

# **The PLAYERSNEXT Foundation for Kids, Inc.**

a 501(c)3 non-profit

*Developing Our Next Generation Through Sports*



**PLAYERSNEXT™**



## *The Opportunity*

**Kids that play sports and remain physically active are...**

**60%** - *More likely to live a healthy lifestyle as adults.*

**40%** - *More likely to graduate from high school.*

**35%** - *Higher GPA and test scores.*

**25%** - *More likely to go to college.*

# The Problem



Over the past 25 years, youth sports has experienced unprecedented growth.

During this time, the cost and complexity of youth sports, as well as budget cuts to school and community athletics, have made this valuable experience ***unviable for many families.***

Furthermore, in the current ***pay for play*** era, the once core attributes of fun, fitness and teamwork have been replaced by pressure, specialization, individualism and unrealistic goals.

These trends have left families chasing fragmented and expensive solutions, and created a significant demand for expert ***information, guidance and support.***

## ***Our Solution***

***In partnership with leading universities,  
The PLAYERSNEXT Foundation will deliver  
innovative athletic and life skills programming,  
together with critical financial support  
to local schools, programs and teams,  
with an emphasis on underserved  
segments and communities.***

# Inspire



- ***Local, accessible & fun!***
- Deliver innovative athletic, life skills and leadership programming.
- Facilitate in-person and virtual athletic experiences with university partners.
- Engage college student-athletes as volunteers, interns, mentors and guest speakers.
- Foster opportunity, ambition and community spirit from elementary through high school.

# Empower



- ***Develop the Total Student Athlete!***
- Mentoring programs connecting current and former athletes with today's student-athletes.
- Provide free access to developmental technology and media resources.
- Educational and career experiences that leverage community leaders.
- Merit and need based grants/scholarships.

# Support

- ***Generate sustainable community resources!***
- Develop inspirational events that enhance the youth sports experience.
- Improve access and opportunity for girls and underserved demographics.
- Provide direct grants and programming to schools, community programs and local teams.
- Promote activities that integrate youth sports, the community and career development.



# Strategy

Local, Innovative, Scalable

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

In turn, The *PLAYERSNEXT* Foundation will provide direct grants, resources, subscriptions, scholarships and internships to schools and youth based organizations that align with mission and core values.

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

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.



# ***Giving***

One Gift, One Dream, One World

## **Major Gifts**

Individual or institutional endowments from \$100,000 to \$1,000,000+.  
Each endowment includes a national legacy opportunity to a program, scholarship, event or award.

## **Strategic Grants**

Corporate or institutional grants from \$25,000 to \$100,000+.  
Each grant includes targeted, programming, scholarships and internships.

## **Corporate Champions Club**

Individual or business contributions from \$1,000 up to \$25,000+.  
Each donation includes a regional branding and marketing benefits.

## **Founders Club**

Individual or families from \$500 up to \$25,000+.  
Each donation includes recognition and targeted programming.

## **Fan Club**

Make a personal or business contribution of \$100, \$250 or \$500.

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

Shop our marketplace of donated products, events, experiences and memorabilia.

# Giving Instructions

Let's Get Started!

## **PLAYERSNEXT FOUNDATION FOR KIDS, INC.**

BUSINESS ID: INDIANA - 201410210010  
BUSINESS TYPE: 501(c)3 – Domestic Non-Profit Corporation  
IRS TAXPAYER ID 47-2502939

## **WIRE:**

BANK: WELLS FARGO BANK Meadowmont Branch, Chapel Hill, NC  
INSTRUCTIONS: Routing#: 121000248 Account#: 9055630454

## **CHECK:**

PAYABLE TO: **The PLAYERSNEXT Foundation**  
MAIL/OVERNIGHT TO: The PLAYERSNEXT Foundation 1095 Burning Tree Drive, Chapel Hill, NC 27517  
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## **CREDIT CARD:**

From \$100 to \$5,000.

Email: [katie@playersnext.com](mailto:katie@playersnext.com)

Instructions will be provided.

## **QUESTIONS:**

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



*Our Values*

**INSPIRE**

**EMPOWER**

**SUPPORT**