

1.0 Executive Summary

All4Sports is a tax-exempt not-for-profit organization that provides the community with a complete youth sports program. All4Sports offers participants from kindergarten to high school positive learning and team experiences along with the opportunity to create life-long memories.

All4Sports continues to be the premier provider of youth sports experiences, and seeks to make this experience affordable and available for all interested participants. This is done through a series of successful fund-raising activities, the role of the Fund-Raising Foundation, and a solid financial approach to managing these resources. All4Sports now serves more than 24,000 participants in seven sports throughout the Jackson County area with additional youth participating on an out-of-district basis. Ongoing efforts are in place to continue to improve the quality and integrity of the program. The success of these efforts has been documented through studies that confirm the positive perception of the program within the Jackson County area.

Major challenges face All4Sports for the future. These include the uncertainties brought on by property tax changes, facility and capital requirements, the impact of alternative programs, and volunteer training and educational needs, to name a few. The Board of Directors, staff, and volunteers continue to work toward providing a quality experience in the most effective and efficient manner possible with optimism for the future of this exceptional organization.

2.0 Situation Analysis

The need for youth sports programs is validated and magnified by information that attributes long-term value to participants in these programs. Numerous studies document the direct value of youth participation in sports. These studies indicate a direct correlation demonstrating that involvement in sports results in reducing the potential to become involved in drugs, sex, crime, and gang-related behaviors. Research indicates the economic, social and personal value of "investing" in the lives of children in a positive and constructive manner avoids the social and penal system costs that may later result. To meet this need, All4Sports offers an experience that serves as a personal "sports reference" for participants throughout their lives. These important benefits continue to validate the All4Sports concept.

2.1 Market Summary

All4Sports provides valuable team and social experiences for the increasing population of public, private, and home-schooled youth. All4Sports offers young people the opportunity to participate in a variety of team sports throughout the calendar year. Beginning in kindergarten, these experiences provide a source of recreation and simultaneously improve athletic skills, health and fitness as they offer experiences in teamwork, sportsmanship, fair play, cooperation and leadership. Increased self confidence is just one of the many intangible benefits this program offers.