

FUEL _____
TOMORROW 



GATORADE
EQUITY IN SPORTS

**IMPACT
REPORT 2022**



GATORADE EQUITY IN SPORTS

WE AIM TO BREAK DOWN BARRIERS THAT PREVENT ATHLETES FROM PLAYING THE GAME THEY LOVE.

When we launched the *Play It Forward* grant program as our charitable giving initiative in 2016, we awarded \$1,000 grants through our Gatorade Player of the Year state winners to help empower athletes to reach their potential through sport. Since then, we donated more than \$4.2 million to more than 1,600 organizations through this initiative.

In 2022, we committed to fueling more than performance—we committed to fueling tomorrow. Over the next five years, Gatorade is investing \$10 million+ to create greater access and belonging for athletes.

2022 HIGHLIGHTS

\$3MM+

DISTRIBUTED

to support nonprofit organizations that reduce barriers and enable athletes to play and stay in sports

250K+

ATHLETES

received an opportunity to play through our Equity in Sports Partnerships and Community Grants

1100+

GRANTS

awarded to nonprofit organizations supporting access to youth sports nationwide

BREAKING BARRIERS

Striving for equity in sports starts with identifying the barriers. Or more importantly, breaking them down. This year, through our partnerships, grants, and programming, Gatorade strategically focused on breaking down key barriers that prevented athletes access and opportunities to play.

- Resource Constraints
- Diverse Role Models
- Negative Sports Stereotypes
- Unwelcomed Into Sports



ACCESS TO RESOURCES

SUPPLY NEW SPORTS EQUIPMENT AND COVER PARTICIPATION COSTS TO PROGRAMS AND YOUTH ATHLETES IN NEED.

With increasing league and equipment fees, many youth athletes no longer have the means to compete. To level the playing field, we're equipping athletes across the country with new and essential sports gear. Our goal is simple: give youth athletes access to play.

Alongside our partner, Good Sports, we donated \$300,000+ of new equipment, apparel, and gear to more than 20 youth sports organizations in Charlotte, Chicago, Hartford, Houston, Kansas City, Knoxville, Minneapolis, Montana, Los Angeles, Philadelphia, Phoenix, Washington, D.C., and Wichita.

Additionally, we provided Gatorade Equity in Sports Community Grants to 20 youth sports organizations, such as Every Kid Sports and All Kids Play, to cover registration and participation costs for youth athletes in need.

Gatorade also teamed up with Dick's Sporting Goods to support its Sports Matter Foundation, providing more than 550 grants to sports organizations and schools to help with their infrastructure, equipment, registration fees and league costs to participate in sports.

GATORADE + WOODCRAFT RANGERS

During Super Bowl LVI week, we teamed up with Laureus USA to present a grant to the Woodcraft Rangers, a nonprofit organization in Los Angeles known for their summer camp and after school programs. This grant covers all of their field time costs until 2024, ensuring that local youth athletes have the chance to experience the benefits of the program—without limitations.

“It’s really important to me to invest in the next generation because they’re the future. And Gatorade feels the same way; the grant they’ve given is going to make a huge impact ensuring young kids in LA can play sports.”

JJ Watt





AVAILABILITY AND ACCESS TO DIVERSE ROLE MODELS

HUMANITY OPTIMISM OPPORTUNITY + DIVERSITY (HOOD)

Based in the Bronx, HOOD inspires local youth to turn to positivity through sports and other programs. As a part of the EBLs initiative, HOOD’s founder, Mohamed Magassa, received leadership training and financial support, helping his organization increase participation in their basketball programming by 400%

“In a time where the pandemic hit strong and had a negative impact on the performance of different Black-led organizations throughout the country, Laureus and Gatorade stepped up and supported like no other.”

Mohamed Magassa, Co-Founder and President of HOOD



FUND AND SUPPORT BLACK LEADERS AND COACHES IN YOUTH SPORTS THROUGH THE ELEVATING BLACK LEADERS IN SPORT (EBLS) INITIATIVE.

Inspiring tomorrow’s youth begins with a great role model—or several. So we partnered with Laureus USA to support the EBLs initiative, which focuses on two important goals: holistically support Black coaches and leaders in youth sports and increase access to sports-based programming for Black youth.

We identified sports organizations across four cities—Atlanta, Chicago, New York, and Minneapolis—to build a cohort of leaders and help our work in these areas. Not only are we equipping leaders in the sports community with the resources and funding they need, but we’re also helping to provide youth athletes with access to these valuable programs.



OVERCOMING SPORT STEREOTYPES

INVEST RESOURCES TO INCREASE SPORT PARTICIPATION AND RETENTION FOR FEMALE ATHLETES.

Girls of color participate in sports at a lower level, face greater barriers, and are historically excluded in sports leadership. With these facts in mind, it was important that our goal not only provided access to sports opportunities, but also made these girls feel confident in their game and themselves.

The Women’s Sports Foundation and its *Sports 4 Life* initiative seeks to increase sport participation and retention of Black, African American, Hispanic, and Native American girls throughout the country. In 2022, Gatorade joined espnW to support *Sports 4 Life*, awarding grants to 40 organizations across 23 states, including Washington, D.C., to help fuel and diversify sports opportunities for nearly 6,000 girls.

This national initiative aims to foster physical and emotional health, as well as academic success, by helping girls in four foundational areas—leadership, confidence, self-esteem, and perseverance.

KAHLEAH COPPER + ANDERSON MONARCHS GIRLS BASKETBALL

Like us, Kahleah Copper is on a mission to empower young girls through sports. The WNBA Champion joined our Fuel Tomorrow community event in her hometown of Philadelphia where she donated more than 400 pieces of new sports equipment with our partner, Good Sports, allowing local female athletes to participate in their basketball and sports leagues.

“I know firsthand how sports have the power to change lives, which is why I’m so passionate about this initiative giving female youth athletes more access and opportunity to play sports.”

Kahleah Copper



ENSURING ALL ARE WELCOME IN SPORTS



GATORADE + NATIONAL ATHLETIC TRAINERS ASSOCIATION (NATA)

To deepen the allyship and engagement between athletic trainers and the LGBTQI+ youth athlete community, Gatorade and NATA hosted an educational session during Pride Month on how to create an inclusive environment in the locker room and on the field.

“Working with Gatorade and NATA, we hope to communicate why trans athlete inclusion is important to make sure sports remain safe and inclusive for all.”
Hudson Taylor, Founder, Athlete Ally



ENSURE ATHLETES, COACHES, AND SPORTS PRACTITIONERS ARE EDUCATED ON LGBTQI+ RESPECT AND INCLUSION THROUGH COMPREHENSIVE, QUALITY RESOURCES.

Building an inclusive environment in sports starts with coaches, athletic directors, and athletic trainers. So we partnered with Athlete Ally to scale up coaching and athlete resources, educating sports organizers on how to better support their LGBTQI+ athletes and families.

Our co-branded “How To Activate Allyship” guide takes a close look at putting actionable insights into practice. The goal is to ensure that every youth athlete of the LGBTQI+ community can experience the positive impact of sports without having to navigate the anxiety and fear of discrimination.



MEET OUR PARTNERS

Honest Game Foundation Courtney Sakellaris meets with student-athletes in the Charlotte Mecklenburg school district to discuss their college athletic pathway supported by Gatorade's Equity in Sports Partnership.

WE'RE PROUD TO PARTNER WITH SOCIAL IMPACT ORGANIZATIONS THAT SHARE OUR GOAL OF BUILDING A MORE EQUITABLE WORLD IN SPORTS. TOGETHER, WE CAN ELEVATE THE GAME AND BREAK DOWN EVERY BARRIER.

In support and acknowledgment of Gatorade's strategic and implementation impact partner, *Rockefeller Philanthropy Advisors*.

NATIONAL PARTNERSHIPS





OUR LOCAL COMMUNITY REACH

From coast to coast, our commitment extended to all 50 states through our various grant initiatives and partnerships, positively impacting more than **1,100 local organizations.**

These local organizations are a few examples of Gatorade's support:

Through our Gatorade Equity in Sports Community Grant Program, All Kids Play provided scholarships to approximately 80 refugee athletes from Afghanistan, Syria, Central America, and Ukraine, allowing them to continue to play soccer in their new U.S. communities.



Active 4 Youth, an organization focused on supporting youth athletes' mental, emotional, and physical well-being, was the recipient of Gatorade's Play it Forward National Grant Award. Located in Spokane, Gatorade's grant helped youth athletes from low-income families participate in sports programming.



Supported through our Gatorade Equity in Sports Community Grant Program, Box United's "Fight Like a Girl" expanded boxing instruction to girls at 10 additional under-resourced after-school programs in the Chicagoland area.



As a Gatorade and Women's Sport Foundation Sports4Life grantee, Can Play provided free recreational sports programs to athletes with disabilities in Iowa. The adaptive H.E.R.S. (Health, Empowerment, Respect & Sports) program utilizes personalized curricula and individual support to allow participants to learn and play at their own pace.



Up2Us Sports was one of five national partners that received a Gatorade Play it Forward Grant, which was selected by the 2021-2022 Gatorade High School State Players of the Year. Through this grant, Up2Us hired, trained, and supported coaches nationwide to lead and mentor youth sports organizations in underserved communities.



Leveling the Playing Field was another Gatorade Fuel Tomorrow Community Grant Program recipient. Through our support, the organization expanded its warehouse operations to collect and donate new and gently-used sports equipment to underserved sports programs in Baltimore, Philadelphia, and Washington, D.C.

