

DICK'S
SPORTING GOODS
FOUNDATION

SPORTS MATTER
HELP SAVE YOUTH SPORTS



SPORTSMATTER.ORG

2022 IMPACT REPORT



OUR MISSION

OUR MISSION IS TO INSPIRE AND ENABLE YOUTH SPORTS PARTICIPATION.

OUR GOAL

In 2019, The DICK'S Sporting Goods Foundation's Sports Matter Program aimed to help one million kids participate in sports by 2024. We're proud that it only took us three years to surpass this goal. Like the athletes we support who set new goals when they break old ones, we have doubled down and now strive to help two million kids play by 2024.

In 2022, the Sports Matter Program gave over \$14 Million to inspire and enable youth sports participation.



OUR CURRENT BOARD OF DIRECTORS

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NAVDEEP GUPTA
LAUREN HOBART
JULIE LODGE-JARRETT
CHAD KESSLER
VLAD RAK
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ASSISTANT EXECUTIVE DIRECTOR



A MESSAGE FROM OUR 2022 EXECUTIVE DIRECTOR AIMEE WATTERS

Since it was created in 2014, The DICK'S Sporting Goods Foundation's Sports Matter Program has witnessed time and again the transformative power of sports.

Athletics does much more than help kids develop physically; it allows them to build confidence, learn respect for themselves and others, and embrace diversity and teamwork. However, not all children have access to sports. Families in under-resourced communities encounter a range of participation barriers, from registration fees to access to safe playing fields and equipment. Through the Sports Matter Program, The DICK'S Foundation works to identify and eliminate hurdles preventing children from experiencing the power of sports. In 2022, our Sports Matter Program awarded more than \$14,000,000 for youth sports initiatives across the country.

Aimee Watters



MEET OUR NEW EXECUTIVE DIRECTOR RICK JORDAN

This past September, I was honored to join The DICK'S Sporting Goods Foundation to lead the impactful and important work of The Foundation and the Sports Matter Program. As we look to the future, we remain steadfast in our commitment to provide access to—and funding for—the tools and resources needed to help kids thrive as athletes. We are focused on our mission to help two million kids play by 2024. We thank you for your continued support.

Rick Jordan

THE POWER OF SPORTS

The benefits of athletics extend well beyond the field, court, pool or pitch. Sports have the power to change lives and bring families and communities together. We exist to facilitate and foster this change.

BENEFIT 1 MENTAL HEALTH

Student-athletes are less likely to experience depression than those who don't participate in sports.

(Women's Sports Foundation: The State of High School Sports in America, 2019)

BENEFIT 2 BRIGHT FUTURES

Providing access to athletics is an investment in a child's future. Participants in sports are more likely to earn better grades and aspire toward attending college.

(Women's Sports Foundation: The State of High School Sports in America, 2019)

BENEFIT 3 PHYSICAL HEALTH

Children who participate in team sports learn to respect their bodies and are less likely than their classmates to smoke cigarettes or use drugs.

(Project Play - Aspen Institute, Youth Sports Facts BENEFITS)

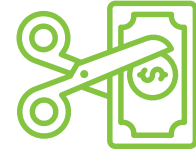
BENEFIT 4 ECONOMIC & COMMUNITY IMPACT

Participating in sports and physical activity can lead to a decrease in direct, indirect, and personal health care costs (collectively, up to \$28 billion per year).

(PCSFN Science Board, Benefits of Youth Sports, 2020)



THREATS TO YOUTH SPORTS



Despite the proven benefits of sports participation, 63% of public school budgets are stagnant or decreasing.*



Cost is the main prohibitive factor cited by 42% of the families of lower income middle and high school aged students who are interested in playing sports but don't participate.*



High-poverty schools are one-third less likely to offer sports than low-poverty schools.*



There's a 25% participation gap between children of lower and higher-income families.*

*[Rand Corporation: Who Plays, Who Pays?, 2019] Research funded by The DICK'S Sporting Goods Foundation.



TRANSFORMING BARRIERS INTO OPPORTUNITIES

Our giving strategy is designed to empower under-resourced youth organizations to combat **four barriers to access**.

BARRIER 1 REGISTRATION FEES

The average family pays \$125 per child to register them for a sports season. *(Project Play – Aspen Institute, Survey: Kids quit most sports by age 11, 2019)*



Every kid plays.

In 2022, The DICK'S Foundation teamed up with Oregon-based nonprofit Every Kid Sports to ensure that children don't lose the chance to play because of registration fees. We provided \$850,000 in grants to cover registration costs for income-restricted families so 6,363 youth could play. Over 81% of this money went to BIPOC athletes. These funds gave kids in every state a chance to play a range of sports, like football, soccer, baseball, softball, archery, yoga, gymnastics, volleyball, martial arts, fencing, and rugby.



50
STATES



44
SPORTS



6,000+
GRANTS AWARDED



\$133.00
AVERAGE GRANT



SPOTLIGHT ON GRANT RECIPIENTS:

My son has become more organized. He has a better attitude and made new friends at his school. *[Translated from Spanish]*

Balon USA | Colorado
\$10,000 GRANT RECIPIENT



Athletes with physical challenges receive the same benefits as their able-bodied peers from sports. The recent success of the Physically Challenged Sports Program's wheelchair basketball initiative underscores the need for opportunities to participate in team sports.

Bennett Institute Physically Challenged Sports of Kennedy Krieger | Maryland
\$15,000 GRANT RECIPIENT



We organized a basketball workshop with the Overtime Elite team. Most of our students are black & from single-mother households, so learning a sport from professional, strong, black, male role models demonstrated how sports can bring people together & reveal new paths.

Atlanta Children's Shelter, Inc | Georgia
\$3,000 GRANT RECIPIENT



BARRIER ² LOCAL LEAGUE COSTS

Running a league doesn't just require time and commitment: It takes funding. When monthly inflation reached a 40-year high in 2022, many community athletic programs were hard-hit. Local youth sports are volunteer-run and have minimal budgets. Some communities struggle to keep the lights on, let alone maintain fields and provide athletic supplies.

>\$7M
AWARDED

>1,500
YOUTH LEAGUES
SUPPORTED



Think Global, Act Local.

Each DICK'S store location and Community Marketing Managers across the country nominated local under-resourced school athletic programs or sports organizations for Sports Matter Community Grants. In total, over \$7,000,000 was awarded to 1,574 local youth sports leagues.

DIVERSITY, EQUITY, AND INCLUSION INITIATIVE

The DICK'S Foundation believes that diversity, equity, and inclusion are essential to youth sports. This is why, in 2022, we've committed \$664,000 to organizations that share and embody this belief. For example, in support of Hispanic Heritage Month, DICK'S Sporting Goods Foundation provided Rochester Baseball with a \$25,000 Sports Matter grant, as highlighted in the Impact Spotlight*



IMPACT SPOTLIGHT: *

ROCHESTER BASEBALL— LOS DEPORTES IMPORTAN!

The Rochester Hispanic Youth Baseball League knows the importance of having outside space for kids to play. Not only does it give them an alternative to watching television, but it keeps them safe and off the streets. However, their field was in no shape for play. It was littered with dangerous garbage and debris that volunteers had to clean before games. Even umpires were reluctant to go there. After learning about this league's incredible need, in celebration of Hispanic Heritage Month, The DICK'S Sporting Goods Foundation provided them with a \$25,000 Sports Matter grant for gloves, equipment, and a safe place to play ball.

BARRIER ³ INFRASTRUCTURE

Studies conducted nationwide found low-income and predominantly racial/ethnic minority neighborhoods are more likely to have access to smaller parks and green spaces, compared to higher income and predominantly white neighborhoods. *(KABOOM!, Review of Studies and Data on Playspace Equity for Children, 2022)*

\$5M
AWARDED

>150K
GIRLS PLAYING
SOCCER IN 2022

UNITED
FOR GIRLS | U.S. SOCCER FOUNDATION

Leading Girls To Victory.

The DICK'S Foundation finalized the last of a three-year partnership with the U.S. Soccer Foundation, building 6 mini-pitches for the United for Girls initiative. These final six pitches were built in Baltimore MD, Chicago IL, College Park GA, Houston TX, Memphis TN, and Santa Ana CA. During this partnership, 15 total mini-pitches were built to provide under-resourced communities safe places to play.

THE
**OVER
UNDER**
INITIATIVE

A Full Court Press.

The Over Under Initiative is a nonprofit organization focused on renovating and converting blacktops and basketball courts into multi-sports places so more kids from urban areas can take part in sports. We provided them with an \$85,000 grant to transform existing basketball courts to soccer fields in Long Beach, CA, Mesa, AZ and San Francisco, CA.

\$85K
AWARDED TO
INSTALL GOALPHERS
(Patented Game Changing
Goal System)



IMPACT SPOTLIGHT:

FIELD OF DREAMS IN IDAHO

"Are you kidding me?" was all Jerome High School softball coach Lyle Hudelson could say before falling to his knees when he read his team the handwritten note from The DICK'S Foundation. The Lady Tigers had asked for a Sports Matter grant for \$20,000 for fencing. But in his hands was the promise of \$100,000 to help them build an on-campus field. No longer will the players have to walk 30 minutes to practice and play at a field with no locker room, trainer, or restrooms. Cheers erupted from the team as they celebrated having a field of their own.

At the ribbon-cutting ceremony in April 2023, parents and school staff watched as teammates from the local Twin Falls DICK'S store challenged the Lady Tigers to a friendly exhibition game.



We just wanted somewhere to
call our own

“ ” Jada Bos, Pitcher “ ”

BARRIER 4 EQUIPMENT

The disparity between the quality and quantity of equipment and uniforms continue to grow between low and high income families. Low-income families currently spend approx. \$110 per child on equipment, while high-income families spend \$197. *(Project Play – Aspen Institute, Survey: Low-income kids are 6 times more likely to quit sports due to cost, 2020)*

SPORTS MATTER DAYS: On the Road with the Giving Truck

The Sports Matter Giving Truck was welcomed in Atlanta, Chicago, and Houston in 2022. Thirty youth sports organizations in each city enjoyed a fun-filled day of healthy food, sports stations, and surprise appearances by local pro athletes.



ATLANTA:

The DICK'S Foundation invited members of supported organizations to The Gateway Center Arena. The inaugural Sports Matter Day brought kids together with celebrity athletes for fun and physical activity. Six hundred kids from 20 Atlanta organizations attended!

CHICAGO:

Sports Matter Day was held in Wintrust Arena and offered a fun-filled day of physical activity stations like golf and body weight training. The 600 participants from 28 youth-serving organizations enjoyed lunch together and even got to hear from WNBA players and a former NBA star.

HOUSTON:

The truck headed to the University of Houston Recreation Center to greet 25 local youth-serving organizations. More than 350 kids came out to celebrate and enjoy activities like stretching, bumping volleyballs, and catching football passes. A World Series MVP and a WNBA All-Star made a surprise appearance!



In 2022, The DICK'S Foundation continued its collaboration with nonprofit crowdfunding platform, DonorsChoose, providing a \$500,000 donation-matched grant for 2,300 equity-focused projects, providing close to 40,000 students with the sports equipment they need.



IMPACT SPOTLIGHT:

COACHES CLINIC, HOUSTON

The DICK'S Sporting Goods Foundation believes that sports participation does much more than enable physical and mental growth—it can be a catalyst for social change. To honor this belief, we partnered with Beyond Sport in 2022 to build on the momentum of the Sports Matter Day in Houston. The goal of this initiative was to help coaches be better mentors and use empathy to connect with athletes. Parents and coaches attended workshops that focused on how they can help young athletes develop leadership skills through sports. These interactive sessions also provided a local context that addressed capacity gaps affecting funding access.



OUR PROUD PARTNERS

The DICK'S Foundation subscribes to the adage that there's no "I" in "team." While we strive to help as many kids as possible experience the thrill of sport, we can't do it alone. At the heart of every charitable sales promotion is the belief that sports should be accessible to all children, regardless of their circumstances. This is why DICK'S Sporting Goods has partnered with vendors for promotions in which a portion of sales from select merchandise comes back to The Foundation to help youth athletes.



DSG, A PERCENT ABOVE THE REST

One percent of the sales of each DSG product is donated to The DICK'S Foundation's Sports Matter Program.



GOING THE EXTRA MILE WITH BROOKS

Brooks joined, once again, with DICK'S Sporting Goods to donate \$500,000 from the sale of socks, apparel, and shoes in the Empower Her Collection. Proceeds fund public school track & field teams, and local youth running organizations.



CALLAWAY IS GOLFING FOR A CAUSE

Through our long-standing partnership, for each box of Sports Matter-themed Callaway Chrome Soft Truvis Green Golf Balls sold, DICK'S Sporting Goods donates \$2 to The DICK'S Foundation's Sports Matter Program.

ADDITIONAL SUPPORTERS



GATORADE IS FUELING TOMORROW TODAY

Gatorade chose the DICK'S Sporting Goods Foundation as a national partner in its #FuelTomorrow initiative. We're working together to break the barriers preventing young athletes from participating in sports to create a more equitable world that will facilitate future athletic endeavors.



TICKET TO RIDE WITH MASTERCARD

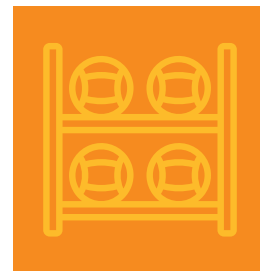
Safe and reliable transportation to sporting events is another hurdle young athletes face. Not at Chicago's Sports Matter Day, though. MasterCard provided transportation grants to every organization that attended.



OUR PLEDGE

Even as circumstances change, a constant that will prevail is the power sports have to change lives. As we look forward into 2023 and beyond, The DICK'S Foundation remains committed to investing in the initiatives that get kids into the game and keep them playing. Through partnerships and community support, we will work to continue to transform barriers preventing children from playing into opportunities that can bring us all together.





sportsmatter.org

