

LPF | LEVELING THE PLAYING FIELD



2023 ANNUAL REPORT



A Note from Our Executive Director

Last year, LPF celebrated an amazing milestone – 10 years of putting sports equipment into the hands of young people who need it! Through the support of incredible volunteers, equipment donors, community advocates, and funders, LPF has contributed over \$14M worth of equipment to over 2,000 programs in the communities that we serve. From humble beginnings in my parents’ basement in Washington, D.C., I’m so proud of where we are today – warehouses in five cities, partnering with thousands of schools and programs, and equipping kids across the country to play the sports they love.

As we look towards the next 10 years at LPF, we are motivated to bring our model to more cities across the country. We are motivated not only by the impact stories that we have heard over the past decade but by the regular calls and emails we receive from communities across the country looking for our support. We are compelled to continue our work as we hear from P.E. teachers almost daily about budgetary challenges, and from youth sports leagues looking to defray their equipment costs so they can keep their registration fees affordable.

The opportunity to make a transformational change around access to youth sports is right in front of us. In response to those calls for help, we are deeply proud to have been able to open warehouses in Buffalo, NY, and Columbus, OH, in 2023 and look to continue answering those calls with new warehouses in 2024 and beyond. The only way we will be able to continue answering those calls is with the continued support from our communities.

We want to thank everyone who cleaned out their garages, ran a collection drive, volunteered in our warehouse, or simply told a friend or family member about the work that we do. Our impact is driven entirely by the support we receive from the grassroots of our communities and we cannot thank you all enough for joining this movement. We cannot wait to continue serving you all in 2024!

Max Levitt
Founder & Executive Director

LPF | LEVELING THE PLAYING FIELD

Mission: Leveling the Playing Field redistributes equipment to expand access and equity within youth sports and recreation programs in under-resourced communities.

Vision: A world with no sidelines.

Values: **COMMUNITY**
As we work to increase access in youth sports, we aim to help build community in the process across schools, local nonprofits, professional sports teams, rec leagues, government entities, and more.

TEAMWORK
LPF does not carry out our work alone, but rather alongside many local and national partners who all help us do more for kids.

EQUITY
We center equity every day in our work as we strive to make youth sports more accessible and equitable for all kids.

SERVICE
The LPF team is here to serve our communities to the best of our ability, eliminating barriers keeping kids off the sidelines.

FUN
Sports have many health and social benefits, but kids play them because they're fun! Through events, volunteer opportunities, and more, LPF aims to implement fun into our work whenever possible.



WHAT WE DO

LPF applies the food bank model to sports equipment, gathering new and used sporting equipment and stocking a well-organized warehouse with head-to-toe needs for local coaches to “shop” for their teams at no cost.

Our free equipment allows programs to pass on savings to families who need it most: lowering registration fees, expanding scholarship programs and otherwise enhancing or expanding their athletic and programmatic offerings.



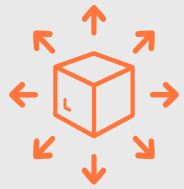
COLLECTION

We primarily collect our sports equipment through community drives and strategically placed metal donation bins that bring in equipment from local families. We also accept donations of discontinued or overstock goods from sporting goods companies. Staff run collection drives at youth sports leagues, tournaments, school events, and neighborhood recycling days to fill our van with donated sports gear for our warehouses.



VOLUNTEER ENGAGEMENT

We rely heavily on volunteers to sort and pack equipment in our warehouses. In addition to warehouse volunteering, individuals and groups often run collection drives within their community.



DISTRIBUTION PROGRAM

Schools and community-based organizations or programs apply for an equipment grant online. Then, we schedule either a site visit or interview at our warehouse. Approved programs are invited to shop the warehouse as often as they want without reapplying! Some programs come once a year and others come on a monthly basis. We work with all kinds of volunteers to carry out our mission – middle-schoolers, high school students, college athletes, corporate groups, families and more!



2023 GROWTH OF LPF TO NEW MARKETS

Demand for our mission continues to be high in cities across the country. With the support of funders like the Ralph C. Wilson Foundation and the Lindy Infante Foundation, LPF was thrilled to launch two new chapters in 2023: Western New York (Buffalo) and Ohio (Columbus). LPF relies on research by groups like the Aspen Institute’s Project Play as well as our own outreach and conversations on the ground when deciding to expand. Both of our new markets have the right mix of strong youth sports communities and dedicated donors to ensure the viability and sustainability of our impact over the long term.



Greater Washington



Baltimore, Maryland



Philadelphia, Pennsylvania



Columbus, Ohio



Buffalo, New York

129

TOTAL NEW PROGRAMS

894

TOTAL PROGRAMS IMPACTED

\$3,011,015

WORTH OF GEAR DISTRIBUTED

2023 IMPACT METRICS

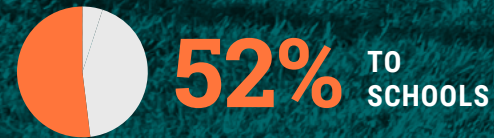
\$1,480 AVERAGE VALUE OF A TRIP TO LPF WAREHOUSE

2,035 TOTAL DISTRIBUTIONS

894 UNIQUE SCHOOLS AND PROGRAMS



WHERE DID GEAR GO?



WHAT OUR BENEFICIARIES HAVE TO SAY:

99% OF BENEFICIARIES REPORT INCREASED PARTICIPATION

91% OF BENEFICIARIES REPORT THE ABILITY TO REALLOT FUNDS

1 in 3 BENEFICIARIES REPORT THE ABILITY TO INTRODUCE A NEW SPORT TO KIDS

“We were able to start our first ever softball season this year with 4th-8th grade players that had no previous experience. Our catcher especially appreciated the protective gear, which allowed her to feel confident blocking the ball. We are so thankful to be able to play and to do it safely with proper gear!”

- The City Springs Elementary Middle School

“A positive impact for all these children who, without your help, would not be able to get these sports equipment or practice their favorite sport. Now all this is possible thanks to the help we receive from you.”

- Fundacion Los Ninos de Maria

“The donation from LPF has impacted our students greatly. With the equipment, we can now have intense training and practices. It also gives us a chance to teach new students because we have more equipment to use. One of our students now has running sneakers they couldn't afford. She ran in the women's Colgate games and advanced to the semi-finals.”

- Mott Hall Charter School

SUPPORTERS

VOLUNTEERS

LPF relies heavily on volunteers in order to keep our warehouses organized and easy to navigate. Our help comes from local families, middle-schoolers, high-schoolers, college groups, and corporate groups alike. We simply could not carry out our mission without the steady flow of helping hands inventorying and sorting gear in our warehouses week after week.

Thank you for sustaining our work.



521

Collection Drives

1,976

Total Volunteers

4,300

Total Hours
Volunteered

\$4,132,467

Total Value of Gear
Collected

PARTNER SPOTLIGHTS

DICK'S SPORTING GOODS FOUNDATION SPORTS MATTER PROGRAM

LPF is proud to have partnered with the DICK'S Sporting Goods Foundation Sports Matter Program in 2023 to expand our metal collection bin network to four DICK'S Sporting Goods locations. These bins support our collection efforts so that we can provide more free sports equipment to local schools, youth programs, and rec leagues serving kids in under-resourced communities.

\$77,370.04

worth of gear collected in 4 bins in 2023



DAVITA KIDNEY CARE

In September, LPF partnered with DaVita Kidney Care to host our biggest volunteer event yet! Volunteers learned about the barriers preventing many kids from accessing youth sports, and then worked throughout the afternoon to assemble sports kits, P.E. packs, and other gear to help equip more kids to play sports. Thank you, DaVita Kidney Care!

750
volunteers

300
sports kits
assembled

75
P.E. packs
assembled

1,500
Soccer and playground
balls pumped



10TH ANNIVERSARY CELEBRATION

HOOK HALL, WASHINGTON DC | SEPTEMBER 27, 2023

In September we got a little dressed up (but kept our sneakers on) to celebrate the 10th anniversary of LPF in the DMV area with our many supporters and friends. Signs displaying our impact over the past decade flanked the event space while guests enjoyed delicious fare representing Washington, D.C., Philadelphia, and Baltimore. We celebrated the many milestones on our journey and raised over **\$130,000** to support the next chapter, thanks to generous donors, a lively auction, and artists who turned cleats into one-of-a-kind masterpieces.

Thank you to our Board, staff, and friends who made this event such a memorable success.



EVENT SPONSORS

CAREFIRST

COHNREZNICK

CLARK CONSTRUCTION

DC FRAY

DELOITTE

DEMBO JONES

SCOTT & ELLIOTT
FAMILY FOUNDATION

FIGHT FOR CHILDREN

GOLDFARB & ASSOCIATES

MARYLAND SOCCERPLEX

MORGAN STANLEY

NFLPA

OURISMAN MOTOR COMPANY

PRINCE GEORGE'S
PARKS & RECREATION

T. ROWE PRICE FOUNDATION

WASHINGTON SPIRIT

W.R. GRACE FOUNDATION

10TH ANNIVERSARY EVENT COMMITTEE

Melissa Reitkopp, Committee Chair
Reitkopp Recruiting, LLC

Debbie Bates-Schrott
Yes&

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M.C. Dean

Steve Carter
MD NCPPC, Parks & Recreation

Ana Chapa
Apoyo LLC

Lois Cook
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Shelly Elliott
W.R. Grace

Sandra Flowe
The McCormick Group

Kelly Nicklas
Coldwell Banker Realty

Chineze Nwagbo
NFL Players Association

Debbie Redman
Redman Communications



2023 Major Institutional Funders (\$1,500+)

A. James & Alice B. Clark Foundation
 Baltimore Ravens Foundation
 Buffalo Bills
 Cafritz Foundation
 CareFirst BlueCross BlueShield
 Clark Construction
 Columbus Blue Jackets Foundation
 Columbus Foundation
 Community Foundation of Washington County, MD
 Cretors Family Foundation
 DaVita Kidney Care
 DC Fray
 Deloitte
 Dicks Sporting Goods Foundation, Sports Matter Program
 Donnie Williams Foundation
 Enterprise Holdings Foundation
 Fight for Children
 Flyers Charities
 Frank E. and Miriam Loveman Foundation
 Gatorade
 George Preston Marshall Foundation
 Goldseker Foundation
 Henry E. Niles Foundation
 Herbert Bearman Foundation
 Jack Wilen Foundation
 John Edward Fowler Memorial Foundation
 John J. Leidy Foundation
 Joseph & Harvey Meyerhoff Family Charitable Funds
 Kelly Benefits
 Kids Connect Charitable Fund
 Levitt Foundation
 Lindy Infante Foundation
 LIV Golf
 Lockhart Vaughan Foundation
 Looking Out Foundation
 Luther I. Replogle Foundation
 Major League Soccer
 Maryland National Capital Park and Planning Commission
 Maryland State Youth Soccer Association
 McKesson
 Morgan Stanley
 NFL Players Association
 Ourisman Company
 Patricia Kind Family Foundation
 Philadelphia Eagles
 Pincus Family Foundation
 Prince George's County Council
 Ralph C. Wilson, Jr. Foundation
 Risa Fund
 Robert W. Deutsch Foundation
 Royal Oak High School
 Scattergood Foundation, Kensington Community Resilience Fund
 Sixers Youth Foundation
 T. Rowe Price
 Target
 The Abell Foundation
 The Bender Foundation
 The Brick Companies
 The Carl M. Freeman Foundation
 The Greer Foundation
 The St. James
 Jim & Carol Trawick Foundation
 Washington Capitals
 Washington Commanders Charitable Foundation
 Williams Family Foundation
 Williams H. Davis, Dorothy M. Davis, and William C. Davis Foundation

Major Institutional Equipment Donors

1-800-GOT-JUNK?
 After-School All-Stars Ohio
 American Speech-Language-Hearing Association (ASHA)
 Arlington Soccer Association
 Armistead Gardens Elementary/Middle School
 Arundel High School
 Aspen Hill Club
 Athletes Unlimited
 Baltimore Banners Hockey
 Baltimore Ravens
 Bender JCC of Greater Washington
 Big Lots
 Boys' Latin
 Bras For Girls
 Buffalo Bills
 Casual Adventure Outfitters
 Catholic University of America
 Charles E. Smith Jewish Day School
 City Of Rockville Latino Youth Development
 Cleveland Browns
 Columbus Crew
 Costello's ACE Hardware
 Earth 2 Etown Festival
 Edmund Burke School
 Friends School of Baltimore
 George Mason University
 Georgetown Prep Baseball Team
 Goldseker Foundation
 Green Street Academy
 Harlem Lacrosse - Commodore
 John Rodgers
 HERSPORT
 Howard County Environmental Services
 Ice World
 Impact Silver Spring
 James Madison HS
 John R. Lewis High School
 John Ruhrah Elementary School
 Junior Tennis Champions Center (JTCC)
 Kids with Dreams Foundation
 KPMG Network of Women
 Lakewood Country Club
 League Outfitters
 Lower Merion Soccer Club
 Madison Christian School
 Maret School
 Medstar Capitals Iceplex
 Mercer
 Monumental Sports & Entertainment Foundation
 Morgan Stanley
 Movement Hampden
 Movement Rockville
 Movement Team
 Movement Timonium
 MSI Soccer
 Navy Youth Hockey
 Newtown's Kleats 4 Kids
 Nickle City Hockey
 Northern Virginia Senior Softball (NVSS)
 Ocean City Beach Soccer
 OHSAA
 Olean Family YMCA
 Olentangy High School
 Oriole Advocates
 Our Lady of Mercy
 Philadelphia Eagles
 Philly Freedoms
 Pinkman Academy
 Reisterstown Sportsplex
 Reston Skatequest
 RISE Flag Football
 Rothman Orthopaedic Institute
 Saint Louis Church
 Sharon Hill Police Department
 SidelineSwap
 Soccer Post - Lancaster
 Soccer.com
 Southwest Academy
 Special Olympics Ohio
 Sports Unlimited
 St. Paul's School
 Steuart Hill Elementary
 STX
 Takoma Education Campus
 Team Sports Planet
 Temple Sinai
 The First Tee of Greater Baltimore
 The Gardens Ice House
 The Holton-Arms School
 The Players Club
 The St. James
 Town of Chevy Chase
 Under Armour
 United Therapeutics
 University of Maryland Athletic Department
 Uplyft Toledo
 US Lacrosse
 Vantage RES
 Victory Sports
 Vienna Youth Soccer
 Walter Johnson High School
 Washington Spirit
 Washington Wizards
 William Paca Elementary
 Willingboro Recreation



FINANCES

Fiscal Year 2023 Revenue and Expenses

REVENUE

Corporate Contributions	\$361,010.70
Foundation Contributions	\$1,105,192.50
Individual Contributions	\$300,572.76
Earned Income	\$224,708.01
Government	\$62,787.00
Total Revenue	\$2,059,270.97

EXPENDITURES

Personnel & Contract Services	\$1,135,965.24
Facilities & Equipment	\$324,920.56
Program Supplies	\$137,056.76
Travel and Meetings	\$67,649.28
Miscellaneous	\$244,941.07
Total Expenditures	\$1,910,532.91

NET REVENUE	\$148,738.06
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2023 Board of Directors

Tracy Scarrow, Board Chair
Attorney, Federal Government

Jaclyn Mahoney, Vice Chair
Business Intelligence, Sports Reference

Jeffrey Krwaczak, Treasurer
Senior Manager, T. Rowe Price

Brent Gurney
Partner, WilmerHale

Shaina Ross
Senior Program Manager
Black Business Accelerator - Amazon

Evan Waghelstein
Sales Manager, Executive Suites
Monumental Sports & Entertainment

Chris Weiner
Senior Manager
Corporate Sales & Service, Washington Nationals

Willie Tate
Financial Advisor, TD Bank

Matthew Menashes
Executive Director
National Genealogical Society

Eboni Preston-Laurent
Director of Diversity, Equity & Inclusion
US Lacrosse

Charles Shuttles
Vice President, Comscore

Grace Foster
Director of Development
Junior Achievement of Greater Washington

2023 Team

Max Levitt
Executive Director

Kaitlin Brennan
Director of Operations

Will McBeath
Operations Manager

Kira Venturini
Development & Partnerships Manager

Devon Douglas
Marketing & Communications Associate

Vivian Tang
Program Manager, Gear 4 Good

Mike Pierce
Program Director, LPF Greater Washington

Anninah Henry
Program Associate, LPF Greater Washington

Donovan Dennis
Program Director, LPF Baltimore

Brandon Wright
Program Associate, LPF Baltimore

Danielle Miller
Program Director, LPF Philadelphia

Joshua Ridenhour
Program Associate, LPF Philadelphia

Eric Rutkowski
Program Director, LPF Ohio

Taylor Cicoria
Program Director, LPF Western NY

GET INVOLVED

VOLUNTEER

We Need You! Whether it's helping us sort out equipment or running a collection drive in your community, Leveling the Playing Field relies heavily on our volunteers.

See all the ways you can volunteer your time [here](#).

DONATE EQUIPMENT

Get Kids Off the Sidelines By Donating New and Gently-Used Sports Equipment. We very much appreciate the generosity of the community. Click below to see where to donate and what items we graciously accept and a few we just can't take.

Don't hesitate to let us know if you have any questions by [contacting us](#).

FINANCIAL CONTRIBUTIONS

When you make a contribution to Leveling the Playing Field (LPF), you are supporting our mission to help more kids access the physical and mental benefits of sports and recreation. Your donation sustains our work, allowing us to continue providing free sports equipment to kids in under-resourced communities.

There are many ways you can support LPF which we've outlined [here](#).

PARTNER

Corporate groups help sustain our work through financial contributions, volunteering, running collection drives, donating equipment, and more. These partnerships support our mission to help more kids access sports and recreation.


View our sponsorship opportunities [here](#).

LPF | LEVELING THE PLAYING FIELD

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L.P.F

**LEVELING THE
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