

# LPF | LEVELING THE PLAYING FIELD

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## MEDIA KIT 2023



NATIONAL OFFICE:

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WASHINGTON, DC 20036

# ABOUT

***Our mission is to redistribute equipment to expand access and equity within youth sports and recreation programs in under-resourced communities.***

In 2013 Leveling the Playing Field (LPF) opened its first warehouse in the DMV area with a mission to provide free sports equipment to under-resourced communities. In the last decade, we have expanded our program to two new locations, enabling thousands of kids to benefit mentally and physically from youth sports in the DC, Baltimore, and Philadelphia areas.

## SINCE 2013...

**\$12 million**

worth of sporting equipment  
donated

**1,500+ programs**

impacted by LPF donations

**5,000+ donors**

have made in-kind gifts to LPF

## AWARDS

**2023** *Benjamin Ourisman Memorial Award for Civic Achievement*, awarded by Bender JCC of Greater Washington to Max Levitt, Executive Director

**2021** *Project Play Champion*, awarded by the Aspen Institute to LPF

*National Youth Sports Strategy Champion*, awarded by the US Department of Health and Human Services, Office of Disease Prevention and Health Promotion to LPF

**2018** *Community Playmaker Award*, awarded by the Washington Wizards to LPF

**2017** *Capital One Bank Community Champion*, awarded by Capital One Bank and the Washington Mystics to Max Levitt, Executive Director

*CNN Hero*, awarded to Max Levitt, Executive Director

[Read more LPF press coverage here](#)

[Read more about \*Why Play Matters\* in the Aspen Institute's  
Project Play Youth Sports Facts](#)

# KEY AREAS OF IMPACT

## Gender Equity

Our beneficiaries have shared that sports bras present a significant barrier to girls continuing to participate in sports as they mature. In 2022 through the Washington Coalition of Women's Professional Sports (WCWPS), LPF began collecting and distributing sports bras to young women and girls in need. [Read more about our gender equity work.](#)



**10,000+**  
sports bras donated



**20k+**  
soccer balls  
distributed

In our DC market, soccer continues to be our most popular sport; in 2022 soccer balls were our most distributed sports equipment item. LPF leverages partnerships with local youth soccer programs to ensure young athletes have all the gear they need to compete on the field. [Read about our partnership with Maryland State Youth Soccer Association \(MSYSA\) here.](#)

## Youth Soccer

## Physical Education

School P.E. programs present one of the most accessible options for youth to play sports and be active. While sports gear is popular in our warehouses year-round, P.E. equipment such as jump ropes, hula hoops, dodgeballs, and cones are also in high demand. LPF works closely with school systems to better understand the needs of P.E. teachers and be an ongoing resource for them. The majority of schools LPF serves are Title I schools.



**50%**  
of programs served  
by LPF are schools



**80%**  
of programs report  
ability to reallocate funding

Out-of-School Time (OST) refers to supervised programs kids can attend when school is not in session. Strong OST programs improve social skills and academic achievement, and/or reduce health disparities. LPF works with OST programs such as sports leagues, rec centers, Boys and Girls Clubs, and other youth programs to provide free sports equipment, helping them to reallocate funding to other aspects of their programs.

## Out-of-School Time

## Sports Sampling

Providing youth with the opportunity to try multiple sports gives kids more chances to find a sport they like, leads to kids playing sports longer throughout their life, and increases kids' motivation and confidence. As a result of LPF's sports equipment donations, 60% of our beneficiaries report introducing their kids to a new sport.



**75%**  
of programs report  
increased participation

# REACH



**5,500+**  
social media  
followers



**10,000+**  
monthly newsletter subscribers



**40.9%**  
open rate



**1.1%**  
click rate

## SITE TRAFFIC

[www.levelingtheplyingfield.org](http://www.levelingtheplyingfield.org)



**1,500**  
site visitors/week

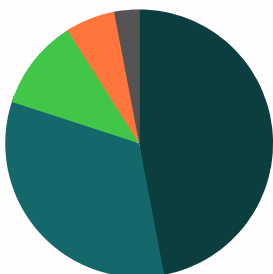


**1:30**  
average visit duration



**16%**  
returning visitor ratio

### Acquisition Channels



Organic search - **47%**  
Direct search - **33%**  
Paid search - **11%**  
Referral - **6%**  
Social media - **3%**

## MARKETS

1. Greater Washington
2. Greater Baltimore
3. Greater Philadelphia
4. Greater Buffalo
5. Greater Columbus



Current locations



Coming soon



# CORPORATE PARTNERS





## QUESTIONS?

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