



2023 ANNUAL REPORT



Helping Kids Get IN the Game
insportsfoundation.org





VISION

Helping Kids Get IN the Game

MISSION

As a nonprofit organization, our mission and purpose at the InSports Foundation is to help more kids participate in sports. To accomplish this objective, InSports provides financial assistance and sporting opportunities for kids to get in the game, enabling them to become active, confident, and successful team leaders in their communities.



A MESSAGE FROM ANDREW

Dear Supporters and Sponsors,

I want to express my gratitude to each and every one of you who has supported the InSports Foundation. Back in 2014, when Max Smith, the founder of InSports, came to me as we were both college students at Concordia Moorhead, I saw his vision and passion for helping kids play sports. At that moment, we didn't have a clear roadmap, but we shared a common purpose: to make a difference in the lives of children through sports. To date, we have impacted over 60,000 kids through sports, and none of what we do would be possible without your support! Your belief in our mission to empower kids and get them actively involved has been the driving force behind our success! In 2023, over 6,500 kids were directly impacted through the InSports Foundation's three programs: InSports Days, Scholarships, and Team Sponsorships.

Reflecting on 2023, my first full year as the Director, I am so excited to share it was a tremendous success! We reached thousands of kids, helping them lead healthier, more active lives, and teaching them techniques on ways to become the best versions of themselves. But this is just the beginning. As we step into 2024, we are anticipating a breakout year, impacting even more young lives through sports!

It seems like we've finally moved beyond the Covid-19 pandemic, but I think another crisis is going unnoticed: the pandemic of mental health issues in children and the lack of emphasis on physical education. At our core, we believe that sports and increased physical education can help solve this problem. When you play sports, you're not just running, kicking, or shooting, you're learning life skills. Setting goals becomes second nature, and as you improve, your self-confidence grows. But it's not just about winning games; it's about teamwork, resilience, and self-regulation. These are the pillars we teach at all our InSports days through our curriculum called "Be the Best You."

After reviewing the annual report and looking back on the last 10 years, the work we've accomplished is incredible, yet I know we're only scratching the surface. The future holds incredible promise for the InSports Foundation, and I can't wait for you to witness and join us on our journey.

Your commitment and support mean the world to us!

Let's continue helping kids get in the game.



Andrew Deters
InSports Foundation Executive Director

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“

Basketball has always been a huge part of my life but this sport really grew a huge impact on me once my mom passed away because it was the only thing that could help me cope and take my mind off things.

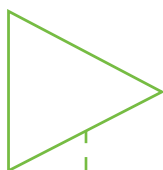
Aurianna Terry, Basketball



IMPACT

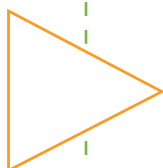
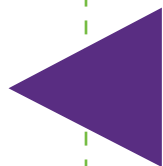
5 things YOU helped us accomplish this year.

DISTRIBUTED IN
SPONSORSHIP &
SCHOLARSHIPS



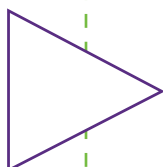
\$58,050

BE THE BEST YOU
PROGRAM
PRESENTED TO OVER



5,000 KIDS

240 INSPO RTS DAYS
35 SCHOLARSHIPS
12 TEAM SPONSORSHIPS



463
HOURS OF
ACTIVITY & **6,587**
KIDS
IMPACTED



HELPING 61,272 KIDS GET IN THE GAME SINCE 2014!

“

Hockey gives me more freedom. I love to be on the ice. I'd like to develop my hockey skills. It keeps me in good physical shape for everything else I do – like running and playing with my friends. Hockey makes me feel good about myself. I am trying my hardest to be the best player I can be and be a good teammate. I feel so good when the coach says “good job Kiyara, that was really nice!”.

Kiyara McWright, Hockey



“

What do sports mean to me? They give me hope. They help me not think about pain every day. When I was recovering from brain surgery, the main thing that kept me going was God, my family, and sports. Without any one of those things, I would have been in a hard place. Sports keeps me physically active, which is really important to my overall health and wellbeing. It makes me feel whole and happy.

D'naesha Stevens, Volleyball

SCHOLARSHIPS

STATES

Minnesota (23)
Wisconsin (1)
South Dakota (1)
North Dakota (1)

AGES

7-18
years old

SPORTS

Basketball (12)
Baseball (1)
Soccer (5)
Track (3)
Lacrosse (1)
Volleyball (2)
Hockey (2)
Football (2)
Golf (1)
Gymnastics (1)

January - Lanaya Otterness, 15,
Basketball, MN

January - Shay Jackson, 14,
Baseball & Basketball, MN

March - Micah Curtis, 15
Basketball, MN

March - Marley Curtis, 15,
Basketball, MN

March - Cain Vazquez, 15,
Soccer, MN

March - David Vazquez, 13,
Soccer, MN

March - Sadie Dominick, 17,
Basketball, MN

April - Name Withheld, 13,
Track & Softball, MN

April - Name Withheld, 15,
Lacrosse, MN

April - Name Withheld, 17,
Track, MN

June - Aurianna Terry, 15,
Basketball, MN

June - Gianna Held, 10, Soccer
& Volleyball, SD

June - Hayden Weir, 16, Hockey,
Football & Golf, WI

June - Joey Desir, 18, Football &
Track, ND

August - Name Withheld, 7,
Gymnastics, MN

August - Caydence Love, 11,
Basketball, MN

September - Balqees Oladejo,
13, Basketball, MN

September - Name Withheld, 11,
Basketball, MN

September - Name Withheld, 9,
Basketball MN

September - Tofunmi Opanuga,
13 Basketball, MN

October - Andrea Gonzalez, 15
Soccer, MN

November - D'naesha Stevens,
15, Volleyball, MN

November - Zakhar Vafakov, 8,
Soccer, MN

November - Kiyara McWright,
11, Hockey, MN

December - Name Withheld, 14,
Basketball, MN

December - Maxwell Manuel, 14,
Football, MN

SCHOLARSHIPS

CAMP SCHOLARSHIPS ST. PAUL SAINTS BASEBALL



Bennet Degidio, 9, MN

Dwight Ewing III, 12, MN

Lucas Boutiba, 8, MN

James Parham, 11, MN

Exton Demma, 12, MN

Maddox Simon, 10, MN

Benedict Dowhower, 9, MN

Cameron Kessler, 6, MN

Elyas Geary, 8, MN



My character has been shaped by perseverance through sports. I never missed a single practice or game in my four years. Even when things got hard like illness or injury, I found a way to stick it out. This year I found my voice and leadership role. With my experience in the football program, I felt prepared for what I was capable of as a leader. Two things I learned that completely shifted my leadership were the "no complaint rule" and you must give respect to earn respect! ~ Joey Desir, Football & Track



SPONSORSHIPS

STATES

Minnesota (11)
South Dakota (1)

TOTAL Kids IN the Game

1,486

SPORTS

Basketball (2)
Softball (1)
Soccer (2)
Hockey (2)
Football (2)
Sled Hockey (1)
Others (2)

January – Bloomington Blast,
145 Kids, Softball, MN

February – Pueblita Soccer,
144 Kids, Soccer, MN

February – Bemidji Unified Special Olympics,
100 Kids, Various Sports, MN

February – Harding High School,
25 Kids, Various Winter Sports, MN

February – Mosaic Hockey Collective,
65 kids, hockey, MN

March – MN Southeast Stars,
70 Kids, Basketball, MN

July – South Dakota Stars,
12 Kids, Football, SD

July – The Aliens,
15 Kids, Football, MN

August – Bloomington Girls Hockey,
150 Kids, Hockey, MN

October – Burnsville Travel Basketball,
110 Kids, Basketball, MN

November – MN Wild Sled Hockey Program,
50 Kids, Sled Hockey, MN

November – MN Thunder Academy,
600 Kids, Soccer, MN

FEATURED SPONSORSHIP

MINNESOTA THUNDER ACADEMY

The InSports Foundation partnered with the Minnesota Thunder Academy. Both Non-Profit organizations provide opportunities to youth through sports.

IMPACT: **600 Kids**



“

To me, sports means teaching life lessons like respect, teamwork, and perseverance. Soccer is more than just a sport, it is where you can meet amazing people who become your family. My coach has become like a father figure for me since my own dad is absent. I look up to him for advice on life, soccer, and school.

David Vazquez-Hernandez, Soccer



FEATURED PROGRAM

During the holiday season, the InSports' 'Cheer for Gear' campaign welcomes nominations for kids or families in need of additional support. Kids are selected and then provided with Scheels' gift cards to help alleviate the cost of athletic equipment.



Isidro Zuniga - \$250 Scheels Gift Card

Marley Curtis - \$250 Scheels Gift Card

Micah Curtis - \$250 Scheels Gift Card

As part of this year's campaign, Micah and Marley, 15 year old twins, were each awarded a \$500 scholarship and \$250 Scheels' gift card for sporting equipment. Despite unimaginable hardship, these boys have stuck together and tried to find a way forward for themselves, even with the odds stacked against them. We are thrilled to support these young athletes by helping them stay IN the game.



INSPORTS DAYS

We're introducing kids to new sports through free clinics, fostering an atmosphere of fun where they learn about staying active, healthy eating, and setting goals. This helps them become confident, successful team members in their community!

IMPACT: **6,444 Kids**

SCHOOL PROGRAMS

Minneapolis Public Schools After School Program
502 Kids, 140 Days, 280 Hours of Activity

Summer InSports Days

SPONSORED BY SCHEELS

5,000+ Kids, 28 Days, 65 Hours of Activity

Sioux Falls Public Schools Great Shots Events
101 Kids, 4 Days, 8 Hours of Activity

Bloomington After School Program
550 Kids, 11 Days, 22 Hours of Activity

CORPORATE & MORE

InSports Play Golf, Sioux Falls

GREATLife Sponsor

20 Kids, 8 Days, 12 Hours of Activity

Central Minnesota Boys & Girls Soccer Program
160 Kids, 32 Days, 32 Hours of Activity

Try Hockey for Free

36 Kids, 3 Days, 6 Hours of Activity

Minnesota Thunder Academy Soccer InSports Day
75 Kids, 1 Day, 2 Hours of Activity

SUMMER INSPORTS DAYS
SPONSORED BY SCHEELS



“

Sports have taught me many different life lessons such as how to be a leader, a good teammate, and to communicate and make friends. ~ Shay Jackson, Basketball & Baseball



INSPORTS DAYS

IMPACT: **322 Kids**

COLLEGE DAYS

Concordia St. Paul Basketball Camp
42 Kids, 1 Day, 2 Hours of Activity

Concordia St. Paul Lacrosse Camp
5 Kids, 1 Day, 1 Hour of Activity

Izzy Ashburn Volleyball InSports Day
111 Kids, 1 Day, 2 Hours of Activity



IZZY ASHBURN VOLLEYBALL CAMP



PRO DAYS

Minnesota Wild InSports Day with Nate Prosser
25 Kids, 1 Day, 2 Hours of Activity

Sioux Falls Canaries Baseball InSports Day
30 Kids, 1 Day, 1 Hour of Activity

Minnesota Twins InSports Day
53 Kids, 1 Day, 5 Hours of Activity

Sioux Falls Stampede Hockey Skills Camp
56 Kids, 2 Days, 2 Hours of Activity



COLLABORATIONS & EVENTS



COLLABORATIONS

Concordia College, ROLL COBBS Hoodies
- 300 Sold

Izzy Ashburn, Izzy Ashburn Hoodies

Purple Pak, Jennifer Smith Hats
- \$53,000+ Raised
- 80 New Members



EVENTS

X-Golf Event

10th Annual InSports Golf Tournament

Broken Club Inaugural Event

RAISED:
\$185,583



“ Sports are a great way for people of different backgrounds and cultures to join in and play a game they love. It brings people together and teaches valuable lessons such as respect, teamwork, selflessness and perseverance.

Tofunmi Opanuga, Basketball



THANK YOU

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Avery Products Corporation	Essity Professional Hygiene	Newell Brands
Bell Bank	Fellowes Brands	NorthPoint Fresh
Bloomington Public Schools	Global Furniture Group	Pilot Pen
BMO Bank	HON Company	Ryder
Brown & Brown Insurance	Innovative Office Solutions	Scheels
Brownsworth	Kimberly Clark Professional	The Resource Group Midwest
Deerwood Bank	Liberty Diversified International	Tradition Capital Bank
Domtar	Marsh & McLennan Agency LLC	Valleywood Golf Course
Eastern Carver County School District	Medica	Wisconsin Bench
Eisner Advisory Group, LLC	Merill Lynch	X-Golf Minnesota
	Minnesota Vikings	

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Mitchell Ziebarth

FINANCIALS

ASSETS

Current Assets	\$325,956
Fixed Assets	\$2,976
Total Assets	\$328,933

LIABILITIES

Total Liabilities	\$7,055
Total Equity	\$321,878
Total Liabilities & Equity	\$330,257

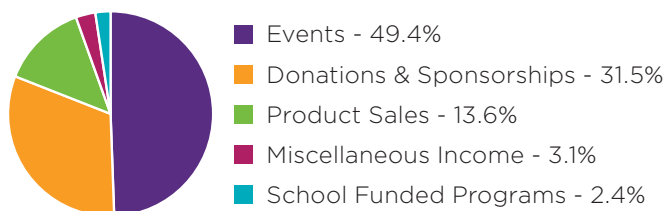
REVENUE

Donations & Sponsorships	\$99,829
Product Sales	\$42,942
Events	\$156,541
Miscellaneous Income	\$9,777
School Funded Programs	\$7,568
Total Donations, Support & Revenue	\$316,657
FYE 2022 Revenue	\$147,774
FYE 2021 Revenue	\$142,220

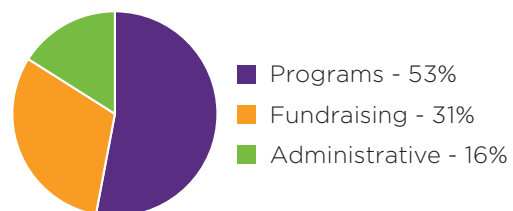
EXPENSES

Program Expenses	\$143,502
Administrative Expenses	\$43,418
Fundraising Expenses	\$83,982
Total Expenses	\$270,902

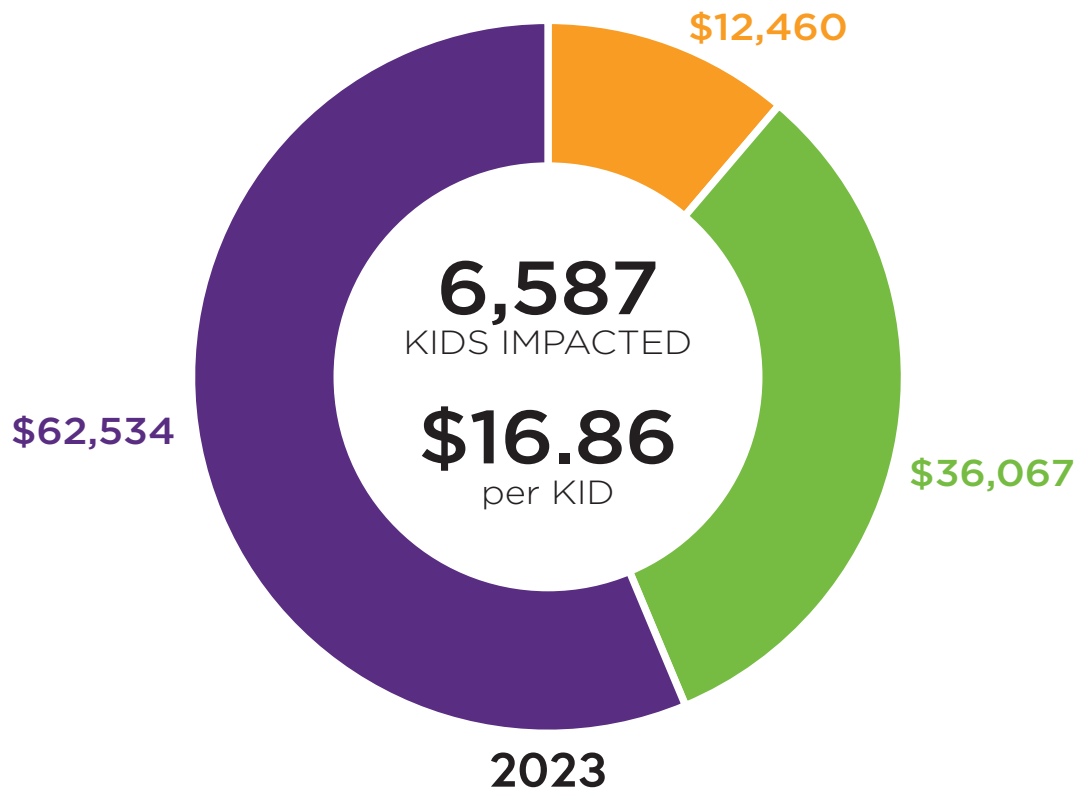
REVENUE



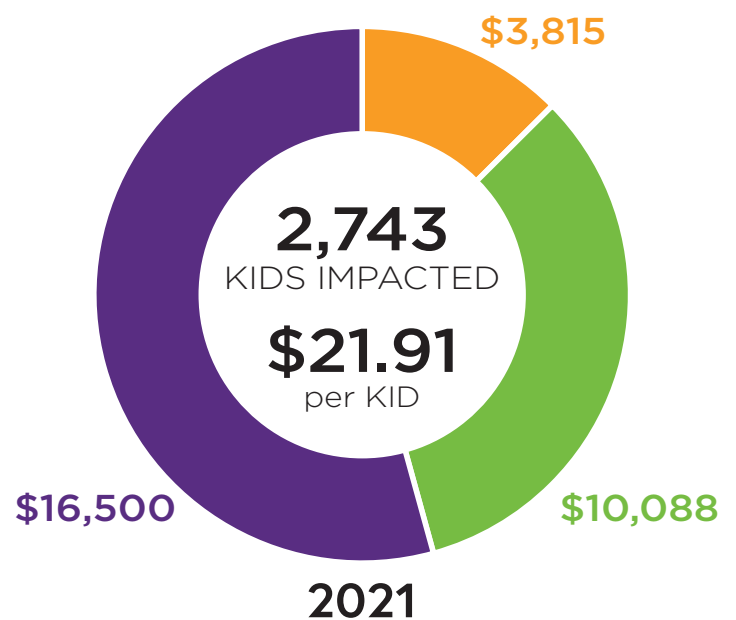
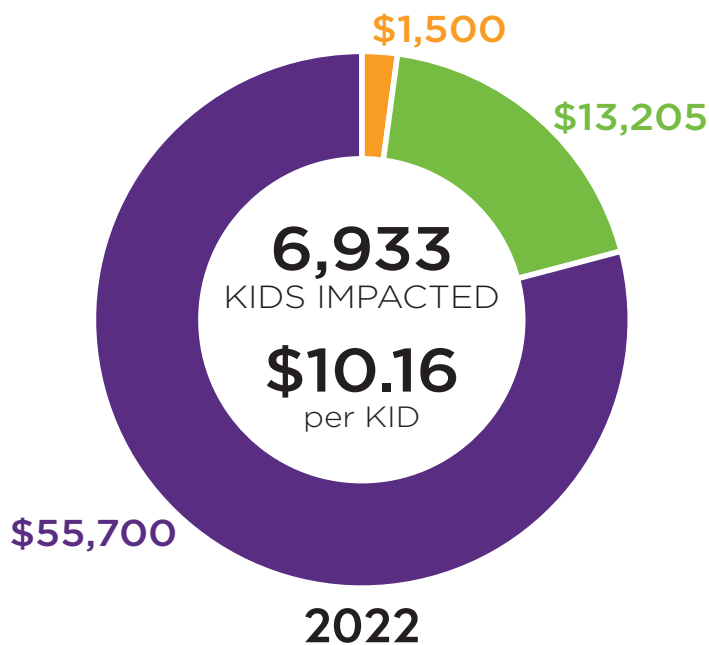
EXPENSES



PROGRAM EXPENSES



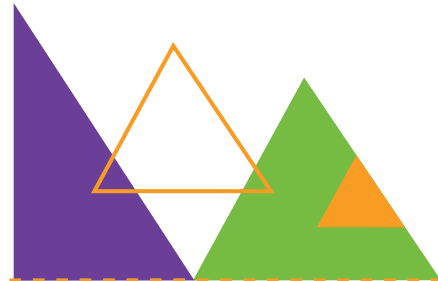
--- ■ INSPORTS DAYS --- ■ SCHOLARSHIPS --- ■ SPONSORSHIPS ---



PARTNER OF THE YEAR




newell
BRANDS



Newell Brands' journey with the InSports Foundation began in 2014, and since then, their unyielding dedication has contributed significantly to the foundation's growth and impact. Their ALL IN Sponsor commitment at our Annual Golf Tournament for the past four years not only demonstrates their financial investment but also their genuine passion for enabling kids to participate in sports. Their contribution to the tournament the last four years has supported us in helping over 8,000 kids get IN the game. This kind of support is invaluable, as it shapes the lives of these young athletes and prepares them for a brighter future.

We are grateful to
our generous
supporters whose
contributions make
our work possible.



Helping Kids Get IN the Game
insportsfoundation.org