

Athletes for Hope

ANNUAL REPORT

2021



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A Note from Team AFH

While we all lived through another unprecedented year with circumstances that continue to evolve, our unrelenting belief that any athlete, at any level, can make a positive difference in the world has never wavered.



In 2021, we further enhanced our existing **AFH Fit, Hospital Heroes**, and **AFH University** athlete programming by increasing impact through various virtual opportunities and by launching the **Whole Being Athlete Program** to help address athlete mental health.

We were also proud to bolster the advocacy efforts of our athlete network with opportunities that addressed food insecurity, diabetes, children's rights to play sports, public health and much more.

In everything we did throughout 2021, we focused on breaking down barriers and helping athletes recognize their potential to make a difference.

We are endlessly thankful to enter our 16th year of bringing athletes together to educate, inspire, and empower. Thank you to the entire AFH network, particularly our partners and the professional, Olympic, Paralympic and college athletes we work with on a daily basis. The incredible 2021 highlights outlined in this report would not be possible without you.

Here's to many more years of helping make the world a better place; let's make 2022 the most impactful one yet.

Team AFH

Mission & Vision

Mission

Athletes for Hope (AFH) is a 501 (c)(3) non-profit that aims to educate, encourage, and assist athletes in their efforts to engage with community and charitable causes, to increase public awareness of and support for those efforts, and to inspire others to do the same. AFH empowers professional, Olympic, Paralympic and collegiate athletes to channel their energy for a common goal: to make the world a better place.

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.

Along with our Founders, we are breaking down barriers and bringing people together. Through our work, we see a world where all athletes recognize their untapped potential to make a positive impact on the world and follow through by giving their time and energy to supporting the causes they care about.

Educating athletes on their potential to make a positive impact on the world, **connecting** them with the causes they care about & **inspiring** others to do the same.



Our Partners

In 2021, we deepened our relationships with existing partners including Deloitte and ESPN, and established new partnerships with the U.S. Department of Health & Human Services (HHS), Clorox, and the Arizona Community Foundation. **Thanks to all of our partners, we are able to sustain impactful programming that our AFH Athletes leverage to give back to communities all over the country.**

New Partner Highlights



US Department of Health and Human Services

In the spring of 2021, we partnered with HHS to support their nationwide *We Can Do This* COVID-19 vaccine confidence campaign. Through social media campaigns, educational sessions, and athlete activations, AFH activated our network of athletes, teams, leagues, players associations and alike to encourage the public to take all necessary steps to remain safe and healthy.



Clorox

Through our partnership with Clorox, we will focus on expanding our AFH U Program to various Historically Black Colleges and Universities (HBCUs). In 2021, we established AFH U locations at Clark Atlanta University and Morehouse College as well as at Emory University. We look forward to engaging these student-athletes in meaningful, impactful community service and connecting them to opportunities where they are able to experience the benefits of engaging in student leadership.



Arizona Community Foundation

Together with the Arizona Community Foundation, we are working to create a state-wide sports philanthropy program, connecting professional, Olympic, Paralympic, collegiate and retired Arizona athletes to charitable initiatives.

2021 Impact Scorecard

AFH Athlete Impact

Includes professional, Olympic, Paralympic and collegiate athletes



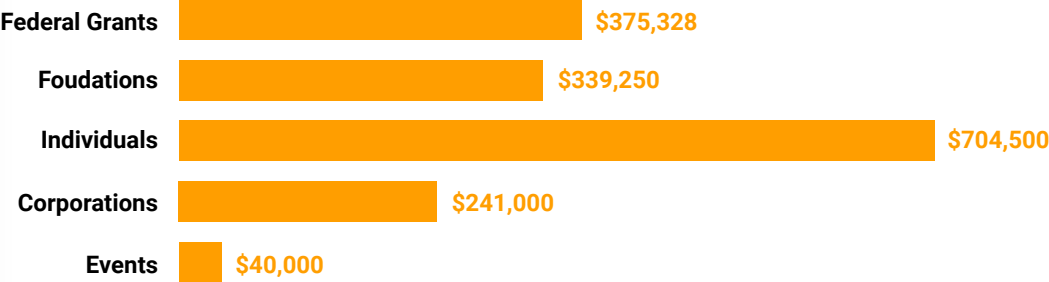
AFH Advocacy Campaigns

400 Athlete Participants

- | | | |
|--|--|---|
| Children's Rights in Sports
Project Play | Mental Health
Whole Being Athlete | COVID-19 Vaccine Confidence
HHS' We Can Do This |
| Holiday Toy Drive
National & local organizations | Food Insecurity
Feeding America National Nutrition Month | |

747.1k Total Reach Across Digital Platforms

\$1,700,078 Dollars Raised in 2021



Survey Results



5/5

Overall AFH U program ranking (5 = Excellent)

100%

Of student-athletes reported being more likely to give back after participating in the AFH U program

92%

Of AFH Fit schools said the program is very important to their class/school

9.9/10

Overall rating from participating schools in AFH Fit Program

100%

Of participating schools said AFH Fit reinforced their school district's PE Curriculum

Causeway

Despite the challenges of the ongoing COVID-19 pandemic, AFH was able to present its series of workshops to several teams and leagues.

AFH reached hundreds of professional football players this year as we facilitated an in-person workshop at the **Reese's Senior Bowl** for the 5th consecutive year and conducted virtual workshops for the **Baltimore Ravens** and **Denver Broncos**. For the 11th year, AFH was invited to conduct a hybrid workshop at the **USA Track and Field** Annual Meetings. In continuing our success with the NWSL, we also led a virtual workshop for **Racing Louisville FC**. AFH was thrilled to expand our work with women's professional hockey as we facilitated workshops for four **Professional Women's Hockey Players Association** (PWHPA) teams at the 2021 Tim Hortons Showcase in Truro, Nova Scotia. Additional workshops were facilitated on college campuses with AFH University this year as we expanded programming to the Atlanta market, brought on new teams from Howard University, and collaborated with NCAA to reach over 250 student-athlete leaders.

Moving into 2022, AFH is developing new workshops for athletes around important topics, such as advocacy, and is breathing new life into existing workshops with the help of our partners at Deloitte.

Complete List of 2022 Workshops

AFH University

- Boston College Softball
- Emory University Athletic Department
- Howard University Football
- Howard University Men's and Women's Golf
- Howard Women's Lacrosse
- Howard University Men's and Women's Soccer
- Morehouse College Athletic Department
- Southern University Softball
- University of Virginia First Years
- Tulane University Freshmen
- Southern University Bowling
- Student-athletes and staff attending the NCAA 2021 Student-Athlete Leadership Forum

Professional, Olympic and Paralympic

- Team Bauer, Boston (PWHPA)
- Team Scotiabank, Calgary (PWHPA)
- Team Sonnet, Toronto (PWHPA)
- Team Harvey's, Montreal (PWHPA)
- Reese's Senior Bowl
- Baltimore Ravens (NFL)
- Denver Broncos (NFL)
- USA Track & Field
- Racing Louisville FC (NWSL)
- District Track Club

“

[AFH's Empowerment Workshop] was really inspiring and made me reflect on how I can make a positive change in my community.”

- NCAA Student-Athlete





Athlete Program Summary

Throughout 2021, AFH continued the work of existing and successful programs like AFH University, AFH Fit, and Hospital Heroes while adding a new mental health program, Whole Being Athlete, in May.

On the following pages, learn about each program's impact and how each continued to adapt in an ever-changing COVID-19 pandemic world.

AFH University Program

As it has for over 8 years, AFH University (AFH U) continued to educate student-athletes through workshops, panels and by launching the **AFH U Sports Philanthropy Certificate** program in 2021.

We held large **9/11 Day of Service** group projects across multiple campuses and communities this year, and featured one main charity event each month to strengthen student-athlete involvement.

We were proud to have added three new AFH U schools in 2021: **Emory University**, **Morehouse College** and **Clark Atlanta University** (starting in early 2022).

The COVID-19 pandemic affected some of our campus participation requiring many virtual-only events, yet we still saw remarkable opportunities to grow in the virtual space with workshops, service and connection to teams. This year, student-athletes completed more than **1,330 hours of service** in **9 different communities** across the US.

AFH University Schools



Emory University
Morehouse College
Clark Atlanta University
University of Virginia
Ohio State University

Michigan State University
Louisiana State University
Southern University
University of Southern California
University of California, Los Angeles

Georgetown University
Tulane University
Howard University



“

I've found such a community with AFH University. I've had so many opportunities to give back that I would have never come across if I hadn't done the program.”

- AFH University Student-Athlete



AFH Fit Program

AFH Fit began its 7th year in the fall of 2021. Building off last year's success, AFH expects **over 150 AFH visits** over the course of the school year. All of the visits this year will be conducted virtually with the potential for in-person visits at the end of the 2022 school year.

AFH Fit connects AFH athletes to underserved schools across the country to teach kids about the importance of daily physical activity through social and emotional learning exercises. AFH Fit's C.H.A.M.P.S. character development curriculum focuses upon six monthly themes: courage, honesty, accountability, mindfulness, perseverance, and sportsmanship. AFH Fit also shares a monthly series of supplemental videos and activities for the hundreds of participating schools around the U.S.

“

Through the AFH Fit program, our students learned about and applied character education skills. They also had the exciting opportunity to learn about new sports and build a relationship with an AFH athlete.”

- AFH Fit Teacher participant



“

The AFH Fit program supplemented a critical need during virtual learning. Students were able to access the content at any time and I used the program materials as part of my students' educational instruction.”

- AFH Fit Teacher participant

Hospital Heroes Program

Since 2007, AFH has connected professional, Olympic and Paralympic athletes to children's hospitals around the U.S. In total, we've facilitated more than 800 in-person visits for AFH members in more than 70 hospitals.

As a result of COVID-19, in-person visits continued to be an unavailable option in 2021. In response, AFH arranged virtual hospital visits for AFH members with existing partners. This past year, AFH connected visits for athletes like **Carli Lloyd** (US Women's National Soccer Team), **Joshua Kelley** (Los Angeles Chargers), **Patrick Jones II** (Minnesota Vikings), **Alex Rigsby Cavallini** (USA Women's Hockey), **Laurenne Ross** (USA Ski and Snowboard) and many more.

Launched in 2021, **Miracle Moments** is an expansion of AFH's Hospital Heroes program. With the support of the Children's Miracle Network, AFH Athletes have the opportunity to virtually connect and bring joy to patients through fun, interactive visits. Additionally, a group of AFH Athletes helped fundraise through a variety of digital events to advance the mission of Children's Miracle Network Hospitals.

“

A patient of ours came to the playroom after his visit with the Los Angeles Chargers. In his words, “this is definitely one of the top 5 best days of my life.” He came in super happy and spoke about his entire conversation with [The Chargers' Joshua Kelley]. He is so grateful that [Athletes for Hope] set up the visit.”

- CMN Hospitals representative

“

After we concluded the visit, one of the patients shared this with us: ‘That took my pain away.’”

- CMN Hospitals representative



Whole Being Athlete Program

Given the well-documented need for increased mental health resources and advocacy since the onset of the COVID-19 pandemic, and the growing demand from athletes who want to engage in this space, AFH launched the **Whole Being Athlete Program** in May 2021. The vision of this program is to build a powerful mental health platform that empowers athletes to share their stories in an effort to raise awareness, access, and acceptance of mental health resources.

Along with establishing strategic partnerships through this program, AFH will:

- Provide mental health education and training to our athlete network
- Expand athlete voice and input in the mental health space
- Cultivate community activations and service related to athlete mental health
- Offer advocacy opportunities with existing mental health organizations

Read some of the athlete stories shared in May of 2021 below.

In 2022, we look forward to expanding on the groundwork that was established this past year in order to end the mental health stigma in sports.



"I've had my own struggles with mental health, and feel it is a topic that is left untouched in many minority communities and the world of sports."

- Natasha Hastings,
Olympic Track and Field

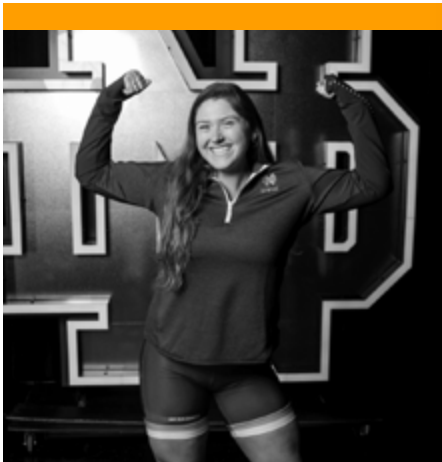
Read Story



"Being a professional athlete comes with pressure and it is tough for everyone but for me prioritizing my mental health is the reason I am still playing today. I want people to know that having a mental illness is not a personal failure."

- Gabby Seiler Kessler,
Professional Soccer

Read Story



"I hope we change the narrative of mental health and instead of viewing these challenges as weakness, we admire the person's effort to do their best each and every day."

- Mariah Parsons,
Notre Dame Rowing '21

Read Story



Campaigns & Initiatives Summary

In 2021, AFH created many new opportunities for athletes to get involved in advocacy campaigns through in-person, social media and digital activations.



Feeding America

AFH partnered with Feeding America to help raise awareness about the urgency of addressing food insecurity during National Nutrition Month. Led by Campaign Champion, **Dalton Risner** of the Denver Broncos, AFH members from all over the country used their platform to raise awareness on the importance of reducing food insecurity. Almost 50 professional, Olympic, and Paralympic AFH athletes participated in the campaign through in-person volunteer opportunities, social media engagements and food donations while hundreds of AFH University student-athletes at Michigan State fully embraced the campaign, and provided over 8,000 meals to the Greater Lansing Area Food Bank. Notably, **Najee Harris** (University of Alabama, Pittsburgh Steelers) and **Patrick Jones II** (University of Pittsburgh, Minnesota Vikings) took time out of their preparations for the NFL Draft to volunteer at food banks in Texas and Virginia, respectively.



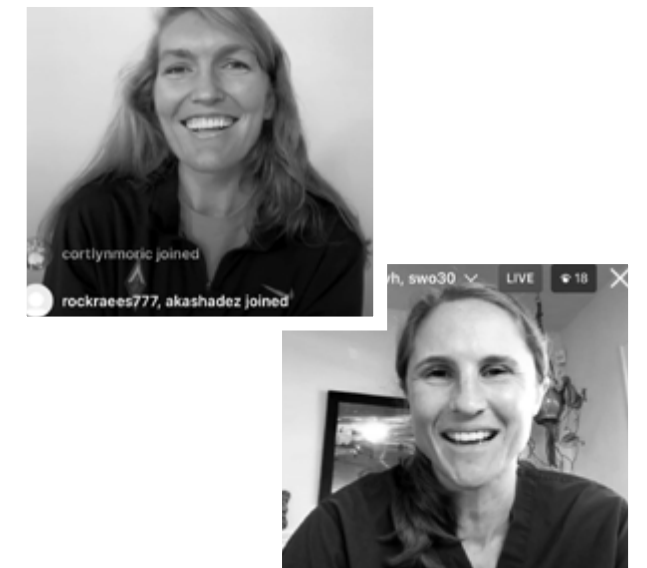
COVID-19 Vaccine Campaign

Throughout 2021, AFH supported HHS' We Can Do This COVID-19 vaccine public confidence campaign through its network of athletes, teams, leagues, universities, athletic conferences, and players associations. AFH recognized the power and influence that athletes have across the country and has leveraged the trusted voices of those who have already made a substantial and positive impact in their communities to raise awareness of the importance of getting the COVID-19 vaccine. To date, AFH has orchestrated partnerships with HHS and the **Big 12** and **Pac-12**, supported HHS social media campaigns throughout the summer of 2021, facilitated an Instagram Live conversation between USWNT's **Dr. Rachel Buehler Van Hollebeke** and the WNBA's **Carolyn Swords** and executed a College Sports Day of Action on social media in the fall of 2021.



Project Hope

AFH partnered with Project Hope to create a coalition of AFH Athletes who will support Project Hope's work in the diabetes space. These athletes either have been diagnosed with or impacted by diabetes, and are dedicated to helping others with similar stories. To date, **Andy Rose** (soccer), **Anissa Gamble** (hockey), **Michelle McGann** (golf), **Noah Gray** (football), and **Sara Groenwegen** (softball) have joined the working group. The group rallied together to support Project Hope on National Diabetes and Giving Tuesday and is planning to stay involved in 2022.



Children's Rights in Sports

AFH partnered with the Aspen Institute's Project Play to create the Children's Bill of Rights in Sports. Almost 500 AFH Athletes have signed the petition, and AFH will continue to support this campaign. As the next phase of AFH's involvement, AFH is helping create a video of support for the initiative, including videos from **Demario Davis** of the Saints, and other high profile AFH Athletes.

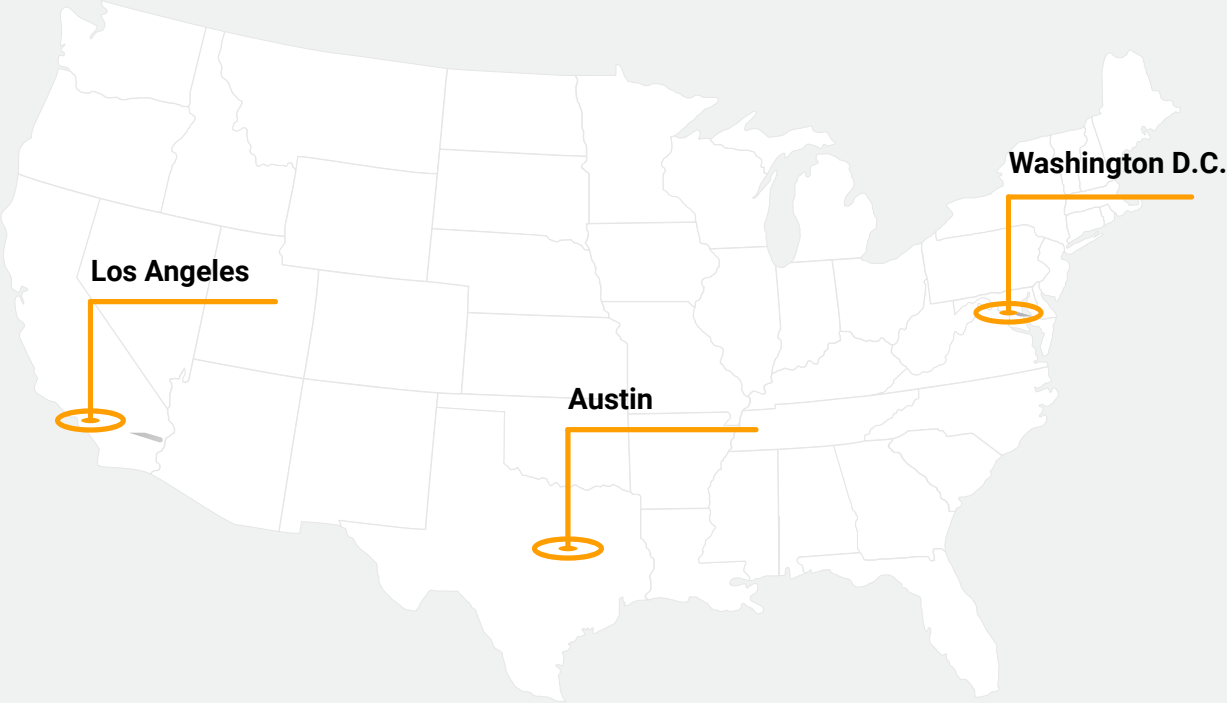
AFH Chapters

Recognizing the need for our expanding roster of athletes to connect across sport and background, and to join forces to help their communities, AFH launched a series of regional athlete chapters in 2021.

From our Southern California Chapter hosting a virtual visit with KEEN LA to our Austin (TX) Chapter volunteering at the Central Texas Food Bank, we have already seen how impactful these groups can be and we look forward to bringing this model to additional markets in 2022.



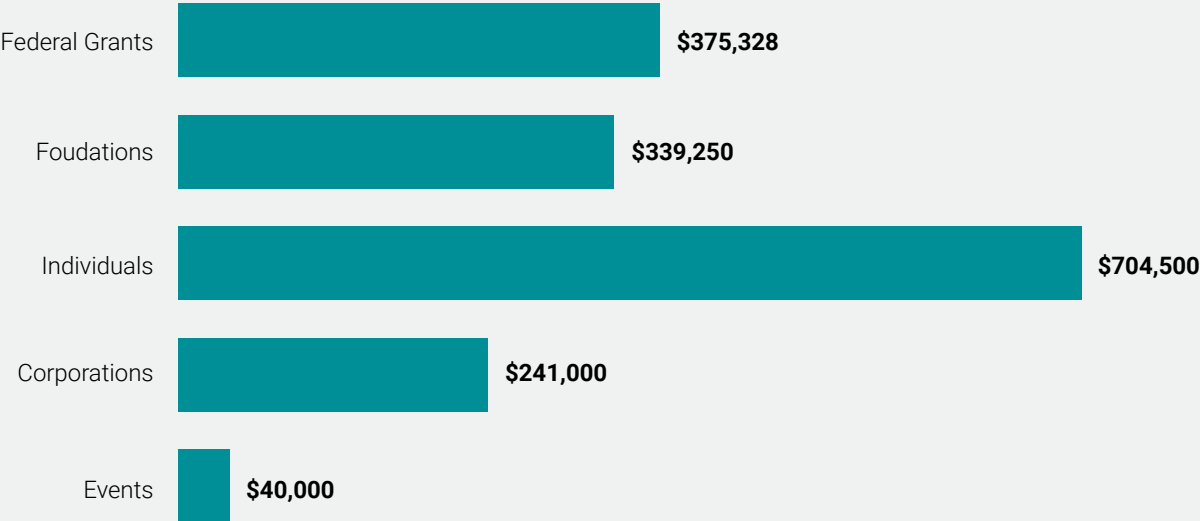
AFH Chapters



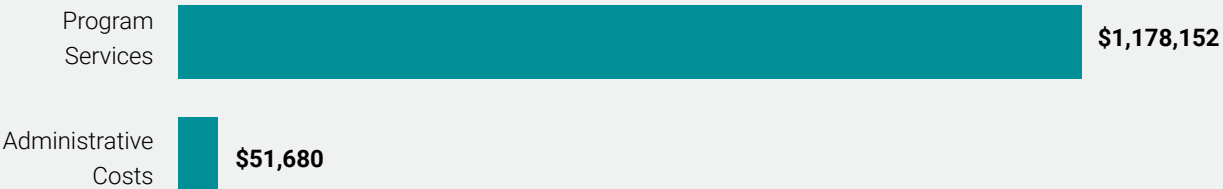
Financial Summary

Despite the unprecedented challenges presented by the COVID-19 pandemic, AFH raised more money than ever before in 2021. Nearly all of the funds raised will go towards supporting our existing and new programs.

2021 Revenue



2021 Expenses



What Athletes Are Saying



"One of my favorite memories is how [AFH has] been able to transition through COVID to do some virtual in-school visits with schools all across the nation. I've been able to run PE classes virtually with them from schools in Washington state, to California, to Texas, to Florida and that's pretty dang cool to have an Olympian teaching their PE class."

- **Monica Abbott**, USA Softball



AFH has helped me to connect with organizations in my local community. I work with them because I want to help inspire the next generation of athletes and kids."

- **Laurenne Ross**, Retired Professional Alpine Skier



Athletes for Hope has taught me that there are many ways in which I can use my platform as an athlete to positively impact my community."

- **Kennedy Jones**, Howard University Women's Soccer



I am just so grateful for Athletes for Hope and all the opportunities that they have given me to make an impact, to empower my community, and to allow me to use my platform in order to find opportunities to give back and spend time with others in the community."

- **Beverly Yanez**, Gotham City FC

Thank you for your continued support this year as we work every single day to help athletes make the world a better place.

Stay up to date throughout 2022 by following us on social media and visiting our website. Here's to a great year ahead.

www.athletesforhope.org





Get Involved. Be Inspired.

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

www.athletesforhope.org

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