



SOCIAL IMPACT

2021 RESULTS

KIDSFIRST





ATHLETE PROGRAMS

300 PARTICIPANTS
Leaders Of Character Program

108 MEMBERSHIPS
Athletes Leadership Council

128 CHALLENGE COINS
Core Values + Servant Leadership

2,404* CEU'S EARNED
Coaches Continuing Education Units

**as of November 2021*

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ATHLETE PROGRAMS

FINANCIAL AID

88 ATHLETES

\$78,325.00

Total aid given to all Regions

\$894.00

Average financial aid per kid

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13,193 SERVED
Non-Steel community members impacted

\$27,902.00
Total donations raised for causes and places

13,926 HOURS
Kids and Coaches serving communities

4,189 ITEMS DELIVERED
Meals, equipment, school supplies, letters, toys,
Valentines, candy and more... **KIDSFIRST**





96 *NOMINATIONS*
Monthly Staff Star and Impact MVP

53 *EMPLOYEES NOMINATED*
Individual coaches nominated by their peers

92% *FULL-TIME RETENTION*
Steel Sports full-time and part time coaches

750 *FPC | COMPLETIONS*
Steel Partners + Steel Sports

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For National Senior Health & Fitness Day, Team Steel NY Athletes Leadership Council organized a wiffle ball day at Lasorda Legacy Park for Village Walk Senior Living. They hosted lunch, donated team jerseys, and had a day of fun playing wiffle ball.



Steel United MA players create Valentine's Day cards for patients at the Boston Children's Hospital and St. Jude's Children's Hospital.



Steel United PA's Athletes Leadership Council donates \$3000 to the The Greyhound Cafe and Friends Association, a non-profit providing emergency shelter and prevention services for families in need.



"We will be able to feed so many people, many of whom are kids, with this money. My goal is to stay open through these tough times and feed as many people as we can."
- Greyhound Cafe Owner, Joseph Solar



Team Steel Colorado takes a little break from the field to help out their elderly community with yardwork!



Steel United Virginia collaborated with Street United to donate art boxes full of clothing donations to Seton Youth Shelters in Virginia Beach.

STEEL SPORTS

IMPACT HIGHLIGHTS

KIDS FIRST



Steel United TX players spread awareness of American Heart Month by giving healthy heart tips!

IDEALS

INCLUSION
DIVERSITY EQUITY
ALLYSHIP LEADERSHIP
IN SPORTS



STEEL UNITED VIRGINIA
ASSISTANT TEAMS DIRECTOR



MERCY
AKIDE-UDOH

FOOTBALL ADVISORY
PANEL

INTERNATIONAL FOOTBALL
ASSOCIATION BOARD

IFAB[®] THE
INTERNATIONAL
FOOTBALL
ASSOCIATION
BOARD



GOING LIVE!
WITH TZIARRA KING
JOIN OUR INSTAGRAM LIVE AT 8PM ET



SPORTS UNIFY.

Steel IDEALS is committed to supporting Inclusion, Diversity, Equity, Allyship, and Leadership in Sports among all athletes, coaches, and staff. We strive to provide an experience that strengthens character, encourages servant leadership, and teaches life lessons through sport in ways that intentionally address dimensions of diversity including but not limited to age, race, sex, class, national origin, creed, educational background, religion, gender identity, disability, gender expression, geographical location, income, marital status, parental status, sexual orientation and work experiences. Together, IDEALS embodies and solidifies the Steel Sports core values of Teamwork, Respect, Integrity, and Commitment.



"My dad is my role model."
- Morgan Stickney



"Sports takes a ton of grit.
The sooner you realize that,
the better you will be."
- Morgan Stickney



DEI HIGHLIGHTS

KIDS FIRST



"The clear message in the Sports Can battle Racism Workshop is that we are either part of the solution or complicit in not addressing this social issue.

As our vision states, we are a 'social impact organization' focused on creating the 'next generation of leaders' and we must therefore push everyone in our organization to broaden their horizons with regards to social justice."

STEVE JONES
Senior Vice President,
Steel Sports Coaching System

POSITIVE
COACHING
ALLIANCE

SPORTS
CAN
BATTLE
RACISM





THANK YOU!

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