

# KIDS IN THE GAME 2020 IMPACT REPORT



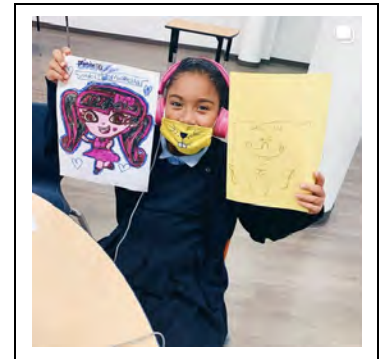
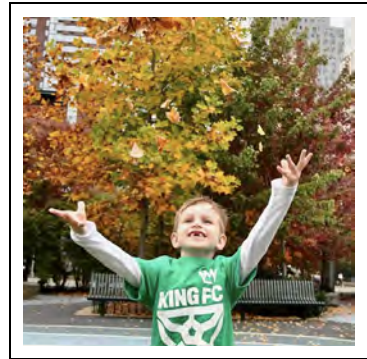
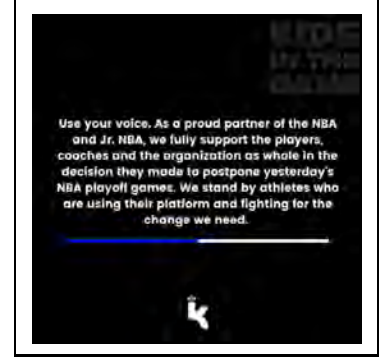
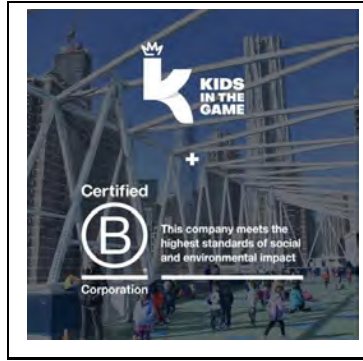




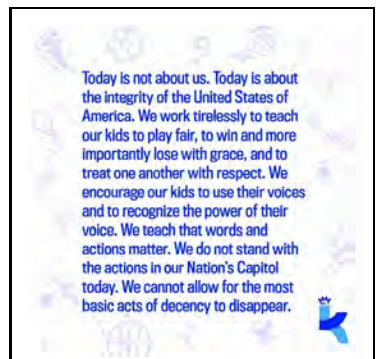
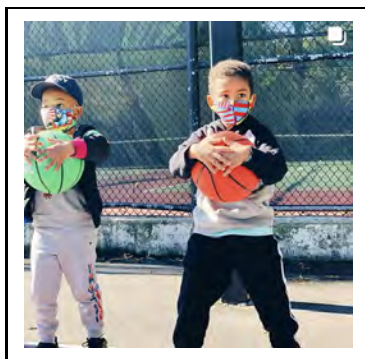
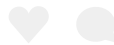
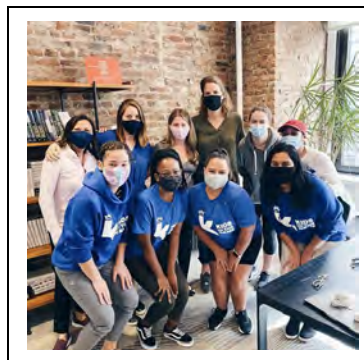
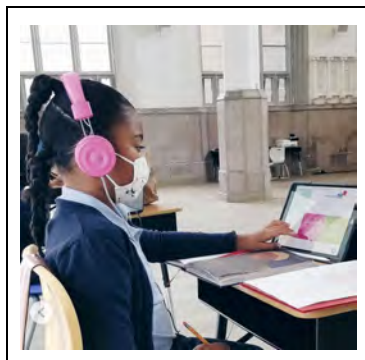
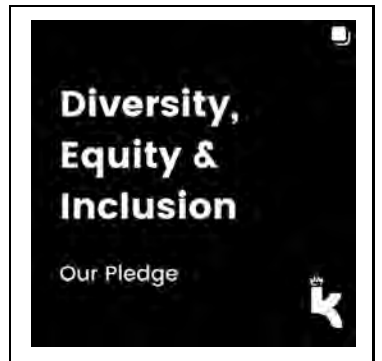
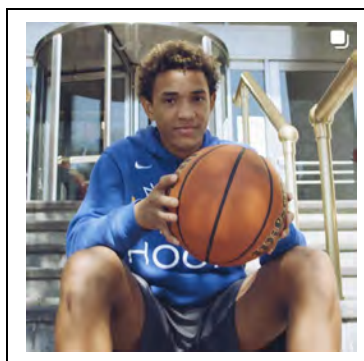














# Why We Exist

Our mission is to provide  
positive experiences and  
opportunities through  
sports and creative play.





### **Develop the 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.



# 2020

## IMPACT JOURNEY

Since we entered lockdown in March, almost everything that we do as an organization has adjusted, adapted, and evolved with the ongoing challenges this year has presented. When sitting down to think about how we wanted to present our impact this year — the only way that felt natural was to take you through our 2020 journey — starting at the beginning.



Jan. 8

*From Jan. 2020: China Identifies New Virus Causing Pneumonialike Illness*

Jan. 26

*N.B.A. Star Kobe Bryant Dies in California Helicopter Crash*

Feb. 2

*Philippines Reports First Coronavirus Death Outside China*

Feb. 3

*Chiefs Defeat 49ers in Stunning Super Bowl Comeback*

Feb. 11

*The Illness Now Has a Name, COVID-19*

Feb. 20

**Kids in the Game Earns B Corp Certification**

Feb. 23

**Justice Delayed, Justice Denied: How the System Failed Ahmaud Arbery**

Feb. 29

*Washington State Declares Emergency Amid Coronavirus Death and Illnesses at Nursing Home*

January to March  
Headlines from the  
New York Times

Certified



Corporation



## Kids in the Game is a B Corp!

Boy, 2020 started off on a high note for Kids in the Game! In January, after nearly 2 years of work we officially became a certified B Corporation joining an elite list of organizations across the world using the power of business to build a more inclusive and sustainable economy. The evaluation covered everything from our operations and business model, impact on staff, our community and environmental practices, to customers, employee benefits, and our mission-locked impact.

“We have been working on this initiative for over 2 years, and it has been a driving factor in making Kids in the Game not only a great organization for our kids, but also a great place for our employees. Without the work that our coaches and team do day in and day out, we would not have been able to achieve this milestone. We are excited to join this network of inspiring organizations and continue to strive to make the planet a better place for all.” -Tatum Boehnke, Director of Community & Impact



# B Corp by the Numbers

100.6

Our Passing Score

3,821

Companies

150

Industries

126

NYC Based Orgs

74

Countries

1

Unifying Goal



Winter can't stop our run.  
Recess at PS11K in Brooklyn

We ♥  
B Corps.



Let's go!

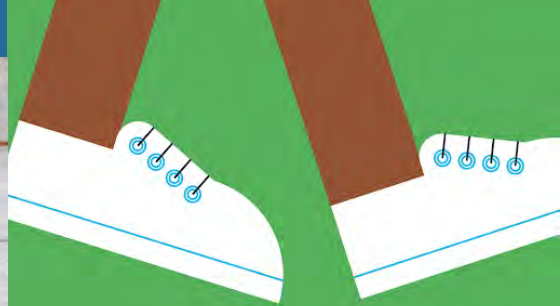


Proud to  
be a  
B Corp.



We believe  
there's a  
**better** way  
to do  
business.





Join the  
movement.



That's why  
Kids in the  
Game is  
**proud** to be  
a Certified B  
Corporation.



Prioritize  
people &  
planet.





**Coronavirus is now a pandemic. What does that mean?**



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March to May  
Headlines from COVID,  
the Sports Industry,  
and Kids in the Game



March 11

*N.B.A. Suspends Season After Player Tests Positive for Coronavirus*

March 12

*N.C.A.A. Basketball Tournaments Canceled Amid Coronavirus Outbreak*

March 14

**Kids in the Game Closes New York Office; Transitions to Remote Work**

March 17

*Europe Barricades Borders to Slow Coronavirus*

March 25

*Deciding to Postpone the Olympics Was Tough. Actually Moving Them May Be Tougher.*

March 26

*The U.S. Now Leads the World in Confirmed Coronavirus Cases*

April 21

*Coronavirus Death in California Came Weeks Before First Known U.S. Death*

April 30

*Who Should Wear Masks on Planes? More Airlines Say Everyone*

May 1

**Kids in the Game Vows to Stay Home and Play**

May 25

*George Floyd, From 'I Want to Touch the World' to 'I Can't Breathe'*

Mr. Floyd had big plans for life nearly 30 years ago. His death in police custody is powering a movement against police brutality and racial injustice.

# Transition to Virtual

Similar to other significant cultural events, the age-old question of, “Where were you when...” is going to be a common question asked for years to come when discussing the COVID-19 Pandemic. Where were you when the Red Sox broke the curse and won the World Series? Where were you on 9/11? Where were you when we elected the first Black President of the United States, Barack Obama? Where were you when New York City shut down for COVID-19? Luckily, at Kids in the Game, we had been keeping our eye on the virus for months before the nation-wide shut down. While we were not in complete shock, there was no way we could have completely understood what was coming our way.



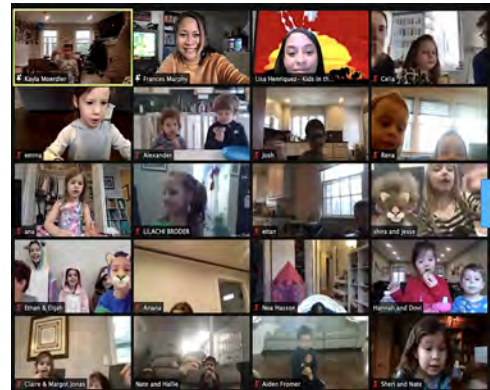
*Where were we when the City shut down?* A handful of our employees and coaches were at Brooklyn Bridge Park filming content for basketball, soccer, football, small space games, and more, anticipating virtual learning and programs were on the horizon.

After asking the question, “Where were you when NYC shut down?” the next natural question is “How long did you think we would be doing this?” This question was one we were less prepared for.

Originally, NYC schools were closed for only 4 weeks — so we thought we would be back after the short hiatus — little did we know, our entire spring semester would be online.



Building Our Sports Video Library at Brooklyn Bridge Park



Virtual Classes and Birthday Parties are the New Normal



Team Hangout via Zoom  
From NY, NJ, CT, FL, MS, and NV





## Stay Home and Play

As an organization rooted in optimism, we were going to make the best of it for both our kids and our staff. For the month of April, we launched our “Stay Home and Play” campaign in efforts to show that no matter where you are, you can stay active and have fun inside.

# 1,077

hours on Zoom

# 598

virtual classes

# 19

coaches turning their living rooms  
into playgrounds

Minimum

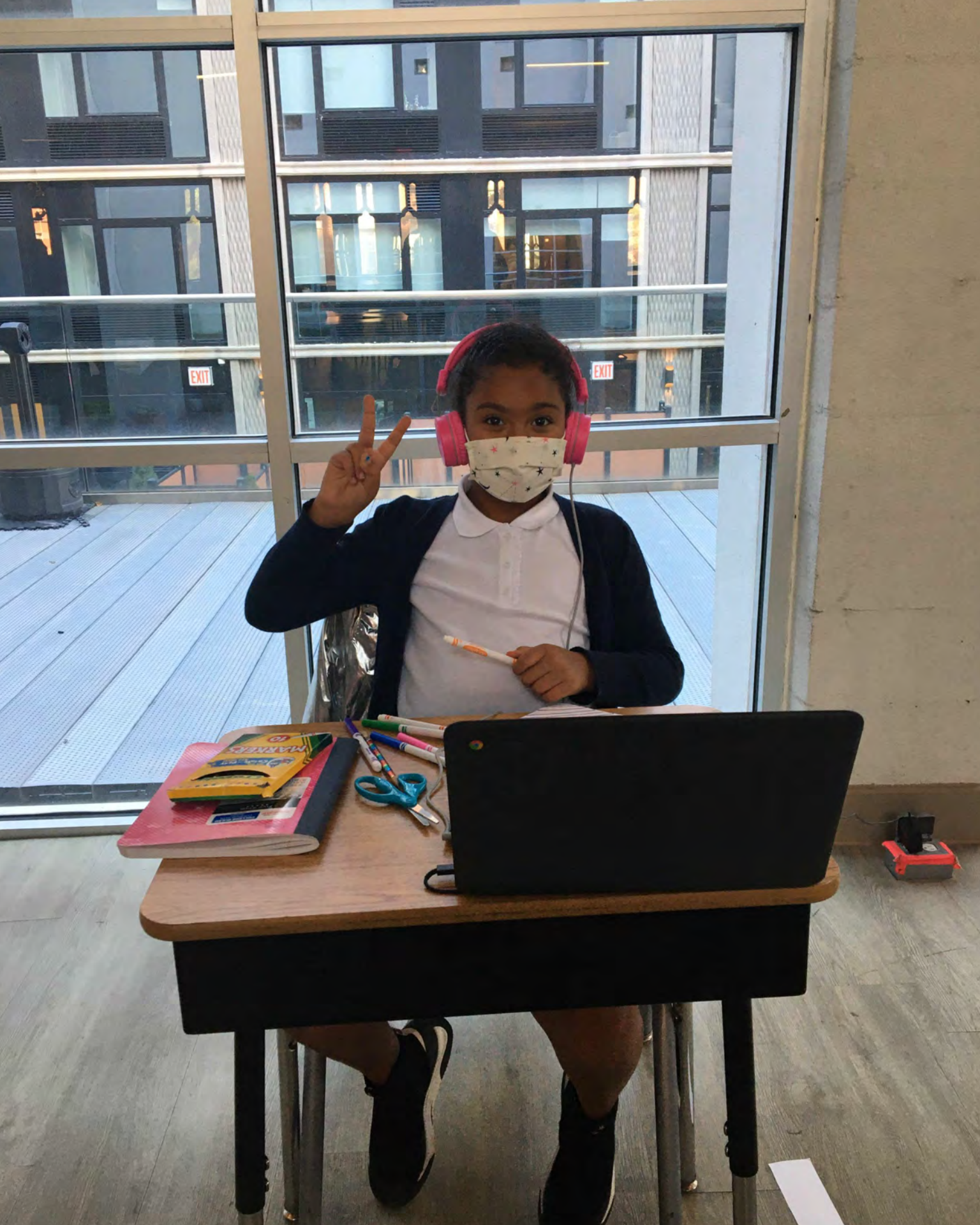
# 16.5

hours troubleshooting Zoom  
accounts

# 237

kids participating in programs  
virtually





# CONNECTION THROUGH TECHNOLOGY

Believe it or not, prior to launching our esports program back in 2019, Kids in the Game as a whole did not thrive in the technology department. Very few of us even had Zoom accounts set up in March and don't even get us started on trying to fix a broken Apple TV or set up the Sonos in the office. However, thanks to our commitment to finding the intersection of sports and technology with esports, we were able to take a giant step forward in esports in 2020.

A big concern we had going into quarantine last spring was the impact it would have on our kids' social connections and ability to connect with positive mentors. While we could not physically be in gyms or on the field with our kids, our past experience with esports proved that there was still a way to find positive connection from our living rooms. Our esports coaches hosted weekly training sessions and tournaments that caught the attention of other organizations world-wide. Kids in the Game became a thought leader advising groups all the way from Chicago and London on not only logistical strategy of a successful esports program, but also how to promote positive social interaction online.

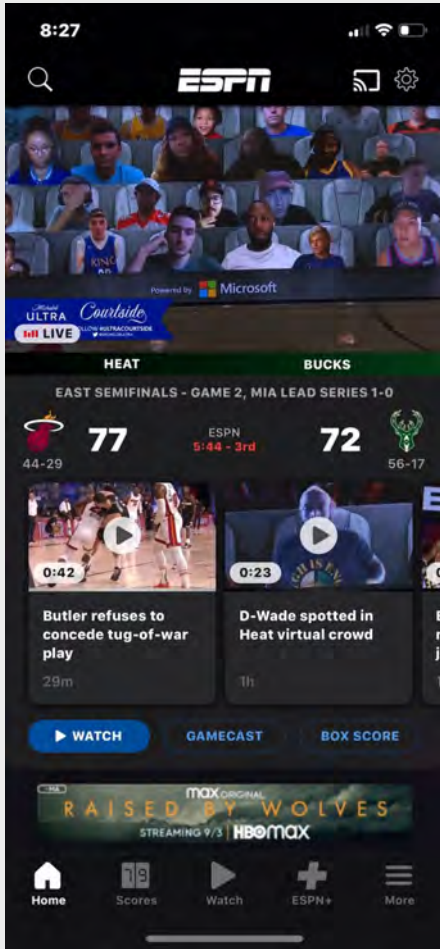


## Joining forces with the NBA

A common theme throughout Kids in the Game is reducing the gender gap in sports participation — esports included. Esports gets a reputation of being male-heavy across the globe. However, we want to change that narrative, and so does the NBA. This summer, we partnered with the NBA to provide a four-week virtual esports program focused on getting girls involved in esports. The program featured gameplay, tournaments, and informational panels with industry leaders. The kids even got to be virtual fans for an NBA play-off game.







JUNE 6

## Black Lives Matter May Be the Largest Movement in U.S. History

JUNE 6

## *How #BlackLivesMatter Came to Define a Movement*

JUNE 30

## **Kids in the Game Partners with Kevin Durant, Degree to Launch 'Real MVP Scholarship'**

JUNE 30

## *E.U. Formalizes Reopening, Barring Travelers From U.S.*

JULY 7

## **Kids in the Game Kicks Off In-Person Summer Camps in Riverdale, Upper East Side, East Village, Park Slope**

JULY 22

## *The N.B.A. Is Back. This Is What Pandemic Basketball Looks Like.*



AUG. 1

**The U.S. saw July cases more than double the total of any other month.**

AUG. 16

**The C.D.C. began developing a plan to distribute a coronavirus vaccine.**

AUG. 18

***Democrats Nominate Biden for President, Delivering Long-Sought Prize***

AUG. 23

***Jacob Blake Shooting: No Charges Against Officer in Kenosha, Wisconsin***

AUG. 28

**Kids in the Game Closes Out Camp; 500+ Campers, 100+ Staff, 8 Weeks, 0 COVID Cases**

AUG. 28

**Chadwick Boseman, who embodied Black icons, dies of cancer**



# Black Lives Matter

A large crowd of people is gathered for a Black Lives Matter protest. Many individuals are wearing face masks. Several signs are visible, including "BLACK LIVES MATTER", "JUSTICE LOVE MERCY", "NO COPS we need", and "BLACK LIVES MATTER". The background features a brick building and trees.

**When we are diverse, we win.  
When we are inclusive, we win.  
When we play together, we win.  
Let's be part of the change, together.**



New York City is the city that never sleeps. It is a city where the news moves so fast if you aren't paying attention, the news cycle has turned over 3 times since the last time you hopped on Twitter or got your next New York Times Edition delivered to your inbox. A unique aspect to the COVID-19 pandemic was the requirement for us as a society to slow down, pay attention, and ultimately wake up to the news that had been too easily ignored by too many people in years past.

While confined to our apartments and homes, Ahmuad Arbery was killed when going for a jog. Breonna Taylor was killed while sleeping in her own home. George Floyd was killed while stating "I can't breathe." There was no ignoring it this time. There were no new movies in the theaters to distract from these injustices. No concerts to attend to tune out the reality. No celebrity gossip filling our Twitter feeds to retweet and bury the injustice that was right in front of our eyes.

That being said, for many, the option to tune it out never existed in the first place. The people who have been killed may have been our friends. Our family. Our coworkers. It could have been our youth. The difference about this time around is the platform these tragedies have taken. When so many of us have spoken, marched, and posted, it is impossible not to listen.

The injustice was not new. The strength of the **reaction** was.

The magnitude of this moment was palpable. We stand in solidarity with the Black Lives Matter movement and the fight for racial equity. A commitment to intentional action meant listening and learning about the institutional-level barriers in place — specifically facing communities of color. We vow to be a part of the solution.

More than 75% of our 125+ employees identify as Black, Hispanic, or People of Color, and far too many have personally experienced racism and inequity in their lives. Each year, our team works with 21,000+ youth from preschool through high school; nearly

50% of these youth are Black or Hispanic. We stand in support of our youth and team members in a company-wide pledge to call out racism, end discriminatory practices, and promote equality and fair treatment in our organization and our programs.

Kids in the Game is proud to have had our staff members, participants, and families vocally and publicly stand up for justice in 2020. This includes attending rallies, donating to causes, supporting Black-owned businesses, investing in hours of training and productive conversations with our team, and providing a community of support for our BIPOC participants and coaches. We want all of our kids and staff to feel seen and valued for who they are, and know that we are committed to supporting their growth. We are deepening the work in our ongoing Diversity, Equity, and Inclusion initiative to help us maintain a diverse workforce, promote gender and racial equity, and create a talent hub in NYC. We will ensure that there is BIPOC representation on our leadership team and all levels of the organization, and engage diverse perspectives in key decision-making processes.

### **Our Commitment**

As a youth development organization, Kids in the Game is committed to advancing diversity and inclusion now and forever. We cannot and will not turn our backs on racism. We have to take action — not only in times of heightened turmoil — but each and every day. When we come together as a community, great change is possible.

We have big goals. We believe in the power that sport and youth development has on fostering positive social change. We believe when given the opportunity, all kids can achieve. However, we acknowledge that not all kids have the same starting lines. Our BIPOC student-athletes may have more hurdles on their track, and therefore a more challenging path ahead. While sports are a positive tool for a child's development, we also take it beyond the field. We feel confident that while our goals are big, they are realistic. Each and every one of our programs is designed to create positive outcomes for every student-athlete regardless of their skin color, economic standing, religious beliefs, or their athletic ability.

# Kids in the Game Kicks Off In-Person Summer Camps in Riverdale, the Upper East Side, East Village and Park Slope

## It's Summer Camp Time

As summer approached, the decision to run our summer camps or not was the ultimate conundrum. This decision wasn't entirely ours to make — as many of our host locations were not opening their doors at all, nor did we have access to look into the future and assess the state of the pandemic and the world by the summer time. Like all of our choices during the pandemic, taking the appropriate steps to make an informed and educated decision was non-negotiable. This was not a decision to be made in haste, especially because every option had its own pros and cons.

At this time, New York City was reopening and many of our parents were going back to work. However, the virus was still present and the State and CDC provided no definitive guidance for how child care and activities could proceed safely. On top of that, not all child care is created equally. For the cohort of kids who had been stuck inside for months and months, it was incredibly important for us to be able to provide the space for kids to safely socialize, get moving, and just be kids again. If summer camp could be done safely, we wanted to be the solution for our families across the City.

While our top priority is always the safety of our kids, the safety of our staff is at the top of the list as well.

As an organization, we consider staff development, well-being, and growth core components of what we do. Being able to bring back our staff and provide positive economic opportunity and impact during these tough times was a huge incentive for us to push toward our goal of running our summer camps.

Finally, the last remaining challenge to face in our summer planning was the line we had to create between safety measures and high quality programming. As the guidance trickled in and the confirmed cases were significantly decreasing, we knew what we needed to do to run a safe camp. However, could we take all the guidance and necessary precautions to make camp feel like camp? Fortunately, our Program Design Team was up to the task and revolutionized our classic games book and activity schedule to adapt to COVID-safe protocols. We switched out traditional soccer with a life-size foosball alternative, prioritized pool time and swimming, and even transformed our locations into life-size miniature golf courses!

The decision to run summer camp was certainly a tough one, but in the end, we are so glad that we did.







Beat the heat! There's nothing like sprinkler day and  
open swim at Riverdale Neighborhood House.  
Riverdale Summer Camp







“Thanks for making  
the commitment to  
open, despite the  
challenges of COVID.  
It was so important  
for my kids to have  
something social,  
engaging and active  
to do.”

-2020 Summer  
Camp Parent







# “THANK YOU KING”

**“Made a huge difference in my daughter's happiness  
and psychological well being”**

–2020 Summer Camp Parent



**“I would not hesitate to enroll my son in 2021”**

–Jennifer B, NYC

**“That safe, positive, happy  
learning environment is  
priceless”**

–Roni R, NYC

**“We are so grateful to Kids in  
the Game for all the awesome  
time and memories that our kid  
had during this otherwise tough  
summer”**

–Anna P,

2020 Summer Camp Parent



**“I am grateful that KING chose  
to open (many camps didn't)  
and developed new activities  
& procedures to make it as  
safe as possible. I have seen a  
significant change in my kids  
over the last several weeks --  
they are happier, more social  
& more active, and I am so  
glad they went to KING  
summer camp.”**

–2020 Summer

Camp Parent



**“We’ve been part of KING  
after-school, KING summer  
camp, KING sports, and now  
KING remote learning. KING  
has been a vital part of my  
son's growth”**

–Farhana K, NYC

**“We were both comforted and also wondered how the kids could have fun  
with masks and distancing and so on. Any doubts were totally allayed  
immediately by the out-of-this-world friendly staff, and when we picked  
up our daughter the first day, it was the happiest we'd  
seen her since March 13”**

–Mia E, 2020 Summer Camp Parent



Wiffle Ball in Prospect Park  
Park Slope Summer Camp  
Artwork by Isabella Vacca





# 96.7%

of parents agree their child was in  
an emotionally positive  
environment

# 94.2%

of parents agree their child made  
new friends (even in masks!)

# 99.0%

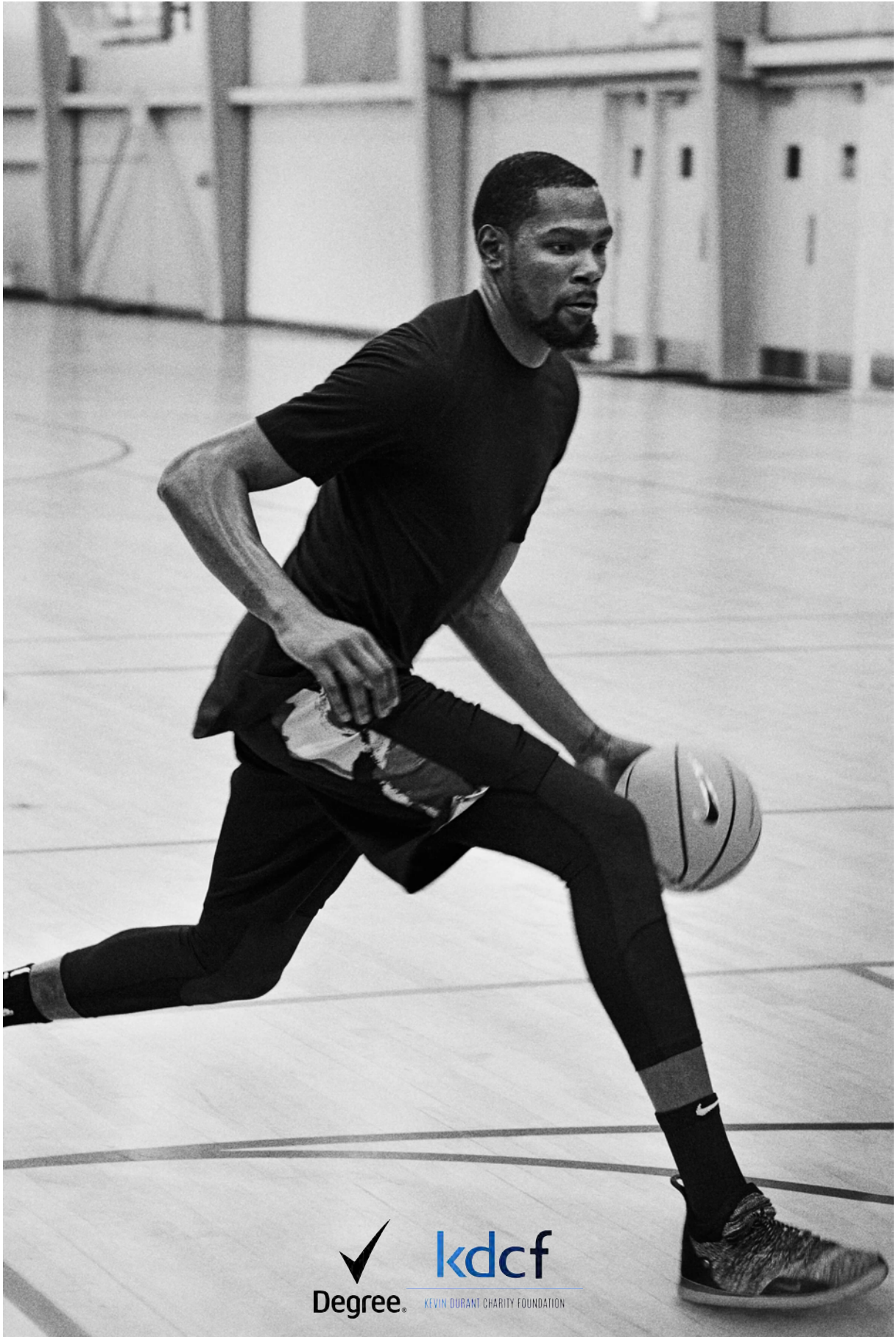
of parents agree their child was  
safe at camp

# 88.4%

of parents agree their child was  
exposed to new opportunities

# 94.2%

of parents said their child was  
more active at camp than they  
would have been at home



 **Degree.**  KEVIN DURANT CHARITY FOUNDATION



# The Real MVP

Kevin Durant and Degree Team Up with Kids in the Game

The Kevin Durant Charitable Foundation and Degree teamed up to donate one million dollars to 10 youth development organizations across the country. The funds are used to support the organization's ability to continue providing activities to keep kids active, moving, and involved in positive sport programs.

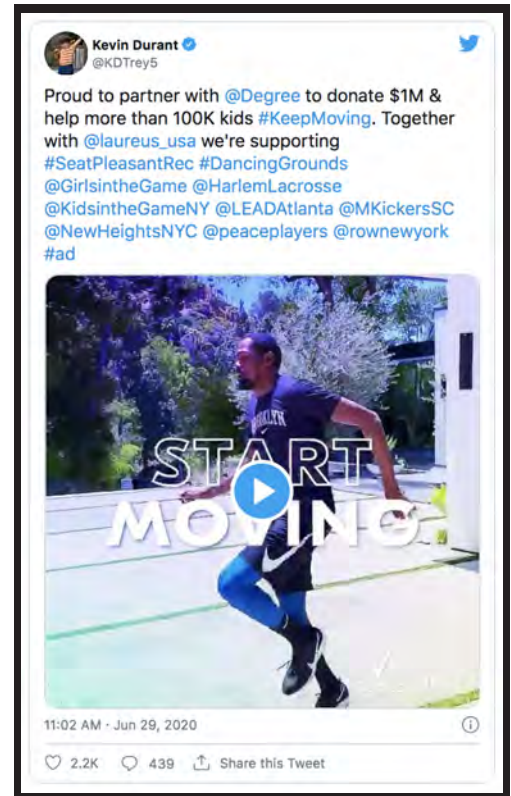


## Kids in the Game Chosen as one of the Organizations

"The generosity of The Kevin Durant Charitable Foundation and Degree has been the bright spot for Kids in the Game over the past few months. As a New York City rooted organization, we have seen firsthand how this pandemic has directly impacted our kids and our families. Our focus over the past few months has been on our path forward, returning to the gym, field, and court so our kids can continue to develop through sport. This support not only makes that possible, but will allow us to come back stronger than ever." — Tatum Boehnke, Director of Community and Impact

Low income families and neighborhoods were hit the hardest by COVID-19 and the financial strain caused by the global pandemic is likely to continue well beyond the return to 'normalcy'. The Kids in the Game Foundation has had a robust scholarship program for the past 4 years providing over \$200,000 worth of financial aid to families needing program cost assistance. With the additional funding now available from the Durant/Degree donation, we are excited to have launched the "Real MVP Scholarship" this past year.

"The Real MVP Fund" focused on providing assistance to single mothers and their families in New York City. We don't believe that a single parent should have to choose between providing basic necessities for their children and providing opportunities for sport and enrichment activities. This fund eliminates that choice by providing aid to support their child's participation in after-school, sport, and summer programs. Additional resources such as nutrition and financial literacy will also be made available to "The Real MVP Fund" awardees.



**"We weren't supposed to be here. You made us believe. You kept us off the street, put clothes on our backs, food on the table. When you didn't eat, you made sure we ate. You went to sleep hungry. You sacrificed for us. You the real MVP," Kevin Durant, 2014 NBA MVP.**

SEPT. 18

## *Ruth Bader Ginsburg, Supreme Court's Feminist Icon, Is Dead at 87*

SEPT. 22

**The U.S. death toll surpassed 200,000.**

SEPT. 22

**New York City Goes Back to School; Kids in the Game Launches Remote Learning Centers**

SEPT. 28

**Global deaths reached 1 million.**

SEPT. 28

*Tampa Bay Lightning Win Stanley Cup in Pandemic Bubble*

SEPT. 28

*New York Becomes First Big City in U.S. to Reopen All Its Schools*

OCT. 1

**Kids in the Game Returns to Sports; Basketball, Soccer, Track & Field Programs Launch Outdoors**



OCT. 11

## *The Lakers' Winding Path Ends With a Championship*

OCT. 27

## *Dodgers Win the World Series After Years of Frustration*

NOV. 4

## **Kids in the Game Hosts Free Election Day Program So All Parents Have the Opportunity to Vote**

NOV. 8

**The U.S. surpassed 10 million infections.**

NOV. 7

**2020 election sees record high turnout with at least 159.8 million votes projected**

NOV. 8

**Presidential Election Results: Biden Wins**

NOV. 13

**The C.D.C. said children's visits to the emergency room for mental health had risen.**

September to November  
Headlines from Around  
the Globe

# Back to School

Coming off of an incredibly successful summer camp season and COVID-19 infection rates decreasing across the city, we were so excited to be heading back to school and returning to a level of normalcy! However, if 2020 taught us anything, it was to be prepared for the unexpected and the value of having a plan A, B, C and even D! With the State and City's delayed announcements of what the 2020-21 school year was going to look like, we were forced to take action into our own hands and launch a brand new program model: **Remote Learning Centers**. These are full day programs that are a place for kids to learn and play on their virtual school days. These centers became the solution for so many families that were able to return to work and rest easy that they didn't need to be a parent, teacher, Zoom expert, and cafeteria manager all while working their day job.

On top of launching new programs, we also continued to provide virtual programs, in-person recess, and small group classes across the city. It certainly was not the school year we imagined, but with continued innovation and mission-driven decision making, we expanded our reach to even more kids and families. It was another step towards the future and our role in the recovery process kids will face from the harsh realities of 2020.







Girl Power! Coach Jeshley with two students at our Upper East Side Remote Learning Center.



## Our Partnership with Harlem Hebrew

A bright spot in 2020 was our continued partnership with The Hebrew Public Network and working with Harlem Hebrew Language Academy Charter School. Like many schools in New York City, Harlem Hebrew needed to creatively balance health and safety concerns with providing services that worked for their kids and families in their network. Many parents at the school had returned to work in the fall and were unable to accommodate a hybrid learning schedule or afford hiring additional childcare support.

Through a generous donation to The Hebrew Public Network, over 45 kids participated in our Remote Learning Center and After-School programs at the nearby Harlem Parish. On the kids "at-home" learning days, they were able to stay amongst their pod members and attend our daily program.





Highlights from Harlem Parish including remote learning, soccer with Coach Jariel, and an awesome brain break!

# Election Day Programming



## Get Out the Vote!

Kids in the Game is not a political organization. Some would argue that being in the education field, speaking about politics is even taboo. In fact, we are still trying to figure out if our high school government teacher was a republican, democrat or neither, aren't you?! However, in 2020, we felt it even more taboo to not be vocal about the importance of the vote. As we know, election day is not a day off of work for the majority of Americans — but it is a day off of school — leaving parents forced to choose between childcare and going to the polls. This year, Kids in the Game sponsored 30 free spots at our Remote Learning Centers for parents to drop off their kids as they participated in their civic duty. We also joined Civic Alliance, a non-partisan, growing coalition of businesses working together to build a future where everyone participates in shaping our country. Both through this election day work and our everyday work, we believe in the collective power we have to make a difference. We encourage our kids to use their voice and their actions to create a better world, and it is our responsibility as adults to do the same on their behalf.





Vote!  
Artwork by  
Isabella Vacca







KING Speed, Fall Season  
Riverside Park Track



# KING Hoops, KING FC, and KING Speed Back in Action This Fall

## The KING Sports Comeback

Coming full circle, how many of us felt the seriousness of COVID-19 back in March when the NBA canceled the season? We were slated to host Spring AAU Basketball tryouts the very next weekend, and immediately after the NBA announcement, we followed suit and canceled our season, rightfully so.

After watching so many professional sports come back over the summer, even in empty stadiums or in “Bubble” leagues, we felt the urge to get back into the game as well. After careful consideration, we relaunched three sports programs this fall, and we are so glad we did.





Picture Day!  
KING FC  
Fall Season





**Catch Us If You Can  
KING Speed  
Fall Season**



# KING HOOPS

5

TEAMS

45

PLAYERS

1,000

PRICELESS VIEWS FROM OUR  
BROOKLYN BRIDGE  
PRACTICE SPOT

# KING FC

4

TEAMS

24

PLAYERS

96

FRAME READY PHOTOS FROM  
PICTURE DAY!

# KING SPEED

1,500

MILES COMPLETED

72

RUNNERS

1

HALLOWEEN MEET WE WILL  
NEVER FORGET!





City Views  
KING Hoops Practice  
Brooklyn Bridge Park









“I have a desire to make a difference in these kids’ lives, and this year is not the time to slack off.”





# Meet Coach Tamara Vega, Our 2020 Coach of the Year

A typical day for Coach Tamara is certainly not like everyone's. On a normal morning, she arrives at program ready to welcome her students. By the time the students have arrived at 8 am, Coach Tamara has already cleaned and set up the first games of the day, plus she has meditated and gone on a two mile run before even getting on the train.

Though impressive, her capacity to be so high-functioning in such early hours of the morning is not the reason Kids in the Game declared her Coach of the Year. Every hour of the day she puts her students first, and this was no different in 2020 amidst the early months of the COVID-19 Pandemic. It was during her early work as a life coach that led her to follow her passions to connect with people to better themselves — but starting with kids. She believes in the power of play just like we do here at Kids in the Game, and has experienced it first hand to be one of the most beneficial ways to change the trajectory of someone's day, year, or life.

Many of Coach Tamara's amazing life philosophies stem from her own experiences as a child, through her interactions with both her family and friends. For her, and like many of us, growing up with insecurities made recess a point of stress. To cope with her body image issues, she turned to play, and started jump roping. She would jump rope with her family at home and has associated it with pure joy ever since. To this day, when Coach Tamara is in the room, there can typically be around 10 different stations for jump roping. Play looks different for everyone, and Coach Tamara says it best: our challenges in life can be our best motivators.



During the year of 2020, our everyday norms were completely redefined. For kids, any sense of normalcy they would have received was completely uprooted. Coach Tamara is a shining example of our commitment to every kid's equal opportunity in sports based youth development. Not every kid has experienced this pandemic in the same ways. Movement and fun seemed like an impossible feat at times during 2020. We can bounce back because we have hope, and we can look to better times, but what about our kids who may not have experienced the good parts yet?

To be unflappable during the last few months is certainly not easy. Coach Tamara continually proved to us that kindness and commitment can always come first, no matter the situation. We can and should always make time for ourselves and our loved ones. Coach Tamara exemplifies the Kids in the Game promise to uphold that undertaking, to be the best version of ourselves and the best part of every kid's day.

Whether it be with more Zoom meetings than we thought we could handle, face masks and face coverings, half capacity gatherings, or complete cancellations, we can all agree our day-to-day has changed. But that does not have to be the end of our fun. We can adapt, and make the most of every situation! Some of Coach Tamara's favorite COVID-19-safe activities still include solo jump roping, running, and meditation. Her impact on our kids and staff continued to be significant, even in a year with so many changes.

At Kids in the Game, our promise is to be the best part of every kid's day. Coach Tamara showed us that even in a time of hardship, that can be as simple as a smile or a conversation.

My hope for 2021 is...

get to eat  
inside a  
restaurant  
again with  
my sisters.



**KING Friend**  
**Casey Wolter**  
**Milwaukee, WI**  
**53021**

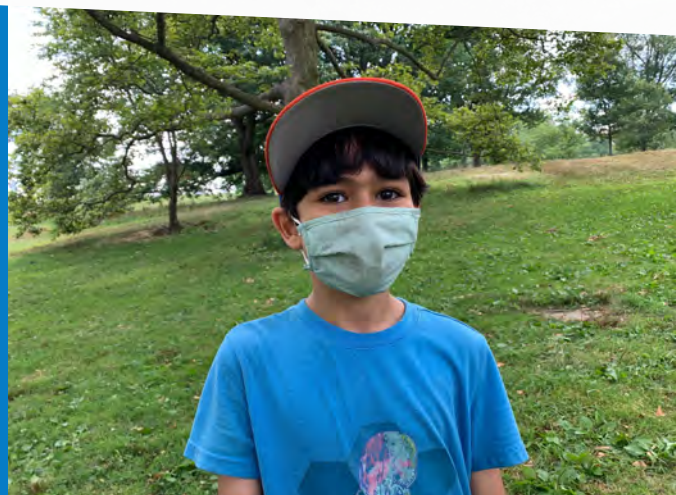


My hope for 2021 is...

to go to  
the park  
and eat a  
lot of Oreos.



**KING Friend**  
**Chandler Clarkson**  
**Nashville, TN**  
**37215**





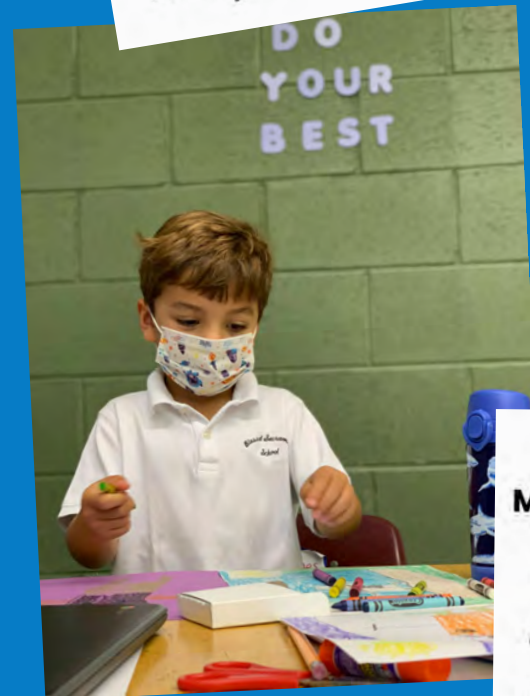


**My hope for 2021 is...**

go to the  
Bronx Zoo  
and see the  
giraffes,  
elephants, and  
maybe snakes.



**KING Friend**  
**Alicen Fair**  
**Denver, CO**  
**80202**

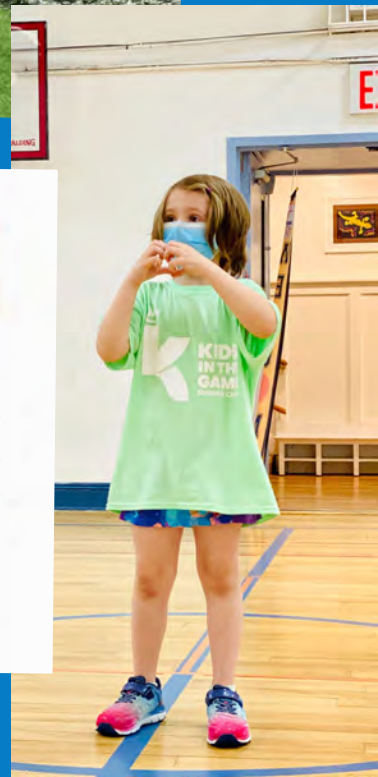


**My hope for 2021 is...**

COVID-19 goes  
away and I  
get to see my  
family.



**KING Friend**  
**Leland Graeber**  
**Washington, DC**  
**20036**



# Kids in the Game Proves Hybrid Model to Be Resilient

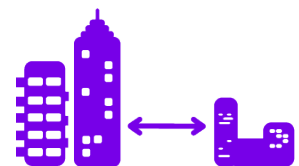
At Kids in the Game, we are firm believers that the right path is not always the easy path. After a year like 2020, we have firsthand experience to prove that the challenging path just might produce the greatest rewards.



Four years ago, we decided to start our 501 c3 entity, now known as The Kids in the Game Foundation, in order to support more kids than our for-profit entity would allow. Running one small, but growing, business in New York City is a challenge in and of itself — adding on another organization with a completely different legal structure created even more unanticipated challenges.



However, like we mentioned, the easy path is just not our style. In 2020, more than ever before, our hybrid business model proved to be resilient through challenges. While programs needed to be canceled and school year programming came to a halt — we saw a significant increase in Foundation-focused giving in the spring and summer of 2020. These donations allowed us the freedom to continue our scholarship program during COVID-19 and even increase its capacity. Far too many of our fellow youth development organizations have been forced to close their doors completely — or have not been able to return to programming yet at all — due to funding restrictions or lack of diverse funding sources.



While there is already a large opportunity gap in NYC, we cannot allow for COVID-19 to widen that gap. It is our hope that we can continue to be a thought leader and innovator on how to deliver high quality programs to all kids, no matter the circumstances.







## What We Were Able to Still Do During the Pandemic:

**\$20,540**

provided in Summer  
Camp Scholarships

**18**

KING Hoops players' journeys  
back onto the court sponsored

**120**

individual donors on  
Giving Tuesday

**1st**

time ever scholarship support  
provided for KING FC

**4**

Summer Camp Locations Safely  
Reopened

# Our Hopes for 2021

## Continue to strengthen our progress in Diversity, Equity and Inclusion.

This year, we took a deep look at our organization internally and began the process of educating ourselves. This introspection included personal self reflection, analysis of our organizational processes, and defining the kind of environment we as a team create for one another. In 2021, we will begin intentionally shifting the lessons we've learned from our internal processes directly to our program design. We are dedicated to diverse hiring practices, providing programs for all kids regardless of what neighborhood they live in, and narrowing the gender gap in our programs. We are also committed to promoting the youth voice as we launch our first ever Youth Leadership Council. Together, we can create a more equitable and inclusive New York City.



## Help our youth heal from the impacts of COVID-19.

Our hope for 2021 is that as a country and as people we will be able to safely return to normalcy. We are dedicated and committed to being there every step of the way as our kid's reintegrate through positive social interaction, physical play, and in-person programs. We understand that there will be challenges, both physical and mental, even during a healthy transition. We will provide a safe space for reflection, and we promise not to underestimate the toll 2020 has had, but to use the lessons we have learned to grow stronger in 2021.





"A key theme for Kids in the Game in 2021 is recovery through socialization. We have an opportunity this year to be an outlet and source of healing in response to the complicated issues that 2020 created for our kids. My hope is that we can create safe, inclusive programs for youth to return to a sense of normalcy through sports that we sorely missed last year." -Matt Murphy, CEO

#### Keep the connection healthy.

While schools, sports, and all social gatherings were forced online in 2020, we are more dedicated than ever to keep the positive connection we have with our participants alive. As an organization that prides itself on program quality, we refuse to lower our standards for online learning.

Although Zoom is not the same as being in person, we are choosing to see the heightened use of technology in a positive light. In particular, the past 4 years have taught us about the power of social media and its ability to unite and divide us. We are choosing to remain united through technology by connecting with kids in every corner of New York City, assisting in virtual school, and keeping kids moving through high energy online classes. In 2021, we will continue to use this momentum as we explore the intersection between technology and sports to keep pushing our industry forward in a healthy way.



# Thank you, Donors!

2020 was an incredibly challenging year, and we couldn't have done it without you.  
Thank you for your unwavering support!

## MVPs



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Michael Murphy, Matt Murphy, Wilson Rose

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# Get Involved

## The Kids in the Game Foundation

### DONATE

All proceeds go to the Kids in the Game Foundation Scholarship fund to give kids access to our camps, clinics, teams, and school programs. Go to [kidsinthegame.com/donate](https://kidsinthegame.com/donate) to learn more!

### VOLUNTEER

Donating just a few hours of your time per week will not only make a difference in a child's life, it will make a positive impact on yours too! By taking part in our programs, you will have the chance to leave your footprint on the communities closest to you. Go to [kidsinthegame.com/volunteer](https://kidsinthegame.com/volunteer) and get involved today.

### FOLLOW US

Join our community on social by following us @kidsinthegameny on Facebook, Instagram, and Twitter. We want to hear from you!







**WE**   
**NY**