SOLVES 1 BIG ISSUE KIDS FACE IN PLAYING SPORTS

62% OF KIDS CAN’T AFFORD TO PLAY SPORTS

Kids In Low Income Families Are Less Active

Low Income Limits Accessibility to Sports

Only 27% of kids from low income families play team sports vs. 46% of kids from high income families

Serious sports programs can cost from $1,000 to $5,000+ per year

Plus, Sports prepare kids for life & being successful
- 94% of executives played team sports as kids
- Sport builds confidence, structure, teamwork, etc.

Not active 1 time in the last year in 105 different activities
Helping Kids Afford To Play Sports

We Pay. Kids Play.

Tested, Proven And Efficient
The High Cost of Youth Sports is Well Documented...

“Income Inequality Explains the Decline of Youth Sports”

“The Astronomical Cost of Kids’ Sports”

“The High Cost Of Kids’ Sports”
The PASS is an easy-to-use online platform allowing low-income families to apply for “Sportsidies” up to $150 to cover after-school & other sports registration fees.

Funds are sent to a specific sports program for the benefit of a specific child...Contributing organizations are spotlighted.

The PASS is a proven process for reaching families, verifying need, and supporting those kids who need the support to get and stay in the game.

Gets Kids Playing Sports By Helping To Overcome The Cost To Play
Our proven process for reaching families, verifying need, and supporting those kids who need help getting and staying in the game.

- Over 13,000+ scholarships for kids
- 56% B / 44%G
- 200+ youth sports organizations
- 70 different activities across 31 states
“Thank you KIDS in the GAME & Nike for providing a financial investment in sports and children. My son just received a grant to continue playing baseball. Now, my son has his baseball smile again.”

“My daughter continues to dance her heart out thanks to Nike and Kids in the Game! Dance lessons to her means more than just a fun hobby; It’s also a way to stay fit and healthy. She walks in to dance with worries and stress and walks out feeling positive and ready to conquer anything that comes her way.”

“Suddenly I needed to pay for my daughters’ basketball at the YMCA. I used money that was meant to pay my gas and electric bill, since I had no money coming in. She loves playing basketball more than anything. It warms my heart that she gets to participate, despite the trouble I had paying for her participation.”
For more information, please contact:

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• Founder, PHIT America, a 501(c)(3) Non-Profit
• Veteran Sports Industry Executive
• Former President of Wilson Sporting Goods
• Sports Industry Hall of Fame, Tennis Industry Hall of Fame
• 20 Year Leader In Promoting Increased Physical Activity For Better Health

Don’t Forget To Check Out The AMPED Program