

[www.up2ussports.org](http://www.up2ussports.org)

# ANNUAL REPORT

2020-2021

**UP.2US  
SPORTS**





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## CHANGING THE FACE OF NATIONAL SERVICE IN AMERICA...

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What a year it has been. A year in which hundreds of Up2Us Sports Coaches welcomed youth back to the fields, courts and playgrounds across the country. But this year has also been a year of strategic rethinking of what it means to coach and to commit a year to national service at Up2Us Sports.

**We believe** coaching is leadership, and being a coach means behaving responsibly as one of the most powerful role models in young people's lives. We have learned that coaching also means going above and beyond to help young people overcome the stress and anxiety that they have uniquely encountered these past couple of years. That's why we added new training components focused on mental health, focused on empowering girls, and focused on building social emotional learning skills. Our coaches —Up2Us Sports Coaches — are now better equipped than ever before to provide youth a safe and supportive environment that develops their athletic skills and refuels their confidence in their futures.

**We believe** that national service is more than just a commitment to give back to your community. It is a stepping stone to long-term economic mobility. That's why we added one of the most comprehensive career readiness initiatives in the country that focuses on providing every one of our coaches with workshops, training, counseling and other support to pursue future careers. After all, at a time in which employers across America are looking for great employees, who better to represent our future workforce than the young men and women who coach and epitomize the values of leadership, teamwork, time management and inclusivity?

Our roadmap for the future builds off of our continued success at recruiting and supporting the most diverse and racially representative coaching corps and VISTA program in the country. With the support of AmeriCorps, the federal agency for national service, as well as numerous professional teams, corporations and foundations, we are changing the face of national service. In fact, we are changing the face of coaching. These faces reflect the diversity of the communities they serve. These faces include growing numbers of women who inspire the equal participation of girls in sports. And most importantly, these faces represent the greatest asset we have as a country: the determination to overcome adversity.

**Thank you for making our faces of national service, and of coaching, possible.**

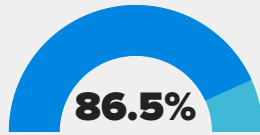
Paul Caccamo  
Founder & CEO



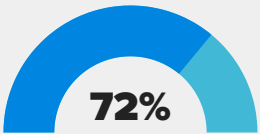
# Up2Us Coach



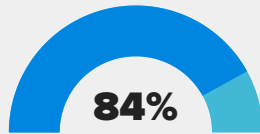
Coaches reporting they will be working, enrolled in school, or volunteering another service year



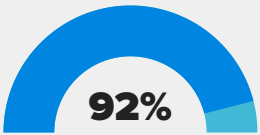
Youth improved SEL



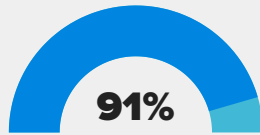
Youth improved cardiovascular health



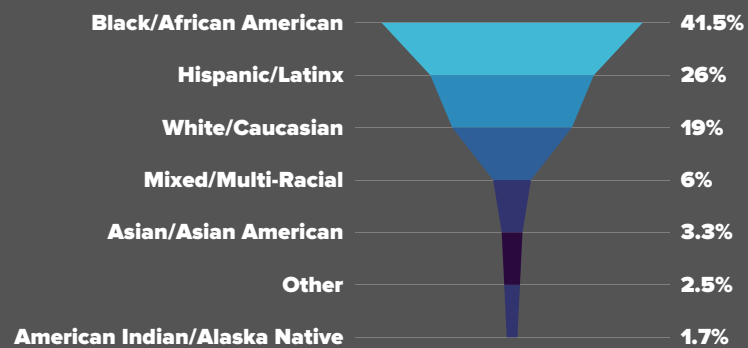
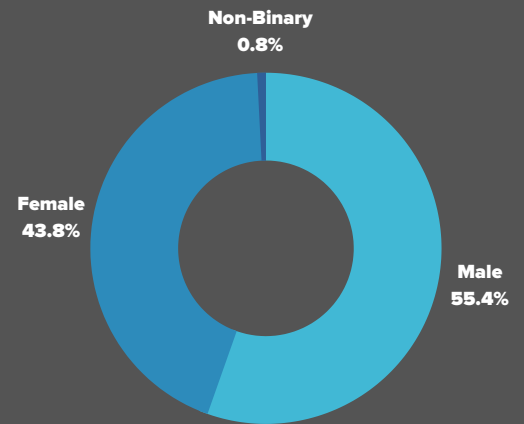
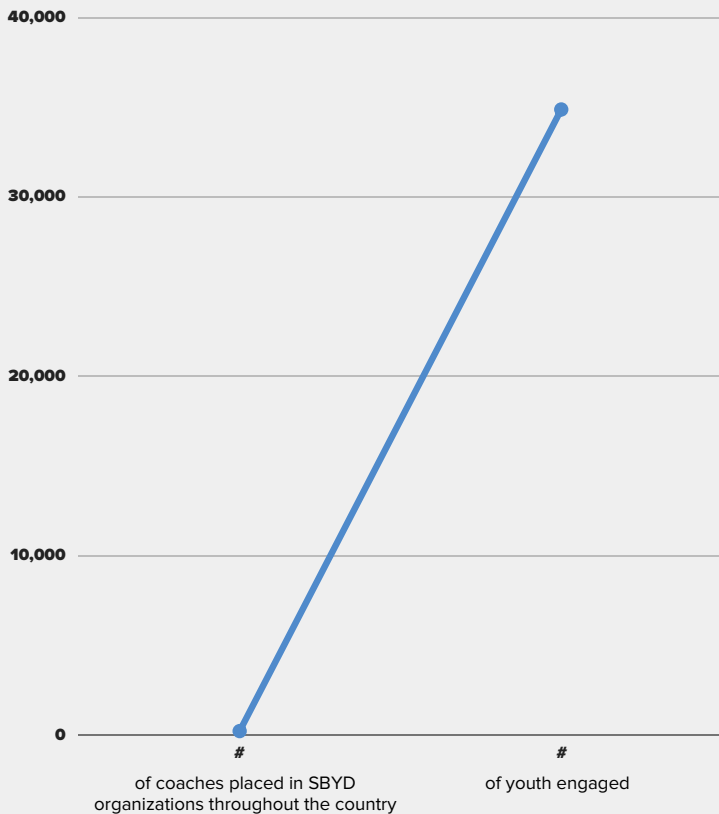
Youth look up to their coach as a role model



Host sites agree that their Up2Us Coach made a positive contribution to their org.



Host sites agree that their Up2Us Coach was a positive role model for the youth in their community





## Host Sites:

- 18th Ward
- 4 Point Play
- A World Fit for Kids
- America SCORES Chicago
- Baltimore Urban Baseball Association (BUBA)
- Banner Neighborhoods Community Corporation
- Barrio Logan
- Beat the Streets Chicago
- Beat the Streets Cleveland
- Beat the Streets Philadelphia
- Belafonte Tacolcy
- Boston Youth Wrestling
- Boxing Out Negativity
- Boys and Girls Club of the Foothills
- Bronx Lacrosse
- Chabad Chayil
- Chester Upland Youth Soccer
- Chicago Soccer Foundation
- Chicago Training Center
- Citizens of the World Silver Lake
- City Squash
- CRIM Fitness Foundation
- DC SCORES
- Dorris Dann Kids Campus
- East Boston Neighborhood Health Center
- Fenway High School
- Firstline Schools
- Flag Star Football Foundation
- FLIPANY
- Friends of Baseball
- Friends of Fort Dupont Ice Arena
- Girls in the Game - Baltimore
- Girls in the Game - Chicago
- GOALS
- Grassroots Tennis and Education
- Greater Tampa Swim Association
- Harlem Lacrosse - Baltimore
- Harold Hunter Foundation
- JT Dorsey Foundation
- Kensington Soccer Club
- Kids in the Game
- KIPP East Primary
- Lacrosse the Nation
- Los Angeles Dodger Foundation
- Lost Boyz Inc.
- Major Adams
- Marillac House
- Memphis Athletic Ministries
- METROSquash
- Miami Marlins Foundation
- Midian Youth Leadership Project
- New Heights
- North Star Community Rowing
- Northern Virginia Wrestling Club
- Notah Begay III Foundation
- Olympic Peninsula Rowing Association
- Parkour Visions
- Peace Players International - Baltimore
- Pro-Com Athletic League
- ReNEW Schools - Dolores T. Aaron Academy
- ReNEW Schools - Schaumburg
- ReNEW Schools - Sci Tech
- Rogue Rowing
- Skate Like A Girl - Bay Area
- Skate Like A Girl - Seattle
- Soccer Without Borders - Aurora
- Soccer Without Borders - Baltimore
- Soccer Without Borders - Greeley
- Soccer Without Borders - Oakland
- Soccer Without Borders - Seattle
- Son of a Saint
- South Bronx United
- Southside Revolution
- SPAAT
- Squash Haven
- SquashSmarts
- Starfinder Foundation
- Street Soccer USA - Bay Area
- Street Soccer USA - Sacramento
- Students Run Philly Style
- Team Up Philly
- Teens Run DC
- Texas Rangers Youth Academy
- The Sanneh Foundation
- The Will Trippley Foundation
- Touching Miami with Love
- Triangle Ultimate
- UCAN
- UMAR Boxing
- Uptown Soccer
- Urban Initiatives
- Vancouver Lake Aquatic Center
- Variety Boys & Girls Club
- Virginia Ramblers Wrestling Club
- WINNERS Lacrosse
- YMCA Camden
- YMCA Philly/Camden
- Youth Enrichment Services
- Youth Mentoring Partnership



# Up2Us VISTA (Full Year)



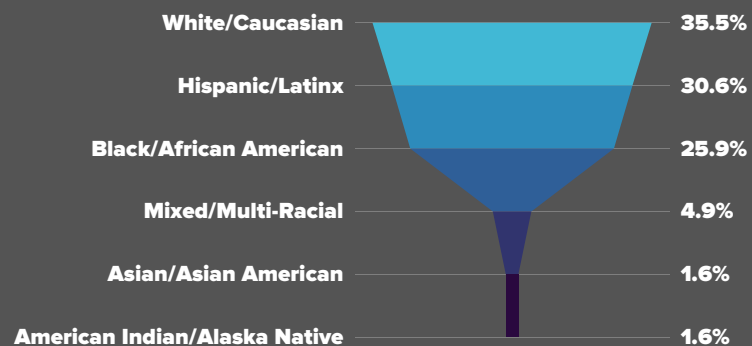
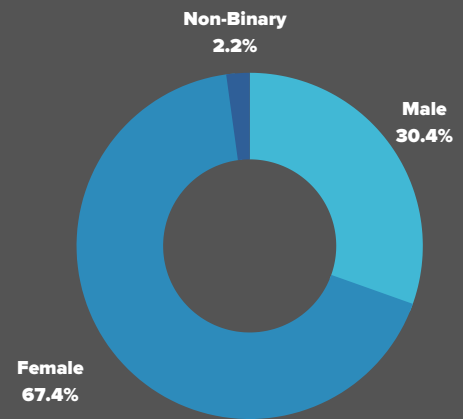
## 73 Full Year VISTAs Placed



## 54 Full Year Host Sites

- A World Fit For Kids!
- Active City
- After-School All-Stars, Los Angeles
- America SCORES Bay Area
- America's Walking Club
- Angel City Sports
- Banner Neighborhoods Community Corporation
- Barrio Logan College Institute
- Beat the Streets Chicago
- Belafonte TACOLCY Center
- Boston Wrestling / Beat the Streets Boston
- Boys & Girls Club of the Foothills
- Boys and Girls Club of Martin County
- Boys and Girls Club of Pasadena
- Bridge To Skate
- BYW
- Cherokee County Family YMCA
- Friends of Baseball
- Friends of Fort Dupont Ice Arena
- George Pocock Rowing Foundation
- Girls on the Run NYC
- Girls on the Run of the Bay Area
- Harold Hunter Foundation
- Homegrown Lacrosse
- KEEN San Francisco
- Kensington Soccer Club
- Kids in the Game
- Lacrosse the Nations
- Midian Leadership Project
- NEWfit
- Opportunity on Deck
- Philadelphia Youth Action
- PowerPlay
- Renaissance Charter School
- Shels

- Skate Like a Girl Seattle
- SOS Outreach
- SOUL
- South Bronx United
- Street Soccer USA Sacramento
- Street Soccer USA San Francisco
- Students Run Philly Style
- The Boys & Girls Club of Burbank and Greater East Valley
- The Miami Marlins Foundation
- The Optimist Club of Overtown
- Three Rivers Rowing Association
- Turn 2 Us
- Up2Us Sports
- Urban Initiatives
- Variety Boys and Girls Club of Queens
- Women Win Foundation
- Women's Sports Foundation
- Woodcraft Rangers





# Up2Us VISTA (Summer)



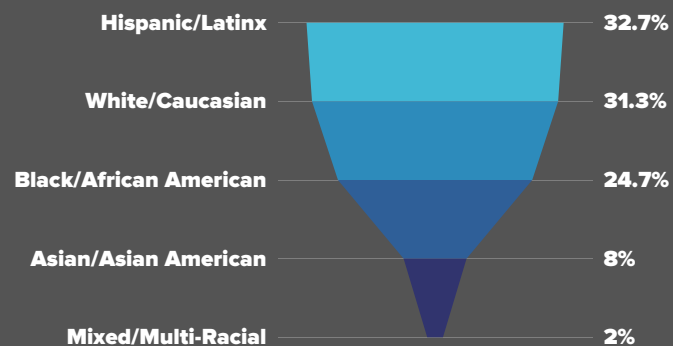
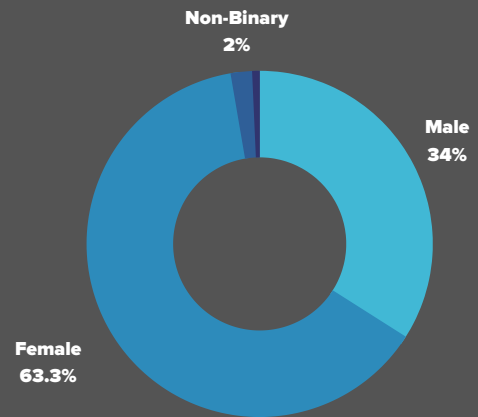
## 186 Full Year VISTAs Placed



## 80 Summer Host Sites

- 18th Ward Sports
- Adventures without limits
- After School All Stars, Los Angeles
- America SCORES Bay Area
- Arthur & Eva Brown Foundation
- Barrio Logan College Institute
- Bay Area Disc Association
- Beat The Streets
- Beat The Streets Baltimore
- Beat The Streets DC
- Beat the Streets New England
- Beat the Streets Nyc
- Beat The Streets Philadelphia
- BLCI
- Boston Youth Wrestling
- Boys and Girls Club of Boston
- Boys and Girls Club of the Foothills
- Chicago Training Center
- Citizens of the World
- Common Ground Relief
- Cornerstone Ice Arena and Sport Center
- Dallas Youth Association
- Dallas Youth Sports
- DELTA
- Dryades YMCA
- East Fairfax Wrestling Coalition
- East Fairfax/Ramblers Wrestling
- Football for the World Foundation
- Fort Dupont Ice Arena
- Friends of Baseball
- Friends of Patterson Park
- Girls in the Game
- Girls Leading Girls
- GOALS
- Harold Hunter foundation
- Hollywood Police Activities League
- Homegrown
- KEEN San Francisco
- Kensington Soccer Club
- Kids Campus
- Kids in the Game
- King County Play Equity Coalition (KCPEC)
- Lacrosse the Nations
- Live Like Blaine
- Metro Squash
- Miami Marlins Foundation
- Project Education Plus
- Pure Game
- Rainbow Labs
- Recess Cleveland
- Shels
- Skate Like A Girl
- Soccer without borders
- South Bronx United
- South End Soccer
- Sports fitness alliance
- Street Soccer USA
- Students Run LA
- Students Run Philly Style
- Sueños Basketball
- Tacolcy sports
- Teens Run DC

- The 18th Ward
- The Felix Organization
- The First Tee of Pittsburgh
- The Median Leadership Project
- The Sanneh Foundation
- Triangle Ultimate
- Up2Us Sports
- Uptown Soccer Academy
- Urban Dove
- USTA New England
- Washington Area Frisbee Club
- Western School of Science and Technology
- Will Trippley Foundation
- Women Win Org
- Women's Sports Foundation
- Youth Mentoring Services
- Youth Run Nola



# Up2Us Training

Up2Us Sports offers the nation's first certification in sports-based youth development, emphasizing the skills that coaches and teachers need to create strong leaders, both on and off the field. In response to the challenges posed by COVID-19 on youth, coaches, and programs alike, Up2Us Sports' training team hosted **68** live online training sessions, as well as their first in-person training session in **12** months.

## # Training Events

2020-2021: **68**

9 Year Total: **680**

## # Training Hours

2020-2021: **176.5**

9 Year Total: **3,704.5**

## # Attendees

2020-2021: **2,779**

9 Year Total: **25,516**



## Noteworthy Training Partners:

- LA84 (Los Angeles Training City Series)
- Tennis 4 America
- Notah Begay III (NB3) Foundation
- New York Knicks
- Southern California Golf Association
- Carter County Drug Prevention
- Laureus Sport for Good
- Elevate Indianapolis
- International Visitor Leadership Program
- Sanneh Foundation
- National Parks and Recreation Association
- Zuni Youth Enrichment Project









## Up2Us Career Readiness

This year, Up2Us Sports has launched its inaugural year of our career readiness service. Our aim is to support the career development of our AmeriCorps service members by turning a passion for sports into a fulfilling career. As service members give back to their communities, our EPIC framework (Explore, Prepare, Invest and Connect) facilitates their personal and professional development both during, and after their service term. This framework ensures that all service members, regardless of what stage they are at in their careers, find tools, positive experiences and networking opportunities to help further their goals.

In the fall of 2021, we will be launching our first round of Career Mapping Workshops, the aim of which is to help our service members set detailed goals for themselves in order to prepare for life after service. The career readiness team will also be holding our first career accelerator event in conjunction with SportsBiz Camps. This event will showcase a range of career pathways within the sports industry, and provide human connections to experienced professionals. This upcoming program year, we will also be hiring our first Assistant National Director for Career Readiness, to help to build on our successes and offer more exciting opportunities to our service members.

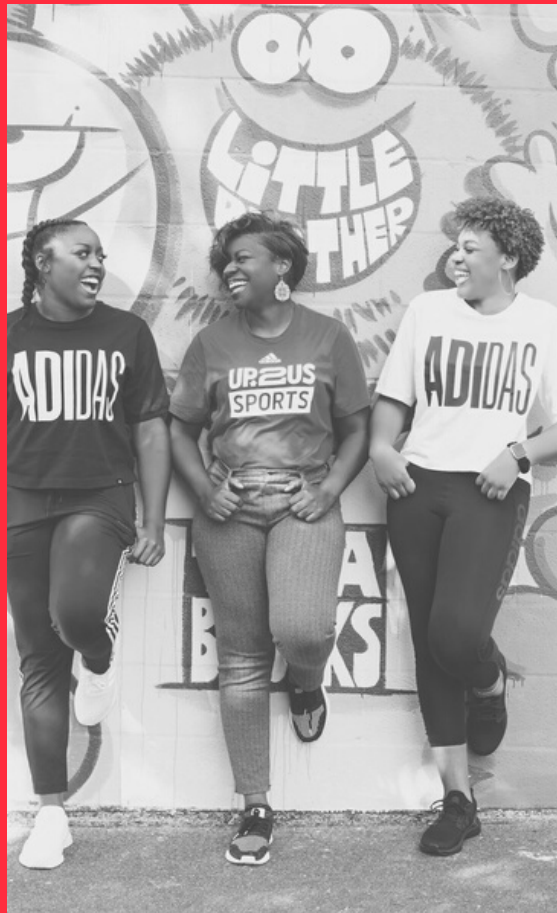


# She Changes the Game

This year, Up2Us Sports celebrated women and girls through our Women & Girls Sports Symposium. For this two-day, virtual symposium, we brought together trailblazing women in the sports industry to speak on the importance of expanding opportunities for women and girls in sports. Highlights include a keynote speech from WNBAPA President Nneka Ogwumike, a daily panel of girls speaking to their sports experiences, and many other conversations on how to strengthen women's voices in the sports industry. Over **675** people attended and were inspired by this event.



**Goal: 50% of Up2Us Sports coaches are women**



Not only did we celebrate women and girls this year, but we also committed to making an even bigger impact on the diversity of our coaches by recruiting a She Changes the Game Project Manager. This pivotal hire for Up2Us Sports will support outreach and recruitment efforts, coordinate impactful educational events, and lead other projects to get more women coaching at Up2Us Sports. As we gear up for 2022-2023, the She Changes the Game Project Manager will be key in reaching our goal—that **50%** of all Up2Us Sports coaches are women.

# Virtual Events

In late 2020, we continued to adapt to the ramifications of the COVID-19 pandemic. We developed several powerful standalone virtual events and event series to provide a platform for crucial conversations and learning within the sports-based youth development community.

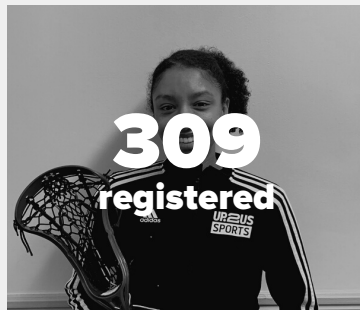


## STANDALONE EVENTS WE HOSTED:



### WOMEN'S SYMPOSIUM

On October 14-15, 2020, in honor of International Day of the Girl, Up2Us Sports partnered with adidas and Girls on the Run International to host a two-day symposium to celebrate trailblazing women in the sports industry. Attendees heard directly from professional athletes, coaches and women executives in the sports field who are paving the way for the next generation of women leaders in sports.



### SOCIAL JUSTICE AND THE POWER OF SPORTS

On December 10, 2020, Up2Us Sports hosted a conversation on the powerful role that sports can play in the fight for social justice and equity in America. The event was presented by Michelob ULTRA and supported by adidas.



### NATIONAL GIRLS AND WOMEN IN SPORTS DAY EVENT

On February 18, 2021, Up2Us Sports celebrated the 35th Annual National Girls and Women in Sports Day with a virtual conversation on sports' important role in keeping girls physically and mentally healthy.



## EVENT SERIES WE HOSTED:

### YOUNG VOICES SERIES

Up2Us Sports' Young Voices Series is a series of one-hour virtual events in collaboration with their partner organizations, that give youth an opportunity to speak about the issues that affect them and their communities most.



### LUNCH & LEARN SERIES

In the spring of 2020, Up2Us Sports launched a new virtual Lunch & Learn series. This series was created to provide coaches, staff, and host-site partners with an educational and interactive environment for knowledge sharing and discussion of research and unique and innovative programming. Through this series, Up2Us Sports has partnered with speakers ranging from academic researchers to grassroots organizers at local sports organizations, who discuss a variety of topics related to sports, nutrition, physical activity, inclusion, social justice, and more.



### VISTA TABLE TALK SERIES

VISTA Table Talk is a virtual series hosted by Up2Us Sports where we provide an opportunity for our VISTA members to come together to discuss the work they're doing and the impact their organizations are making. The goal of VISTA is to provide organizations with capacity-building AmeriCorps members to support organizations' mission to alleviate poverty.





# 8th Annual Up2Us Sports Gala

On June 15, 2021, Up2Us Sports held its 8th annual - and first-ever virtual - gala. The event raised more than **\$130,000** to support the organization, which will go towards training coaches in SBYD and placing them in under-resourced communities.

The evening started with an array of conversations with sports champions including Olympic Legends Jackie Joyner-Kersey, Martin Brodeur, Teresa Edwards and Sebastian Coe, NCAA Basketball Hall of Fame Coach Roy Williams, former NFL Commissioner Paul Tagliabue, Co-Founder and CEO of the WNFC Odessa Jenkins, 2x WNBA Champion Alysha Clark and 9-Year NBA pro John Henson.

Up2Us Sports Ambassador and the NFL's first African American female coach, Collette V. Smith, interviewed the organizations' 2021 Coaches of the Year, Janeicia Neely (KIPP East Primary and The 18th Ward, New Orleans, LA) and Lio Quezada (Northern Virginia Wrestling Club and Virginia Ramblers Wrestling Club, Fairfax, VA).

Other special appearances were made by former pro volleyball player and NY Times bestselling author Gabrielle Reece, world-renowned big-wave surfer Laird Hamilton and actor and producer Naomi Watts. The event was co-hosted by performer, actress, singer and author Sandra Bernhard and Up2Us Sports Founder and CEO, Paul Caccamo.





**AMERICA SCORES**  
New York

**AMERICA SCORES**  
New York

**AMERICA SCORES**  
New York

**AMERICA SCORES**  
New York



## Coach Stories

1

Coach Janeicia Neely was named one of our two Up2Us Sports Coaches of the Year in her first year serving as an Up2Us Coach with [KIPP East Primary](#) and [The 18th Ward](#) in New Orleans. Prior to her service term, she played basketball in Portugal and Switzerland after a standout career at Loyola University New Orleans. Upon her return, she was looking for a way to continue playing while giving back to her community and co-founded [The Club: An Inclusive Basketball League LLC](#), the first sports recreation company to feature an adult women's basketball league in the Greater New Orleans area.

Around that same time, she started her journey in youth development by accepting positions with the [New Orleans Pelicans and Saints](#) as well as through coaching with The 18th Ward nonprofit. Learning of Up2Us Sports during an event hosted by the Up2Us Sports NOLA Team at the Saints' practice facility, Janeicia was interested in the Coach Training Institute and accepted the opportunity to serve as part of the first cohort of Up2Us Sports coaches at The 18th Ward. Watching the students grow in their sports skills, as well as their social and emotional skills has been most rewarding for Coach Janeicia.



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**COACH  
JANEICIA**





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## COACH LIO

## 2

Coach Lio Quezada was our second Up2Us Sports Coach of the Year after his second service year as an Up2Us Coach. He spent his first year serving with the **Virginia Ramblers Wrestling Club** and his second with the **Northern Virginia Wrestling Club (NOVA)** in Fairfax, Virginia. Lio is an individual who is passionate about the growth of his youth both on and off the mat and has been highlighted by both the Washington Post and Telemundo because of his work with youth.

Davis, a wrestler who Lio recruited to be part of the NOVA wrestling club and Fairfax High School teams, is a student Lio had a strong connection with immediately because both of their parents were immigrants from El Salvador. Davis had been in and out of trouble growing up, which made him more susceptible to going down the wrong path, something Lio himself had experienced when he was younger. Up2Us Sports enabled their connection and Davis' determination will stick with Lio forever. He wouldn't be the same without the positive role models sports put into his own life and he is so glad that he has been able to give something so meaningful back.

# VISTA Stories

Faced with the challenges of capacity-building in a global pandemic, Up2Us Sports VISTAs leaned on their resourcefulness and ability to pivot to help ensure youth sports organizations nationwide remained open.



Tyrell Lucas, serving at Midian Leadership Project in West Virginia as a Facility Development VISTA, was able to raise **\$300,000** for the organization during his year of service. These funds enabled the organization to secure a space in the heart of their target community to host safe programming for both youth and adults. The funds have also added value to the space, as the organization was able to add a basketball court, kitchen and video game consoles for the community to use. Tyrell's dedication to securing funding and working with the city to find a space that met the needs of the organization has provided a safe environment for recreation, academic support and community events. Tyrell is currently serving in his second VISTA term with the Midian Leadership Project.

Similarly, Cara Sherpa, the Alumni Coordinator VISTA at SOS Outreach in Edwards, Colorado, launched their alumni network and has successfully engaged 175 active members. In mountain towns where snow sports reign supreme, many locals lack access to these sports. SOS is rooted in mentorship and providing access for youth to mountain sports. As an alumni of the program herself, Cara brings an authentic and personal voice to her role that's helped establish quality relationships resulting in over a dozen program graduates obtaining full time career placement through SOS's outdoor partners. Cara's work has also led to increasing individual and corporate giving by **\$150,000**. Cara is currently serving in her second VISTA term with SOS outreach.

The Up2Us VISTA program provides capacity-building support to grassroots youth sports organizations, supplying the "people power" needed to offer meaningful programming to the communities they serve.





# Groundbreaking Partnership: Allstate



## Did you notice that Up2Us Sports Coaches are proudly wearing a new corporate logo on their uniforms?

In 2021, Up2Us Sports embarked on a groundbreaking new partnership with Allstate and the Allstate Foundation. At a critical time in which kids are returning to playing fields across the country, Allstate has sponsored our national effort to provide coaches as mentors in more than **22** urban communities. Their support is making it possible for youth to learn life skills through sports in safe and caring environments.

But Allstate support means even more! Thanks to Allstate, Up2Us Sports launched our groundbreaking Career Readiness Initiative. This program provides our coaches with additional training, workshops, counseling, and career planning to use their experience at Up2Us Sports as a launching pad for their long-term economic success. Today, Up2Us Sports coaches are not only serving the youth in their communities but they are also connecting to professionals in different sectors including nonprofit management, education, sports marketing and management, and even sports hospitality. With the help of Allstate, Up2Us Sports also launched a Career Readiness Advisory Board that includes industry leaders committed to making national service through Up2Us Sports a pathway to meaningful careers.





# Financials

## REVENUE AND SUPPORT

Contributions	<b>\$2,155,535.00</b>
Government Grants	<b>\$2,902,944.00</b>
Contract Income	<b>\$1,862,054.00</b>
Donated Services	<b>\$241,078.00</b>
Consulting Income	<b>\$49,451.00</b>
Special Event Income	<b>\$79,038.00</b>
Other Income	<b>\$20,346.00</b>
<b>Total</b>	<b>\$7,310,446.00</b>





# DONOR / SPONSORS

## **1,000,000+**

AmeriCorps

## **100,000 - 999,999**

adidas

The Allstate Foundation

AmeriCorps California Volunteers

AmeriCorps PennSERVE

AmeriCorps Serve Illinois

AmeriCorps Serve Washington

AmeriCorps Volunteer Louisiana

Anheuser-Busch, LLC

Baltimore Ravens

Booth Ferris Foundation

Miami HEAT Charitable Fund

The Philadelphia Foundation

Tennessee Department of Human Services

## **25,000 - 99,999**

Fox Sports

Harris Family Charitable Foundation

Hoffberger Foundation

Jeff Records

Sixers Youth Foundation (Philadelphia 76ers)

South Baltimore Gateway Partnership

## **10,000 - 24,999**

The Abell Foundation

Kim & Judy Davis

Trish & Phil Desantis

Gatorade

Abby McKenna

Mirnahill Foundation

Prince Charitable Trusts

John B. Wood

Nick Wood

## **2,500 - 9,999**

David & Lisa Auerbach

Jonathan Barry

Brian Hegarty

Institute of Mental Hygiene

Deborah Larkin

Next Jump, Inc.

The NFL Foundation

Dave Pace

Lori Schweitzer

Urban Play

VCNA Prairie LLC

## **1,000 - 2,499**

Alfred & Susan Caccamo

Mark Choi

Rebecca Fishman-Lipse

Global Liquidity Partners

Matthew Grandis

Robert Helmholz

Robert Hotaling

Michael Kohlhagen

Suzanne Lobo Maguire

Marie Mooney & Robert Basile

Robert Moore

Paul O'Neill

Pam Shriver Fund

Bill Peters

Sarah Robarts

Barbara Stewart

Pete Walsh

Wawa Foundation

## **500 - 999**

Sarah Artes

Benevity Community Impact Fund

Richard Brereton

Emma Caccamo

Joseph Caccamo

Marcie Caccamo

Wendy Campolattaro

Thomas Claps

John Clare

Curtis Cole

Joseph Gaffigan

Timothy Hester

Impact Deposits Corporation

Drew Lieberman

Abigail Lloyd

Melinda Maxfield

Hsiaolei & Jaclyn Miller

Ed Moffatt

Louis Salerno

Patricia Schumacher

Sarbjit Singh

Susquehanna International Group LLP

## **100 - 499**

Robert Bagans

Gregg Bard

Kerin Torpey Bashaw

Nicholas Beckman



Jeffrey Bradley  
Burton Brody  
Tricia Brown  
Mark Burchill  
John Burr  
Wendy & Gene Butera  
David Caccamo  
John & Sarah Caccamo  
Paul Caccamo  
Patrick Callahan  
Doug Campbell  
Jason Cantor  
Asad Chaudry  
Allan Colaco  
John Corelli  
Louise M. Cornetta  
Paul Cronin  
Jorge & Susana Cerruti  
Patrick Edgar  
Anne Eckert  
The Doctors Company  
Aaron Dworkin  
John Floegel  
Patrick Fogarty  
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Trudy Nelson

James O'Connell  
Patrick O'Neill  
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Dan Patyk  
Nicole Ream  
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Rick Sacks  
John Sculli  
Angela Smith  
Patrick Smith  
Elizabeth Thompson  
Elizabeth Vega  
Amy Vondra  
Tim Walsh  
Demetrius Warrick  
Scott Weinfield  
Rebecca Westby  
Dave Wetzstein  
Peter White  
Barbara Wiechmann

Oliveria Smith  
Erik Szelest  
Brady Tieland  
Amy Tilling  
Cheria Thomas  
Charlie Welsh  
Angela Wiggins  
Noa Yakir  
Marlee Zubek

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Katie Adams  
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