



SPORTS MATTER
HELP SAVE YOUTH SPORTS

2021 Sports Matter Program Impact Report





SPORTS MAKE PEOPLE BETTER
OUR MISSION IS TO INSPIRE
AND ENABLE YOUTH SPORTS
PARTICIPATION



MESSAGE FROM OUR EXECUTIVE DIRECTOR: AIMEE WATTERS

The DICK'S Sporting Goods Foundation believes that sports have the power to change lives.

Sports build confidence, support healthy development, teach teamwork and build character. But not all kids have access to sports. Kids living in under-resourced communities face many participation barriers, including affordable registration fees, access to safe places to play and proper equipment. At The DICK'S Sporting Goods Foundation, through our Sports Matter Program, we are committed to breaking down these barriers to help ensure all communities have a chance to play, learn and grow. Which is why, in 2021, our Sports Matter Program awarded over \$17 million to youth sports, helping to give over 720,000 under-resourced kids access to play.

Looking forward, we continue to be steadfast in our mission and will work to give two million kids a chance to play by 2024. Thank you for your continued support and belief in our mission.

Aimee Watters



OUR GOAL

GIVE 2M KIDS A CHANCE TO PLAY BY 2024

In 2019, The DICK'S Sporting Goods Foundation, through the Sports Matter Program, set a goal to give one million kids a chance to play by 2024. In three years, we surpassed that goal. In 2022, we set a new goal to double the number of kids helped to two million by 2024.

2021 STATS: KEEPING KIDS IN THE GAME



\$17M+

grant dollars given to support local community youth sports and public school athletic programs



1,300+

leagues supported across the country to keep kids playing sports



19,000+

athletes' registration costs covered



350,000+

pieces of sporting equipment given to young athletes through our Sports Matter Giving Truck



BARRIERS TO PLAY

1

EQUIPMENT

The disparity between quality and quantity of equipment continues to increase between low- and high-income families. Low-income families spend an average of \$111 per child on equipment while high-income families spend \$197 per child.*

2

LEAGUE COSTS

The costs to run a community league continue to rise in cities across the country. In 2021, inflation reached a 40-year high.***
Youth sports are run at the local level by volunteers and have minimal budgets.

3

INFRASTRUCTURE

Low-income neighborhoods are 4.5 times more likely to lack recreational facilities than high-income areas, including safe recreational spaces like fields, parks and courts.**

4

REGISTRATION FEES

The average family pays \$125 per child in registration fees to play sports.*



BARRIERS TO PLAY

EQUIPMENT

1

“During one of the most challenging times in history, when it would have been easy to be conservative in philanthropy, The DICK’S Sporting Goods Foundation chose to deepen its commitment to our most vulnerable children.”

**MELISSA TATRO HARPER,
CO-FOUNDER AND CEO OF GOOD SPORTS**

COMING TOGETHER FOR SCHOOLS

Through our collaboration with nonprofit crowdfunding platform DonorsChoose, The DICK’S Sporting Goods Foundation has matched all donations to team sports projects throughout the year and, in November 2021, triple-matched donations up to \$200,000. Since our collaboration began in 2015, we have provided more than \$11 million in funding to more than 17,000 projects across all 50 states, supporting over 500,000 athletes from low-income communities.

THE GIVING TRUCK AND GOOD SPORTS

Lack of equipment remains a barrier for access to sports. To fill this gap, starting in 2020, our Sports Matter Giving Truck traveled thousands of miles on three different tours to provide equipment to young athletes in need. In partnership with Good Sports, we were able to donate women’s basketball shoes, baseball cleats, sports bras and other essential equipment to 35,000 kids. The giving truck has been one of our most vital tools in tackling the lack of equipment across the country.

HELPING ATHLETES WITH EQUIPMENT: SPORTS BRAS

In 2021, we focused our efforts on championing women while emphasizing the importance of sports in the lives of girls. Research shows 73% of girls have concerns about their body when they play.* Sports bras are an essential piece of equipment for girls, but many do not have access to them. Because of this, The DICK’S Sporting Goods Foundation committed to donating 100,000 DSG sports bras to under-resourced female athletes across the country. To distribute the sports bras, the Foundation partnered with Good Sports.

*The Influence of the Breast on Sport and Exercise Participation in School Girls in the United Kingdom

BARRIERS TO PLAY

LOCAL LEAGUE COSTS

2

“ Basically, if it weren't for this grant, our spring season would be in grave danger. Receiving this grant during these very turbulent economic times is essential to our survival. Keeping these young athletes on the playing field and out of trouble is paramount. ”

CORAL SPRINGS HIGH SCHOOL,
\$1,000 GRANT RECIPIENT (FLORIDA)



THE SPORTS MATTER PROGRAM IS COMMITTED TO SUPPORTING THE LOCAL ORGANIZATIONS IN UNDER-RESOURCED COMMUNITIES WORKING TO KEEP KIDS IN THE GAME
IN 2021, WE AWARDED OVER 1,300 GRANTS RECOMMENDED BY STORE TEAMMATES, DISTRIBUTION CENTERS AND COMMUNITY MARKETING MANAGERS, TOTALING **OVER \$6M** TO UNDER-RESOURCED LOCAL COMMUNITIES.

League costs are often the hidden expenses that get overlooked. It includes keeping the lights on, paying coaches, transportation, uniforms, field maintenance, supplies, referees, first aid, dues, insurance, administrative fees and more. With rising inflation, league costs, now more than ever, have been a barrier to play for youth.*

*<https://www.washingtonpost.com/business/2022/01/12/december-cpi-inflation/>



BARRIERS TO PLAY

INFRASTRUCTURE

3

“Mini-pitches are transforming the landscape of hundreds of communities and are a critical component of increasing access to our game...Because mini-pitches are located right in neighborhoods where children live and go to school, they make play the easy choice and provide a safe place for children and families to enjoy the many benefits of soccer when they may not otherwise have the opportunity to do so.”

**ED FOSTER-SIMEON,
PRESIDENT AND CEO OF
THE U.S. SOCCER FOUNDATION**



Infrastructure has proven to be a challenge for youth sports across the country. We are tackling this barrier by partnering with the U.S. Soccer Foundation's United for Girls initiative aimed at increasing opportunities for girls and young women to benefit from soccer. Through a three-year commitment, we are building 15 mini-pitches across the country to give 100,000 girls the opportunity to play.



Downtown Boxing Gym's (DBG) mission is to empower Detroit students to be positive and productive members of society through education, athletics, mentorship and intervention. We have partnered with them to help expand this safe space. In support of our shared mission of sports making people better, we are building a state-of-the-art outdoor facility together that will help DBG continue to support kids through sports and education.



BARRIERS TO PLAY

REGISTRATION FEES

4

“The goal of this program has always been to reach income-restricted families, which includes families who were thrown into that situation during the pandemic. The support from DSGF is a real stimulus to youth sports, helping kick-start registrations so we can preserve many vulnerable youth sports organizations and help youth sports come back after the pandemic.”

**NATALIE HUMMEL,
EXECUTIVE DIRECTOR
OF EVERY KID SPORTS**

The effects of the COVID-19 pandemic have proven to be one of the biggest obstacles in giving kids the chance to play. As youth sports started back up, many kids may not have returned to play because of costs. In pursuit of our mission, in 2021, The DICK'S Sporting Goods Foundation awarded a \$5,000,000 Sports Matter grant to Every Kid Sports (EKS). EKS is a 501(c)(3) nonprofit that provides income-restricted families financial assistance to cover registration fees and help ensure every kid has a chance to play. In 2021, the average registration grant was \$133 and over 19,000 grants were awarded.



I love the new friends I'm making, learning how to play on a team and what that means.
Brinley, Age 8



I like playing flag football because I like learning new things and I get to play with my friends. I also like being the only girl on my team!
Hailey, Age 6



I like chasing after the puck and ice skating. I love everything about hockey. Being on the team, we all get to work together to win! I've gotten so many friends from hockey that makes my heart happy.
Kooper, Age 10



I love to play football because I love to be active. I love the adrenaline rush it gives me. Most importantly, playing football keeps me busy. I can't wait to play in high school, college and, finally, in the NFL!
Xzavion, Age 14



SINCE ITS INCEPTION, OUR SPORTS MATTER PROGRAM HAS HELPED YOUTH PLAY SPORTS ACROSS ALL 50 STATES

I have always believed in the power of sports for both physical and mental well-being, but seeing Ava grow as a wheelchair basketball player has made me realize just how powerful they can be. Traveling to tournaments has given Ava the opportunity to be surrounded by people who 'get' her and also show her what ability potential she still has to strive for. Thank you for helping us make that happen.

Ava's Mom
Wisconsin Adaptive Sports Association,
\$2,000 Grant Recipient (Wisconsin)

The grant was used to support our free after-school program at elementary and middle schools in San Francisco and Oakland. Thanks to DICK'S Sporting Goods' support, we delivered free soccer and leadership, life skills activities designed to cultivate confidence and self-reliance in 13 public schools last fall.

Girls Leading Girls, Inc.
\$2,000 Grant Recipient (California)

During the COVID-19 outbreak, our community was hit hard because we live in a poverty-stricken community where recreational services are the only thing that our children look forward to for their summer vacations. The funding from DICK'S Sporting Goods has brought a spark back to our community. There is a buzz of anticipation for our summer camp and league. Parents are volunteering and vendors are asking if they can set up concessions during our programs. DICK'S Sporting Goods has allowed us to create a great community event for us all.

Tri-State Basketball,
\$6,000 Grant Recipient (Pennsylvania)

Schools in low socioeconomic areas like Fleming do not have resources to support extracurricular activities that aid in the development of the whole child. This grant is about more than sports. It fosters team-building, problem-solving and a major component of social and emotional learning support.

Fleming Middle School,
\$5,500 Grant Recipient (Texas)



PARTNER SUPPORT

Through charitable sales promotions, DICK'S Sporting Goods and select vendor partners donate a portion of specific product sales to the Foundation. All charitable sales promotions start with the same basic premise: a belief that sports should be accessible to all kids no matter their circumstances. Since 2016, charitable sales promotions have collectively raised more than \$9 million for the Sports Matter program.



BROOKS EMPOWER HER COLLECTION

Together, DICK'S Sporting Goods and Brooks will donate \$1 for every pair of socks, \$5 for apparel and \$10 for every pair of shoes with The DICK'S Sporting Goods Foundation logo on it sold through December 31, 2022 up to a combined total of \$500,000.



CALLAWAY TRUVIS

For each box of Sports Matter Callaway Chrome Soft Truvis Green Golf Balls purchased, DICK'S Sporting Goods will donate \$2 to the Foundation.



DSG

DICK'S Sporting Goods donates 1% of every DSG product purchase to The DICK'S Sporting Goods Foundation.



\$50,000,000+
Donated to Youth Sports Since 2014

OUR LEADERSHIP

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Data is reported in fiscal year. To report this data, we rely on partners to provide impact numbers.