

# The PLAYERSNEXT Foundation for Kids, Inc.

a 501(c)3 non-profit

*Developing Our Next Generation Through Sports*



PLAYERSNEXT™





## ***The Challenge***

***Over the past twenty years, while college and professional sports have seen extraordinary financial growth, the cost and complexity of youth sports have made this important experience unviable for many families, especially in underserved communities.***

***Furthermore, during this same period, the once core attributes of youth sports - fun, fitness, teamwork and life skills - have been replaced by pressure, individualism and unrealistic goals.***

## ***Our Mission***

***In partnership with leading universities,  
The PLAYERSNEXT Foundation will deliver  
critical resources and sustainable financial support  
to school athletics and community sports organizations.***

***As part of this broader strategy,  
PLAYERSNEXT will prioritize underserved communities,  
as well as diversity and inclusion initiatives,  
to inspire and empower all kids to reach for their dreams.***



*Our Values*

**INSPIRE**

**EMPOWER**

**SUPPORT**

# Inspire



- *Make youth sports accessible and affordable for all!*
- Support inclusive programming that enhances existing sports organizations.
- Level the playing field in developing our next generation of leaders through sports.
- Promote activities that integrate youth sports, the community and career development.
- Provide important advocacy to our stakeholders and the industry.

# Empower



- *Develop the Total Student Athlete!*
- Important life skills, leadership and career development programming.
- Mentoring programs connecting current and former athletes with today's student-athletes.
- Educational and career experiences that leverage community leaders.
- Merit and need based grants/scholarships.

# Support

- *Generate sustainable community funding!*
- Provide resources and tools for school athletics, community programs and families.
- Develop inspirational events that enhance the youth sports experience.
- Improve access and opportunity for girls and underserved demographics.
- Leverage technology to share information, expert advice and best practices.



# Strategy

Local, Innovative, Scalable

**The PLAYERSNEXT Foundation is a 501(c)3 non-profit corporation.**

The organization will receive annual funding from PLAYERSNEXT, Inc., a sports marketing, media and technology venture, as well as corporate partners, college/professional sports, institutional grants and major gifts from individual benefactors.

In turn, The *PLAYERSNEXT* Foundation will provide direct grants, resources, technology subscriptions, programming, scholarships and internships to underserved organizations and families in the communities we serve.

The *PLAYERSNEXT* Foundation will scale and deliver these resources through local schools, programs, teams and youth-based charities. This inclusive partnering will provide the organization with unique local knowledge critical to executing our strategy.

Each state will launch with a founding major university partner, focusing on community engagement and providing support in their surrounding region. Over the ensuing years, local chapters with nearby university partners will extend across the each state.

These qualitative and supplemental resources are designed to inspire, empower and support student-athletes, parents and coaches, while eliminating the cultural, financial and logistical barriers to these valuable growth opportunities.

# Major Gifts

One Gift, One Dream, One World

*Create a unique legacy that will impact young lives for generations to come.*

## **Circle of Champions**

Individual, corporate or institutional endowments from \$100,000 to \$1,000,000+.  
Each endowment includes a national legacy opportunity to a program, scholarship, event or award.  
Champions will also be invited to unique leadership and VIP events.

## **Strategic Grants**

Individual, corporate or institutional grants from \$25,000 to \$50,000.  
Each grant includes free App subscriptions, targeted programming, internship or award  
naming rights, as well as inclusion in unique events.

## **Founders Club**

Individual or business contributions from \$1,000 up to \$10,000.  
Each donation provides free App subscriptions and programming to underserved schools,  
programs and teams of your choice.

# Hometown Heroes!

## The Power of Main Street

*We're proud to offer a variety ways to help bring our mission to life!*

### **Community Patrons**

Make a personal or business contribution of \$500 or \$1,000.  
Engage friends and colleagues to visit our website and join our community.

### **Coming Soon! The PLAYERSNEXT Store**

Shop our marketplace of donated products, events, experiences and memorabilia.  
Sports, dining, entertainment, products, travel and much more – with all proceeds supporting our mission.

### **Fan Club**

Make a personal or business contribution of \$100 or \$250.  
Engage friends and colleagues to visit our website and join our community.

# Giving Instructions

Let's Get Started!

## PLAYERSNEXT FOUNDATION FOR KIDS, INC.

BUSINESS ID:  
BUSINESS TYPE:  
IRS TAXPAYER ID  
GUIDESTAR Certified

INDIANA - 201410210010  
501(c)3 – Domestic Non-Profit Corporation  
47-2502939  
Visit: [guidestar.org](http://guidestar.org)

Search: PLAYERSNEXT Foundation

## WIRE:

BANK:  
INSTRUCTIONS:

WELLS FARGO BANK  
Routing#: 121000248

Meadowmont Branch, Chapel Hill, NC  
Account#: 9055630454

## CHECK:

PAYABLE TO:  
MAIL/OVERNIGHT TO:  
=

**The PLAYERSNEXT Foundation**  
The PLAYERSNEXT Foundation

1095 Burning Tree Drive, Chapel Hill, NC 27517

## CREDIT CARD:

From \$100 to \$5,000.

Visit: [playersnext.com](http://playersnext.com)

Click: **DONATE** Follow prompts to checkout.

## QUESTIONS:

email: [members@playersnext.com](mailto:members@playersnext.com)