

our mission

We change the lives of youth and strengthen communities
through the power of sport.

“
SPORT

HAS THE POWER
TO CHANGE THE WORLD.

IT HAS THE POWER TO
INSPIRE.

IT HAS THE POWER TO
UNITE

PEOPLE IN A WAY
THAT LITTLE ELSE DOES.

SPORT CAN CREATE
HOPE

WHERE THERE WAS
ONCE ONLY DESPAIR.

nelson mandela

at the 2000 laureus world sports awards



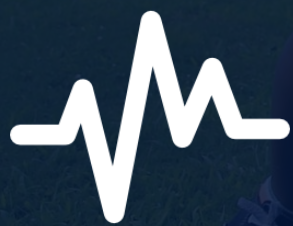
INSPIRED BY **NELSON MANDELA**

LAUREUS HAS SUPPORTED OVER **150** SPORT FOR GOOD PROGRAMS

IMPROVING THE LIVES OF OVER **ONE MILLION** KIDS IN **40** COUNTRIES

sport for good

All Laureus-supported programs use sport as a tool for social change, intentionally driving youth to achieve:



Health &
Well-Being



Education



Employment

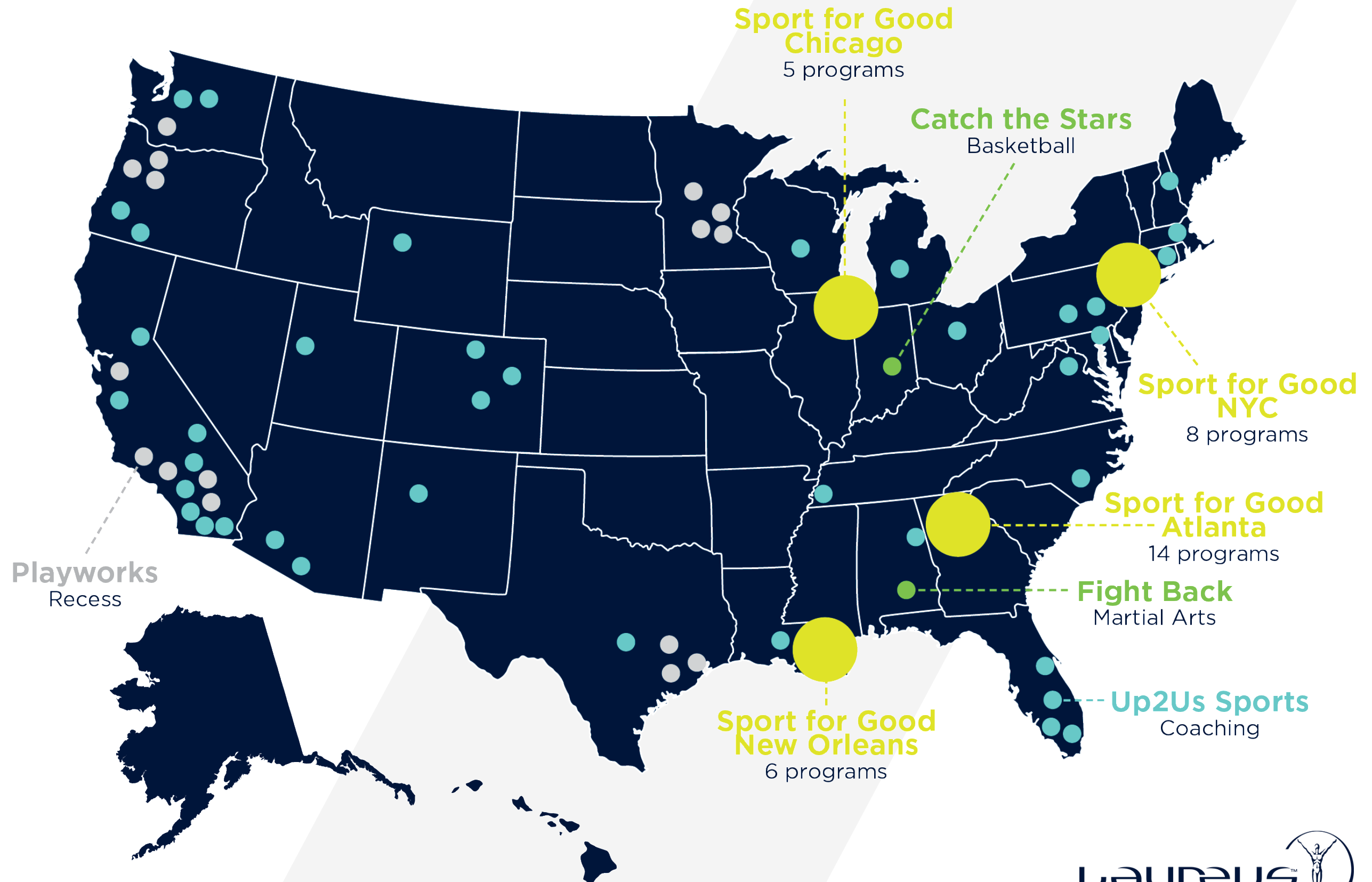


Social
Cohesion

social return on investment

- Improved fitness
- Increased self-confidence
- Increased conflict resolution skills
- Reduced bullying
- 44% reduction in youth arrests for violent crimes
- \$1 Invested in training Up2Us Sports Coaches = \$13.35 Social ROI by reducing obesity, arrest and truancy
- Laureus investment of \$6 million in coach training = \$80 million Social ROI

our nationwide impact



ATLANTA

GRANTS

Awarded nearly \$1,000,000 in grants to fourteen sports-based youth development organizations who implement out of school programs in three Westside Atlanta neighborhoods. Powered by Mercedes Benz-USA (MBUSA), the grants allow these organizations to use sports to improve the lives of youth in English Avenue, Vine City, and Washington Park.

TRAINING

In our inaugural year, we offered several extensive training opportunities covering everything from fundraising to coaching in lower socioeconomic communities & monitoring & evaluation. We not only believe in investing in programs, but we also want to empower and increase the quality of non profits in the entire sector.

SPORT FOR GOOD ATLANTA ALLIANCE

45 individuals from 25 organizations across several industries participated in 4 Huddles (Strategic Planning Sessions) to help produce a Playbook for Impact. This group of people from all over Atlanta have come together to become the Sport For Good Alliance and collaborate to unleash the power of Sport for Good to impact the Westside.

EVENTS

From our Day of Sport with 350 Westside youth and families in attendance and partners like Nickelodeon, Atlanta United & The Falcons to our Laureus Legends event with Ambassador Andrew Young and almost every Olympic Gold medalist in Atlanta, the Atlanta team has produced several events that inspire and engage communities from all walks of life.

team huddles



going for the gold



upcoming initiatives

Beyond the Game- Youth Leadership Summit
Day of Sport



how to get involved

#Sport4GoodATL 2018

JOIN THE ALLIANCE!

We need you—your expertise, your passion, and your resources—to reach our goals. By joining this network of youth development organizations, educators, private and public companies, government agencies and individuals who believe that sport can be a catalyst for social change, the work we do together can become the social impact success story of the early 21st century, across the country creating more health improvements, better education and employment prospects, more prosperous and integrated communities, and universal gender equity. With you as part of the team, we can make our vision a reality. Sign up today!

PARTNER WITH US

Sponsor one of our distinct events throughout the year! Engaging the community is an important part of the work that we do as an intermediary and if it's important to you, let us know!

APPLY FOR AN SBYD GRANT

Do you or someone you know have a sports based youth development organization? Follow us on social media and sign up on our website to get our newsletter to get the latest news on our latest opportunities for funding.

<https://www.laureususa.com/>

@ LAUREUSUSA Twitter | Instagram | Facebook



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