

Victory Sports Global Outreach, Inc.

Annual Report

2020



**Building Stronger
and Healthier
Communities Using
the Power of Sport**

Our mission is to provide under-resourced schools, community organizations, teams, and athletes with the equipment they need to provide access to sports and play for ALL children.

No child should be priced out of the opportunity to play.

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Executive Summary

2020 was an unforgettable year for the wrong reasons. Beyond the tragic loss of lives, youth sports have been devastated by the pandemic with facilities closing, programs cut back, and strict restrictions placed on many aspects of 'normal' life.

Under the circumstances, I am immensely proud of the impact Victory Sports was still able to make on kids in WNY. We pivoted to focus on 'free-play' and physical activity in the absence of most organized youth sports. We distributed thousands of items of sports and play equipment through our Ball-Bins and Play Pack campaigns.

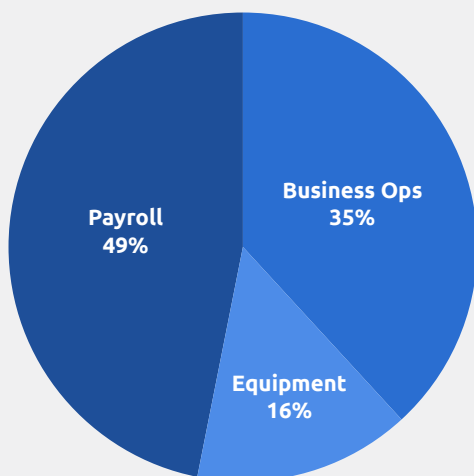
We also hired a Development and Marketing Director, added a downtown location, secured a new delivery van, and began a comprehensive strategic planning process to better equip us for the journey ahead.

Thank you to all who supported us during such a difficult year.

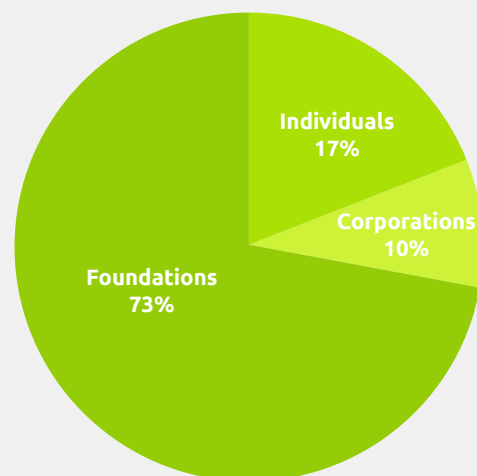
Executive Director – Douglas A. Rifenburg



Financial Report

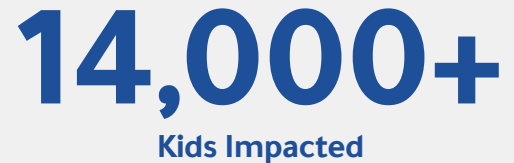


Expenses



Income

2020 Distributions



Community Partners

ACCORD
Algonquin Sports for Kids
Allentown Association
Baker Victory/OLV Human Services
Breaking Barriers (Say Yes)
Buffalo & Erie County Public Libraries
Buffalo City Swim Racers
Buffalo PAL
Buffalo Police Department

City of Buffalo
Community Access Services (CAS)
FeedMore WNY
FoodLink
Gateway Longview
G.L.O.W. YMCA
Lackawanna Sports Club
Niagara Falls Boys and Girls Club
Niagara Falls Housing Authority

Niagara Falls Peacemakers
Pinnacle Community Services
Project Play WNY
Rural Outreach Center (ROC)
Seneca Babcock Community Center
West Side Community Services
WNY Girls in Sports
Youth Advantage Basketball
Youth Mentoring Services Niagara County

Foundation & Corporate Partners



Testimonials

The Summer Play Packs were a huge hit! We were very grateful to be able to put them into the hands of some of our areas neediest families.

Lockport Family Focus Group

What my children got out of it and what the community got out of it is the best part. It wasn't for me. I did it to give back to my community.

Katharine - Volunteer

Students who participate experience benefits far beyond athletic skills and improved health. Your generosity helps those who might not otherwise be able to participate.

High School Superintendent

Partnering with Victory Sports creates the feeling of inclusion. We're always happy to help when possible, and truly loved putting together Play Packs back in August.

Kaitlyn - CTBK - Corporate Partner

Looking Ahead

We think it is important for all stakeholders in youth sports to use this opportunity to make sure the new 'normal,' whenever that comes, is a better 'normal' for more kids. They must always be the number one priority.

Victory Sports is well positioned to support the athletes and youth programs that will face economic difficulties for a long time to come. We will be expanding our Ball-Bin and Play Pack campaigns, rolling out our #AthletesRead literacy initiative, and awarding more Equipment Grants to our community partners.

We are excited to enter our first full year with two full-time staff and increased capacity following our strategic planning and board development process. We know it will be another challenging year but we also know that with all our trusted supporters behind us, we can continue to make a huge impact on the lives of thousands of kids.

Executive Director – Douglas A. Rifenburg



Board Members

Brian Floss
Caitlyn Kilkenny
Darrell Glover
Ezra Scott Jr.

Gretchen White
Heidi Ruchala
Paul Johnson

Shelley Unocic
Shy Spencer
Wendy Rifenburg

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