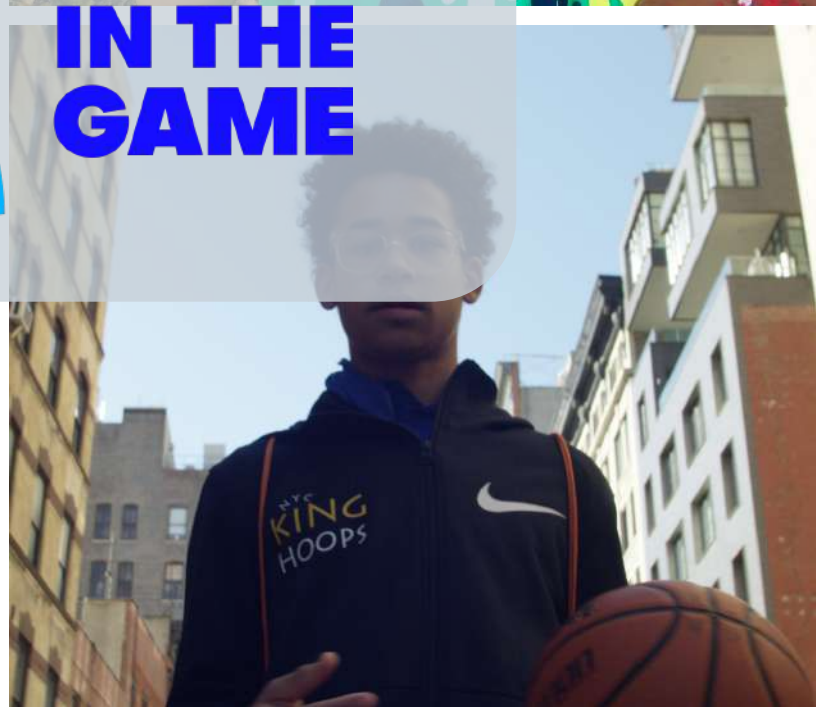




# IMPACT REPORT 2019



**KIDS  
IN THE  
GAME**













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# A LETTER FROM OUR CEO



Dear Friends,

Welcome to our second edition of the Kids in the Game Impact Report! Trying to put 'highlights' from the year into one letter never quite feels natural, as most of our impact we know comes in small, individual wins. This can be one of our kids trying something new in after-school, feeling a sense of belonging on a team, improving their physical fitness, showing empathy to another in their group, or showcasing leadership skills that they've built. With that caveat, this impact report is our attempt to showcase just a handful of the programs and accomplishments we are so proud of from 2019.

In 2019, we reached some incredible milestones in our organization. In the past year, we worked with over 22,000+ kids across all five boroughs of New York City, and we are excited to see that number continue to grow!

Early in the year, we won the Laureus Innovation Grant and ran the first ever middle school esports league, which was featured in Fortune, Yahoo, and Whistle Sports. We partnered with the NYC Department of Education and provided eight mini field days for high schools across four boroughs. This combined sports, dance, and games, as well as helped the high school PE teachers end the year on an extremely high note. We played a fundraiser basketball game with some of the New York Knicks greats, raising \$26,000 for scholarships into our programs.

Our staff continued to contribute to the youth development and social impact sectors more broadly, presenting at several conferences and completing the Echoing Green Direct Impact fellowship for non-profit consulting, which included a trip to Nepal and South Africa as a part of the program. Our KING Hoops program had quite the year with a 44-16 overall record and an invitation to the highly competitive Under Armour Rise Circuit next spring. More so, the teams did study hall, tutoring, SAT prep, and college visits throughout the year as a part of our Heisman Trophy Trust Grant. With the growth, the company was recognized by Inc Magazine for the 2nd year in a row, being named #825 on the Inc 5000 Fastest Growing Companies list. Within the Education category, we were #15 overall, nationwide.

This year has been one of tremendous growth, impact, and ultimately a whole lot of fun. As we look ahead to 2020, we know there are plenty more programs and highlights to come, and we are looking forward to sharing updates with all of you throughout the year! Thank you for being a part of the Kids in the Game story. We're excited for what's ahead.



**MATT MURPHY**

KIDS IN THE GAME, CEO

# YEAR OVERVIEW



## January

Kids in the game staff  
enjoy first staff winter  
retreat



## February

Launch of first KING  
Hoops Girls program



## May

Partner with EpiqueLine  
to raise \$3,800



## June

Summer Camps kick  
off summer with a  
splash!



## September

Launch first flag  
football program



## October

KING Hoops wins Zero  
Gravity Battle for the Belt





## March

Partner with Benefit Games and the New York Knicks to raise \$25,000



## April

Inaugural KING Hoops AAU tournament



## July

Inwood Summer Camp celebrates 7th annual Luau



## August

Named to Inc. 5000 fastest growing companies list #825 overall and #15 in education



## November

Launch of our new brand!



## December

Partner with Chama Mama to host Giving Tuesday event



# OUR MISSION

To provide positive experiences and opportunities through sports and creative play.

# OUR VISION

To encourage active lifestyles and character-building, to develop the integrity of a generation.

# OUR PURPOSE

Kids in the Game's core purpose is to be an innovative facilitator for sports-based youth development.





# WHY WE EXIST



## Develop Emotional Intelligence of Youth

Our programs provide the groundwork for our kids to learn the workforce skills needed for their future

## Connect People of all Backgrounds

NYC is a big city; we like to make it feel a little smaller







## **Foster a Positive Sense of Self in Kids**

Our activities are inclusive, allowing all kids to be successful and confident

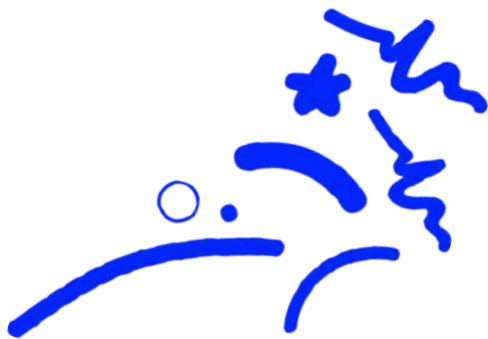
## **Form Impactful, Long Term Relationships**

Our programs create a safe environment that foster adult and peer relationships through shared experiences



## **Provide a Better Way to Play**

We believe sport is the platform for the overlap of functional and social emotional development



# New Look. Same Team.

Our goal in rebranding was to ensure everything (yes, we mean everything) aligns our visuals and voice with the heart of Kids in the Game. We are coaches, youth development experts, and we are passionate about what we do. We believe a brand goes further than simply selling a product; it seeps into lifestyle, feelings, and emotions. As we continue to grow, we want to ensure everyone we work with understands that we do more than just help during recess, after school, and run summer camps.

Our logo concept has evolved to be a dynamic abstraction of the letter 'k' that focuses on the overlap of functional and social-emotional development. A mix of sharp and rounded elements captures both the competitive and caring sides of Kids in the Game. Our brand is simple in nature, but allows room for play and experimentation, much like our staff and programming.

The logo can be dressed up to be fun, energetic, and dynamic. It can also be dressed down to be simple, clean, and professional.







Concept #1

## The Meaning Behind the Logo



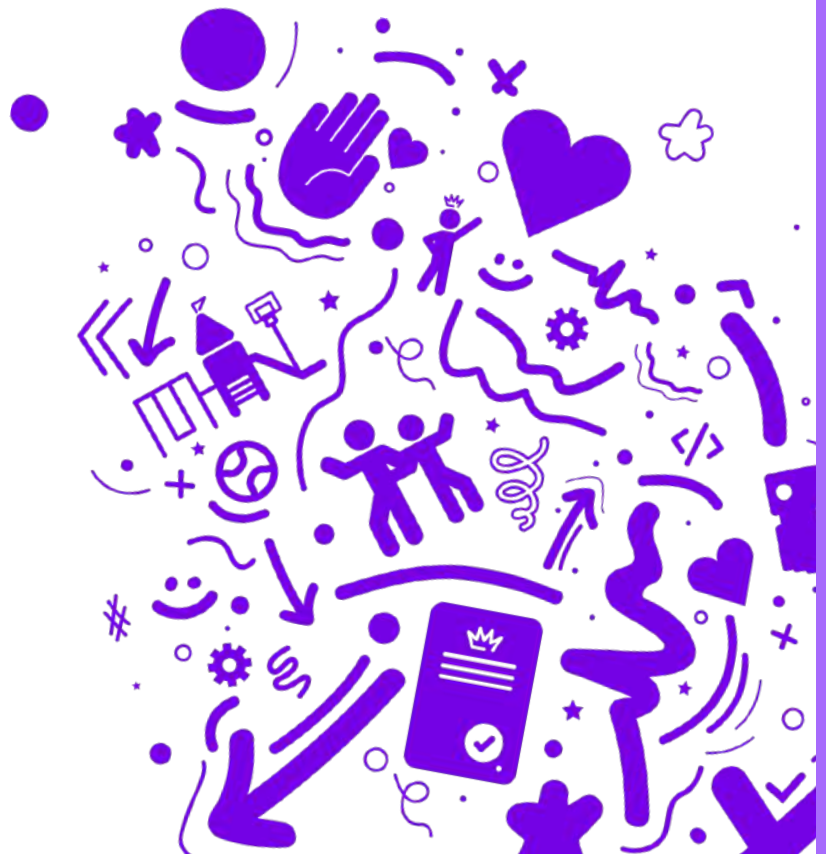
Concept #2



# The Kids in the Game Foundation

Kids in the Game has big goals. We believe we can bring people together to create more inclusive communities. We believe we can provide positive environments for our kids to foster their emotional intelligence alongside their academic skills. We believe that if we provide opportunity, the factors that divide us as people will go away.

We also believe access to opportunity is one of the biggest barriers our kids face. The Kids in the Game Foundation was started in 2017 as a way to help us close the opportunity gap. In doing so, it is our goal to bring kids together from all backgrounds and all neighborhoods to grow together through sports.





# HERE'S HOW IT WORKS



## Kids in the Game



### Camps

Break Camps  
Summer Camps  
Sports Camps



### Sports Programs

KING Hoops  
KING FC  
KING Speed



### School Programs

Early Mornings  
Recess  
Esports  
Phys Ed  
After-School  
Field Day



### The Foundation

Sport-Based Youth  
Development  
Community Building  
Career Readiness



# Scholarships

Did you know New York City has the largest income inequality gap in the nation.

At Kids in the Game, we believe that talent is equally distributed amongst all kids, but access to opportunity is not. Our scholarship program is designed to bridge the opportunity gap and give all kids the chance to learn and grow through sports programming.

## Where it goes

**\$101,710**

Total

**145**

Kids Served

**\$54,584**

Camp

**62**

Kids Served

**\$37,450**

Sports

**58**

Kids Served

**\$9,676**

School Programs

**25**

Kids Served



# Fundraising Events

## New York Knicks Benefit Game

In March, we partnered with Benefit Games to host a New York Knicks benefit basketball game. The game featured members of the community and Knicks legends such as John Wallace, Marcus Camby, Rod Stickland and Larry Johnson. The event raised over \$25,000 and is directly impacting a new generation of basketball players.



## 5v5 Soccer Tournament

In May, we hosted our first Annual 5v5 Soccer Tournament in partnership with Epiqueline. As an organization heavily rooted in basketball, it was refreshing to get a group of individuals to Queens to play soccer on a sunny afternoon. The event allowed participants to get into the competitive spirit for a good cause!



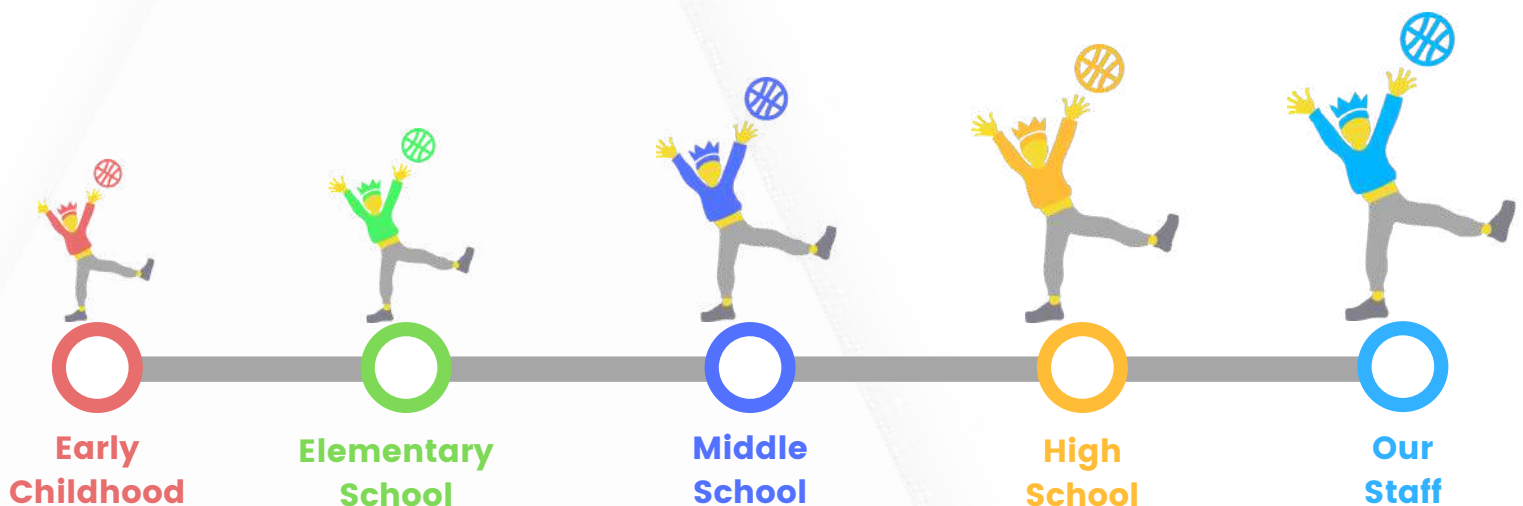
## Giving Tuesday at Chama Mama

Giving Tuesday is the biggest online fundraising day of the year for non-profit organizations. We spent a night at Chama Mama, a restaurant owned by one of our KING Hoops player's mom, to not only raise scholarship funds but also celebrate the past year's successes. As the saying goes, "it takes a village..." and we could not be more grateful for our village of supporters.

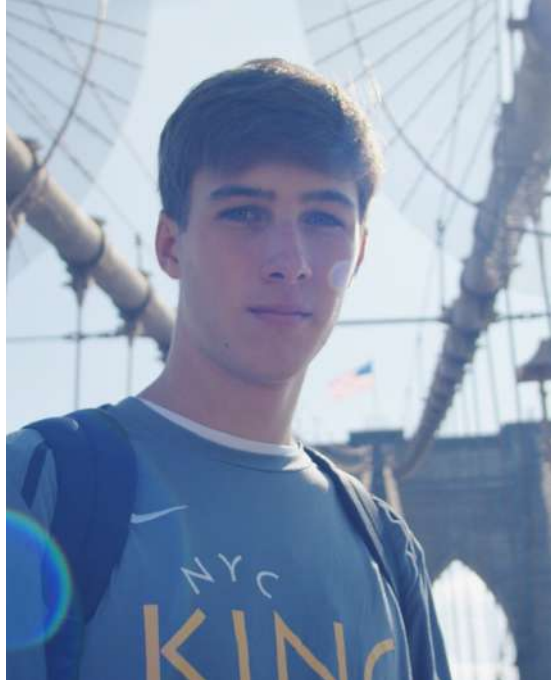


# #GROWINGUPKING

For the past couple of years we have been using the hashtag #growingupking to describe our programs. We are often asked what makes us different than other youth development organizations and our answer is that kids get to grow up with us. Our program offerings start with early childhood education, and move up through elementary and middle school all the way to high school graduates. Our kids often go from our school programs to summer camp to a competitive sports team. Throughout this report you will see how our kids progress through each program type.









# EARLY CHILDHOOD

There are few moments in life more monumental than your first day of school. You fill that oversized backpack with snacks, crayons, and let's face it, a sleeping mat because luckily in early childhood naps are still a thing. You are off to learn letters, numbers and meet your first teachers. At Kids in the Game, we are lucky to be part of those first days of school with the 2-3 year olds entering early childhood education. These kids begin the #growingupking process and before we know it they are joining us at summer camp at the end of the year.

## Programs by the Numbers

After-School | 1

PE | 1

Camp | 5









[illegible]





**"Rikki is very active and helpful, she is always bubbly and tries to get the other kids around her involved. She loves soccer and art, and is a great member of our Kids in the Game family."**

**– Tiffany Corselli,  
SAR Coach**

# ELEMENTARY SCHOOL

Is it possible to look back at elementary school without fond memories? These formative years are when we learn how to ride bikes, tie shoes, and play with others. Our teachers are our idols, we make life-long friends, and new experiences are plenty.

At Kids in the Game we work with more elementary school-aged kids than any other age group. Typically we meet these kids in various school programs or at summer camp and are able to build meaningful relationships through day to day interaction. We are proud to now offer more outside school and summer activities, such as KING FC, so that our kids can continue to learn new skills, gain new experiences, and continue #growingupking.

## Programs by the Numbers

After-School | 38

Recess | 16

PE | 6

Camp | 5

Basketball Teams | 1

Track Teams | 4

Soccer Teams | 3

Field Days | 3







"PS 124K is thrilled to be entering our third collaboration with Kids in the Game. We started with Physical Education classes, then enjoyed recess support and this year we have worked together to launch a full-service Pre-K through 5th Grade after-school program. The KING team has always been focused, energetic and customer oriented. The kids benefit from a variety of physical, social and enrichment connections. Great programs, great coaches, great experience for our kids."  
- Maria Interlandi, PS 124K Principal





# AFTER SCHOOL



**91%**

Developed a new peer relationship

**86%**

Had a new experience

**INCREASE**

Ability to manage emotions, self-confidence, and leadership skills



# INCREASE

25% in vigorous physical activity levels

# INCREASE

40% in prosocial behaviors

# 90%

Participation rate at recess



# RECESS





**KING  
FC**







There is not much more universally consistent than playing soccer as a kid! Whether you live in Paris, Tokyo or New York City kids are lacing up on Saturday mornings to join their "red", or "blue" teams! This past year, Kids in the Game has launched our own soccer program, KING FC. Each Saturday morning kids from all over the city put on their color-specific uniforms and come fall in love with the beautiful game.

# SUMMER CAMP

Providing a better way to play all summer long.

**91%**

Of campers felt they were in a physically and emotionally safe environment

**80%**

Of campers learned something new

**88%**

Of campers want to return to summer camp next year

**2,011**

Hours of physical activity

**12,450**

Hours of mentorship











"My son has attended Kids in the Game Camp for three consecutive years, and he absolutely loves it! He makes new friends, learns new games, stays active playing tons of sports, gets to know the city with weekly trips, and creates the most memorable memories! Overall, Kids in the Game Camp is amazing. It has become an extended member of our family, and we look forward to it and its familiar faces each year!"

– Rosaura V.

Inwood Camp Parent





## Who we served

5  
CAMPS

895  
KIDS

62  
ZIP CODES




[illegible]

## A dancing hockey player







**“Sebastian is the  
ultimate Kids in the  
Game kid. From after-  
school, summer camp,  
and sports programs, he  
does it all. We can rely  
on him to be a team  
player and his positive  
attitude is infectious to  
those around him!”**

**–Ivelisse Rivera,  
PS 111M Site Coordinator**

# MIDDLE SCHOOL

Culturally, middle school gets a tough reputation... it is true these years can be awkward with braces-filled photos, first school dances, and finding balance between being a kid and growing up. Kids in the Game recognizes these formative years and strives to provide positive mentorship to keep our middle-school aged kids heading in the right direction.

In New York City, middle schools are often considered a lost age group with a large emphasis given to elementary and high school programs. Kids in the Game refuses to overlook the importance of opportunities for this age group and this can be shown through the launch of the very first middle school esports league in the nation.

## Programs by the Numbers

After-School | 16

Recess | 3

PE | 5

Camp | 5

Basketball Teams | 9

Esports Teams | 6

Flag Football | 1









# ESPORTS

Our esports program combines traditional sports such as basketball and soccer with their video game counterparts, NBA 2K and FIFA. Players practice their skills on the court or the field and then connect them to the video game in a new and unique way. With the help of our coach mentors, it is our intent that kids who may have never had the confidence to play traditional sports will have an outlet to try new things and experience what it is like to be part of a team.

**67%**

Participated on a sports team  
for the first time

**82%**

Increased their skill in  
traditional sports

**82%**

Agree they will continue  
participating in traditional  
sports







**90%**

Felt they had someone who believed in their ability to succeed

**100%**

Made gains in one of the following areas: positive identity, self-management, contribution, academic self-efficacy, social skills, social capital

**92%**

Felt supported by teammates

# SATURDAY NIGHT LIGHTS

Through a grant partnership with the Manhattan District Attorney's office, we are participating in the city-wide Saturday Night Lights initiative. Years ago, the DA's office recognized that on Saturday nights basketball gyms across the city were closed and the crime rate among teens was rising. The office provides funding to open gyms, giving kids the opportunity to spend their weekend nights surrounded by positive mentors. The program is offered 46 weeks out of the year and is an incredible community builder for our kids and staff.

**46  
WEEKS**

**200  
HOURS**

**107  
KIDS**








## What's your favorite thing about Kids in the Game?

## Basketball







**"Over the last year and a half, Noah has participated in Kids in the Game programming ranging from after school, flag football, and summer camp. He always brings his infectious personality wherever he goes! Whether it is rallying the troops or being a role model for younger campers, he continuously amazes the Kids in the Game family!"**

**– Pranav Vaid,  
Blessed Sacrament  
Site Coordinator**

# HIGH SCHOOL

High School is the bridge from those awkward middle school years into adulthood. These coming of age years set a path forward for our kids and who they want to become. Naturally, as our kids get older, our programming is geared to higher skill level activities; however, at Kids in the Game our focus is not on how many Division I athletes we can produce but rather how we can help foster high levels of self-confidence, social skills, and positive identity amongst our kids.

## Programs by the Numbers

After-School | 2

Recess | 1

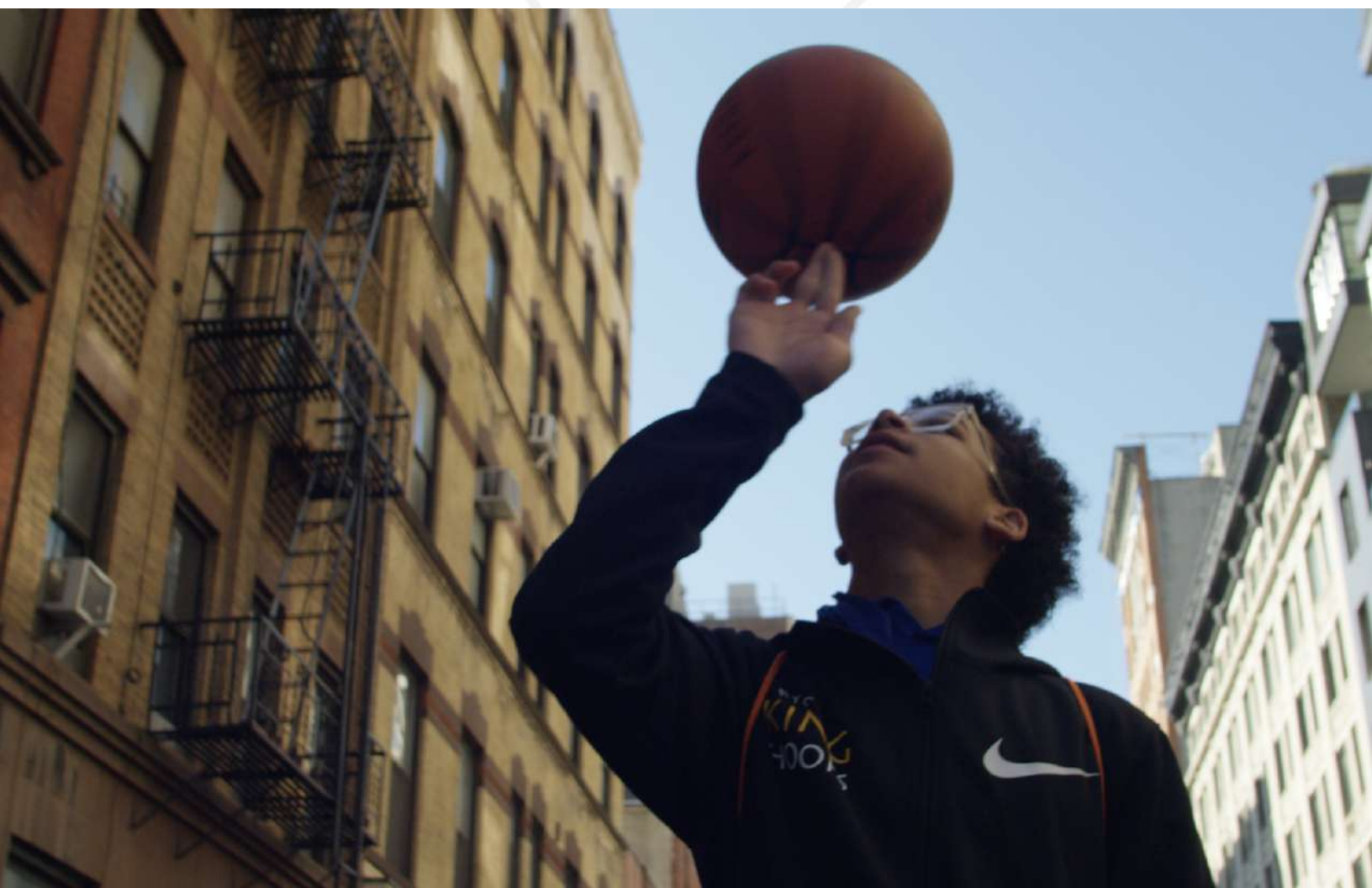
Basketball Teams | 4

Track | 1

Field Days | 6







# ACADEMICS

Integrating New York City  
communities, one kid at a time.

**91%**

Made gains in self-management

**88%**

Strengthened peer relationships

**100%**

Made gains in a least one of the  
following: self-confidence, social  
connections, goal orientation

**92%**

Felt someone believed in their ability  
to succeed

**77%**

Made gains in their self-identity

**89%**

Felt encouraged to push  
themselves

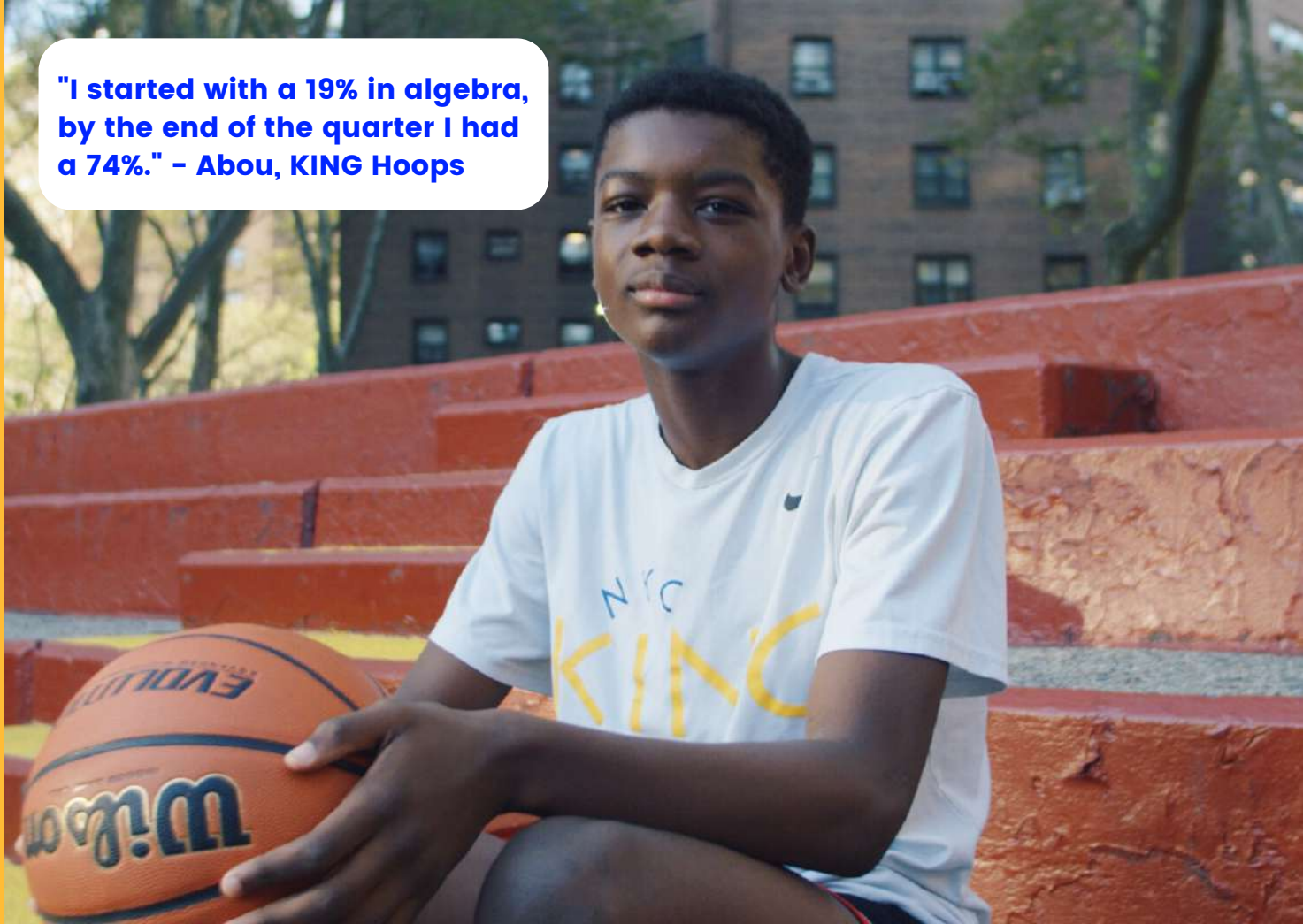
**82%**

Of players with low social  
connection made gains in this area





**"I started with a 19% in algebra,  
by the end of the quarter I had  
a 74%." – Abou, KING Hoops**





**HALEY**

KING HOOPS









"The students walked into the gymnasium not sure what to expect. Well they and I were floored. The students were all active and having a blast. We do activity in our gymnasium but I think I saw some students sweating for the first time in a long time. What a fun, interactive and great day. There were even teachers that were getting involved!! want to thank you from myself and every student you served today at Clara Barton High School." - Matthew Meyerson, Assistant Principal Supervision, Clara Barton High School



# FIELD DAYS

In partnership with the Department of Education, Kids in the Game provided 6 field day events for High Schools throughout the city. Combining non-traditional fitness and movement activities such as dance, kickboxing, and boot camp, we provided students with the opportunity to have fun and fall in love with being active.

**6  
DAYS**


**4  
BOROUGHES**

**6  
SCHOOLS**

**990  
KIDS**







**"Zach Nedell joined the KING Hoops program as a wide eyed sophomore in high school. He had ambition, work ethic and the will to get better. With those skills we were able to work together to improve his basketball skills which resulted in him getting recruited at the collegiate level. More importantly, we were able to develop the boy into a respectable, self aware and mature young man."**

**– Paul O'Connor,  
Director of KING Hoops**

### **What lessons will you take from Kids in the Game as you go off to college?**

The experiences I had as an athlete, as well as a counselor, have proven to be valuable in my first semester of college. In general, the Kids in the Game program provided me with experiences that help me grow and mature as a person.

### **What was it like transitioning from a basketball player with Kids in the Game to an employee?**

The transition was easy because of the people throughout the Kids in the Game program. It was interesting to see both sides of the program. Kids in the Game helped me with so much and being able to return the favor to campers was an awesome experience.

### **Favorite memory from working with kids at programs?**

Working at Brooklyn Bridge clinics, I was working with one player specifically. I showed him a behind the back move, and he couldn't do it. Next week he came back and showed me he could do the move and had been practicing. It was awesome because it showed that he had been working on the things I taught him on his own time. By the end of the summer he was by far the best kid his age. When he's in the NBA I hope he remembers me.

### **How has Coach Paul impacted your life?**

After a string of terrible coaches, he was the first coach that had all out confidence in me to help lead the team. Without him I would never have had the confidence in my game that ended up helping me get to the college level. I didn't want to go to the NYC Academic Showcase, but Paul got me into the last spot, so I felt obligated to go because he did that for me. That showcase ended up being where Oneonta first saw me play, which is where I ended up committing for college ball. He has been an awesome role model for me and has not only made me a better ballplayer, but a better person as well.





# OUR STAFF

BE THE BEST PART OF EVERY KID'S DAY!

Being an adult has its perks... less braces, less algebra, less falling off your bike, and less tripping on your untied shoelaces. However, there is also less game playing, snack breaks, and recess... unless you work at Kids in the Game. Our staff is full of highly qualified individuals that have seen first hand the benefits of sport and creative play has on our youth -- they also see the benefits of getting to play as part of their job! A large majority of our staff grew up in the same neighborhoods where our kids are from creating a unique bond and carving a pathway forward for generations to come.

125  
coaches

25,000  
kids

41  
community  
districts

50  
community  
districts

38  
districts in  
common





# SEE OUR STAFF IN THE FIELD

Two of our staff members had the opportunity to participate in the Echoing Green Direct Impact nonprofit board leadership program. This program equips the next generation of corporate leaders to make a positive social impact on the world. The curriculum is designed to allow participants to learn from curated experiences that improve their ability to be an effective driver of social impact within the private sector.



Our Chief Operating Officer, Wilson Rose sits on the Laureus Sport for Good NYC leadership council. The Sport for Good collective is an initiative committed to improving the lives of underserved youth in NYC through the power of sport.



Our staff can be seen presenting at numerous conferences throughout the year. In 2019, we took home top presenter honors at the National After-School Convention, while also presenting at the Tri-State American Camp Association Conference, and the NYS AHPERD Conference. At Kids in the Game we strive to be leaders in the field, sharing our expertise while also learning from those around us.



[illegible]

## What's your favorite thing about Kids in the Game?

## Basketball

## White Chicks

Green

Firefighter







**"We are all so proud to have a man like Kevin on our team at Kids in the Game. His service to our country is a great sacrifice, and he is a true hero to the kids he coaches and mentors."**

**– Matt Murphy,  
CEO**

## **Kevin on Kids in the Game**

“Truly an honor since the day I was hired, I’ve learned a lot and met many amazing people and kids. I’ve grown to love becoming a mentor for kids and used that growth to help me become one of the newest leaders in today’s military.”

## **Kevin on his Military Recognition**

“I’ve received many prestigious awards throughout my deployment but what made it all worth it is the trophy that my Command Sergeant Major (CSM) gave me at our last goodbye. Although it may not be worth anything to the Army it means the most to me. A CSM is hard to please but mine treated me like his son. Like any great leader, he recognized where my motivation comes from and personally rewarded my roots from back home. Things like that will never have a price tag.”





"This picture was taken after one of many ruck marches, this one specifically was 30 miles. When I finished, I realized he was missing. I immediately went back by myself to get him so we could finish together." – Kevin

# JASON COLON

## Kids in the Game Coach of the Year

Each year at Kids in the Game we honor one coach with the title of Coach of the Year. In the 2019 the honor went to Jason Colon, a Youth Sports Coordinator and Site Coordinator of our PS III after-school program.

### What is the best part of coaching kids?

The best part of coaching kids is the smile you're responsible for putting on their faces both in the moment, and long term. Whether it's teaching kids a new game or playing one of their favorites, there's nothing comparable to kids having fun, living in the moment and getting to be a part of it all.

### What was it like being named Kids in the Game coach of the year?

I was shocked, at the time I was actually rooting for another coach. I had been surrounded by such an incredible and motivating team all year that I didn't expect to win. When I accepted the award, I shared with coaches and directors what being named coach of the year meant to me. The premise of what I shared that evening was that my curiosity had allowed me to challenge myself in more ways than imaginable. As a child, I was fortunate enough to attend fun summer camps, and after school programs, even to this day I can remember the names of coaches that were fun and a positive mentor to me.

Being named Kids in the Game coach of the year was a small reminder that I am gifted enough to bring my experiences full circle in the very city I grew up to love.





# TIFFANY CORSELLI

## Up2Us National Coach of the Year

For the past four years Kids in the Game has partnered with Up2Us Sports and their Up2Us Coach program. The Coach program is designed to give coaches the tools they need to thrive in Sports-Based Youth Development coaching positions. Each year Up2Us Sports honors one coach as their Coach of the Year that demonstrates the highest standard in promoting positive peer/mentor relationships, healthy lifestyles and positive coaching. In this year's voting the top two coaches, out of hundreds from around the country, both reign from Kids in the Game: Leonard Smith as runner up and Tiffany Corselli as the 2019 Coach of the Year!



### What is the best part of coaching kids?

The best part of coaching kids is to see the smile on their faces when they accomplish something new. I understand that I play an important role in their lives, so when I see them grow in not just sports but everyday life it warms my heart. There is no better feeling then when you see a child who doesn't like to engage with others become a social butterfly.

### What was it like coaching the first ever KING Hoops girls team?

Coaching the KING Girls Hoops has been amazing thus far. For one, to be able to be apart of founding a program is monumental in itself. A lot of these girls never played basketball prior to joining the team so to be able to watch them progress has been astounding! I enjoy working with these girls so much because I know I have the chance to not only make them better basketball players but also better women. Because of them I found myself constantly studying ways to become a better coach.

# 2020 VISION

Looking ahead at 2020, there are plenty more programs and highlights to come. These are just a handful of themes for our 2020 vision and beyond.

## **Building emotional intelligence**

At Kids in the Game we're focused on preparing our youth for what we call '2032 job skills'. These skills are self-awareness, problem solving, self-regulation, empathy, social awareness, conflict management, and adaptability.

## **Let's connect our communities!**

The unfortunate reality is that our youth are very much segregated across schools and neighborhoods, which we feel doesn't fully allow them to bridge the divide we so commonly see in our country today. We will continue to strive to find ways we can connect our schools and youth to help build connections and understanding.







## **Equal participation between girls and boys**

We want to encourage our young female leaders to be in the game and stay in the game. We're particularly focused on some alarming rates of drop-out for girls in middle school sports. we're working to reverse this.

## **Finding the intersection of Sports and STEM**

We are all about being active; that's our core. However, we don't want to ignore technology as a way to create positive social experiences and to encourage kids to participate. We're digging into this more in 2020.

### **Get Involved**

#### **DONATE**

All proceeds will go toward our scholarship fund to place kids into our camps, clinics, teams and after-school programming. Reach out to [foundation@kidsinthegame.com](mailto:foundation@kidsinthegame.com) to find out how!

#### **VOLUNTEER**

Become a mentor and leave a lasting impact on the communities closest to you, or volunteer at one of our many events. Reach out to [foundation@kidsinthegame.com](mailto:foundation@kidsinthegame.com) to find out how!

#### **FOLLOW US**

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