	Maggie Chaffin	Carol Henry	Eugene Dallen	David Studdert	Adam Barbato
Kate Suri	Jenn Brown	Donna Rustvold			

DONOR SPOTLIGHT

PEOPLE GOING ABOVE AND BEYOND



MONTHLY DONOR

ANNIE

Annie is a monthly donor whose connection to youth sports goes back to her own childhood — and her own rec softball memories. Her story reflects why this work matters beyond the field.



FUNDRAISER

AIDEN

Aiden took it beyond giving — he became a fundraiser for Every Kid Sports, turning his own belief in the mission into action that brought others along with him.



MONTHLY DONOR

KATE

Kate gives monthly because she believes access to play should never depend on a family's bank account. Her consistent generosity makes it possible for kids to show up, season after season.

WHY NOW

THE NEED IS SPEEDING UP



COSTS RISING

The average family now spends over \$1,000 per year on their child's primary sport — a 46% increase since 2019. Swim lessons that cost \$18 in 2015 cost \$92 today. The system has optimized for revenue, not for kids.



PARTICIPATION GAP WIDENING

The gap between low-income and high-income youth sports participation has widened from 13.6 points in 2012 to 20.2 points in 2024. This system is not accidentally excluding children. It is doing so at an accelerating rate.



DEMAND OUTPACING FUNDING

24,838 kids applied this year and couldn't be funded. \$3,548,377.56 in unmet demand. Since 2015, a lifetime total of 131,097 kids have requested support representing \$17.2M in unasked-for waiting.

FY26 FUNDRAISING GOAL

\$6.5M

In FY26, Every Kid Sports will raise \$6.5 million to expand access nationwide. This level of support will allow us to serve more children, deepen impact in high-demand regions, and continue building a system where access to play is available for all.

STRATEGIC PRIORITIES

WHERE WE'RE GOING

01→

SCALE ACCESS NATIONALLY

Expand grant capacity to reach more kids in every region — with targeted investment in Florida, Texas, California, and Georgia where unmet demand is highest.

02✓

STRENGTHEN PLATFORM & FAMILY ENGAGEMENT

Continue improving the Every Kid Sports Pass and application experience with AI-powered tools that make the process faster and more equitable for families.

03→

DEEPEN COMMUNITY & PARTNERSHIP ENGAGEMENT

Build on momentum from Kendra Scott, Bank of America, and ESPN/Disney Jr. — and pursue the next wave of mission-aligned brands and foundations.

04→

STRENGTHEN PLATFORM & FAMILY ENGAGEMENT

Expand our petition for equal access, grow public awareness, and name the broken system for what it is — so the country can begin to fix it together.

YOUR OPPORTUNITY

HOW CAN YOU BE PART OF IT?



GIVE

Every dollar goes directly to a family registering their child for sports. No overhead games. No complicated programs. A kid plays.

Donate



PARTNER

Bring your brand alongside a mission that matters. Corporate and foundation partnerships make it possible to move faster and reach further.

Explore Partnering



ADVOCATE

Sign the petition. Share our story. Bring Every Kid Sports into a conversation you're already having. Every open door moves us closer.

Influence Change

*“On the program side, we’re closing in on 200,000+ kids supported. We’ve integrated AI in ways that are making our work smarter and more efficient. We’ve restructured our financial systems and sharpened our go-to-market strategy — centering the donor as the hero, **because you are the hero.**”*

— ARCH FUSTON —
Board Chair, Every Kid Sports

PLAYING WAS NEVER MEANT TO BE A PRIVILEGE. WE BELIEVE EVERY KID DESERVES A CHANCE TO PLAY.

EVERY. KID. SPORTS.

Be the solution. **Donate.**

We've chosen not to be victims of a broken system. **We're the solution.**
You can be, too. Make a gift, share our story, or bring Every Kid Sports into a conversation you're already having. Every connection helps get a kid in the game.

MAKE A GIFT.

PARTNER.

SHARE US.



every kid
sports.™

Every kid deserves
a chance to play.®