



Laureus
SPORT FOR
GOOD
— USA —



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2023

IMPACT REPORT



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Letter from Maurya Couvares, National Director

Dear Friends and Supporters,

At Laureus USA, we are deeply committed to creating a better future for young people through a continuous investment in sports-based youth development. Thank you for taking the time to read through our 2023 Impact Report, which highlights some of the outstanding work we were able to accomplish in partnership over the past year.

We are galvanized by our continued collective success and remain committed to deepening the impact of the critical work of both our grantees and coalition members. I'm proud to share that our Sport for Good Cities model has created a space where diverse perspectives are valued and heard. Our trainings and events have fostered a safe and equitable learning exchange, with 94% of our coalition members reporting that they feel heard and valued in these spaces.

Our Sport for Good Cities advocacy efforts continue to grow, with our Sport for Good Chicago coalition being awarded over \$5 million in appropriations from the state of Illinois for a second year. This success shows the power of partnerships and the impact of our collective action model.

As an organization, we have also doubled down on tracking the impact of our collective action work, using a new programmatic logic model to measure our progress. We are tracking our impact in three key areas: providing better resources and policies, greater evidence and awareness, and stronger and more connected organizations and leaders.

Additionally, we've found that our grantmaking at Laureus USA goes above and beyond that of a traditional grant, with grantees reporting a 37% increase in impact via youth outcomes over other funders' grants of a similar size. In 2023, partners also reported collectively unlocking over \$700,000 in additional funding due to connections forged by Laureus USA.

We remain grateful for your belief and support in sport as a vehicle for improving the lives of youth and uniting communities – and hope that this impact report inspires you to continue supporting our mission and join us in our efforts to create a better future for young people through sports-based youth development.



Maurya Couvares

MAURYA COUVARES
NATIONAL DIRECTOR, LAUREUS USA



Team Sport for Good

TEAM #SPORTFORGOOD USA IS...

TIFFANY AIDOO
NEW ORLEANS
PROGRAM OFFICER

FATIMA ALABDULLAH
DIRECTOR OF FINANCE

NNEKA ARINZE
ATLANTA PROGRAM
MANAGER

MAURYA COUVARES
NATIONAL DIRECTOR

GRACE CURTIN
CHICAGO
PROGRAM MANAGER

PETER FELDMAN
DIRECTOR OF PROGRAMS

JULIA LANKFORD
DIRECTOR OF OPERATIONS
& SPORT FOR GOOD ATLANTA

MARIANA NIEKAMP
CHICAGO
GRANT MANAGER

SARA MCLAUGHLIN
STRATEGIC INITIATIVES
PROGRAM MANAGER

AMY MUMMERY
SENIOR ADVISOR
CHICAGO

MAGGIE MUNOFF
MARKETING &
COMMUNICATIONS MANAGER

KIP O'ROURKE-BROWN
SENIOR DEVELOPMENT
MANAGER

RACHELLE PATEL
DIRECTOR OF MARKETING
& PARTNERSHIPS

ROB SALTARES
NEW YORK CITY
PROGRAM OFFICER

BEN SCHORNACK
DIRECTOR OF SPORT
FOR GOOD CHICAGO



Laureus History, Founding Story & Mission

At the first Laureus World Sports Awards in 2000, a visionary group of athletes, sports enthusiasts, and philanthropists gathered with a singular mission: to harness the power of sport for social change.

Inspired by Nelson Mandela's timeless words at the 2000 Laureus World Sports Awards, "Sport has the power to change the world," they embarked on a journey to create a transformative force that would resonate across borders and cultures.

This gathering marked the birth of the Laureus Sport for Good Foundation, an organization that seeks to harness the power of sport to end violence, discrimination, and disadvantage. One of seven national foundations under the Laureus banner, Laureus USA envisions a country where sport serves as a catalyst for unity, empowerment, and social cohesion. Through strategic partnerships, innovative programs, and a deep-rooted passion that recognizes sport as a powerful vehicle for change, we strive to create brighter futures for generations to come, one game, one child, and one community at a time.



Laureus USA's mission, to improve the lives of youth and unite communities through the power of sport, is achieved through three main avenues: grantmaking to sports-based youth development programs, training more effective leaders and providing capacity support to organizations, and advocacy work through our Sport for Good Cities coalitions. In addition, we provide visibility into the impact of our collective work through thought leadership and research reports.



Our Global Social Focus Areas & Objectives



Education

OBJECTIVES

We will contribute to ensuring that disenfranchised and vulnerable young people positively engage with and complete education.

We will contribute to ending disparities in education and vocational training and supporting all young people in having access to education.



Health & Wellbeing

OBJECTIVES

We will contribute to the prevention and treatment of mental health issues among children and young people.

We will contribute to an increase in the number of children and young people living healthy, active lives.



Employability

OBJECTIVES

We will contribute to an increase of children and young people being provided with relevant, positive, soft and technical skills required to access employment.

We will contribute to an increase in the number of young people who have access to work experiences, internships and mentorships.



Peace Building

OBJECTIVES

We will contribute to promoting a culture of peace and nonviolence in communities which have been subject to violence or conflict.

We will contribute to reducing the number of children and young people at risk of being involved with violence and crime.



Gender Equity

OBJECTIVES

We will contribute to girls, women, transgender, non-binary and gender expansive young people's equal participation and leadership.

We will contribute to ending violence against girls, women, transgender, non-binary and gender expansive young people.



Inclusion

OBJECTIVES

We will contribute to the social, economic, and political inclusion of all children and young people; irrespective of gender, sex, disability, race, religion, economic, or other status.

Diving Into Our Social Focus Areas

Nearly half of Laureus USA's 2023 grantees are focused on Peacebuilding efforts, while nearly one-third are tracking indicators on Gender Equity.

We track grantees' impact data, measuring social-emotional learning (SEL) capacities across young people participating in sport-based youth development (SBYD) programming.

88% of elementary age young people surveyed grew in one or more social emotional learning capacities, while **85%** of middle and high school age participants grew in one or more sports SEL capacities.

The research tells us that growth in SEL capacities is directly linked to academic success, improved behaviors and social interactions, and increased overall wellness.

Sector Level Outcomes

Stronger, More Connected Organizations & Leaders:

We improve the quality and capacity of intentional, transformative youth sports programs while strengthening and empowering sector leaders and supporting effective collaboration.

of unique coaches trained in sport-based youth development/ positive youth development

1,520

of unique staff members trained (all other topics, e.g. fundraising, management, DEI)

359

Net Promoter Score (NPS) of Sport for Good City Network

66

% of respondents reported that trainings/events helped build relevant professional knowledge

94%

Better Resources and Policies:

We unlock additional funding and advocate for mechanisms that make sport more equitable, higher quality, and supportive of positive community change.

Has Laureus USA helped your organization access additional funds in the past year?
37% of grantees answered yes

of additional dollars unlocked by Laureus USA as reported by grantees **\$711,400***
**not including Illinois grantees*

Greater Evidence and Awareness:

We commission projects and contribute to initiatives that strengthen impact measurement and effectively communicate the power of sport to drive positive youth and community outcomes.

4 Research projects commissioned, including The Role of Sport-Based Youth Development in Addressing Youth Violence

26 relevant recognitions, press mentions, or presentations, including at the CASEL conference, the Jr. NBA Conference, and a US Congressional hearing

Grantmaking Overview

2023 was a banner year for Laureus USA grantees, with our investment in grantmaking totaling \$7,053,334.00 in grants distributed to 136 direct service organizations across the country. In addition to our four Sport for Good Cities, we also made significant investments in Los Angeles, Dallas, Miami, Minneapolis, and beyond.

Grantmaking By Region:

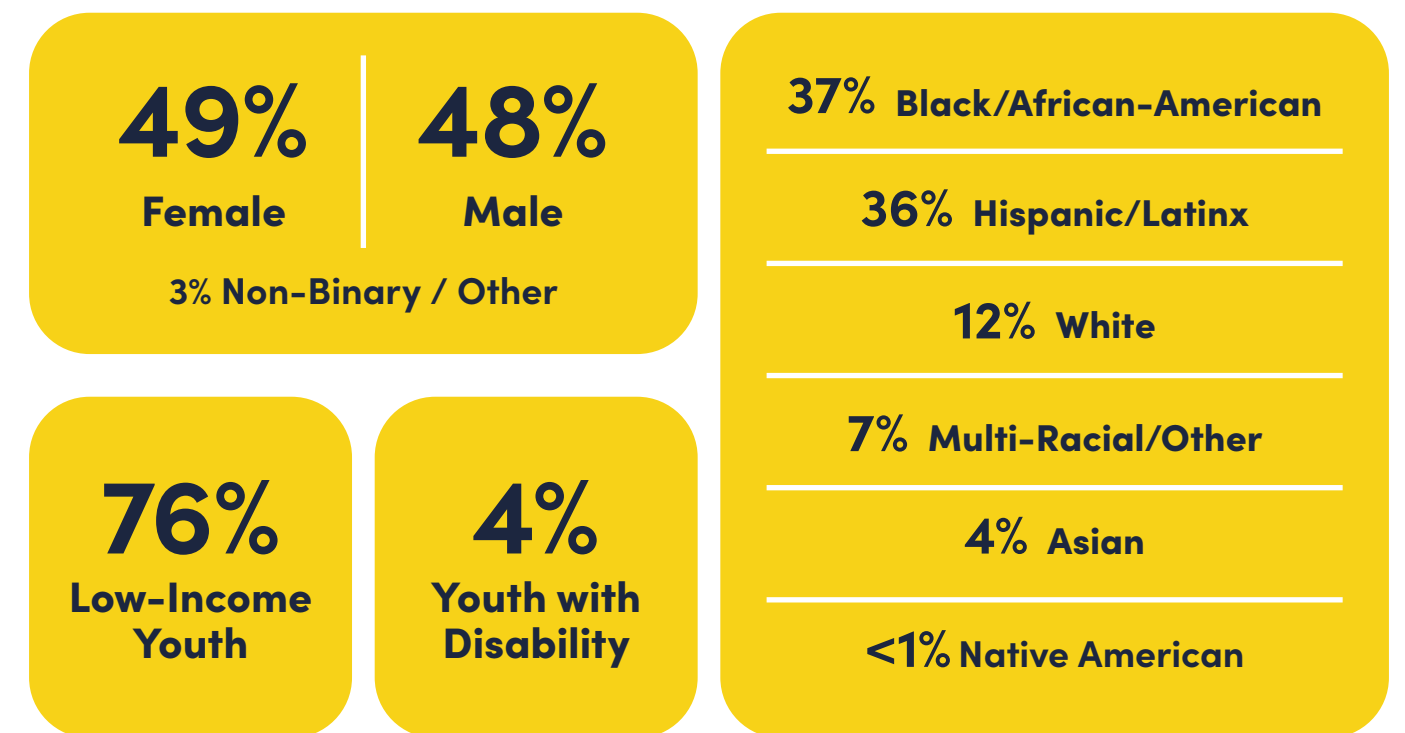


See appendix for a full list of programs funded



Through our grantee partners, Laureus USA directly impacted the lives of **58,688 young people** in 2023.

Youth Reach Demographics



Sport for Good Cities

Our Sport for Good Cities initiative invites local stakeholders to change the game right alongside us. We play the backbone role by providing resources and driving collaboration at the local level, connecting nonprofit leaders, coaches, educators, social service workers, teams, and businesses to achieve a common goal of improving the lives of youth through sport. Working together, local coalitions ensure that the young people in their community have access to high quality, youth-centered sports programs. Long-term, we aim to increase physical and mental health, improve educational and employment outcomes, and address critical social justice issues for youth in every city we work in.



As we look towards 2024 and celebrating 10 years of the Sport for Good City model, we know first hand the positive impact access to sports programs can have on the overall well-being of youth. By engaging in sports, young people not only develop physical skills but also gain important life skills such as teamwork, leadership, and resilience. We know that participating in sports acts as a powerful tool for social inclusion, breaking down barriers and fostering a sense of community among diverse groups of young people.

By continuing to bring together stakeholders from various sectors and backgrounds, we remain committed to expanding our reach and deepening our impact in these cities so that all young people can thrive.



25 PARTICIPATING ORGANIZATIONS	23 SPORTS REPRESENTED
46,000+ YOUTH SERVED THROUGH MEMBER ORGS SINCE LAUNCH	
SPORT FOR GOOD atlanta	

60 PARTICIPATING ORGANIZATIONS	20 SPORTS REPRESENTED
105,000+ YOUTH SERVED THROUGH MEMBER ORGS SINCE LAUNCH	
SPORT FOR GOOD chicago	

31 PARTICIPATING ORGANIZATIONS	25 SPORTS REPRESENTED
62,000+ YOUTH SERVED THROUGH MEMBER ORGS SINCE LAUNCH	
SPORT FOR GOOD new orleans	

62 PARTICIPATING ORGANIZATIONS	30 SPORTS REPRESENTED
177,000+ YOUTH SERVED THROUGH MEMBER ORGS SINCE LAUNCH	
SPORT FOR GOOD new york city	

Key Highlights



Days of Sport

Our cornerstone event, Day of Sport, ran in all four of our Sport for Good cities in 2023. Sponsored in part by Nickelodeon, these events offered an opportunity for young people to sample activities from different partner programs in each city.

In Atlanta, we partnered with Atlanta Hawks, Bearings Bike Shop, Girls on The Run Atlanta, and First Tee – Metro Atlanta.

In Chicago, we partnered with DePaul University Athletics, Lost Boyz Inc, and Beyond the Ball.

In New Orleans, ErgoFit, New Orleans Rowing Club, First Tee – Greater New Orleans, Reaching for the Stars, Yeah! Yoga, Up2Us Sports, The 18th Ward, and Excite Allstars provided activities.

Finally, New York City students had the opportunity to engage with partners at DREAM, New York Islanders, I Challenge Myself, South Bronx United, Bronx Lacrosse, and Theory9.

Laureus USA ICJIA Funding

In 2022, Laureus USA secured a one-year \$5 million legislative allocation to establish a grant initiative supporting organizations striving to enhance access to and equity in sport-based youth development projects. The Illinois Criminal Justice Information Authority (ICJIA) administered the funding for the Illinois Violence Prevention through Sport Grant Program, specifically targeting organizations operating in “R3 Zones,” known for heightened violence levels.

To reinforce the notion that sports can drive social change, Laureus USA commissioned a research study in 2023 to evaluate the impact of the initial year’s funding. The grantees collectively impacted 10,447 youth (aged 4-25) and trained 747 coaches with the grant program’s support. A substantial 85% of the organizations surveyed predominantly serve young people of color. Notably, an average of 55% of grantee staff and coaches reside in the communities where they conduct their programs, enhancing the delivery of impactful services.

Grantees overwhelmingly endorsed the role of sport-based programs in addressing youth violence. In surveys, over 90% of both staff and coaches affirmed that integrating sport into youth initiatives aids in violence prevention, promotes youth development effectively, caters to community youth needs, is enjoyable for youth participants, and offers a valuable approach to supporting community youth.

Moreover, 95% of coaches and 88% of staff believed in the effectiveness of their programs in combating youth violence within their communities. The proven success of the grant program led to the renewal of funding for a second year.



Key Highlights

Gatorade Equity in Sport Partnership

Throughout the year, collaboration between Laureus USA and Gatorade reached new heights, showcasing the power of teamwork and a shared vision through their Equity in Sport initiative. In the summer of 2023, we brought our partnership to Los Angeles, where 100 young people got to meet esteemed Player of the Year honorees and practice their tennis skills with pros at the historic Los Angeles Tennis Club.

Another highlight - the Atlanta Falcons' Kyle Pitts surprised young people at Bellwood Boys & Girls Club in Atlanta with \$25,000 to ensure that youth have the equipment and resources they need to participate in flag football and associated programming, further fueling Gatorade's goal of driving equity in sport.

From hosting experiential sport experiences for youth in Laureus USA supported programs, to organizing mentorship opportunities for youth sports leaders, Gatorade and Laureus USA's joint efforts continue to foster a sense of belonging and encourage personal growth through sport.



Teamwork with Richemont Americas

The relationship between Laureus USA and Richemont Americas has never been stronger. In 2023, we increased our internship program opportunities to give five students from Laureus USA supported programs a chance to work on Richemont teams across the New York City and Dallas offices. One student from the inaugural internship class continues to work in a full-time role with the Richemont Operations Team, and two interns are continuing their internships with Richemont's sustainability teams.

We plan to continue to grow this program next summer to additional Richemont North America regions and see the initiative as a strategy to foster diverse talent for Richemont's teams. We also continued some of our long-standing collaborative activities: The Laureus Sport and Wellness Challenge, which engaged Richemont employees in movement & wellness activities while raising funds for Laureus supported programs; and Day of Service opportunities for employees to give their time to organizations in need.

We were also happy to place two Richemont employees with grantee programs as part of the TCS New York City Marathon Charity Runners program.



Thank You

We couldn't do this work alone. Many thanks to our 2023 corporate and foundation partners who contribute to our shared vision that youth is a powerful tool for youth development.



Testimonials

“Laureus USA invests in its served communities and **consistently earns the term “partner”** as it seeks to promote its funded programs.”

“**Laureus USA is the best.** The relationship is not transactional like it can be with many foundations. The ongoing support and workshops are meaningful and the authentic commitment to inclusion and access for young people (especially girls of color) is unique and real.”

“Grantees are made to feel like partners in a genuine way and it **brings a sense of belonging and ownership** to our work that is inspiring and empowering.”

“Our organization was able to build and develop in-house tracking tools to track our participants' progress. **Laureus USA's support has helped us improve overall operations** of programming and ability to do outreach.”

Appendix: Laureus USA 2023 Grantees

ATLANTA	CHICAGO & ILLINOIS	LOS ANGELES	NEW YORK CITY	NATIONAL	
<p>Girls on the Run Georgia LEAD Center for Youth First Tee - Metro Atlanta Atlanta Track Club Atlanta Youth Rugby Atlanta Police Athletic League Field of Dreams Academy Bearings Bike Shop Swem Kids Netball America Soccer in the Streets Salvation Army Bellwood Boys & Girls Club Hoopz U</p>	<p>ABC Pilsen Alternative Schools Network America SCORES Chicago B.I.G. Baseball Academy Back of the Yards Neighborhood Council Beat the Streets Chicago Box United Boxing Out Negativity BUILD Inc. Chicago Lions Charitable Association Chicago Run Chicago Training Center Chicago Youth Boxing Club First Tee - Greater Chicago FOUS Youth Development Services Generations for Peace Girls in the Game Girls on the Run Chicago Grand Boulevard Prevention Services KEEN Chicago KTs Kids Lost Boyz Inc. MetroSquash PeacePlayers United States Project Education Plus (PEP) Puerto Rican Cultural Center Refugee Education & Adventure Challenge (REACH) The Bloc UCAN Urban Initiatives</p>	<p>YMCA of Metro Chicago The ACE Project Heart of the City Boys & Girls Club Association of Rockford YMCA of West Central Illinois USTA/Midwest Tennis & Education Foundation YEMBA Inc. Girls on the Run of Central Illinois Play Like a Champion Today The Center for Healing and Justice through Sport United States Soccer Foundation Inc, Playworks Project sWish</p>	<p>P.F. Bresee East LA Rising Sloane Stephens Foundation America Scores LA Peace Players LA KEEN LA Beat the Streets LA Pete Brown Jr. Tennis</p> <p>NEW ORLEANS</p> <p>Yeah! Yoga! Dancing Grounds Community Works of LA 18th Ward A's and Aces Girls on the Run New Orleans New Orleans Ballet Association Youth Run NOLA Community Sailing Excite Allstars Reaching for the Stars</p>	<p>H.O.O.D. Organization Girls on the Run NYC South Bronx United Play Rugby USA America Scores NY PowerPlay Harold Hunter Foundation STEM from Dance Kings County Tennis League GallopNYC Urban Dove Figure Skating in Harlem Hudson River Community Sailing Row New York Bronx Lacrosse KEEN NY Riverside Hawks HJTEP Active Plus Mary Mitchell Center We Got Next Sports I Challenge Myself Legacy Volleyball Grand Slam Bronx Foundation We Run Brownsville Grow Our Game Brooklyn Youth Sports Club PISTE/Fencing in the Park Jeuness Track Club</p>	<p>Baltimore Soccer Without Borders</p> <p>Dallas Bridge Lacrosse</p> <p>Denver SOS Outreach</p> <p>Memphis Memphis Inner City Rugby</p> <p>Stamford, CT Stamford Peace League</p> <p>Nationwide The Skatepark Project</p> <p>Minneapolis-St. Paul The Sanneh Foundation Heritage Youth Sports Foundation</p> <p>Jacksonville, FL T.R.U.E. Youth</p> <p>Miami, FL Fútbol Con Corazón USA Dibia DREAM</p>



ST GEORGE'S EPISCOPAL SCHOOL			
HOME	47.3	GUEST	0
PERIOD	1	PERIOD	1

REACHING
STARS



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