LPF | LEVELING THE PLAYING FIELD

ANNUAL REPORT 2024







A Note from our Executive Director

As we look back at 2024, I want to take a moment to reflect on the incredible progress we've made together in our mission to remove the cost of equipment as a barrier to youth sports participation. Thanks to your support, this year marked a period of unprecedented growth and impact for LPF.

The Project Play 2024 State of Play Report underscored the ongoing need for increased access to sports, especially for girls and underserved communities. While we watched the "Caitlin Clark Effect" increase young girls' interest in basketball across the country, we continued to grow our sports bra initiative, ensuring young female athletes have the gear they need to compete with confidence.

We also responded to a need for our program in Southeast Michigan, officially opening our sixth warehouse in Detroit thanks to support from the Ralph C. Wilson, Jr. Foundation.

Our growth in 2024 was remarkable:

- We saw a 10% increase in programs impacted and nearly doubled the number of new programs served compared to 2023, with 385 first-time visitors to our warehouses.
- For the first time, this year we surpassed the \$5 million mark in collected equipment!
- With the help of 2,456 volunteers, we were able to inventory and sort gear quickly for distribution.
- Our collection efforts directly led to a 23% increase in distribution, allowing us to provide \$3.69 million worth of sports equipment to young athletes.
- Best of all, an overwhelming 98% of surveyed beneficiaries reported that our support allowed them to reallocate funds and increase participation rates.

This growth was driven directly by our staff who all dedicate a tremendous amount of time and energy in our warehouses every day.

It is also driven by our incredible communities who keep our warehouses organized and full of great equipment.

Looking ahead to 2025, we are eager to build on this momentum.

We plan to continue our national expansion by launching in new markets, growing our distribution footprint, and increasing our capacity to deepen our impact. With an expanding team and more strategic partnerships, we are committed to ensuring that every child, regardless of their financial situation, has the opportunity to experience the lifelong benefits of sports.

Thank you for your unwavering support in 2024. Together, we are breaking down barriers and empowering the next generation of athletes.

Max Levitt

Max Leitel

Founder & Executive Director





Who We Are

MISSION:

Leveling the Playing Field redistributes equipment to expand access and equity within youth sports and recreation programs in underresourced 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.

EQUITY

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

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.

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.

SERVICE

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





What We Offer

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.



Where We Work





We Came To Give.

DISTRIBUTION & IMPACT

987
TOTAL
PROGRAMS
IMPACTED

385
TOTAL
NEW
PROGRAMS

\$3.6M

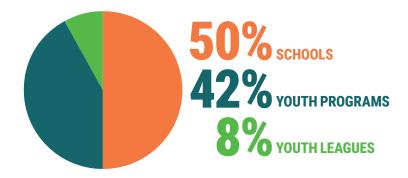
VALUE

OF GEAR

DISTRIBUTED

IMPACT METRICS

WHERE DID GEAR GO?



BENEFICIARIES REPORT:

98% INCREASED PARTICIPATION
98% ABILITY TO REALLOT FUNDS
63% ABILITY TO INTRODUCE
A NEW SPORT TO KIDS



Growing Our Distribution Methods

LPF continues to grow our impact, with 2024 being our biggest year of distribution yet. Our two new markets of Columbus and Buffalo were able to officially launch their distribution efforts in the fall of 2024, helping the organization provide over \$3.6M worth of sports equipment to kids in need across all of our markets!

Not only has LPF grown the amount of gear and number of programs served year over year, but additionally as an organization we have listened to the needs of our community and developed ways of giving that best suit our beneficiaries.

FOOTBALL DAY

In August LPF hosted its annual Football Day, an exclusive distribution event for local high school football programs, in Greater Washington, Baltimore, and Philadelphia.

Thank you to our sponsors

Dunkin', the Philadelphia Eagles,
and the NFLPA for the support!

28 SCHOOLS IMPACTED ACROSS DC, BALTIMORE AND PHILLY

\$58K+ VALUE OF FOOTBALL GEAL DISTRIBUTED

POP-UP CLEAT DISTRIBUTIONS

With funding support from MSYSA, LPF is able to pack up our van full of soccer cleats and socks and bring gear to local soccer clinics around the Greater Washington and Baltimore areas. Our staff works in tandem with MSYSA program staff onsite to help each child find the cleats that fit them best so they are confident on the field.

In 2024, LPF Philadelphia also hosted its first-ever pop-up cleat distribution with Chester Upland Youth Soccer. We hope to continue replicating this model in other markets as we know soccer cleats are an expensive equipment barrier keeping many kids on the sidelines.

COMMUNITY SCHOOL COORDINATOR DAY

LPF also hosted its third annual Community School Coordinator (CSC) day in winter 2024. As the social workers embedded in public schools, CSCs are regularly tasked with finding basic resources for their students. In addition to sports equipment, LPF was able to offer apparel, backpacks, sports bras, water bottles, and other general supplies for CSCs to help their students start the school year right.

46 SCHOOLS IMPACTED ACROSS DC, BALTIMORE AND PHILLY

\$92K+ VALUE OF GEAR DISTRIBUTE







GEARUP4KIDZ: INCREASING ACCESS TO YOUTH HOCKEY IN JOHNSTOWN, PA

In the fall of 2023, GearUp4Kidz, a hockey program born out of a community need, took shape in Johnstown, Pennsylvania. Its mission: to provide underserved kids with the opportunity to experience the sport of hockey—an activity often limited by the high costs of equipment and ice time. The program's founders recognized the growing need for affordable access to hockey for children, particularly in a region where the sport is beloved but out of reach for many families.

IDENTIFYING A COMMUNITY NEED

Through their participation in the John B. Gunter Leadership Initiative, Kathy West, Matt Bender, Adam Rogers, and Wes Strawn worked together to create a project around community volunteerism.

Kathy's love for hockey began later in life, when her daughter took up the sport. After amassing a collection of hockey gear, her daughter jokingly suggested Kathy could start her own journey in the sport. As Kathy's daughter prepared for college, the idea of repurposing unused equipment sparked an idea.

It quickly became clear that there was a gap in the local community around youth hockey access. The team spoke with local hockey coach Ben Webb (now the Jr. Hawks coach with GearUp4Kidz) and learned that although some programs offered equipment and coaching, they often catered to younger children. For those ages 10-15 — an age group typically overlooked — there was little opportunity to start playing hockey and progress toward middle and high school teams.

Additionally, the financial barrier to entering the sport of hockey is significant. Gear alone can cost upwards of \$1,000, and many teams require additional fees for ice time, coaching, and travel. Travel hockey teams can even exceed \$2,000 in expenses. As the team began to explore how to make hockey more accessible, they faced the challenge of raising thousands of dollars to cover these costs.

PARTNERSHIPS: A KEY TO SUCCESS

Kathy, Matt, Adam, and Wes designed GearUp4Kidz as a graduation project through their leadership program, combining their professional networks and skills to build a program that addresses both the need for equipment and opportunities to play. The turning point came when Kathy connected with Leveling the Playing Field (LPF). "The first time we walked into the warehouse there was like a light from above," said Kathy. "We didn't know what to expect that first time." added Matt, GearUp4Kidz co-founder. "We were

fortunate enough to go through all the gear. We have petite girls and bigger guys. Being able to sort through the variety of sizes and types of gear was amazing." Without the access to affordable equipment through LPF, Kathy shares, "I don't know how we would do this program at all." The donated gear allowed the team to reallocate funds towards coaching and additional ice time, ultimately providing a richer experience for the kids.

Since GearUp4Kidz first applied to receive gear in 2023, LPF has provided the program with over \$16.5K worth of hockey gear.

The local junior hockey team, Johnstown Tomahawks, have also been instrumental partners to GearUp4Kidz. Between helping with registration, providing junior hockey players to volunteer, and more, the Tomahawks have helped the program deepen its impact for local kids.

A GROWING PROGRAM WITH LIFELONG BENEFITS

GearUp4Kidz now provides free hockey equipment and a comprehensive 8-week program called "Jr. Hawks" to children in Cambria County, one of the poorest regions in Pennsylvania. The focus of the program is not to create professional athletes but to allow kids to experience hockey, to better appreciate the sport, and to develop life skills like discipline and teamwork.

Kathy notes that this experience is transformative, especially for those who have never been on the ice before. "You can see a difference in just 8 weeks," she shares. "They start to look like hockey players by the end of it." One of the standout moments for the children was a field trip to a local hockey game, where they had the chance to walk onto the ice with the players.

Reflecting on her personal journey, she shares, "Sports are part of life. I didn't play sports growing up, but now I'm playing in leagues for adults. There's no age limit. Anyone can try it."

For the GearUp4Kidz team, the value of youth sports is clear. Adam shares, "Sports teach you everything you need as an adult. The teamwork, the respect—it's all so important." Hockey, in particular, has shown to be a gateway for children to find a community and passion that can last a lifetime.

As GearUp4Kidz continues to grow and impact the lives of local children, the team's passion for the sport and commitment to providing opportunities for all kids to play will undoubtedly create lasting change in the Johnstown community and beyond.



Supporters

Once again, our team of supporters went above and beyond in 2024, helping LPF surpass \$5M worth of sports equipment collected for the first time ever in one year! From middle- and high-school students, to local families, to college groups and corporate groups alike, each individual plays a major role in our ability to maintain a constant flow of gear in the warehouse and keep it organized and inventoried for coaches and P.E. teachers to easily navigate. From all of us at LPF, THANK YOU to all our volunteers for helping us achieve our most impactful year yet!

2,456 VOLUNTEERS
4,232 HOURS VOLUNTEERED
\$5.1M+ VALUE OF DONATED GEAR
326 COLLECTION DRIVES





Supporter Spotlights: Game Changers



RALPH C. WILSON, JR. FOUNDATION: INVESTING IN THE POWER OF SPORTS

After months of due diligence and conversations with stakeholders across the local youth sports community, LPF launched its newest location in Detroit in December of 2024 thanks to the support of the Ralph C. Wilson Foundation. Detroit is home to many incredible youth sports organizations thanks to the foundation and their Project Play Southeast Michigan team. We are thrilled to join this amazing ecosystem of sports based youth development programs and equip programs with the gear they need for their students.

Since its launch in 2023 with support from the Ralph C. Wilson, Jr. Foundation, LPF Western NY is off to a great start, receiving 120+ equipment requests since doors officially opened for distribution in August 2024. LPF has been able to grow its impact to help more kids in Western NY, and soon in Detroit, access all the mental and physical benefits that come with sports participation. We thank the Ralph C. Wilson, Jr. Foundation for their partnership in our work.

UNDER ARMOUR: HELPING GROW THE GAME

As a long-standing supporter of LPF, Under Armour has played a key role in helping us grow our impact. In 2024 alone, Under Armour donated over \$422,000 worth of football equipment and other sports gear to LPF warehouses. This gear allowed LPF to support more football programs in the fall, helping make the sport more accessible for kids in under-resourced communities across our markets. We greatly appreciate Under Armour's dedication of time as volunteers and resources of gear in support of LPF's mission!





2024 MAJOR INSTITUTIONAL FUNDERS (\$1,500+)

Actions Charitable Fund

Arthur M. Blank Family Foundation

Baltimore Community Foundation

Baltimore Ravens Foundation

Bank of America

Beers & Boardgames

Bender Foundation

Berkshire Hathaway Energy GT&S

Blaustein - Rosenberg Foundation

Buffalo Bills

Buffalo Wild Wings Foundation

Burlington, Inc.

Columbus Blue Jackets

Foundation

Community Foundation for Greater

Buffalo

Congressional Sports for Charity

DC United Foundation

Designer Brands

Dimick Foundation

Dunkin'

Easterns Automotive Group

Elyria Charities

Five Below

Foundations Community

Partnership

Frank E. and Miriam Loveman

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Goldseker Foundation

Greg McDonald Foundation

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Howard G. Buffett Foundation

Jack Wilen Foundation

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Kids Connect Charitable Fund

KPMG LLP

Lindy Infante Foundation

Lockhart Vaughan Foundation

Maryland National Capital Park

and Planning Commission

Maryland State Youth Soccer

Association

McCormick & Company, Inc.

MLS Players Association

Montgomery County Recreation

Monumental Sports &

Entertainment Foundation

NFL Players Association

Ourisman Company

Parity Now

Patricia Kind Family Foundation

Philadelphia Eagles

Philadelphia Foundation

Philadelphia Union

Pincus Family Foundation

Ralph C. Wilson, Jr. Foundation

Reinberger Foundation

Richman Family Foundation

Risa Fund

Sartain Lanier Family Foundation

Sixers Youth Foundation

South Baltimore Gateway

Partnership

Sports Lawyers Association

Steeplechase Sportsplex

T. Rowe Price

Target

The Abell Foundation

The Baxt Family Foundation Inc.

The Bender Foundation

The Brook J. Lenfest Foundation

The Carl M Freeman Foundation

The IMC Foundation

The Marion I. & Henry J. Knott

Foundation

The Morris & Gwendolyn Cafritz

Foundation

The W.W. Smith Charitable Trust

The Wilbur & Hilda Glenn Family

Foundation

The Wilbur C and Betty Lea

Henderson Foundation

Thomas Wilson Foundation

TowerCares Foundation

Washington Nationals

Wawa Foundation

Williams Family Foundation

Williams H. Davis, Dorothy M.

Davis, and William C. Davis

Foundation

Women's Sports Foundation



2024 MAJOR INSTITUTIONAL EQUIPMENT DONORS (\$1,500+)

1800GOTJUNK 1800GOTJUNK WNY

After-School All-Stars Ohio

AID Performance Physical Therapy

American University Athletics

Amherst Central School District

Amherst Soccer Association Amherst Youth Basketball

Andover Park Metal Bin

Annapolis High School

Annapolis Recreation & Parks

Arkema

Arlington Soccer Association

Army Navy Country Club

Athletes Unlimited

Baltimore County Public Schools

Baltimore County Recreation &

Parks

Baltimore Ravens

Baltimore Redbirds

Baltimore Urban Baseball Associ-

ation Bar-T

Barnesville School

Basco Schmidt

BCC Baseball

Bendix LLC

Beth Tfiloh Dahan Middle School

Bethesda Big Train Bishop McNamara

Boys on the Right Track

Boys' Latin

Bryn Mawr Running Company

Buffalo Bills Buffalo Bisons Buffalo Sabres Buffalo State

Cal Ripken Foundation

Canisius University

Capitol City Little League

Casual Adventure Outfitters

Cheektowaga Central School Dis-

trict

City of Buffalo

City of Whitehall Parks and Recre-

ation

Cleveland Browns

Coach Lacki's Lou Gehrig Baseball

Team

Columbus Crew

Columbus Recreation and Parks

Columbus Torah Academy & Co-

lumbus Jewish Day School Community Bank Buffalo

Consolidated Solutions

Coppermine Racquet & Fitness

Cross Country Mortgage

D'Youville University

DC Defenders

DC Fray

DC United

Deloitte

Dick's Sporting Goods

Dodge Elementary School

DTCC

Dumbarton Middle School

Eastern PA Youth Soccer Associa-

tion (EPYSA)

EJMF

Elysium Tennis Club

Evans Consulting

Events DC

Everett Beach

First Tee WNY

Five Star Bank

Flaster Greenberg PC

Flying Squirrels

Focus Reg - Krista / Jamie

Fort Hunt Little League

Friends School of Baltimore

Friendship Park

Full Circuit Athletics

Georgetown Day School

Georgetown University

Georgetown Visitation

Germantown SoccerPlex

Girls in the Game

Gonzaga

Good Sports

Grand Island Soccer Club

Grange Insurance

Greater Manassas Baseball

League

Gwynedd Mercy University

Hamburg Youth Lacrosse

Harford County Parks and Recre-

ation

Harlem Lacrosse - ACCE

Harry S. Truman High School

Hasek's Heroes

HERSPORT

Highland Elementary School

Hot Corner Athletics

Howard County Environmental

Services

I Support the Girls

Ice World

Impact Silver Spring

Independent Health- YMCABN

John Carroll University

Johnson & Johnson

JP Morgan Chase

Junior Tennis Champions Center

(JTCC)

Kelly Benefits

Kenan Center

Kenwood Golf and Country Club

Kenyon College

LACES

Lacrosse Unlimited, Inc.



2024 MAJOR INSTITUTIONAL EQUIPMENT DONORS (\$1,500+), CON'T.

Lancaster Central School District Lewiston-Porter Central School

District

Lewiston-Porter Youth Football

Liberty/Powell YMCA

Licking Heights Local Schools

Living Classrooms Patterson Park

Locker Soccer Academy Longstreth Sporting Goods Madison Christian School

MAHLE Manufacturing Manage-

ment, Inc.

Main Line Health
Marriott International
Maryland SoccerPlex
McDonogh School
McLean Little League

Monumental Sports & Entertain-

ment Foundation Morgan Stanley

National Academy Foundation

Nazareth College

New Era Cap Foundation Newtown's Kleats 4 Kids

Nickle City Hockey

North Chevy Chase Christian

Church

North Tonawada Youth, Parks &

Rec Dept

North Tonawanda Babe Ruth Base-

Northern Virginia Senior Softball (NVSS)

Oak Hill Country Club
Ohio Premier Soccer

Ohio State University - Events

OHSAA

Olentangy Cubs Little League

Olentangy Little League

Operation Warm

Orchard Park Little League

Orchard Park Rec. and Park Dept

Orchard Park Soccer Oriole Advocates Orthopedic One Otterbein University Overbrook High School

Overlea Fullerton Youth Football

Park School of Baltimore

Philadelphia Dragons Sports Asso-

ciation

Philadelphia Eagles
Philadelphia Union

Philly Blast

Pinkman Academy Play It Again Sports

Pope John Paul II High School

Pros Fore Clothes Radnor High School Reisterstown Sportsplex Reston Skatequest

RIP-IT

Robin Zone

Rockville Sports Plex Roland Park Baseball Club

RPAC - OSU

Sacred Heart Glyndon Soccer Club

Saints Place WNY Salesianum School

Scioto Ridge Elementary School

Seeds of Caring

Severna Park High School

SidelineSwap Simon Atlas AZA

Sixers Youth Foundation Soccer Post- Lancaster

Soccer Shots DC South Run RECenter Sports Unlimited Springbrook HS St. Andrews St. Bonaventure University

St. Brendan School

St. Josephs Collegiate Institute

St. Paul's School for Girls

STX

SUNY Brockport
Syracuse University
TaoTi Creative
Temple Beth Ami
The Field School

The Gardens Ice House

The Karl & Mandy Alzner Founda-

tion

The St James

The St. James Bethesda

The Weinland Park Wildcats Youth

Athletics Initiatives

Tonawanda American League

Town of Chevy Chase

Towson University Athletics

Toys for Tots

Troop 1417 - Towson

Tyler Huzzy Under Armour

Upper Dublin Parks and Recreation

Urban Lacrosse Academy

US Lacrosse

Vienna Little League Vienna Youth Soccer Washington Commanders Washington Mystics Washington Wizards

WAX

Westside Baseball/ Softball and

Tball

Wilmington Blue Rocks Winchester Thurston School

WMAR-2 News YMSL Livingston



Finances

LPF FY24 REVENUE & EXPENSES

JANUARY - DECEMBER 2024	
REVENUE	
Corporate Contributions	\$176,934
Foundation Contributions	\$1,877,326
Individual Contributions	\$264,030
Earned Income	\$150,629
Government	\$60,834
Interest	\$10,241
Total Revenue	\$2,539,994
EXPENDITURES	
Personnel & Contracted services	\$1,505,744
Facilities & Equipment	\$445,191
Program Supplies	\$109,640
Travel and Meetings	\$62,278
Technology	\$63,890
Shipping, Print & Copy	\$43,353
Insurance	\$62,207
Advertising & Marketing	\$25,117
Bank & Merchant Fees	\$3,761
Depreciation Expense	\$87,490
Other (Subscriptions, Taxes, Licenses, etc)	\$12,534
Total Expenditures	\$2,426,205
Net Revenue	\$113,789



2024 BOARD OF DIRECTORS

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Program Director, LPF Western NY

CATIE MEYERS

Program Director, LPF Detroit



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 gentlyused sports equipment. We very much appreciate the generosity of the community.

<u>Click here</u> 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

LEVELING THE PLAYING FIELD

1140 Connecticut Ave. NW, Suite 1200 Washington, DC 20036 (202) 556-4650

WWW.LEVELINGTHEPLAYINGFIELD.ORG

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