



# IMPACT REPORT



# ***DRIVING EQUITY IN SPORTS***

## ***OUR PURPOSE***

*WE AIM TO PROVIDE EQUITY AND  
ACCESS FOR ALL ATHLETES TO PLAY.*

## ***OUR FOCUS***

To promote inclusivity in sports, we invest in programs that break down barriers:

**UNWELCOMED  
INTO SPORTS**

**RESOURCE  
CONSTRAINTS**

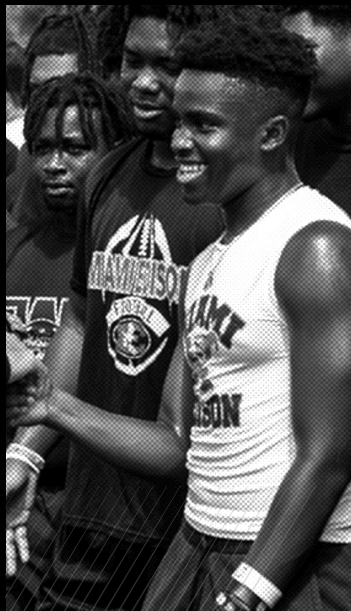
**SPORTS  
STEREOTYPES**

**AVAILABILITY  
& VISIBILITY  
OF ROLE MODELS**

**PRESSURES  
OF SPORT**

# ***EMPOWERING UNDERSERVED ATHLETES***

We focus on audiences who are underrepresented and disenfranchised by barriers that limit play.



**ATHLETES  
OF COLOR**



**FEMALE  
ATHLETES**



**LOW-INCOME  
ATHLETES**



**LGBTQIA+  
ATHLETES**



**ATHLETES WITH  
DISABILITIES**

# NATIONAL PARTNERS



**ATHLETE  
ALLY**

Ending the rampant homophobia and transphobia in sport and activating the athletic community to champion LGBTQI+ equality.



**GOOD  
SPORTS®**

Driving equitable access in youth sports and physical activity by supporting children in high-need communities to achieve their greatest potential—both on and off the field.

**HONEST** GAME<sup>®</sup>  
FOUNDATION

Empowering student-athletes with a plan that provides guidance on how to be college ready and academically eligible for college sports.



**LAUREUS**  
SPORT FOR  
GOOD  
— USA —

Improving the lives of youth and uniting communities through the power of sport.



**SPORTS MATTER**  
HELP SAVE YOUTH SPORTS

Inspiring and enabling youth participation in sports through grants and support across all 50 states.



**Women's Sports  
Foundation®**

Empowering girls and women to play, compete and lead – in sport and beyond – without barriers.

**UP2US  
SPORTS**

Engaging, training, and supporting sports coaches to transform youth, programs and communities.

**MOVE  
UNITED**

Using sports to push what's possible so everyone, regardless of ability, has equal access to sports and recreation in their community.

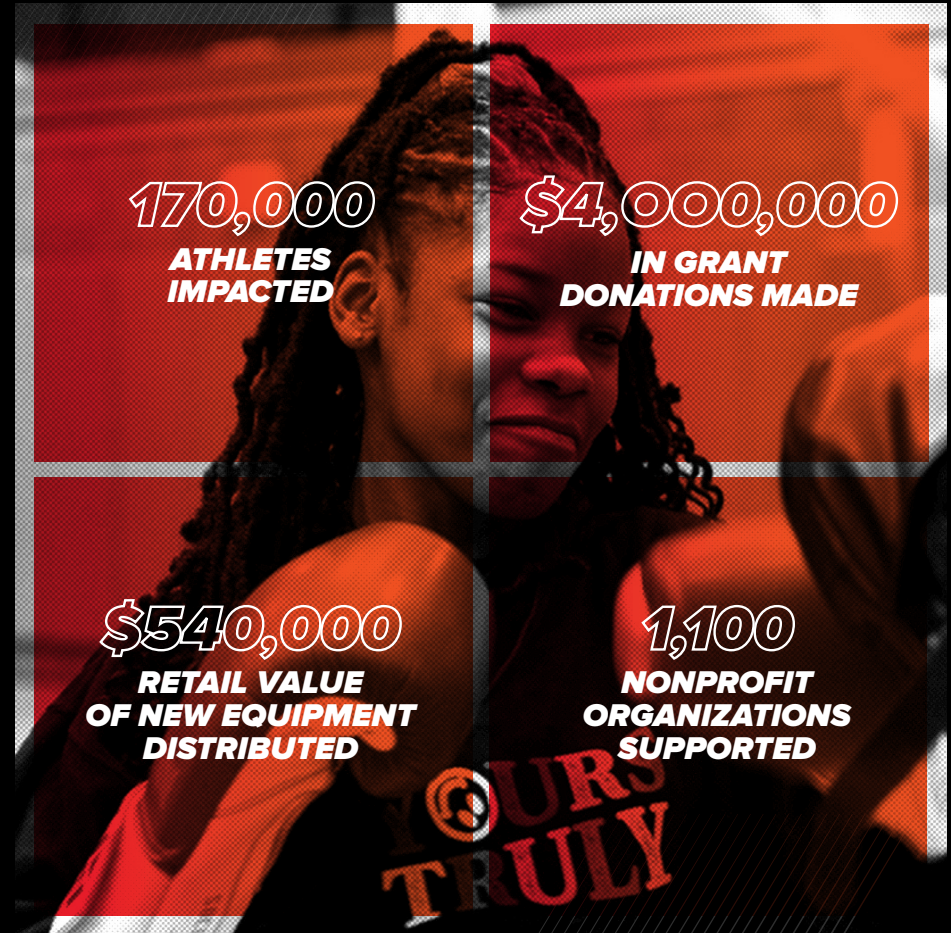
# OUR COMMITMENT

## EXPANDING IMPACT, SUPPORTING ALL

In 2022, Gatorade pledged \$10 Million over five years to help break down barriers and provide more athletes the opportunity to play. In 2023, we intensified our efforts through local partnerships and grants, expanding athlete support and reach.

To date, Gatorade has contributed \$7 Million in grant donations and supported 2,000 nonprofit organizations, benefiting 400,000 athletes.

## 2023 HIGHLIGHTS



# COMMUNITY SUPPORT

## DRIVING LOCAL CHANGE

In 2023, we expanded our investment in communities by partnering with athletes and leveraging our partners' networks and resources to champion play and increase access to sport.



### **GATORADE HIGH SCHOOL PLAYER OF THE YEAR ATHLETES INSPIRE**

Gatorade National High School Player of the Year athletes mentored First Break Academy Tennis athletes in Los Angeles, supported by a \$25,000 grant from Gatorade to support 250 athletes in their summer youth tennis camp.



### **TUA TAGOVAILOA DELIVERS NEW GEAR**

Tua Tagovailoa, Gatorade, and Good Sports surprised the high school boys football, girls flag football and additional student athletes at Miami Edison High School with new athletic equipment, apparel and footwear to support their upcoming seasons.



### **SUPPORTING A PATHWAY TO PLAY WITH HONEST GAME FOUNDATION**

Gatorade and Honest Game Foundation partnered with several HBCUs, including Hampton and Jackson State Universities, to support under-resourced athletic compliance departments with academic eligibility. This collaboration helped improve the quality of student-athlete enrollment, increasing the likelihood of meeting Graduation Success Rate (GSR) and Academic Progress Rate (APR) thresholds.

# NATIONAL GRANT PARTNERSHIPS

## INVESTING, TOGETHER

We teamed up with our National Equity in Sports Partners to support their local grant-making programs in cities nationwide. Together, we provided access and opportunities to continue to play to more than 75,000 athletes.

### WOMEN'S SPORTS FOUNDATION SPORTS 4 LIFE

Gatorade partnered with the Women's Sports Foundation to help fund the Sports 4 Life program, an initiative co-founded with ESPN, which provided a total of \$280,000 to 40 local community organizations nationwide. The grants helped increase sports participation and retention among Black, African-American, Hispanic and Native American girls throughout the country.



### MOVE UNITED COMMUNITY GRANTS

To empower athletes of all abilities, Gatorade partnered with Move United, providing grants to their local chapters in Chicago, Phoenix, Denver, Tampa, Kansas City, Oklahoma City, and Knoxville. These grants helped alleviate the costs of adaptive equipment for athletic programming.

### DICK'S SPORTING GOODS SPORTS MATTER FOUNDATION

Gatorade donated more than \$500,000 in local community grants through the Dick's Sporting Goods Sports Matter Foundation. Through our partnership, more than 50 youth sports organizations were supported in approximately 40 cities nationwide.



# GATORADE COMMUNITY GRANTS

## SCALING UP OUR IMPACT

We also broadened our grantmaking efforts through various Gatorade initiatives, offering non-profit organizations the opportunity to apply independently or be selected by the larger Gatorade community for local grant awards.



### EQUITY IN SPORTS COMMUNITY GRANTS

Gatorade distributed more than \$600,000 to 40+ local sports organizations, supporting smaller youth sports groups and fostering significant positive change within their communities.



### PLAYER OF THE YEAR COMMUNITY GRANTS

Over 600 organizations were awarded a \$1,000 community grant, chosen by Gatorade High School State and National Player of the Year athletes across the nation. Each high school athlete designated a local organization to receive the grant in their honor, supporting the next generation of high school athletes.



### G FORCE MICROGRANTS

Gatorade's G Force field marketing team members, residing in and serving 29 cities, each awarded a \$1,000 Gatorade Equity in Sports grant to a sports organization within their local community.

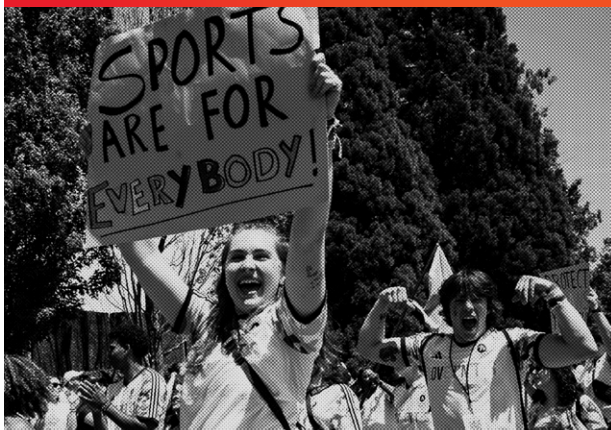
# CREATING INCLUSIVE ENVIRONMENTS

## SUPPORTING COACHES & PROFESSIONALS

We collaborated with our partners to develop tools and resources to empower sports leaders and practitioners to effectively support a diverse range of athletes.

### CHAMPIONS OF INCLUSION

Gatorade played a key role in the launch of Athlete Ally's expanded version of this platform, the first free, comprehensive online curriculum designed to inform student athletes, coaches, and administrations on LGBTQI+ inclusion and education, fostering respect and inclusion among athletes.



### GATORADE FUELS ALL

In partnership with the Tucker Center for Research, Move United, the Women's Sports Foundation, and Athlete Ally, Gatorade introduced a new Equity in Sports library on the Gatorade Performance Partner platform. This library offers tools and resources tailored for sports practitioners, coaches, and athletic directors, guiding them on how to effectively support all athletes while fostering an inclusive, safe, and empowering environment.

### ELEVATING DIVERSE ROLE MODELS

From providing a grant to train and certify 142 new female soccer coaches with Angel City Football Club, to teaming up with Up2Us Sports to recruit and train youth sports coaches in Miami, to partnering with Laureus USA's Elevating Black Leaders in Sports program, Gatorade remained committed to elevating a cross-section of role models nationwide.



# COMPANY-WIDE IMPACT

Across the Gatorade Portfolio, our other brands are also stepping up to dismantle barriers for athletes and fitness enthusiasts.

## MUSCLE MILK

Muscle Milk has partnered with the National Fitness Campaign to introduce The Lifting Project initiative to help communities across the country own their strength. Atlanta was chosen to unveil a new outdoor Fitness Court® Studio, offering free and accessible circuit training opportunities for individuals of all abilities and fitness levels.



## PROPEL

In 2023 Propel launched the Propel Your City Project (PYCP). Through PYCP, Propel supports fitness organizations dedicated to overcoming exercise and wellness barriers within their communities, aligning with Propel's goal to drive access and connectivity to fitness.

# FROM OUR COMMUNITY PARTNERS

**“THROUGH THIS GRANT, BOTH COACHES AND PLAYERS FELT RECOGNIZED IN A SIGNIFICANT WAY, SEEN FOR THEIR EQUALITY ON THE FIELD BY A NATIONAL CORPORATION WHO IS INGRAINED IN THE PROFESSIONAL SPORTS THEY WATCH AND REVERE. BY INVESTING IN A MARKET THAT ISN’T OFTEN ON PRIORITY LISTS, GATORADE’S IMPACT WILL BE LASTING AND FELT DEEPER FOR THESE INDIVIDUALS.”**

**Ross Initiative in Sports for Equality (RISE)**

**“BETWEEN THE DENVER BRONCOS FOUNDATION AND COMMUNITY PARTNERS LIKE GATORADE, WE CAN EASE THE BURDEN OF ADDING A NEW (HIGH SCHOOL) SPORT SO MORE GIRLS HAVE THE OPPORTUNITY TO COMPETE. LAST SEASON, NEARLY 40% OF GIRL ATHLETES HAD NEVER PLAYED A HIGH SCHOOL SPORT PRIOR. THE BIGGEST TAKEAWAY IS THAT GIRLS LOVE FOOTBALL AND THEY LOVE TO PLAY FOOTBALL.”**

**Denver Broncos Foundation**

**“GATORADE FUNDING HAS BEEN PIVOTAL TO THE CONTINUED SUCCESS OF OUR BASKETBALL LEAGUE. WITH THE THREAT OF VIOLENCE THAT LOCAL YOUTH FACE IN NEW ORLEANS, OUR LEAGUE PROVIDES A GREATLY NEEDED “SAFE SPACE” AND AN OPPORTUNITY FOR YOUTH TO GLEAN IMPORTANT LIFE LESSONS ON AND OFF THE COURT”**

**Thrive New Orleans**

**“IT’S SO IMPORTANT THAT ALL PEOPLE WITH DISABILITIES HAVE THE OPPORTUNITIES TO GET INVOLVED WITH SPORTS AND RECREATION. THE LESSONS THAT ARE LEARNED, THE FRIENDSHIPS THAT ARE MADE, THE PERSONAL GROWTH THAT TAKES PLACE THROUGH SPORTS IS PRICELESS. THANK YOU, GATORADE!”**

**Foresight Adventure Guides for the Blind**