

athletes for hope

PASS THE PASSION



2014 ANNUAL REPORT

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Wow, what a year it has been for us! It is hard to believe that eight years have already flown by since Athletes for Hope's inception, and 2014 was, without a doubt, the most successful year on record.

In 2014, AFH educated hundreds of new athletes about smart sports philanthropy and connected many of them to worthy causes throughout the country. We expanded our reach to include global causes thanks to the support of the Gates Foundation, afforded our athletes the opportunity to emphasize the importance of physical activity as part of a new and exciting partnership with Nike, and expanded our AFH-University program to additional universities such as Louisiana State University (LSU) and Tulane University thanks to the support of the Irene W. and C.B. Pennington Foundation.

We are inspired every day by the work of our athletes who give back to their communities across the country. We continue to increase our impact as the current and future generation of professional, Olympic, and collegiate athletes work together to make the world a better place. I hope you will continue to support Athletes for Hope, and in doing so, the communities and people we serve.

A handwritten signature in white ink, appearing to read 'Ivan Blumberg', with a stylized, flowing script.

Ivan Blumberg
CEO, Athletes for Hope

Mission

To educate, encourage and assist athletes in their efforts to contribute to community and charitable causes, to increase public awareness of those efforts, and to inspire others to do the same.

Vision

The athletic spirit is a powerful thing. Whether they're professional or amateur, young or old, all athletes have an innate desire to push the limits. They strive to achieve their full potential, elevate their sport and inspire others.

History

Athletes for Hope is a non-profit 501 (c) (3) organization founded in 2007 by several high-profile, philanthropically-minded athletes such as Andre Agassi, Muhammad Ali, Warrick Dunn, Jeff Gordon, Mia Hamm, Jackie Joyner-Kersey, and Alonzo Mourning. As athletes who share a deep commitment to giving back, our founders joined forces to create an organization that brings athletes together, to educate, inspire, and empower them to channel their energy for a common goal: to make a difference in the world through sports philanthropy.

Athletes for Hope has grown from its original Founders to over 2,000 athletes across many sports leagues, including the NBA, NFL, NHL, MLB, and the Olympic movement. These athletes take part in our Causeway program which provides education workshops and subsequently one-on-one guidance for each athlete through their personal philanthropic journey.

Along with our Founders, we are breaking down barriers and bringing people together. Through our work, we help athletes recognize their untapped potential to make a difference, and we challenge them to set a new standard.



Meet Our Team

Board of Directors

Mark Levinstein, Board Chair, Williams & Connolly LLP
Allen Furst, Agency21 Consulting
Bill Stapleton, Capitol Sports and Entertainment, Inc.
Dan Levy, Wasserman Media Group
Don Fehr, National Hockey League Players Association*
Doug Ulman, Pelotonia
Frank Marshall, The Kennedy/Marshall Company
Gabe Feldman, Tulane University
Gordon Gund, Gund Investment Group*
Greg Taylor, National Basketball Association
John Langel, Ballard Spahr
Julie Foudy, ABC/ESPN
Lonnie Ali, Muhammad Ali Center*
Michael Lynch, Repucom
Peter Roby, Northeastern University*
Rachel Godino, US Olympic Athletes Advisory Council Former Chair
Richard Elder, McKinsey & Company
Russ Granik, Galatioto Sports Partners*
Steve Miller, Agassi Graf Holdings

**Emeritus Status*

The AFH Team

Ivan Blumberg, CEO
Jason Belinkie, Vice President
Chris Wyttenbach, Director
Brandon Sanchez, Program Coordinator
Clerc Simpson, Program Coordinator, AFH-University
Michael Madnick, Strategy Consultant
Skip Bertman, Consultant, AFH-University
Brooke McMillan, Social Media Consultant
Suzanne Potts, Evaluation Consultant



Our Partners

In 2014, we added several new key partners, such as the Bill & Melinda Gates Foundation, the Irene W. & C.B. Pennington Foundation, and Nike, Inc.

The Bill & Melinda Gates Foundation partnership enables Athletes for Hope to expand its work outside of the United States by creating a new module focused upon global health and development that provides opportunities for professional and Olympic athletes to engage with impactful organizations around the world.

The Irene W & C.B. Pennington Foundation partnership enables Athletes for Hope to expand its AFH-University program to varsity sports teams at LSU. This partnership aims to educate, inspire, and connect LSU athletes to Baton Rouge charities and schools in an effort to reduce Louisiana's childhood obesity levels.

The Nike, Inc. partnership connects AFH's member athletes to Let's Move Active Schools around the country, reinforcing the importance of incorporating physical activity before, during, and after the school day.

FOUNDATION PARTNERS



BENDER
FOUNDATION INC.

GORDON & LLURA
GUND FOUNDATION



BILL & MELINDA
GATES foundation

LIVESTRONG

PROGRAM PARTNERS

Let's Move Active
Move Schools



#Nothing
ButNets.net

PRO-BONO PARTNERS

FLEISHMAN
HILLARD

WILLIAMS &
CONNOLLY LLP®

Programs

Causeway

Often athletes want to make a positive difference in the world, but are not aware of how to turn their charitable aspirations into action. That is where Causeway comes in.

Causeway takes the form of a road map to illustrate an athlete's journey through the world of philanthropy. Contrary to an athlete's competitive spirit, their philanthropic journey along the Causeway is not a race. Each athlete proceeds at their own pace as Athletes for Hope guides them every step of the way.

With our Causeway workshops, we educate athletes about their philanthropic options through interactive debate and discussion. We then work with each athlete to help them discover their passions and make an impact with charities in need.

By offering a specific point of view, supported by curriculum, process and individualization, Causeway is reinventing athlete philanthropy.

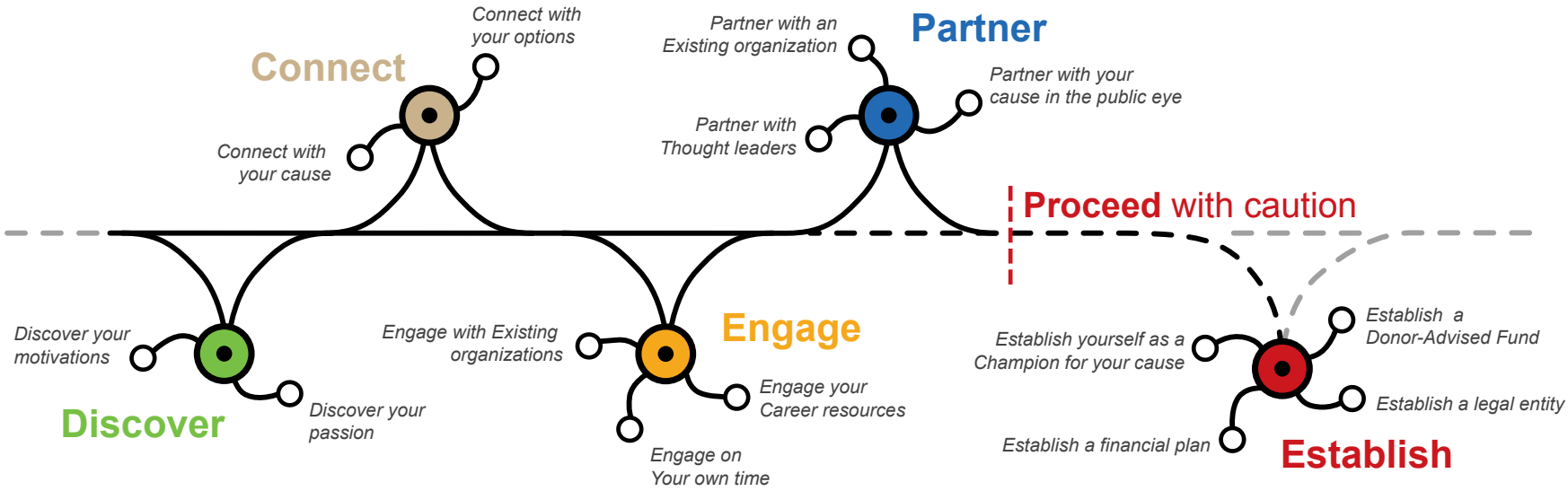


In 2014, AFH facilitated workshops for a variety of leagues and associations, such as:

- Association of Tennis Professionals
- IndyCar
- National Basketball Association
- National Women's Soccer Association
- USA Ski & Snowboard Association
- USA Track & Field Association
- Women's Tennis Association



Causeway



Athlete - Charity Connection

Athletes for Hope works with professional and Olympic athletes on both a team and individual basis to help them discover their passions and make a positive impact with charities across a multitude of causes. Each year, AFH connects hundreds of athlete members to vetted charities as we work hands-on with each organization to generate greater awareness and enhance the impact of their programs by utilizing athletes.

Individual Connection Highlights

- **Professional Basketball Player Jabari Parker & Let's Move Active Schools (LMAS).** After participating in AFH's 2014 NBA Rookie workshop, Jabari became an AFH member. AFH connected Jabari to LMAS as he became a LMAS Ambassador and visited several schools to promote physical fitness amongst children.



- **Professional Baseball Player Nick Hundley & Children's Hospitals.** Nick joined AFH after participating in a workshop with the San Diego Padres. For the past five years, Nick has visited countless children's hospitals across the United States, and he continued his tremendous work throughout 2014

Team Connection Highlights

- **Seattle Reign & Down Syndrome Community.** After speaking with Star US National Soccer Team player Sydney Leroux over a number of months about her passion for helping individuals with Down Syndrome, AFH helped to coordinate an event with Sydney's team, the Seattle Reign, that enabled players to interact with members of Down syndrome Community. The event was a tremendous success as 30 individuals with Down syndrome along with 30 of their siblings had a fantastic time visiting Memorial Stadium to visit with the Seattle Reign players and participate in a soccer clinic.



- **Washington Spirit & Hope for Henry.** Following a workshop with AFH in the beginning of the season, Washington Spirit players voiced a passion for helping sick children in the Washington D.C. area. AFH connected the players to Hope for Henry, a non-profit that coordinates fun-filled experiences for children who reside in hospitals, and AFH, the Spirit players, and Hope for Henry worked together to coordinate several hospital visits throughout the season in which both the players and kids will never forget.

Thought Leadership

Athletes for Hope helps deepen the intersection of sports and social impact by leading forums, panels and social media discussions to engage key constituents in conversations about important issues in the sports world and society at large.

In 2014, AFH involved hundreds of professional and Olympic athletes in Twitter chat discussions about topics such as the importance of summer learning for children and how the lesbian, gay, bisexual, and transgender (LGBT) population and the sports world intersect. These conversations reached millions of people and demonstrated the importance of athlete voices in key issues that impact our society.

“I THINK IT IS A PRIVILEGE TO BE ABLE TO GIVE BACK. NEVER AN OBLIGATION, BUT A WONDERFUL GIFT THAT WE AS ATHLETES CAN GIVE #AFHSERVICE ”

- Yael Averbuch

“TRUE STRENGTH COMES FROM W/IN. IF U CANNOT B TRU 2U THEN HOW CAN U B TRU2 ANYONE ELSE? LOVE IS LOVE. LOVE IS STRENGTH&TRUTH #LGBTSPORTSCHAT ”

- Ann-Marie Saccurato



Campaigns

We've seen firsthand what a difference we can make when athletes work together. Athletes for Hope hosts campaigns throughout the year that bring together athletes and teams across the country to support their communities.

Martin Luther King Jr. Day of Service

In honoring the legacy of Dr. Martin Luther King, Jr., AFH athletes come together across the country for a day of service each year. In addition to this year's athlete visits to charities across the country, AFH hosted a Twitter chat about whether young athletes have an obligation to give back to the community and how we can get more young athletes involved with charities. The conversation engaged a large group of professional and Olympic athletes across many sports and thousands of their fans in a lively discussion that led to tangible evidence about the view that everyone, including young athletes, should give back to their communities.



Camp Kesem

Camp Kesem is a wonderful organization that hosts university student-led camps that provide a free, week-long experience in 27 different states for 4,000 children whose families are impacted by cancer. In 2014, AFH helped to connect AFH athletes to over 20 different Camp Kesem locations throughout the United States as they had the opportunity to build relationships with hundreds of children and hear about their unique experiences.



9-11 Day of Service and Remembrance

Every year on the anniversary of the September 11th attacks, AFH Athletes show their support for local organizations by volunteering. This year, along with the regular in-person visit, we added another way to show support – the #unselfie. The #unselfie is like the popular “selfie” but with a purpose – these aren’t just self-taken photos, they are photos that amplify the good work of the many organizations our athletes support. The #unselfie campaign was a big hit as hundreds of athletes and fans participated.



Hope for the Holidays

Each year millions of Americans spend the holidays away from their loved ones, whether it's because they are in the hospital, experiencing economic hardships, or serving our country abroad. Athletes for Hope members participate in a yearly Hope for the Holidays rally to bring a little holiday cheer to those who need it the most. This year, AFH member athletes participated in a variety of activities such as overseeing a letter writing activity to military personnel serving abroad, food preparation and delivery to the homeless, and visits with sick children and veterans in hospitals throughout the United States.

AFH University Project

The Athletes for Hope-University Program (AFH-U) expands the AFH movement to college campuses to conduct Causeway and life skills workshops for University teams. AFH-U engages student-athletes in discussions about community service, the causes they care about, and creative ways to use the power of sport and their position as role models to maximize their positive impact. AFH-U then works with university teams to connect them to meaningful opportunities that match their collective charitable passions.

AFH-University @ UVA

AFH-U officially launched in 2013 at the University of Virginia and facilitated workshops for the baseball, men's and women's tennis, and women's rowing varsity teams. In 2014, the AFH-U program expanded to include seven new UVA varsity teams, including men's and women's soccer, men's and women's swimming and diving, women's field hockey, women's volleyball, wrestling.

Through their work with AFH, the UVA teams have participated in a variety of community initiatives, such as the Women's Rowing Team's relationship with Jack Jouett Middle School in which members of the team visit the school each week to help tutor the students in a variety of different topics.

Expansion

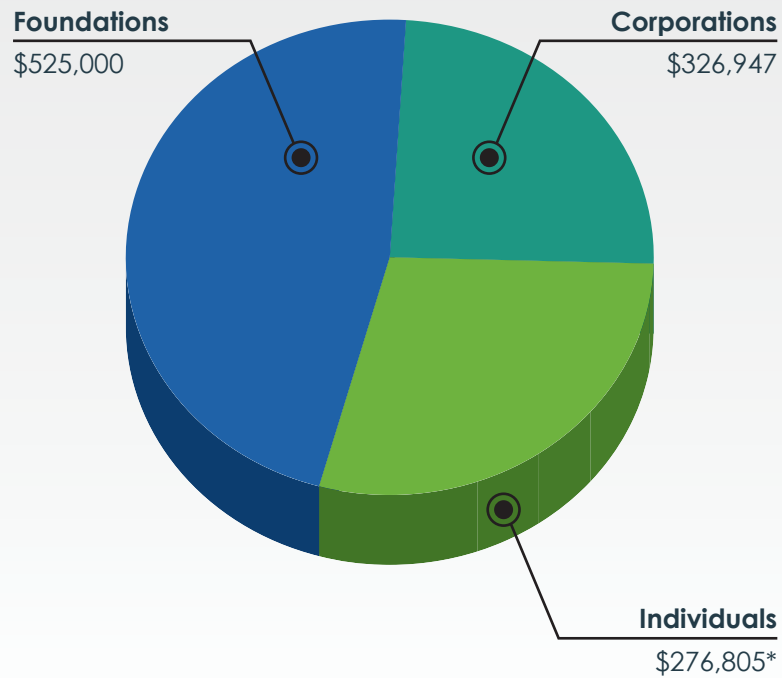
Spurred by the funding of the Irene W & C.B. Pennington Foundation, the AFH-U program expanded to two additional campuses – Louisiana State University (LSU) and Tulane University in 2014. AFH recently facilitated workshops for the LSU varsity men's and women's basketball, baseball and men's tennis teams and Tulane's varsity football and women's basketball teams. AFH looks forward to helping these teams connect to charitable causes in their communities in 2015.



Financial Snapshot

Revenue

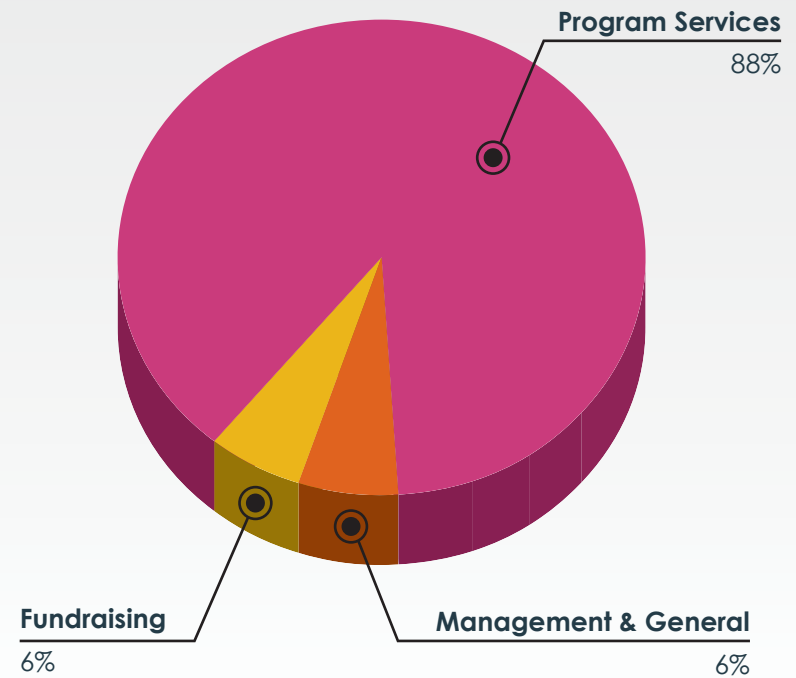
Total \$1,128,752



**A portion of this sum comes from individual's foundations.*

Expenses

Total \$764,073



**"SERVICE TO OTHERS IS THE RENT YOU PAY FOR
YOUR ROOM HERE ON EARTH."**

MUHAMMAD ALI

**"REMEMBER THIS - THE PERFECTION OF HELPING OTHERS IS THE
ONLY PERFECTION THERE IS. THIS IS THE ONLY THING WE CAN DO
THAT HAS ANY LASTING MEANING. THIS IS WHY WE'RE HERE."**

ANDRE AGASSI



Get Involved. Be Inspired.

Learn more at www.athletesforhope.org

Athletes for Hope reaches millions of people through its network of athletes, charities, foundations, leagues, teams, and many others. Join the movement.



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