

LPF | LEVELING THE PLAYING FIELD

LPF ATLANTA ANNUAL REPORT

July - December 2025



LPF Atlanta

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www.levelingtheplyingfield.org

Introducing Avery!



AVERY FLOYD
Program Director,
LPF Atlanta

Avery joined Leveling the Playing Field in July 2025 as the Program Director at LPF Atlanta. Avery brings a deep passion for youth development, community engagement and sports to his role at LPF. With a career rooted in the nonprofit sector, Avery has led impactful work with organizations such as the Atlanta Braves, Usher's New Look, and VOX ATL, each focused on driving social impact for the community. As a youth program and nonprofit leader, Avery combines his real-world experience through a strategic lens to help level the playing field for youth. Avery holds a Master's Degree in Sport Administration from Xavier University (Cincinnati, OH), and is proud to lead LPF's Atlanta location.

We Asked Avery...

What was your favorite part of 2025?

Joining LPF in July!

What was the craziest thing someone donated in 2025?

A Cricket bat

Which collaboration stood out to you this year?

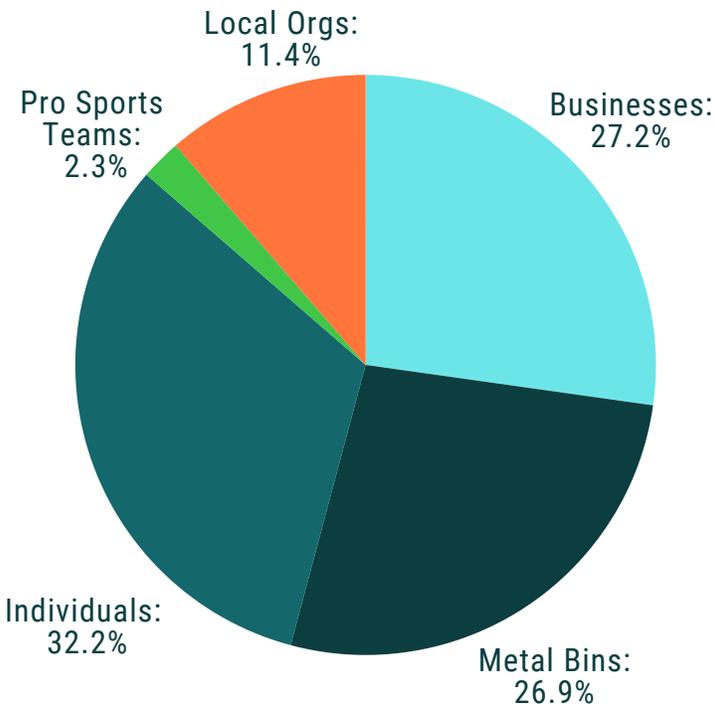
The Spelman Sports and Entertainment Collective girls came to volunteer at the warehouse. They were our first college group of volunteers and were very efficient! The collaboration is already leading to more partner opportunities in 2026.

What's your guilty pleasure snack at work?

Popcorn or Snickers



\$88,674
worth of sports equipment collected



VOLUNTEERS



As we work to fill our warehouse, we rely heavily on volunteers to sort and organize our gear! After kicking off volunteering in the fall, we are excited to continue hosting more individuals and groups in 2026 which will help us build brand awareness in Atlanta.

43
volunteers

86
hours volunteered

SPECIAL THANKS TO OUR COLLECTION PARTNERS:



**WARNER BROS.
DISCOVERY**



IN-KIND DONORS

2025

NAME	DATE	TYPE
680 The Fan	5/16/25	Collection Drive
Atlanta Fire United Soccer	6/3/25	Collection Drive
Julianna Cagle	9/6/25	Volunteer Collector
Jamie Dranove	9/26/25	Volunteer Collector
Warner Bros. Discovery	9/26/25	Collection Drive
Vettex	10/17/25	Business
Acworth Parks and Recreation	10/23/25	Collection Drive
Boys and Girls Club of Metro Atlanta	10/29/25	Individual Pick Up
Avery Einstein	11/2/25	Collection Bin
Joseph Kendall	11/17/25	Volunteer Collector
Krown Sports	12/3/25	Individual Drop Off
Laura Knebusch	12/11/25	Volunteer Collector
Sadie Kitey	12/11/25	Volunteer Collector
JOOLA	12/15/25	Business
Audrey Camiolo	12/17/25	Volunteer Collector
Lindsay Rosen	12/23/25	Volunteer Collector

TOP COLLECTED ITEMS OF 2025



352
baseball bats



305
baseballs



273
softballs



250
tennis balls



216
baseball gloves



LOOKING AHEAD



METAL BINS

In July 2025, LPF Atlanta placed our first collection bin at Chastain Park in partnership with the Northside Athletes Foundation. We also partnered with Dick's Sporting Goods Sports Matter Program to place (2) co-branded collection bins in front of storefronts in East Cobb and Perimeter Pointe in August 2025.

In 2026 and beyond LPF will work to grow our metal bin network – these bins not only serve as convenient drop spots for local youth sports families, but also help to increase visibility of the LPF mission and ways to partner with LPF Atlanta.

NEXT STEPS

After kickstarting collection in 2025, LPF Atlanta will build on its momentum to grow its Collection Program & Volunteer Program with a goal of officially launching our Distribution Program this fall. Here is our game plan:

ENGAGE VOLUNTEER COMMUNITY & GROW COLLECTION & VOLUNTEERS

START TIERED DISTRIBUTION (SPRING 2026)

GROW METAL COLLECTION BIN NETWORK & SECURE CARGO VAN

FULLY LAUNCH DISTRIBUTION EFFORTS (FALL 2026)

