every kid sports.™
We pay. Kids play.
Our intention is to get those kids priced out of youth sports into the game.

Our mission is to help kids from income-restricted families participate in youth sports so that they too, can experience the joy and positive benefits of playing.
We remove the financial barrier for youth sports participation by solely focusing on covering the cost of registration fees.

Cost is the No. 1 reason kids aren’t playing youth sports. It’s the unseen disadvantage sidelining millions of kids.
The Every Kid Sports Pass provides grants to kids 4-18, who qualify for Medicaid, SNAP, or WIC, to help cover their recreational youth sports registration fees. Applicants who qualify are eligible for support for each kid in their family for three seasons of sport - Fall, Winter and Spring.

Our proven model of activation has been helping families register their kids for sports for over a decade. It’s private. It’s efficient. It’s effective.
We’re funded by corporations, foundations, and individual donations, all sharing the love for and belief in youth sports.

80¢ of every dollar given goes towards the paying of recreational youth sports registration fees — the biggest barrier to a kid’s participation.
Our model uses a funded, controlled debit card for an efficient and private registration process for families.

Our partnership with Chek™ allows us to provide qualified families the privacy of their economic status and register their kids just like everyone else.
Every Kid Sports is a national non-profit that helps kids who qualify for Medicaid, WIC or SNAP play sports by covering a portion of their registration fees.

Our goal is to help 100,000 kids get access to sports, annually. Since 2010, we have helped over 102,000 kids play youth sports, with the bulk of this impact happening in 2021 and 2022. This goal is to significantly impact more kids and change the landscape of youth sports in underserved communities. To achieve this, we cannot only help kids one time but need to be a reliable resource for families allowing them to register their kids season after season.

Starting in 2025, we intend to help 31,000 kids every fall, 20,000 kids every winter, 31,000 every spring, and 18,000 kids through the T-Mobile Little League Call Up Grant. To achieve this, we plan to raise 30% of our funding from individual donors, 40% from large corporate partners, and 30% from small to mid-size corporate partners. Currently, the bulk of the funds raised has come from large corporate partners. We will be ramping up our individual donor campaign and the key to this is creating awareness of our organization.

To ensure the funds are going to deserving families and supporting organizations that are offering programs that fit our criteria, we will be investing in our technology platform and will include functionality that ensures the youth sports organizations families are registering with are vetted programs that have gone through a registration process with Every Kid Sports.

We will be working on an improved method for families to register for support including either deploying a method for families to set up their family information once and maintain qualification documents on an annual basis or exploring ways that we can automatically confirm the child is receiving benefits vs having someone review their qualification documents. These enhancements to our technology will lower the cost of approving families and will allow us to focus on outreach, growing donor base, and helping organizations get established in new areas.

To achieve the above, Every Kid Sports must be recognized as a thought-leader in youth sports by providing insight and solution to the main issues that are preventing kids from playing. While doing so, we’ll stand committed to the following:

• We are purposeful in supporting female and BIPOC participation in sports
• We support and provide kid choice, multi-sport participation, and equal access to sport
• We support the dignity and privacy of our families
• We speak at national conferences as evangelists of our beliefs and values as an organization
• By 2025, Every Kid Sports will be Household Name connected to enabling equality in youth sports participation

Every Kid Sports is highly motivated and enthusiastic to execute on this 5-year strategic plan. This plan is indicative of the challenges and needs facing kids and families seeking to experience the positive benefits of playing youth sports.
The impact we’ll make will be rooted in their memories made through playing youth sports.

What’s one of your youth sport memories? Imagine giving a kid the opportunity to make a similar memory in their life. That’s what we are doing, together.
WE PAY. KIDS PLAY.
100,000 KIDS experiencing the positive benefits of playing!

every kid sports:

kid testimonials
Join the “We” in We pay. Kids play.

Natalie Hummel
Co-Founder / Executive Director 541-610-8282
natalie@everykidsports.org