



ANNUAL REPORT

2014

KIDS IN THE GAME



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# Message from the Founders

2014 was a year of exponential growth for KIDS in the GAME (KITG). Through the support of individual and corporate donors, we helped to fund 161,391 hours of sports and fitness activities for 3,661 kids throughout the United States. We developed and successfully piloted the KITG PASS program to meet the demand for support for fee-based sports in Central Oregon, and offered more grants than ever to youth sports organizations around the country. In September, a groundbreaking move by the leadership of the Sports and Fitness Industry Association (SFIA) resulted in 18 brands supporting the development of the GO! Grant program for elementary schools lacking organized physical activity programs (to be launched in March 2015). SFIA, PHIT America, and KIDS in the GAME are partnering to jumpstart more movement in elementary schools, developing motor skills, increasing academic ability, and promoting fitness among hundreds of schools and thousands of students.

We are pleased to announce that Suzie Nixon has joined KITG as Executive Director. As a career professional leading nonprofits, Suzie brings a wealth of programming knowledge and implementation experience, especially with youth related initiatives. She replaces Natalie Hummel who did a wonderful job building KITG over her 3 year tenure.

KITG was blessed in 2014 by hundreds of donors, corporate supporters, and partners who have contributed to the pleasure of 350,000 hours of youth play since our inception four years ago. With your support we intend to co-create a healthier, more active generation: one kid, one community at a time!

We are grateful for all the support!

- Natalie Hummel
- John Ballantine
- Brian Grossman

## Mission

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***Inspiring youth to thrive in life through sports by providing the resources that get and keep kids in the game.***

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# Impact Data

Metrics	2011	2012	2013	2014	Total
Total KIDS in the GAME	436	868	3,016	3,661	7,980
BOYS	217	466	1,978	1,845	4,506
GIRLS	219	402	1,038	1,816	3,475
Total Hours Physical Activity	22,701	33,777	130,520	161,391	348,389

Since our inception in 2011, KIDS in the GAME corporate partners and donors have supported almost 8,000 kids around the country! In 2014 alone, 3,661 incredible kids played 35 different sports. We are especially excited that all minutes of activity were equally divided between girls and boys.



# Key Corporate Partners



2014 marked the second year of partnering with ACTIVE Network in their annual employee-led "Charity Challenge." Through this Challenge, hundreds of employees contributed funds while also reaching their own racing goals, such as 5K and 10K runs and walks, triathlons, and marathons.

ACTIVE employees from offices in San Diego, Dallas, Nashville, and Vancouver, Canada, participated in this year's Charity Challenge. Together they helped raise over \$37,000 to support youth in the communities where they live, work, and play. In total, the 2014 Charity

Challenge helped generate 21,345 hours of physical activity among 1,406 youth who participated in 10 different sports programs.

KIDS in the GAME is excited to increase the impact of the generosity of the employees of ACTIVE Network. New plans are already in the works for the ACTIVEx Pass, to provide financial assistance directly to families, allowing their kids to enroll in any of physical activity programs available in their communities.

Detour Bar partnered with KIDS in the GAME for a third consecutive year. The initiative for 2014 focused on five different regions: Atlanta, Austin, Boston, Chicago, and Tampa. Through financial support and in-kind donations of their product, Detour was able to make a large impact within YMCA and Girls On The Run programs in each of these cities.

Overall, Detour's 2014 contributions helped make it possible for 378 kids to participate in swimming, basketball, soccer, volleyball, and running programs, totaling 17,700 hours of physical activity.

The impact Detour made in 2014 can best be summed up by the following quote received from the Austin YMCA:

Detour's support has been HUGE in allowing us to reach an audience and community that is very underserved. The new kids we brought in couldn't afford our sports even with our scholarship money, so this donation allowed us to make it even more affordable and let kids play. Plus, we brought in kids we normally couldn't reach!





# Program Highlights

## 2014 Sports and Fitness Industry Association (SFIA) Leaders Summit

The Sports & Fitness Industry Association (SFIA) Industry Leaders Summit was held in September at historic Drake Hotel in Chicago,

The Industry Leaders Summit is the flagship event for 250 of the top executives in the Sporting Industry. Speakers included Kevin Plank, CEO of Under Armor, Bob Puccini, CEO of Mizuno, and our KIDS in the GAME Founder John Ballantine.

SFIA CEO, Tom Cove, and PHIT AMERICA Founder Jim Baugh announced the SFIA Increase Participation Plan, and the “GO! Grants,” the biggest initiative the sports and fitness industry has launched to increase participation. KIDS in the GAME was announced as the founding partner of this program.

“We know PE is the best way we can get children active in sports and fitness activities. With 68,000 public elementary schools, only a few ever get a PEP Grant. The vast majority of schools need our help”, said Chris Clawson, President of Life Fitness.

John spoke about the impact of KIDS in the GAME programs, and our excitement in being selected to participate in this new innovative industry program. Following his presentation, KITG received partnership commitment from brand leaders including Wilson, Rawlings, Speedo, Reebok, Adidas, and NIKE.



ACTIVE AND HEALTHY!



## Enhancing our KITG Pass Program

We enhanced the KITG Pass Program in 2014, making it more accessible to families and increasing the number of kids supported in Central Oregon. The digital application was launched on the website in September 2014, allowing families to simply go online to apply for financial assistance towards a program of their child’s choice.

In a short three months, the new digital Pass program resulted in the following impact in Central Oregon: \* 130 kids participated in 28 sports and activities, playing for 530,000 minutes. \* 69 schools and youth sports organizations benefitted from the Pass and the

energy and engagement of these kids and their families.

Future plans for the Pass Program include expanding to new cities, attracting new program sponsors, and improving the digital platform. Please reach out to us to hear more about the Pass Program and how you can help bring it to your community!



# Program Highlights

## Shooting Touch G3 Boston



In 2014, we had the distinct pleasure to honor the life of Jack Pinto through supporting amazing programs throughout the country. One of the amazing programs that the Pintos supported to acknowledge the playful spirit of Jack is called G3 - Getting Girls in the Game - of Shooting Touch in Boston.

G3 aims to promote “equal basketball, sport-for-development programming for Boston’s middle school females.” Through the program, Shooting Touch staff and volunteers inspire girls to be healthy and confident using a

fun, sport-based curriculum that creatively integrates basketball. The Pinto family funds helped launch the first G3 program for 25 girls at the Boston Center for Youth and Families, with plans to expand to three centers throughout the city of Boston in 2015.

See [shootingtouch.com/G3-Boston](http://shootingtouch.com/G3-Boston) for more info.

## YMCA's of Metropolitan Dallas

To complement the move of their headquarters to Dallas, Texas, the ACTIVE Network chose to support four branches of the YMCA located in their new community. A total of \$15,800 was distributed to the Irving Family, Oak Cliff, Park South and Jer Chilton YMCAs to reach low-income youth in Dallas.

All funds helped to increase participation in the basketball programs at each branch, impacting kids of all ages, from preschool through high school. As a result of their extended outreach, 531 kids were supported through

ACTIVE's donation, giving them a safe place to play and develop motor skills after school. According to YMCA staff, the additional support was greatly appreciated by the families of the participants, as many parents watched their children play organized sports for the first time, and some even volunteered to help coach their children's teams. Many thanks to the ACTIVE Network for growing their relationship with the YMCAs in their company's new backyard!





# Fundraising Initiatives



## Cape Epic for Kids

On March 23, 2014, Brian Grossman and Tom Turley, both 48 years young, braved 8 days of endurance mountain biking as they took on the grueling Cape Epic, which is known as the “Untamed African MTB Race.” The race took place in the Cape Region of South Africa, covering a distance of 715 kilometers over mountainous terrain with 48,720 feet of vertical climb while facing temperatures over 100 degrees.

Brian and Tom’s combined efforts raised \$70,137 for KIDS in the GAME. This journey started in Cape Town, Africa, and ended with 5,366 more kids playing sports and getting fit in America. These guys are an inspiration to our entire team!





## Jack Pinto Cape Cod Ragnar

On May 9 -10, 2014, twenty-four runners from Newtown and Sandy Hook, Connecticut, competed in the Ragnar Relay Cape Cod in honor of Jack Pinto, who lost his life during the Sandy Hook school shooting on December 14, 2012. Jack's spirit and love of sports inspired his parents, Dean and Tricia Pinto, and all of the runners to give the gift of sports to kids who might not otherwise have the opportunity to play.

The Ragnar Relay was just one part of the entire Jack Pinto Initiative.



Through generous donations from the Pinto family, events like the Ragnar race, and donors inspired by the initiative, 852 kids have been supported around the nation through 2014! Funds have been placed in over 10 cities which include Boston, Portland, Washington DC, New Orleans, and Bridgeport, CT to name a few. Plans are in place to continue Jack Pinto's inspiration into 2015, working

with organizations around the country to help get more kids playing sports and living happy lives. Thanks to the Pinto family for the continued support and enthusiasm to make a difference!

FUNDS RAISED: \$35,213.78



## Smash of the Titans Badminton Tournament

After three months of hard work and planning by four students (Justin Ma, Madeline Sporkert, Annie Wang, and Kevin Banh) at Monta Vista High School in Cupertino, CA, the Smash of the Titans Charity Badminton Tournament took place on June 14, 2014, at the Bintang Academy Gym at Milpitas, California.

They attracted 494 players, which was one of the biggest turnouts of all time in any US badminton tournament. Through this special event, they raised over \$10,000.

After deducting all the expenses to rent the courts and provide supplies and awards, they are very excited to announce that they made \$5,000 in profits to donate to the KIDS in the GAME.



## Kona for Kids



October 2014, Kristin Carroll took on the Ironman in Kona, Hawaii. Inspired by her own children and the opportunity to get back to living an active lifestyle, Kristin set out to finish the 140.6 mile race and fundraise to get more kids active.

Her campaign helped support 296 children in San Diego, California. The money raised was used to increase participation in the basketball, football, and soccer programs at the Jackie Robinson Family YMCA. This was an incredible campaign thanks to Kristin and the donors she inspired.

“In less than two generations, physical activity has dropped by 32% in the United States. This scares me! Kids don’t move like they used to. Sports are not something all kids can access. I was lucky to have sports as a part of my life. My daughter, McKenna, asked me the other day if I would take her on a run. My wish is that every kid could watch, hear, and experience the power of sports, including my own. I consider participation a gift that every kid should experience. To be healthy. Learn about teamwork. Grit. Discipline. Elation. Fun.”

-Kristin Carroll



## Evening of Empowerment

The Evening of Empowerment took place on November 6, 2014, at the historical Tower Theater in downtown Bend, Oregon. Organized by Ken Streater, Redmond resident and author of *The Gift of Courage*, the event brought together inspirational speakers, artists and community leaders who shared their thoughts and feelings with the attendees. Brianna Mercado, Mosley Wotta, Naomi Wachira and David Shoup shared pearls of wisdom about leading a more meaningful life.

KIDS in the GAME was chosen to be the recipient of the funds raised through the event. In total, the event raised over \$3,100 and went to support youth participating in basketball programs at Redmond Area Park and Recreation District and Obsidian Middle School. The funds helped subsidize registration fees for youth needing financial assistance.

Thank you Ken Streater, the Tower Theater, and all the performers for inspiring us all to live a meaningful life and find ways to give back!

FUNDS RAISED: \$3,104



## 10 Barrel Charity Night

On September 30, 2014, 10 Barrel Brewing Company of Bend donated a portion of all food and beverage sales to our new KIDS in the GAME Pass. A total of \$2,930 was raised to help pay registration fees for kids who otherwise couldn't join the myriad of activities available in Central Oregon.

The Charity Night included a raffle with prizes donated by Peach Pilates, Humm Kombucha, Skin First, Cowgirl Cash, 360 Strength, Lulu's Boutique, and Picky Bars. As is expected at 10 Barrel Brewing, it was a packed night full of fun, food and drinks! We had a great time connecting with locals and sharing our mission to help

support Central Oregon youth.

Thank you 10 Barrel for hosting us and getting more KIDS in the GAME!



**10 BARREL  
BREWING CO**

# Corporate Supporters

Our amazing corporate supporters provide funds for grants and Passes, raffle prizes, event support, and more. Their willingness to play with KIDS in the GAME grew our reach by 20% in 2014.

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Abundant Living  
Active Network  
Amazon Smile  
American Endowment Founda-  
tion  
Bank of America Charitable  
Foundation  
Bank of the Cascades  
Bendaq Ventures  
Bigfoot Beverages  
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# 2014 Donors

“I was in facilities ever since I turned 12 so I missed a lot of opportunities and experiences. I had never had an opportunity like that before and was so excited.” -Michelle B

We have so much gratitude for the following individuals who realize that every kid deserves a chance to play. Every contribution counts towards making play possible for everybody.



Richard Abend  
Eduardo Acosta  
Allison Adams  
Chris Adams  
Alfred Afleje  
Christopher Ahearn  
Victoria Aispuro  
Erik Aispuro  
Holly Aldredge  
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Kristen Darisse  
Tom Davenport

# 2014 Donors

“In these troubling times, finding funding from local businesses is difficult - so your support is amazing and we are all grateful. Thank you once again for everything that helps make the lives of so many children brighter.” - Chris V



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Todd Prendergast  
Megan Preovolos

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Thank you for helping us provide  
this vital outlet for kids, one that  
teaches teamwork, and helps  
build community and bridge  
languages and cultures through  
soccer.- Alan H

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Valerie Prestidge  
Marianne Prokop  
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Karen Rains  
Jon Ramer  
Matthew Raschke  
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Dana Roth  
Mully Rourke-Hollman  
Richard Rubin  
Lorraine Ryglewicz  
Gregory Sadowski  
David Sale  
Cece Salomon-Lee  
Stephen Sampson  
Mike Samuelsen  
Furio Savone  
Elizabeth Mullins Scales  
John Scatterday  
Phillip Scatterday  
Phillip Scatterday  
Caitlyn Scelfo  
Bobbi Schmitt  
Annette Schultz  
Ed Schulze  
Amy Schwenck  
Axton Scuderi  
Alfred Scullin  
Brenda Seidner Reilly  
Dennis Senger





David Senness	Chessi Smith
Chris & Susan Serjak	Steph Snaman
Ana Sewall	Emily Snayd
Richard Shack	Melanie Snyder
Alicia-Chad Shackelford	Gregory Sonzogni
Sandy Shaffer	Jon Soriano
Cheri Shanahan	JulioManda Soto
steve shapiro	Debbie Spano
Debbie Shelton	Jeffrey Spector
Yvette Sherwood	Danny Spilotro
David Shoup	Elizabeth Springer
Fontaine Shu	James Spry
Mim Sichel	Morgan Stanley
Darren Siegel	Maureen Starr
Rebecca Silence	Barry Staymates
Lindsay Singer	Randy Steele
Ronald Sisk	Geoffrey Steelhammer
Savannah Skelton	Shannon Stewart
Nickelle Sletteland	Daniel Stockman
Joy Sloan	Jennifer Stoltz
Lled & Becky Smith	Corwin Stone
Alina Smith	Chelsea Strand

Sandi & Jim Stretch  
 Dan & Sandy Strrebler  
 KC Sudela  
 Tom Sudela  
 Lainie Sullivan  
 Stuart Sumner  
 Amanda Swaggert  
 Kerri Swaim  
 Robert Swierbut  
 Carol Swinford  
 Monika Szeszel  
 Wesley Tahara  
 Joyce Tang  
 Jennifer Tataara  
 Josef Tattelbaum  
 Jason Taylor  
 Paula Telck  
 Brett Telford  
 Malissa Tensley  
 Martin Teran  
 Buster Terrier  
 Adam Tesan  
 Mark Tesan  
 Katrina Tewksbury  
 Amy Thatcher  
 Anthony Thin  
 David Thomas  
 Rachel Thomas  
 McNicholas Thomas  
 Jill Tiefenthaler

Sabrina Tillman  
 Sara Tindaro  
 Ailsa Tirado  
 Mariana Torrescasana  
 Russell Trammell  
 Kristin Tran  
 Sasha Treviso  
 Dennis Triplett  
 Lisa Troutman  
 Jake Troutman  
 Jay Tschantz  
 Kearny Tse  
 Tom Turley  
 Jane Turley  
 Shannon Turner  
 Ginny Turner  
 Michael Ukropina  
 Damien Urquhart  
 Freddy Vaca  
 Bill Valenti  
 Anthony Valentino  
 Julie Veas  
 Kendra Verdi  
 Sylvia Villacis  
 Marc Villanueva  
 Perry Vincent  
 Mayra AViramontes  
 Fredrick Voigtmann  
 Brittney Von Meyer  
 Mai Vu

Sean Waite  
 Aaron Waldman  
 Claude Walker  
 Joe Wallace  
 Joanne Wallace  
 Carter Walters  
 Jim Walters  
 Tiffany Walts  
 Mark Warble  
 Rachel Warren  
 Jazmine Watson  
 Samantha Watson  
 James Watts  
 Jason Weber  
 Steve Welch  
 Nicholas Wells  
 Ken Welsh  
 Ted & Judy Weniger  
 Hailey Weniger  
 Ruth Weniger  
 Eric Were  
 Kevin and Susie Were  
 Martha Westfall  
 Dendra Whisman  
 Erin Whitaker  
 Janelle Whittington  
 Matthew Wickline  
 Vicky Wilkens  
 James Willmore  
 Noreen Wilson

Christopher Wilson  
 Noreen Wint  
 Sheri Wise  
 Karrie Wolf  
 Greg Wong  
 Chip & Betty-Ann  
 Woodland  
 Ann Woodward  
 Jess Wright  
 Doug Yeakel  
 Rotem Yossef  
 Todd Zaniewski  
 Allee Zapp  
 Robb Zbierski  
 Jeff Zhao  
 Lynn Zimmerman  
 Alex Zolbert  
 Heather Zoller  
 AL and Sarah  
 Zuckerman  
 Kathie Zwick



# 2014 Fiscal Summary

**88%** FOR SPORTS PROGRAMMING  
\$186,173

**12%** FOR OPERATIONS & BUSINESS EXPENSES  
\$25,823

TOTAL DIRECT PUBLIC SUPPORT:	\$234,546
Corporate Contributions:	\$83,200
Fundraising Event Contributions:	\$5,964
Individual Contributions:	\$145,382





# Meet the Board



**John Ballantine**

Founder & Board Member

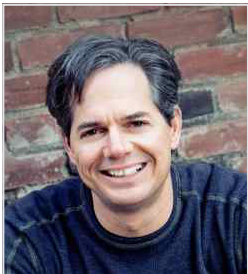
It was John Ballantine's big idea that got the ball rolling here at KIDS in the GAME. He gives his all and is passionate about making a difference for kids. He has more than 20 years of management experience in the Internet and computer sector as an industry expert renowned in eCommerce, software, and online direct marketing. He co-founded Online Interactive, Inc. (OLI) and served as its Executive Vice President, later serving as President and Chief Executive Officer.



**Jenn Brown**

Board Member

Jenn Brown is a two time Emmy Award winning sports reporter. She currently serves as a host for NFL Network and NBC's American Ninja Warrior. Prior to working with NFL Network, Brown spent 8 years as a reporter and host for ESPN.



**Brian Grossman**

Founder & Board Member

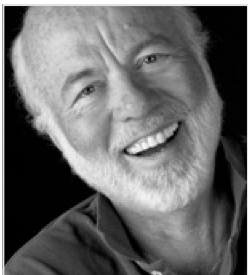
Brian Grossman rolls up his sleeves at KIDS in the GAME. He is amazing at driving action and finishing projects. Brian brings a deep and tireless capacity to think and act for the benefit of our organization. He is passionate about giving kids the chance to play and making a difference in this world.



**Natalie Hummel**

Founder & Board Member

Natalie Hummel graciously served as our Executive Director for two years and has now transitioned to Board Member. As an athlete for most of her life, Natalie loves sports of all kinds. She played volleyball through college and competitive and not so competitive softball for years. She brings more than 25 years experience coaching.



**David Hume Kennerly**

Board Member

David Kennerly has been shooting on the front lines of history for more than 40 years. He has photographed eight wars, as many U.S. presidents, and he has traveled to dozens of countries along the way.

# Meet the Staff



**Suzie Nixon**

Executive Director

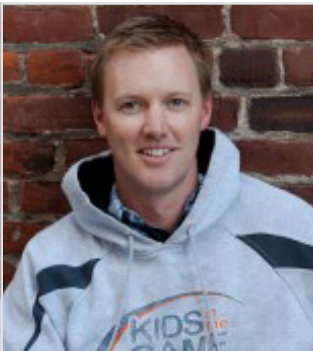
Suzie brings twenty-five years of nonprofit leadership experience to the Executive Director position of KIDS In the GAME. Strategic expansion through partnerships is her passion, as evidenced by the growth of the organizations she has served and helped to develop, including Girls Incorporated of Carpinteria, the Ojai Valley Youth Foundation, and The Thacher School Alumni and Development Office. Suzie's entrepreneurial approach and innate understanding of scale will assist in encouraging a team approach to community health through supporting play, agility, and fitness for all kids. She and her son Noah moved to Oregon in September to allow him to attend the University of Oregon, where he is playing rugby and soccer, organizing Environmental Program trips, and snowboarding at Mt. Bachelor. Her daughter, Brianna, lives in northern California where she works as a wilderness guide.



**Hannah Golen**

Corporate Partner Administrator

Hannah has been a part of the KIDS in the GAME team since 2012, and brings a passion for making a difference to everything she touches. She is deeply involved with almost every facet of the organization, helping design marketing materials, develop website content, manage finances, and build relationships with donors and partners. A graduate of James Madison University, Hannah received her degree in Health Science/Public Health as well as Spanish. Her previous experiences include Executive Assistant/Operations Coordinator with Rosetta Stone and Special Education Teacher's Assistant with Harrisonburg City Public Schools. She and her husband Ernie love their dogs Quinn and Kaia and keep themselves busy skiing, biking and backpacking.



**Eric Haynie**

Program Administrator

Eric joined KIDS in the GAME in May of 2014 and brings an enthusiasm for youth sports as well as a strong sports business background. Before moving to Bend, he obtained his Sports Management MBA in 2012 from San Diego State University. Eric has experience working in account management, marketing and corporate partnerships with major sports brands and teams such as Taylormade Adidas Golf, Sporting Kansas City and San Diego State University. He has been an integral part in the growth of the KITG Pass Program and helps manage the relationships with our corporate partners. A collegiate golfer and lover of outdoors, you will often find Eric on the golf course or exploring the endless adventures in Central Oregon.



# 2014 Financials

## Profit & Loss Statement

Ordinary Income/Expense		
Income		
Direct Public Support		
Corporate Contributions	83,200.00	
Fundraising Event Contributions	5,964.00	
Individual Contributions	<u>145,382.00</u>	
Total Direct Public Support		234,545.68
In Kind Income		5,215.00
Miscellaneous Revenue		2,582.03
TOTAL INCOME		<u>\$242,342.71</u>
Expenses		
Allocations to Beneficiaries		
KITG Allocations	100,518.23	
Scholarship Awards	<u>24,250.00</u>	
Total Awards		124,768.23
Business Expenses		276.00
Contract Services		3,260.00
Facilities & Equipment		7,997.79
Labor or Services Donated		5,215.00
Operations		5,218.09
Other Expenses		5,002.13
Payroll Expenses		
Payroll Fees	714.21	
Payroll Taxes		
Administrative	2,471.17	
Programming	9,408.69	
Salaries & Wages		
Administrative	8,772.52	
Programming	39,963.11	
Total Payroll Expenses		61,329.70
Travel & Meetings		4,144.40
TOTAL EXPENSES		<u>\$217,211.34</u>
Net Income		<u>\$25,131.37</u>

# 2014 Financials

## BALANCE SHEET

Dec. 31, 2014

### ASSETS

#### Current Assets

##### Checking/Savings

Bank of the Cascades 89,840.37

Scholarship Account 1,338.82

Total Checking/Savings 91,179.19

#### Accounts Receivable

Accounts Receivable 300.00

Total Accounts Receivable 300.00

#### Other Current Assets

Undeposited Funds 100.00

Total Other Current Assets 100.00

Total Current Assets 91,579.19

#### Other Assets

In Kind Items Donated 3,000.00

Total Other Assets 3,000.00

TOTAL ASSETS \$94,579.19

### LIABILITIES & EQUITY

#### Liabilities

##### Long Term Liabilities

Board Member Loan 8,000.00

Total Long Term Liabilities 8,000.00

Total Liabilites 8,000.00

#### Equity

Unrestricted Net Assets 61,447.82

Net Income 25,131.37

Total Equity 86,579.19

TOTAL LIABILITES & EQUITY \$94,579.19



# Every Kid Deserves A Chance To Play!



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Bend, OR 97702

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[info@kidsinthegame.org](mailto:info@kidsinthegame.org)