

2018 ANNUAL REPORT



EXECUTIVE SUMMARY



1 BRIEF ANNUAL REPORT DESCRIPTION

This report has been created to review the progress that we made in 2018. We will cover the year's highlights, and cast a spotlight on our nonprofit organization's mission and impact.

2 BEHIND HOPE SPORTS' INSPIRATION

We will be sharing the reason we were inspired to create this nonprofit organization.

3 OUR STRATEGIC APPROACH

We will be covering the factors that help make Hope Sports unique, and how we have gone about carrying out our mission.

4 TEEING UP FOR 2019

This section will cover all our plans and expectations for this new year. We are excited to touch base on our recent Podcast Launch!

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A WORD FROM HOPE SPORTS PRESIDENT & FOUNDER

“Dear friends and partners,

I am excited to write you to fill you in on the things that we’ve been able to accomplish in 2018. Since the beginning we’ve always wanted to shape culture. We didn’t like how our society glorified the performance culture in sport, without supporting the needs of the athletes. We saw a need for athletes to develop purpose, for coaches to treat youth with more respect, for parents to tone it down when their kids were on the field and for sport to be repurposed.

Our mission is to change the way sport works. We want sport to be a tool for good instead of harm. We want athletes to be leaders in their communities, coaches to teach moral character and parents to love their children regardless of their win-loss record.

In 2018 we were able to fulfill that more than ever before. We are advancing our mission and it’s all because of people like you. Join me in looking back on the wonderful things we accomplished. We’re still young, we still have a lot to learn but we’re well on our way.”

— **GUY EAST**

CEO and Founder of Hope Sports



“When I think back to my experience with Hope Sports, my heart smiles. The amount of growth that can happen in a 48-72hr period will astound you. Not only will the journey challenge and teach you physically and mentally, the emotional growth that you experience is overwhelming. (you’ll understand this on your last day). You gain this immeasurable sense of pride at the end of each work day in the accomplishments reached. You have the opportunity to challenge your mental and physical strengths and learn to persevere and communicate effectively in foreign situations. By the end of the project you come to this realization that the entire process was never about the result of building a house. It was about the journey of self-discovery and building hope; for you, for the team you are on, for the family you are connected with. You will walk away with a new-found awareness to anticipate needs of others in complicated tasks, and in foreign environments. Above all you will create moments. Connections that will last far longer than the time you are on the project, because they are rooted in altruistic behavior. Those bonds endure and strengthen any team.”



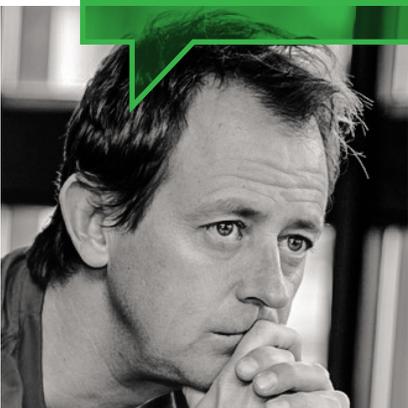
— **HEATHER BOWN**
Olympic Silver Medalist

“The Hope Sports build was a very powerful experience for me. Seeing my actual physical work help change a family’s life was humbling and satisfying. The program also resonated with my transition from professional athlete to entrepreneur. My favorite was a talk on the difference between performance and personal based identity. I believe this experience will be valuable for all athletes.”

— **TONY AZEVEDO**
US Olympic Waterpolo Team Captain,
Olympic Silver Medalist, 5x Olympian



“Hope Sports opens our eyes to the world around us, providing perspective in this insular world of sports. Yes, there is more to life than sport. By serving others our athletes found a purpose, which has led to some incredible team relationship breakthroughs. I have seen positive changes in individual attitudes and a deeper appreciation for one another.”



— **JIM MILLER**
Vice President of Business Development,
TrainingPeaks

OUTSTANDING TESTIMONIALS

GAME OF INCHES

Whether this queued up sounds of Green Bay Packer’s Household Name Coach Vince Lombardi’s humble quote, or if the iconic speech spoken by Al Pacino, in the famous film “Any Given Sunday” came to mind; the concept behind the term remains just as impactful. The littlest details matter.

The game of inches is experienced within the struggles and progressions forged on the road to becoming a professional athlete. This “game,” or collective pathway, can be quite a gritty time consuming one. Many aspiring professional athletes devote their entire teenage and adult lives to athletic conditioning and training with the hopes of ultimately competing at the professional level.

The journey, prior to being signed is gritty, highly competitive, and riddled with defeating statistics

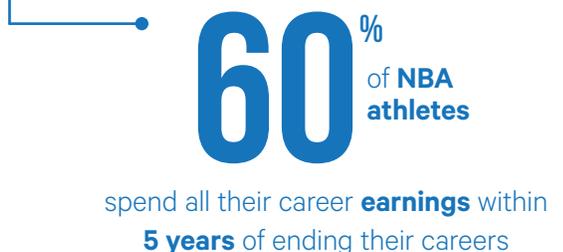
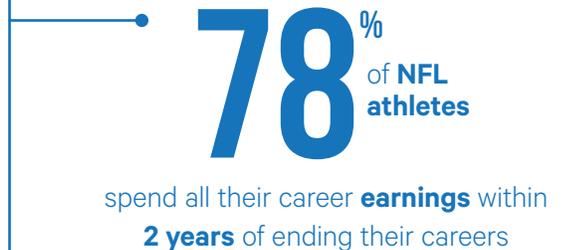
Once a professional athlete has retired, it usually takes an NFL player about 3-5 years before finding their next career path. Being a professional athlete is an all-encompassing and immersive experience for one’s physical, mental, social, and emotional wellbeing, leaving many athletes lost once their athletic careers are over.

Overwhelming statistics showcase many athletes’ inability to cope once their careers have ended

Most NFL retirees either fall into bankruptcy, joblessness, or divorce, and many experience depression and an identity crisis after their careers end. The game of inches here is at its most fatiguing stage.

Raised with a performance-based mentality, many athletes are taught only to value winning. When an athlete’s identity and self-worth become strongly intertwined with their accomplishments in sports, rather than mixed with a diversity of non-sporting accomplishments, this strong dependency leads to the formation of unhealthy habits and personality shifts, when their athletic career ends.

Building self-worth, purpose, and identity outside of sport can be cultivated by exposing athletes to non-sporting activities that help them grow in different contexts. Providing athletes access to these activities can build the foundation that athletes need to thrive and enjoy healthy lives after their athletic careers. Therefore, Hope Sports developed our purposeful approach to this “game of inches”, to help athletes positively impact families, entire communities, and beyond.



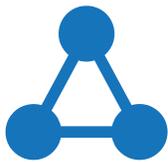
MISSION & VISION STATEMENTS

Hope Sports is a non-profit organization that promotes personal growth and community among athletes...

We aim to provide transformational experiences that unite athletes around a shared purpose that can become a catalyst for athletes to impact their families, teams and communities for positive change



HOPE SPORTS IS DEVOTED TO HELPING ATHLETES CONNECT MEANINGFULLY TO A WORLD BEYOND THEIR ATHLETIC CAREER



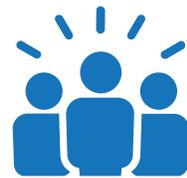
COMMUNITY

We are creating a community of athletes who share the belief that they are more than the sum of their results



PURPOSE

We help athletes live purpose-based lives and develop relationship-based identities



IDENTITY

We encourage athletes to define themselves through their larger purpose and relationships, rather than the narrow lens of their sports accomplishments

WHAT MAKES HOPE SPORTS UNIQUE?



WE TAKE PREEMPTIVE ACTION!

Hope Sports gets athletes involved at any stage of their careers to begin building a purposeful life. By the time they are at the end of their careers, our participants have constructed sustainable identities that are not centered on their professional achievements, making the transition to life after sports much smoother.

REFRESHINGLY COMPREHENSIVE

Hope Sports is a comprehensive program that helps athletes achieve emotional, mental, and social stability outside of their life in sports. By helping athletes redefine their identity through the broader lens of service and relationships, we give them the tools to succeed off the field, touching every aspect of their lives.

HIGH QUALITY IMPACT

Hope Sports' programs are rigorously reviewed by research partners that evaluate our program's effectiveness and provide recommendations for optimal impact. We are committed to delivering high-quality, impact centered programs. We offer long-lasting results for our participants by fostering a future generation of healthy and balanced athletes.

HOPE SPORTS BUILDS: STRENGTH IN NUMBERS



Hope Sports' short-term service trips in the Dominican Republic, Mexico, Panama, and Costa Rica provide a transformational environment where athletes are united around the shared purpose of serving those in need. The home building experience encourages a purpose-based identity, team-building skills, and the opportunity for athletes to associate their self-worth with non-sporting activities. By helping athletes discover their self-worth beyond their accomplishments, athletes begin to understand their role in society beyond their athletic pursuits.

Over the past three years we've built 50 homes and hosted 1000 participants. In 2018 we rolled out a comprehensive fundraising platform to assist groups in their fundraising efforts. It's been a fantastic addition to the program that has led to increased participation. In the past, we subsidized program fees for athletes, we have now moved away from this model and the burden now falls fully on the participant and/or team. This has permitted us to focus on organizational growth and program development

IN 2018, OUR NON-PROFIT ORGANIZATION

We started a comprehensive follow-up program to track how the home builds impacted the families that we built for. We visited every family that we built for over the past three years.



Built **13** homes for the poor in Mexico and Costa Rica



270 participants joined on builds



69% of participants said that Hope Sports was their first international service trip



97% of participants said that they felt like their service with Hope Sports was making a lot of impact



99% of participants were satisfied with their experience at Hope Sports



90% of athletes say they have a much stronger understanding of what it takes to be a purpose-based athlete

HOPE SPORTS' HIGHLIGHT REEL

Here is 2018's highlight moments, successes, and other winning moments, worth celebrating!



HONORABLE SALUTE

Hannia Magallanes joined the Hope Sports Cycling team and was sponsored to go to the Mexico national championships. In 2016 she won the national title for her age group and in 2018 was selected to study at one of the premier cycling academies in the United States on a scholarship.

This possibility put her life on a completely different trajectory, offering opportunity and development that was not previously available. Hope Sports aims to continue to support her and other athletes in developing nations to give them an opportunity to thrive and succeed in and outside of sports.



RUTA DEL GRAVEL

The Ruta Del Gravel is a fundraising initiative to support our youth sports programs. We hosted our first event November 10th, 2018 with resounding success.

The event is an off-road cycling ride that winds through Mexican wine country and finishes at one of the premier vineyards in Mexico. Between volunteers and cyclist, we had 75 participants involved.

Our first event was to raise awareness for the cause and do a smaller scale event to help us prepare for larger, bi-annual events in the future.



PODCAST LAUNCH

The Hope Sports Podcast, hosted by Olympic Gold Medalist Laura Wilkinson, furthers our mission by telling stories of how the world's greatest and most inspirational athletes found purpose in the sporting careers, not in their accomplishments, but through their relationships and living a life of meaning.



SPORTS TEAMS

Hope Sports clubs and teams is our way to change the world of sport in a hands-on way with the development of young athletes. We invest resources in young athletes that otherwise wouldn't have access to sport. Our programs combine performance training with character development. We're showing that emotional, mental and spiritual health are indispensable in the pursuit of achievement.



IN 2018 WE HAD TWO SPORTS TEAMS



CYCLING

Our cycling team has been around since our inception in 2015. In 2018 we grew to 60 members who compete in the United States, Mexico and abroad. We are the largest registered cycling team in the state of Baja California, Mexico. We support 30 youth cyclists that can compete and develop in character and life skills

60

Team Members

30

Sponsored Youth Members

357,500

Miles Ridden

210

Races Competed



SOCCER

We have soccer clubs in Costa Rica and Mexico with over 200 members between the two programs. Our FIFA accredited soccer coaches daily train underprivileged athletes and give them an outlet that they wouldn't otherwise have

8

Teams

200

Trained Youth Athletes

288

Competitions

580

Training Sessions

PEDAL FOR PINTS

A group of recreational cyclists from Indianapolis hosted Pedal For Pints to raise money to give bikes to kids in Mexico. We hosted our first ever bike giveaway in April with guest, and Olympic Gold Medalist, Jamie Staff. 7 bikes, helmets and gear were handed to kids in communities where Hope Sports works. This program gave us unique access to communities where we've served in the past and helped us invest in local youth



TEEING UP FOR 2019!



TAILGATE-WORTHY ANNOUNCEMENTS

- Our Podcast launched January 9th! We will release episodes weekly.
- We're developing a seminar and virtual training program for coaches and athletes.
- We're expanding our presence in Costa Rica and the Dominican Republic.
- We're taking over operations for the Elite Sports Retreat for pro athletes.

OBJECTIVES & PROSPECTS

Our goal is to build 15 homes, a slight increase from 2018. As the builds become more popular and sustainable, we're developing programs to become a resource for athletes in the area of finances, personal growth, and family life. There are so many opportunities for us to influence culture in sport and we're going to start taking advantage of new approaches. We also expect our sports teams and podcast to take off in 2019.

LET'S GO EXPLORE AT... ELITE SPORTS RETREAT

Hope Sports is taking over the operations of a retreat for Professional and Olympic athletes. The Elite Sports Retreat takes place once a year in Kerrville, TX at the Laity Lodge Retreat Center. Over the past seven years more than 300 athletes have attended this retreat. It's a place for rest, relaxation and rejuvenation for members of the athletic community.



FINANCES: ON THE HOME STRETCH

We're so thankful for another year in which our partners helped support our groundwork.

\$384,535 INCOME

\$339,739 EXPENSES

\$43,497 NET

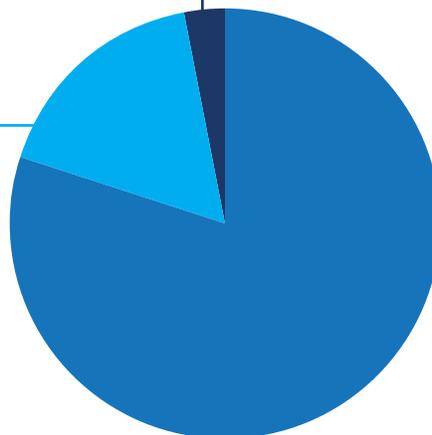


\$10,154.56

FUNDRAISING EXPENSES
Software, Hospitality, Events

\$58,206.59

OPERATIONAL EXPENSES
Insurance, Office Supplies,
Professional Services, etc



\$271,378.65

PROGRAM EXPENSES
Home Builds, Podcast,
Research, Sports Teams

EXPENSES

A young girl with dark hair in two pigtails is seen from the back, holding a baby doll. She is standing in a room with patterned bedding. The entire image has a green color overlay.

**THANK
YOU
FOR A
GREAT
YEAR!**