

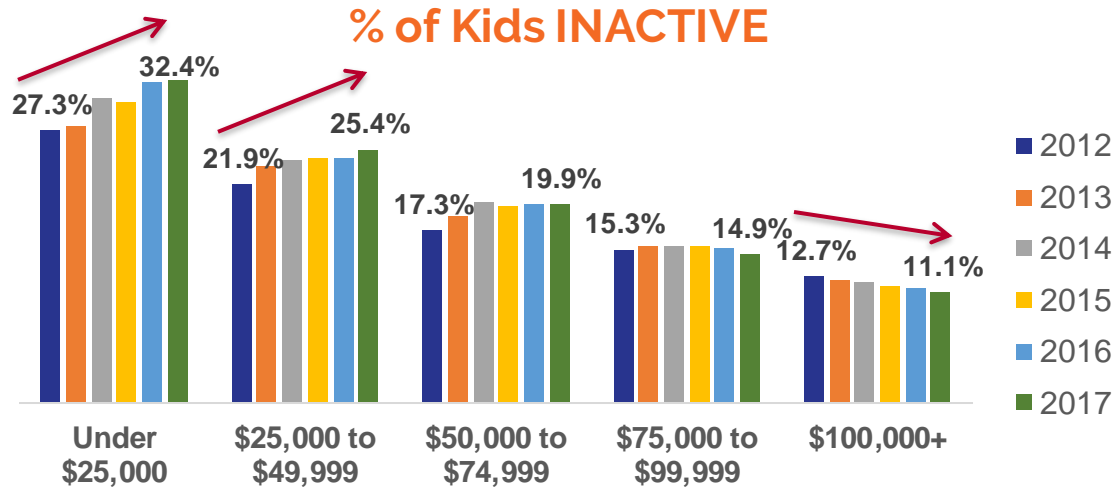
# OVERVIEW OF ONE OF OUR TWO STAR PROGRAMS



# SOLVES **1** BIG ISSUE KIDS FACE IN PLAYING SPORTS

## **62%** OF KIDS CAN'T AFFORD TO PLAY SPORTS

### Kids In Low Income Families Are Less Active



Not active 1 time in the last year in 105 different activities

### Low Income Limits Accessibility to Sports

- ➡ Only **27%** of kids from low income families play team sports vs. **46%** of kids from high income families
- ➡ Serious sports programs can cost from \$1,000 to \$5,000+ per year
- ➡ Plus, Sports prepare kids for life & being successful
  - 94% of executives played team sports as kids
  - Sport builds confidence, structure, teamwork, etc.



# Helping Kids Afford To Play Sports

*We Pay. Kids Play.*



*Tested, Proven  
And Efficient*



**PHIT AMERICA™**

# The High Cost of Youth Sports is Well Documented...

*The Atlantic*

“Income Inequality Explains the Decline of Youth Sports”

TIME

“The Astronomical Cost of Kids’ Sports”



“The High Cost Of Kids’ Sports”

# Gets Kids Playing Sports By Helping To Overcome The Cost To Play



- ➔ The PASS is an **easy-to-use online platform** allowing low-income families to apply for “Sportsidies” up to \$150 to cover after-school & other sports registration fees
- ➔ Funds are sent to a specific sports program **for the benefit of a specific child**  
...Contributing organizations are spotlighted
- ➔ The PASS is a proven process for reaching families, verifying need, and supporting those kids who need the support to get and stay in the game

# We Have an Eight-Year History of Providing Low-Income Kids Access to Sports



Our proven process for reaching families, verifying need, and supporting those kids who need help *getting* and *staying* in the game.

- ➔ Over 13,000+ scholarships for kids
- ➔ 56% B / 44%G
- ➔ 200+ youth sports organizations
- ➔ 70 different activities across 31 states

## Testimonials - The impact of giving kids access to sport.



*"Thank you KIDS in the GAME & Nike for providing a financial investment in sports and children. My son just received a grant to continue playing baseball. **Now, my son has his baseball smile again.**"*

*"My daughter continues to dance her heart out thanks to Nike and Kids in the Game! Dance lessons to her means more than just a fun hobby; It's also a way to stay fit and healthy. She walks in to dance with worries and stress and walks out feeling positive and **ready to conquer anything that comes her way.**"*

*"Suddenly I needed to pay for my daughters' basketball at the YMCA. I used money that was meant to pay my gas and electric bill, since I had no money coming in. **She loves playing basketball more than anything.** It warms my heart that she gets to participate, despite the trouble I had paying for her participation."*



ACTIVE KIDS → HEALTHY KIDS → BETTER STUDENTS

For more information, please contact:

**JIM BAUGH 561.529.2989**

[Jim@PHITAmerica.org](mailto:Jim@PHITAmerica.org)

- Founder, PHIT America, a 501(c)(3) Non-Profit
- Veteran Sports Industry Executive
- Former President of Wilson Sporting Goods
- Sports Industry Hall of Fame, Tennis Industry Hall of Fame
- 20 Year Leader In Promoting Increased Physical Activity For Better Health



*Don't Forget To Check Out The AMPED Program*

