

athletes for hope
PASS THE PASSION



2018 ANNUAL REPORT

Table of Contents

Note from the CEO	1
Mission & Vision	2
Meet Our Team.....	3
Our Partners	4
Programs	
Causeway	5
AFH FIT	7
Starlight Hospital Connect.....	8
AFH University	9
Global Female Empowerment Program	10
Advocacy.....	11
Financial Snapshot.....	12

As Athletes for Hope concludes its 12th year of existence, we are humbled by the many amazing people and organizations who have joined us in our journey.

We owe much of our success to our passionate group of supporters, such as Nike, the Bill & Melinda Gates Foundation (BMGF)W, the Irene W. and C.B. Pennington Foundation, our Board of Directors and so many others. AFH has now grown from its original 12 Founding Athletes to a powerful network of over 6,000 professional, Olympic and college athletes from across 25 different sports. AFH's work has expanded further on the global stage as we have helped to lead a gender equality campaign in Kenya and Tanzania.

This year AFH University expanded its program to a total of 8 college campuses, and we now work with more than 3,000 college athletes who volunteered for more than 4,500 hours over the past year.

We are inspired every day by the work of our athletes who give back to their communities around the world. We continue to increase our impact as the current and future generation of professional, Olympic, and college 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 around the world.

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.

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 6,000 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, Michael O'Hara Lynch, LLC

Peter Roby, Pivot Management Partners

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, COO

Chris Wyttenbach, Vice President

Suzanne Potts, AFH U Director

Dr. Ashleigh Huffman, Global Director of Gender Equality

Taylor Ancell, Athlete Coordinator

Kenya Warren, Program Coordinator, AFH University

Brooke McMillan, Digital Strategy Consultant

Khadevis Robinson, Program Coordinator, AFH University

Megan Oyster, Community Outreach Coordinator

Maddie Kopp, Community Outreach Coordinator

Claudia Saunders, Community Outreach Coordinator



Our Partners

In 2018, we continued to deepen our relationship with several 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 its university program for 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 also supports the AFH U program and connects AFH's member athletes to Marathon Kids chapters and Active Schools around the country, reinforcing the importance of incorporating physical activity before, during, and after the school day.

AFH UNIVERSITY SCHOOLS



FOUNDATION PARTNERS



PROGRAM PARTNERS



PRO-BONO PARTNERS



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.

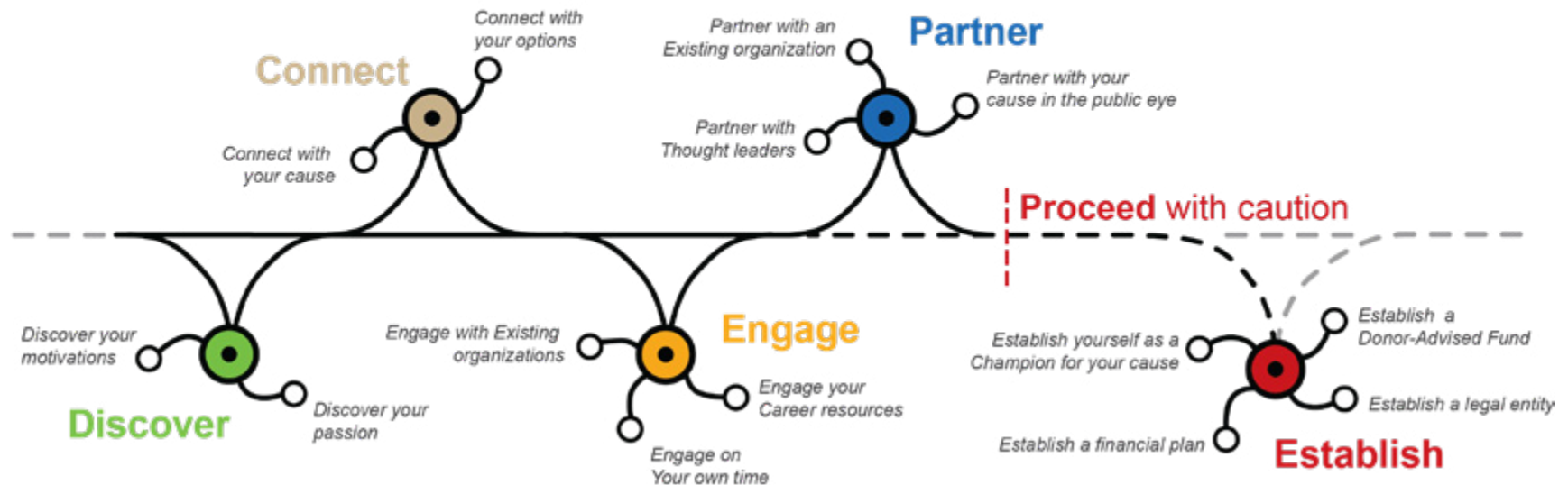


In 2018, AFH facilitated workshops for a variety of leagues and associations, such as:

- NFL
- National Women's Soccer League
- ATP Tour
- Senior Bowl
- USA Volleyball
- USA Archery



Causeway



AFH FIT

AFH FIT is one of the most popular AFH programs as it incorporates two cause areas that AFH members care deeply about: children and physical fitness. With an emphasis on our key partners Active Schools and Marathon Kids, hundreds of AFH members over the past four years have engaged with the AFH Fit program through in-person visits and online engagements.

Marathon Kids is an impactful program that introduces kids to the sport of running by engaging them in weekly running goals, with prizes awarded for each marathon (26.2 miles) completed. AFH member athletes worked with Marathon Kids through a variety of engagement options including in-person visits, online fundraisers, Leadership Academies, and special events.

Active Schools focuses on the importance of staying active in America's schools by advocating that every student should exercise for 60 minutes each day. AFH continues to build a strong relationship with Active Schools by having numerous athletes commit to in-person Active Schools visits. AFH and Active Schools continue to inspire students around the country to make physical activity a priority and keep our kids on the path to becoming healthier adults.

The Power Up! program has been a core part of AFH since 2015. Power Up! provides AFH members the opportunity to develop a deep relationship with a school and its students through structured, monthly in-person visits. Similar to Marathon Kids and Active Schools, the Power Up! program's most important goal is to encourage children to incorporate physical fitness in their lives through fun interactions and relationships with AFH members.



“ATHLETES FOR HOPE HAS BEEN ONE OF THE BEST THINGS THAT I HAVE BEEN INVOLVED WITH SINCE I BEGAN PLAYING PROFESSIONAL SOCCER 4 YEARS AGO. I AM SO THANKFUL FOR THE COUNTLESS OPPORTUNITIES THEY HAVE PROVIDED SO I CAN GIVE BACK TO MY COMMUNITY. I HAVE ALSO GOTTEN THE CHANCE TO BE ON THE AFH TEAM AS THE FIRST PROFESSIONAL ATHLETE INTERN. I HAVE LEARNED SO MUCH AND AM ABLE TO SEE FIRST HAND THE AMAZING WORK THEY DO BEHIND THE SCENES. I AM SO APPRECIATIVE OF THE TIME AND EFFORT THEY PUT IN TO ENSURE THAT ATHLETES AROUND THE COUNTRY ARE INFORMED OF ALL THE AMAZING VOLUNTEER OPPORTUNITIES THAT ARE OUT THERE.”

- Megan Oyster, Professional Soccer Player

Starlight Hospital Connect

Athletes for Hope has continued to build a robust relationship with the Starlight Children's Foundation. Starlight has a goal of improving the hospital experience for children. Our athletes support this goal by hand delivering Starlight Brave Gowns and spending time playing with the kids all over the nation. AFH created more than 60 Starlight connections, including 50 different athletes who visited children in hospitals in more than 20 cities. Additionally, a handful of AFH Members have become Starlight All-Stars, a select group of athletes dedicated to helping Starlight achieve their mission by supporting both their programs and fundraising efforts.



“ I JUST WANTED TO THANK YOU FOR COMING TO UVA AND EXPLAINING THE VALUE OF GIVING BACK. YOU HAVE ALREADY HAD A HUGE IMPACT ON ME AND YOU HAVE PUSHED ME TO DO MORE FOR MY COMMUNITY. THE EXAMPLE OF THE CANCER WALK WAS VERY POWERFUL BECAUSE IT REALLY DID MAKE ME REALIZE THAT A DIFFERENCE OF YOUR OWN CAN MOTIVATE OTHERS TO DO THE SAME AND POTENTIALLY RAISE MORE AWARENESS. THANK YOU AGAIN FOR THIS AMAZING EXPERIENCE AND AGAIN, I WOULD LOVE TO REPRESENT YOUR ORGANIZATION.”

- William Woodall, UVA Men's Tennis

AFH University

The AFH University (AFH U) program continues to grow both in numbers and in depth of relationships in communities. During the 2017-2018 school year, we saw tremendous progress in our AFH University program due to a significant investment of time and resources in measurement and evaluation, leveraging technology more efficiently, expanding our curriculum, working closely with on-the-ground program managers, and hiring an AFH U National Director to lead this program. While we initiated the process of developing and establishing AFH communities in new markets, we simultaneously deepened relationships with existing universities, community partners and student leaders.

We currently have AFH U chapters at the University of Virginia, Louisiana State University, Southern University, Tulane University, Michigan State University, University of Southern California, the University of Connecticut, and most recently, Ohio State University. We anticipate adding two to three new schools in 2019, such as Georgetown University and the University of California in Los Angeles .

Overwhelmingly, we saw nearly a 100% increase in the amount of volunteer hours that AFH U athletes dedicated to communities throughout the U.S. last year.

“ AS A STUDENT-ATHLETE, GIVING BACK TO THE COMMUNITY THAT HAS GIVEN SO MUCH TO ME IS SOMETHING THAT I AM VERY PASSIONATE ABOUT. WATCHING KIDS FACES LIGHT UP WITH EXCITEMENT WHEN YOU WALK INTO THEIR CLASS AS ROLE MODELS WHO ENCOURAGE THEM TO STAY ACTIVE IS SOMETHING THAT I WILL ALWAYS CHERISH. I WOULDN'T HAVE THIS OPPORTUNITY WITHOUT THE HELP OF ATHLETES FOR HOPE AND THEIR CONSTANT SUPPORT.”

- Bailey Higgins, Michigan State Field Hockey



Global Female Empowerment Program

Gender Equality Initiative

We have worked with BMGF for the past five years on a variety of projects. Over the last two years, we have launched a Gender Equality Initiative (GEI) which seeks to accelerate the pace of change and elevate awareness about the benefits of gender equality in Kenya and Tanzania by engaging both athlete and non-athlete influencers, who are now helping to lead conversations around many issues that fall under the umbrella of gender equality.

SXSW Gender Equality Panel

AFH has led panels and discussions at SXSW for the past two years. In 2017, AFH facilitated a 1.0 workshop for the SXSW audience, and in 2018, AFH helped to facilitate a fascinating gender equality discussion that featured ESPN commentator Kate Fagan, Team USA hockey star Hilary Knight, WNBA player Layshia Clarendon, and USWNT Soccer legend Abby Wambach.

#AthletesforProgress Twitter Chat

AFH and the Women's Sports Foundation hosted an #AthletesforProgress Twitter Chat to celebrate International Women's Day. The discussion focused on what we have learned, what is left to be done and how we can get there in the space of gender equality, women, and sports on a global landscape. The chat generated nearly 3 million impressions and reached 1.6 million Twitter users.

“ATHLETES FOR HOPE HAS BEEN AN AMAZING ORGANIZATION TO WORK WITH OVER THE YEARS! ANY LOCATION I'VE LIVED OR TRAINED IN, THEY'VE BEEN ABLE TO CONNECT ME WITH SOME AMAZING COMMUNITY SERVICE OPPORTUNITIES. EVEN WHEN MY SCHEDULE DIDN'T ALLOW TIME FOR ME TO VISIT SCHOOLS THEY HELPED ME FIND VIRTUAL EVENTS I COULD DO FROM ANYWHERE INCLUDING AT HOME AND ON THE ROAD. IT'S ORGANIZATIONS SUCH AS THESE THAT CAN MAKE WHAT WE DO AS TRACK AND FIELD ATHLETES SO REWARDING AND FOR THAT I'M ETERNALLY GRATEFUL! THANKS AFH!”

- Kendra Chambers, USA Track & Field



Advocacy

MENTOR

AFH announced a partnership with the largest mentoring organization in the U.S., MENTOR, in 2018. AFH engaged in a variety of initiatives with MENTOR throughout the year, which included:

- Oversight of a Twitter chat that discussed the importance of mentoring and featured a variety of athletes.
- Coordinated MENTOR flipped videos with several athletes, including a high profile filming with Megan Rapinoe.
- Engaged several AFH athletes around the International Day of Sport and Development in which they participated in interviews about the importance of mentoring and how mentors had helped them get to where they are in their lives.
- Featured AFH athletes in a series of interviews about the importance of physical activity and how it has given them a platform to mentor others.

Do the Write Thing (DTWT)

AFH has connected several Senior Bowl players, NBA players, and athletes from other sports to the DTWT youth writing program, which gives teens an outlet to write about how violence has impacted their lives, and talk about how they plan to be a vehicle for change in their communities in the future. The athletes have been on voting panels for the youth essays, and they have been speakers at ceremonies honoring those students.

Athlete Initiative

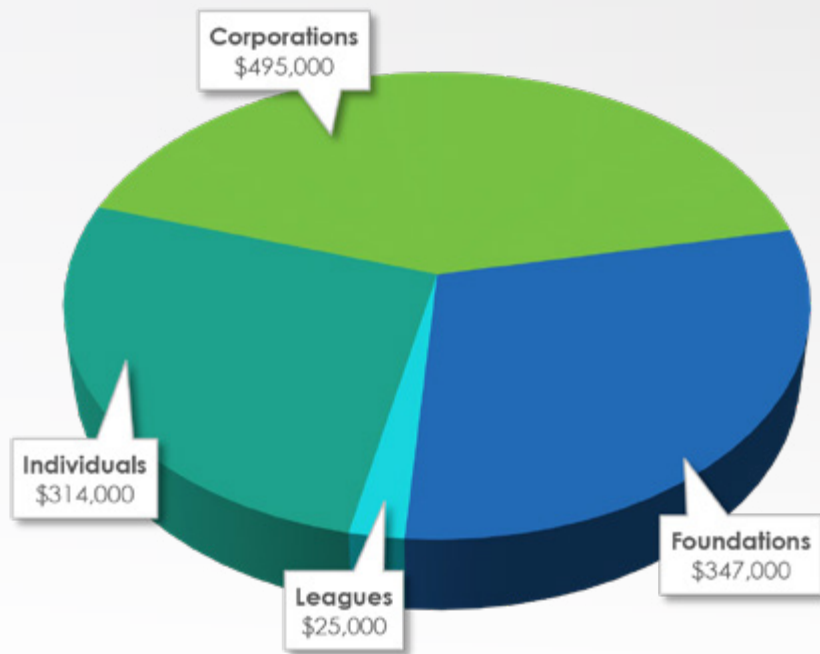
Over the last year, AFH has convened a group of 30 philanthropically-minded professional and Olympic athletes in an effort to work together to increase awareness and advocate for select causes that are pertinent to today's societal issues. The group has now created an action plan and identified social justice and inclusion as the two causes that they would like to support. Over the next several months, this group will engage in a series of activations around these select causes.



Financial Snapshot

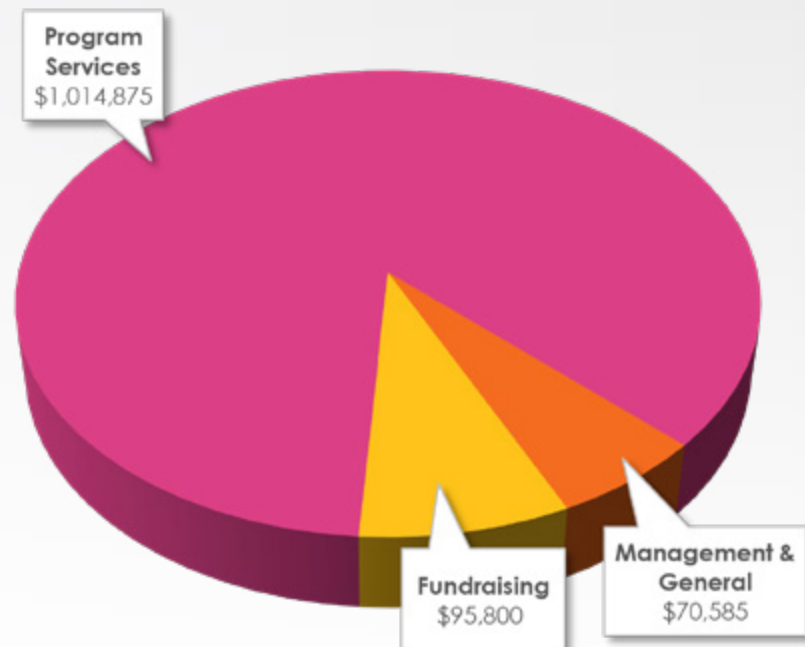
Revenue

\$1,186,000



Expenses

\$1,181,295



**“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.



7900 Tysons One Place, Suite 470
Tysons Corner, VA 22102

contacts@athletesforhope.org
Tel 571-297-8690

