



LAUREUS
SPORT FOR
GOOD
— USA —

LAUREUS USA

Impact Report



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USA

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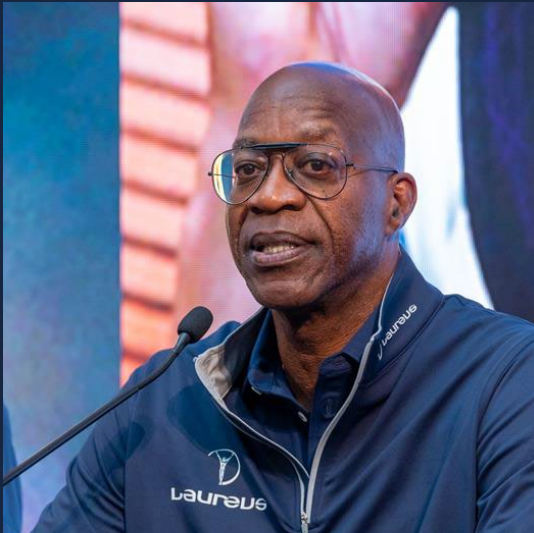
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Welcome

A Letter from Edwin Moses



To our Sport for Good Community,

As Board Chair of Laureus USA and as an Olympic Champion, I have seen firsthand how sport can transform lives. I am continually inspired by this team and this community and what we can achieve together through the power of sport.

In 2025, we reached more than 63,000 young people across the country, each gaining confidence, resilience and a stronger sense of belonging through sport.

But what matters most is not just how many young people we reach; it is how we are building a system that allows this impact to grow and endure. As we enter our second decade of Sport for Good Cities, we

are seeing the long-term value of investing in communities—where strong partnerships across nonprofits, schools, athletes, and funders are creating lasting pathways for young people. This year, we also continued to invest in the people who make sport possible: coaches. By providing trainings for more than 1,900 coaches, we are helping ensure that young people experience sport in environments that are safe, inclusive, and designed to support their growth on and off the field.

Looking ahead, our focus is clear: to scale what works. That means deepening partnerships, expanding access, and continuing to build the infrastructure needed for sport to serve as a powerful force for good across the country.

Thank you for believing in the power of sport to transform lives. Let's continue the work ahead.

Sincerely,

A handwritten signature in black ink, appearing to read 'Edwin Moses'.

Edwin Moses
Board Chair, Laureus USA

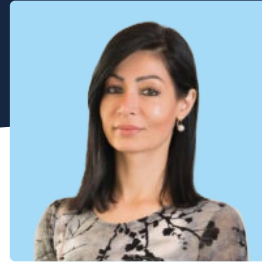
Team Sport for Good



Ben Schornack
Executive Director



Tiffany Aidoo
New Orleans
Program Officer



Fatima Alabdullah
Director of Finance



Nneka Arinze
Atlanta Program Manager



Grace Curtin
Associate Director,
Chicago Programs



Peter Feldman
Director of Programs



Julia Lankford
Director of Operations
& Sport for Good Atlanta



Sara McLaughlin
Program Manager,
Strategic Initiatives



Amy Mummery
City Director, Chicago



Mariana Godawski
Chicago Grant Manager



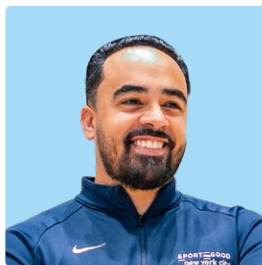
Kip O'Rourke-Brown
Senior Development
Manager



Rachelle Patel
Director of Marketing
& Partnerships



Ananya Root
Marketing and Digital
Engagement Manager



Rob Saltares
New York
Program Officer

“

Our team is a small (but mighty!) part of a big movement- united by our shared belief that every young person deserves a safe, joyful place to grow through sport.

Ben Schornack
Executive Director

Our Story & Purpose

Laureus was founded on a simple but powerful belief:

sport has the power to
change the world.



Since its inception, Laureus has grown into a global movement — supporting organizations that use sport to address the most pressing challenges facing young people and communities.

At the heart of this work is the Laureus Sport for Good Foundation, which invests in programs that advance youth development, health and well-being, and equity and inclusion. Guided by Nelson Mandela's enduring words, Laureus champions sport as a tool for social change.

In the United States, Laureus USA builds on that legacy through funding, capacity building, and place-based strategies like Sport for Good Cities — expanding access to sport and creating opportunity for young people across the country.



Global Social Focus Areas & Objectives

Education



- We will contribute to ensuring that disenfranchised and vulnerable children & young people (YP) positively engage with & complete education.
- We will contribute to ending disparities in education & vocational training & supporting all YP to have access to education.

Health + Wellbeing



- We will contribute to the prevention and treatment of mental health issues among children & YP.
- We will contribute to an increase in the number of children & YP living healthy, active lives.

Employability



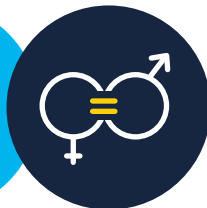
- We will contribute to an increase in children and YP being provided with relevant, positive, soft and technical skills required to access employment.
- We will contribute to an increase in the number of YP who have access to work experiences, internships & mentorships.

Peacebuilding



- We will contribute to promoting a culture of peace & nonviolence in communities which have been subject to violence or conflict.
- We will contribute to reducing the number of children & YP at risk of being involved with violence and crime.

Gender Equity



- We will support girls, women, transgender, non-binary & gender expansive YP's equal participation & leadership.
- We will contribute to ending violence against girls, women, transgender, non-binary & gender expansive YP.

Inclusion



- 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.

Sector Level Outcomes

Stronger, More Connected Organizations & Leaders:

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

1,950 unique coaches trained in positive youth development

97% of respondents who agree that trainings & events value diverse perspectives and allow for equitable learning exchange

97% of respondents reported that trainings/events helped build relevant professional knowledge



2 out of every 3 grantees report that they've been able to leverage a Laureus USA grant to access additional funding

\$721,500 additional dollars unlocked by Laureus USA as reported by grantees

Creation of the Illinois Youth Sports Commission, the first statewide commission in the nation focused on quality, access, and equity in youth sports

Better Resources and Policies:

Unlock additional funding and advocate for mechanisms that make sport more equitable, effective, and supportive of positive community change.

Greater Evidence and Awareness:

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

Member of Million Coaches Challenge cohort that collectively trained **1 million** coaches

Hosted panel at SXSW EDU on "How Sport Can Ignite Change Alongside Schools & Communities"

Op-Ed "Shifting the Culture of Youth Sport by Supporting Coaches" published in Youth Today

Grantmaking Overview

In 2025, Laureus USA continued its commitment to driving change through sport by awarding grants to 117 organizations nationwide. These investments support community-led programs that use sport to empower youth and create lasting social impact.



National

- Dallas**
2 Grants | \$35,000
- Memphis**
1 Grant | \$5,000
- Miami**
2 Grants | \$25,000
- Oklahoma City**
1 Grant | \$5,000
- Minneapolis**
2 Grants | \$30,000
- Multi-City**
4 Grants | \$62,000
- New Orleans**
9 Grants | \$212,000

Youth Outcomes

Health & Wellbeing



16,443

youth with improved mental health

10,538

youth with improved SEL capacities

Peacebuilding



11,576

youth who report feeling safer in their communities

13,257 youth who reported having a supportive relationship with a coach and/or mentor

Employability

213 youth gained employability or vocational skills

Gender Equity



13,230

girls and gender expansive young people who reported an increase in self-esteem



Inclusion

23,061 youth who reported experiencing a strong team/community environment

Education



2,385

youth who reported increased enjoyment of taking part in education

*The numbers in blue reflect only the subset of young people whose organizations chose to report on that specific impact indicator; each represents just one window into the impact experienced across all youth reached.

63,762 Youth Reached

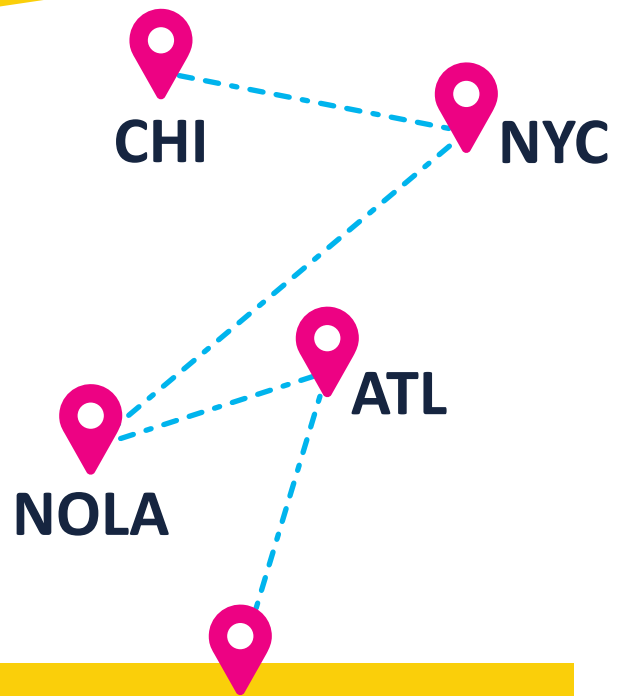
47% female | 39% Hispanic/Latin-x | 25% Black/African American | 13% White
12% Two or more | 7% Asian/Pacific Islander | 3% Other | 1% Native American



Our Sport for Good Cities

Sport for Good Cities represent Laureus USA's most powerful engine for impact: an innovative, place-based model designed to scale what works for young people and communities. As part of a global Laureus effort, this approach brings together local stakeholders across sectors to align resources, strengthen organizations, and unlock the full potential of sport as a tool for social change.

Rather than funding programs in isolation, Sport for Good Cities invest in entire ecosystems, supporting collaboration, building capacity, and driving long-term, measurable outcomes for youth. This model not only expands access to sport-based youth development but also strengthens the systems that sustain it.



Across Atlanta, Chicago, New Orleans, and New York City, this work continues to deepen, unlocking greater collaboration, strengthening local organizations, and creating more equitable access to sport and opportunity for young people.



Atlanta

Since 2017, Sport for Good Atlanta has brought together the community to unleash the power of sport for good. As a collective, we work with local stakeholders from across the city to ensure access to safe, high-quality sports programs. To do this work, we bring together like-minded individuals from across the city to convene through our town halls, working groups, and trainings.

Mental Health Spotlight

In 2025, Sport for Good Atlanta hosted a Mental Health Town Hall with 47 local members in attendance. The session reinforced that supporting youth mental health is central to creating safe environments in sport and surfaced a clear need for ongoing resources to equip coaches and programs — not just as a one-time activity but sustained throughout the season.



Ask young people and alumni what supports they need — and listen to them.

Mia Bishop

First Tee of Metro Atlanta



of youth served:
20,000

of participating organizations:
45



Chicago

Launched in 2017, the Sport for Good Chicago Coalition is currently comprised of 140 organizations that collectively serve over 120,000 young people – more than 20% of the Chicago youth population. Sport for Good Chicago partners with local professional teams and city/state agencies to amplify our impact. Together, we've changed sport policy, created common standards for coach training, unlocked new revenue streams to support sport as a tool for social change, and deepened collaboration in the sector.

Launching "A Place to Play"

In 2025, we hosted "A Place to Play" – a collaborative conversation around the crucial role that youth sports have in building a safer Chicago. Throughout the day, over 400 attendees heard from expert researchers, practitioners, city agencies, funders, and elected officials. We had productive conversations to deepen understanding across expertise and perspective.

of youth served:
120,000

of participating organizations
140

“
The idea of 'A Place to Play' is grounded in visionary optimism. Not only do we want young people to feel safe in their communities, but we also want them to have what they need to play – to have fun, to be their full selves, to take up space.

Grace Curtin

Laureus USA

In response to the Summit, Laureus USA launched the Place to Play Fund, a pooled fund of \$75,000 to underline our commitment to the work.





New Orleans

SPORT FOR GOOD
new orleans

Sport for Good New Orleans launched in 2014 to strengthen coordination amongst organizations using sport as a tool for youth development and social impact. We've deepened our connective roots to expand access to high-quality sport opportunities for young people across the city. Over the past decade, the work has included coalition-building, grantmaking, and professional learning experiences such as team huddles, townhalls, and trainings.

School-Based Model for Sport

In 2025, Sport for Good New Orleans completed its insight and discovery phase for the Sport for Good Schools initiative while advancing a coordinated school-based pilot supported by multiple local and national investment partners. Over the past year, the initiative mobilized more than \$110,000 in aligned investment and continued implementation supported by seed funding from the Pincus Family Foundation. Together, these efforts confirmed strong cross-sector readiness in New Orleans for alignment in sport and education through a coordinated Sport for Good New Orleans model.



It's been a great opportunity, as a new Executive Director, to meet a lot of like-minded people and really talk about how we can expand and work together with the theme of community over competition.

Matt Wierzbach

Community Sailing New Orleans

of youth served:
7,621

of participating organizations
40





New York

SPORT FOR GOOD
new york city

Sport for Good NYC, launched by Laureus USA in partnership with Nike, is a coalition of more than 70 organizations working to expand access to high-quality sport-based youth development opportunities across New York City. The initiative was created to strengthen and connect a fragmented field, recognizing that sport can be a powerful driver of youth health, academic success, and long-term opportunity, particularly in under-resourced communities. Collectively, coalition members reach over 170,000 youth annually across all five boroughs.

Key Learnings from 2025

A key lesson from 2025 is the power of peer-to-peer learning and collective activation. By creating structured spaces for organizations to share strategies and align around common goals, the coalition was able to move beyond individual program impact and act as a unified voice. This collective approach has elevated youth sports as a priority within New York State government in a way we have not seen in years, demonstrating that coordinated advocacy and shared learning can drive meaningful systems-level change.

of participating organizations:

70

of youth served:

170,000

Being part of the Laureus Coalition and then coming into the Leadership Council, with the work that we're doing behind advocacy and funding for the youth sports sector, I think it's going to be a game changer.

Husein Yatabarry
Neighborhood United





Key Highlights



Big Game,

Bigger Impact

During Super Bowl week in New Orleans, Laureus USA partnered with Gatorade and Dove to bring the excitement of the big game to the New Orleans East community — with football drills, confidence-building activities, and hands-on learning led by NFL standout Tyjae Spears and NFL Legend Eric Reid. With support from local partners Excite All-Stars and Reaching for the Stars, the event blended sport with personal development, reinforcing teamwork, resilience, and the joy of play in a way kids won't soon forget.

Body Confident Sport

Laureus USA is proud to be a partner of the Body Confident Sport program, a partnership between Dove and Nike backed by research from the Tucker Center for Research on Girls & Women in Sport and the Centre for Appearance Research. Laureus USA collaborated with five national and fourteen local organizations across the U.S. and Canada in 2025 to bring this program to life, helping ensure that girls feel safe, supported, and confident in sport. Across the last two years, Laureus USA and partners reached over 10,000 coaches and 150,000 youth through this impactful initiative.



Laureus & IWC: Watch Launch Event

Laureus USA joined IWC Schaffhausen at their flagship New York City boutique to celebrate the launch of the latest Laureus Edition Portofino watch and the enduring partnership between our organizations. The evening brought together supporters, athletes, and community leaders to spotlight the transformative power of sport — including a special recognition of Figure Skating in Harlem, a 2025 Laureus Sport for Good Award nominee and recipient of IWC's annual grant. A panel discussion featuring leaders across sport and philanthropy underscored how strategic partnerships can expand access, build confidence, and drive lasting impact for young people.



MLB All-Star Activation

During MLB All-Star Week in Atlanta, Laureus USA partnered with Gatorade to give youth from Sport for Good Atlanta's L.E.A.D. Center for Youth a once-in-a-lifetime experience — stepping into the role of reporters at MLB's official Media Day to interview New York Mets All-Star Francisco Lindor. The activation culminated in a special on-field moment during the Home Run Derby, where Lindor presented Laureus USA with a \$10,000 donation on behalf of Gatorade — amplified through national MLB Network coverage — showcasing the power of sport to elevate youth voice and open doors for the next generation.



Sport for Good Chicago Honors

The Sport for Good Chicago Honors is about celebrating the people and programs who make this movement possible. Every nominee represents the heart of this coalition— changemakers using sport to drive opportunity, connection, and hope for our youth and communities. We're so proud to recognize their impact and to continue building a stronger, more equitable Chicago together.



Illinois Youth Sports Commission

On August 15, 2025, Governor J.B. Pritzker signed the Illinois Youth Sports Commission into law — creating the first statewide commission in the nation focused on quality, access, and equity in youth sports. Paired with nearly \$15 million in state investments over four years for sports-based youth development grants, the Commission reflects Illinois' commitment to sport as an essential public good. Laureus USA is proud to have helped convene partners, align stakeholders, and elevate community voices to make this progress possible — and looks forward to supporting the Commission's work so every young person in Illinois can play, grow, and thrive.



12 Coaching Strategies to Support Positive Youth Development

A PRACTICE GUIDE FOR YOUTH COACHES



Million Coaches Challenge

2025 marked the culmination of the Million Coaches Challenge (MCC), an initiative launched by Susan Crown Exchange and 18 national partners, including Laureus USA, that successfully trained one million coaches in evidence-based youth development practices. By addressing a critical gap — fewer than one-third of U.S. youth sport coaches have ever received such training — MCC helped ensure young athletes experience safer, more inclusive environments. Research showed coaches trained via MCC partners feel more confident and their athletes report greater joy and stronger relationships.

To sustain this momentum, MCC released two new national resources — the Practice Guide and Calls to Action — equipping coaches, organizations, and leaders to continue building a more equitable youth sports ecosystem.

Thank You to Our Funders





Testimonials



Laureus USA's support helped Atlanta PAL unlock additional funding and resources over the past year by strengthening our credibility, visibility, and positioning with other funders and partners. As a result, we estimate that approximately **\$75,000 - \$100,000 in additional funding and in-kind support** was influenced or unlocked over the past year.

-Atlanta Police Athletic League, Atlanta



Being a Laureus Sport for Good grantee serves as a strong seal of approval that signals to other funders that our youth development work meets national standards for quality, safeguarding, and impact. We have referenced Laureus support in grant proposals, donor conversations, and partnership outreach, which has **helped us secure additional foundation and individual donor support.**

-Dancing Grounds, New Orleans





“

Laureus' reputation as a national Sport for Development leader has also acted as a seal of approval in conversations with partners and prospective funders, **increasing confidence in our program quality and organizational capacity**. This credibility has supported broader fundraising efforts and positioned us more competitively for future opportunities.

-Chicago Training Center, Chicago

”

Being funded by Laureus significantly increased our visibility and credibility within the sports-based youth development field. **Laureus support served as a strong signal of program quality and impact**, allowing us to pursue additional sport-focused funding opportunities with greater confidence and legitimacy.

-Hit the Books, New York City



Appendix

Atlanta

A+ Squash

Atlanta Police Athletic League (Atlanta PAL)

Atlanta Track Club Foundation

Atlanta Youth Tennis and Education Foundation (AYTEF)

Bearings Bike Works

BlazeSports America

Field of Dreams Academy, Inc.

First Tee Metro Atlanta

Girls on the Run Georgia

KiDsGyM USA

L.E.A.D. (Launch. Expose. Advise. Direct.) Center for Youth

Netball America

Soccer in the Streets

Swem Kids

Chicago

A Step Ahead Chess

ABC Pilsen

Ace Project

Alternative Schools Network

America SCORES Chicago

Ana Sierra Women's Basketball League

Beat the Streets Chicago

Beyond the Ball

Box United

Boxing Out Negativity

Breakthrough Urban Ministries Inc

BUILD, Inc.

Center for Healing and Justice Through Sport

Chicago Lions Charitable Association

Chicago Run

Chicago Training Center

Chicago Youth Boxing Club

CircEsteem

Endless Energy

FOUS Youth Development Services

Gary Comer Youth Center

Generations for Peace USA

Girls in the Game

Girls, Inc.

Girls on the Run of Central Illinois

Girls on the Run of Chicago

Heart of the City

KEEN Chicago

KT's Kids

Lawndale Eagles

Lost Boyz Inc.

MetroSquash

Out Our Front Door

OWLS Lacrosse

PeacePlayers Chicago

Peace Runners 773

Play Like a Champion

Project sWish

Refugee Education and Adventure Challenge (REACH)

Rockford Barbell

Soccer Without Borders

That Harper Kid

The Bloc

The Investment

The Puerto Rican Cultural Center

UCAN's North Lawndale Athletic & Recreation Association (NLARA)

Union Impact Center

Urban Initiatives

USTA/Midwest Tennis Education Foundation

Dallas

Beyond the Ball

Bridge Lacrosse

Los Angeles

PeacePlayers Los Angeles

America Scores LA

Woodcraft Rangers

Memphis

Memphis Inner City Rugby

Miami

Dibia DREAM

Football Con Corazon (FCC, Soccer for Peace)

Minneapolis

Heritage Youth Sports Foundation
The Sanneh Foundation

National

Soccer Without Borders
Canadian Women and Sport
Coaching Association of Canada
Inspirational Triathlon Racing
International (i-tri)
US Rowing
US Volleyball

New Orleans

A's and Aces
Dancing Grounds
Excite All Stars
LOOP NOLA
Girls on the Run New Orleans
New Orleans Ballet Association
The 18th Ward
Yeah! Yoga
Youth Run NOLA

New York

Active Plus
Bronx Lacrosse
Brooklyn Youth Sports Club
DREAM Charter School
Figure Skating in Harlem
Gallop New York City
Grand Slam Bronx Foundation
Grow Our Game
Harlem Jr Tennis and Education
Hit the Books
I Challenge Myself
Jeuness Track Club
Kings County Tennis League (KCTL)
Legacy Volleyball
Mary Mitchell Center
Neighborhood United
New Heights
Prescod Institute for Sport,
Teamwork, and Education (PISTE)
Play Rugby USA
Power Play
South Bronx United
STEM From Dance
Urban Dove Team Charter School
We Got Next Sports
We Run Brownsville
Wendy Hilliard Gymnastics Foundation

Oklahoma City

First Serve OKC Foundation

2025 Coalition Highlights

- **Advocated** for continued government funding for youth sport programs and the creation of Illinois Youth Sports Commission
- **Hosted** the Place to Play Summit, a 300-person event around public space activation through sport and play
- **Organized** a cross-sector retreat, **The Whole Coach: Rested, Rooted and Reignited**
- **Provided** backbone support to 4 working groups, empowering 10 local leaders to drive cross-sector collective action initiatives.

Join our mailing list!



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