



10 YEARS OF
EQUIPPING &
EMPOWERING KIDS

CLEATS FOR KIDS

IMPACT REPORT

THE MISSION

C4K empowers kids to live healthier lifestyles and learn life lessons through sports by providing safe sports shoes and equipment to kids in need. By getting more kids involved in sports, C4K changes lives and gives Oklahoma kids hope and self confidence.



INSIDE

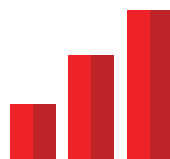
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THE POWER OF SPORTS IMPACTS



GRADUATION RATES

OKCPS student-athletes have a 99% graduation rate.



ACADEMICS

Better grades and higher reading and math test scores.



COLLEGE ATTENDANCE

15% more likely to go to college.



LIFE LESSONS

Learning lessons like responsibility, discipline, teamwork & perseverance.



MENTAL HEALTH

Improved mental health outcomes.

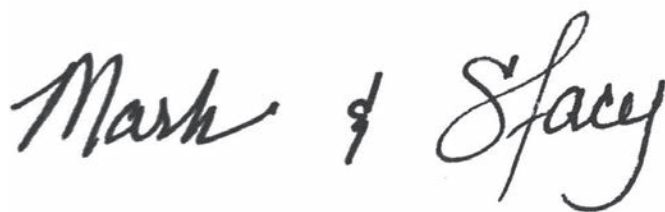
**DEAR C4K FRIENDS,
PARTNERS & SUPPORTERS,**

“Welcome to C4K!” When we said that phrase to our first families and coaches 10 years ago, we could only dream where it would take us. Each year we serve more kids, more ways and more places. We are filled with gratitude to the numerous volunteers, supporters, coaches, kids, parents, partners, schools, staff and board of directors who have helped make this milestone possible.

What is so special about shoes or equipment? Nothing... unless you don't have them. Kids show up for shoes and equipment and leave with hope and excitement. If we can encourage that kid to join the team, make new friends, work a little harder at school and learn to give

back when the season is over, then the ripple effect can transform a life, a family, a school, a community.

Over the last 10 years, we have been honored to serve our community with sports shoes, equipment and apparel. To date, we've served 145,000 Oklahoma kids with 200,000 items. The best is yet to come – after all, it all starts with a pair of shoes.

Handwritten signature of Mark and Stacy in black ink.

Co-Founder & Board Chair
Co-Founder & Executive Director

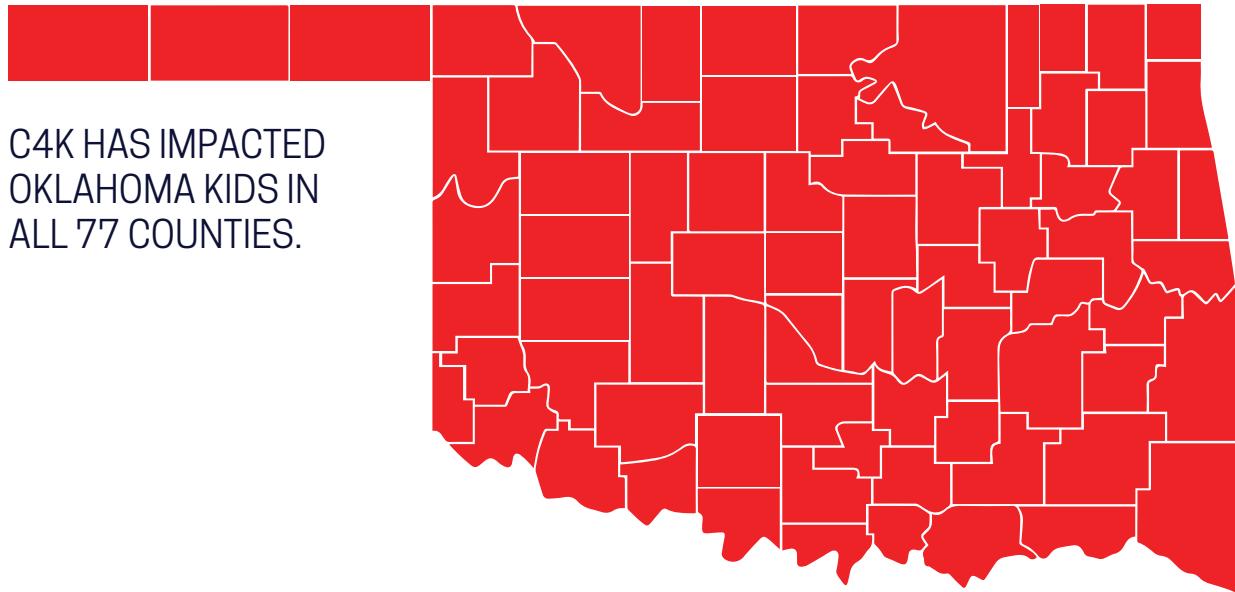
“PLAYING SOFTBALL IS EVERYTHING TO ME. IT FEELS LIKE IT’S A PART OF WHO I AM AS A PERSON. I HOPE THAT SO MANY KIDS CAN HAVE THE EXPERIENCE THAT I HAVE BECAUSE THEY ARE ABLE GET THE GEAR THEY NEED FROM CLEATS FOR KIDS.”

Lana Pigeon
Softball Player & Sophomore at Bacone College
Muskogee, OK



BECAUSE OF YOU...

C4K HAS IMPACTED
OKLAHOMA KIDS IN
ALL 77 COUNTIES.



A GAMECHANGING IMPACT

(as of June 2022)

265 OKLAHOMA SCHOOL
DISTRICTS SERVED

145,000 OKLAHOMA
KIDS SERVED

50 PARTNER
ORGANIZATIONS

200,000 SPORTING GOOD
ITEMS PROVIDED

A PROVEN TRACK RECORD OF GETTING GEAR TO KIDS

- C4K's Locker Room houses 5,000 SF of shoes & equipment where kids & coaches shop free of charge.
- C4K's business model efficiently & effectively manages large amounts of inventory such as 72,000 products donated by Under Armour.
- Each year, C4K engages 200 middle and high school students in its "Varsity" and "Junior Varsity" teen boards.

A DECADE OF EQUIPPING & EMPOWERING KIDS

C4K starts in the McDaniel garage

2011

2012

C4K begins collaboration with community partners like Fields & Futures, Boys & Girls Club, YMCA, PAL and Wes Welker Foundation

Locker Room opens

2013

2014

“Kids Helping Kids” Varsity & JV Boards founded

First Help Kids Play Luncheon featuring keynote speaker and OU softball coach, Patty Gasso

2015

2016

C4K receives the George Kaiser Family Foundation ONE Award for Youth Development from the Center for Nonprofits

The Simon Greiner Program is launched and statewide impact grows with Under Armour’s gift of 72,000 sporting goods

2017

2018

C4K Young Professionals Board formed

C4K’s “Kids in Action” philanthropy education program and partnership with the OKC Memorial Marathon launched

2019

2020

100,000th kid impacted

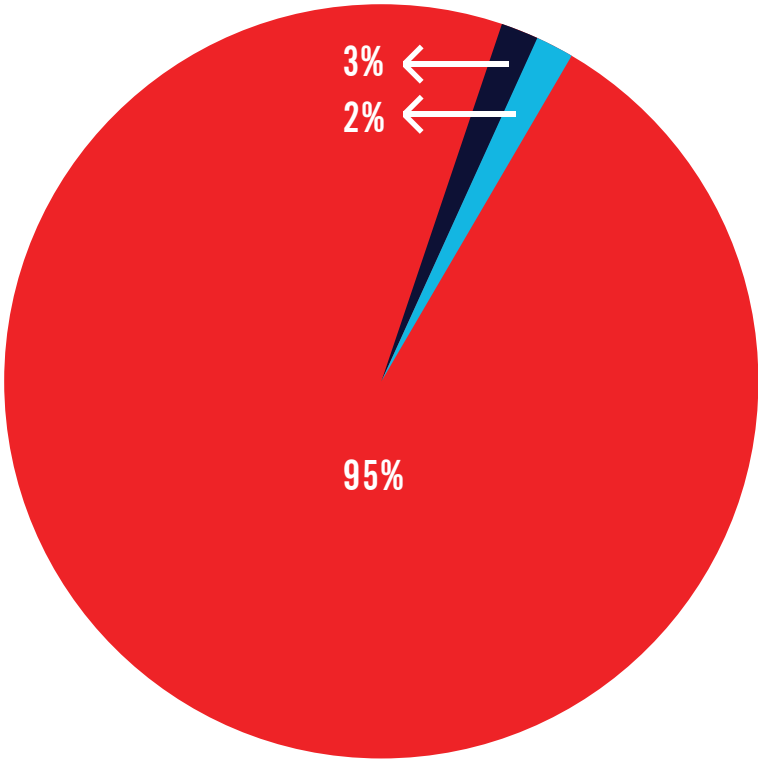
C4K leads the formation of the OKC Youth Sports Coalition - a collaboration of nonprofits supporting youth sports

2021

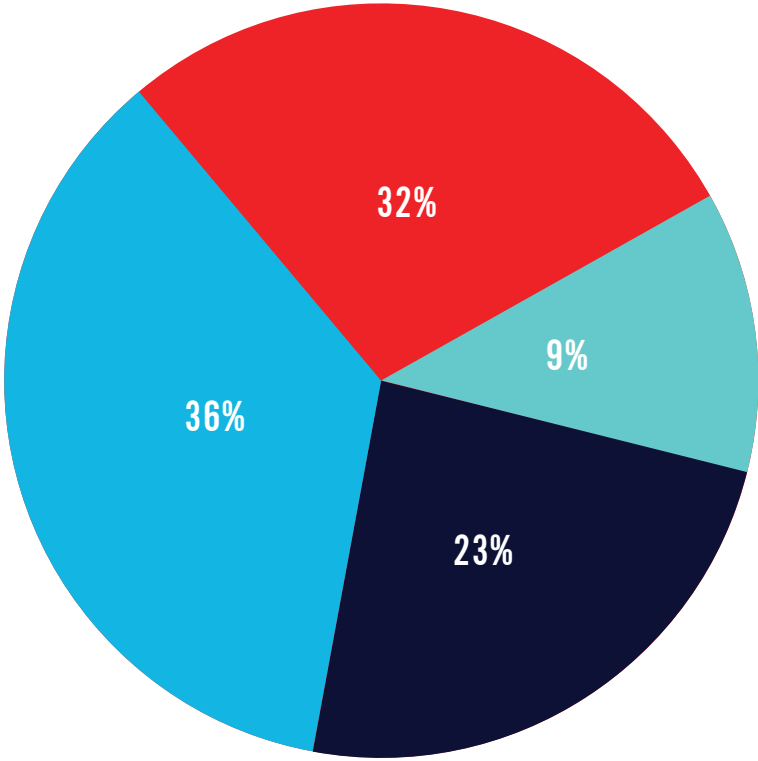
2022

C4K expands the statewide “Gamechangers Tour” program

2021 REVENUE & SUPPORT



- Program Expenses
- Fundraising
- Management & General Expenses



- Events
- Annual Giving
- Grants
- Major Gifts

GOVERNANCE

Cleats for Kids and C4K are Federally registered trademarks of TO BY FOR KIDS FOUNDATION (Foundation), an Oklahoma not-for-profit corporation. The Foundation is a 501(c)(3) organization and its tax identification number is 45-3590945.

The Foundation is governed by an independent Board of community partners and leaders with approximately 15 members, Board committees, and an executive director and staff. The Board has established certain advisory boards including the Varsity Board (High School), Junior Varsity Board (Middle School), and Young Professional Board.

The Foundation adheres to written Bylaws, Code of Conduct, policies, procedures and Board resolutions. The Foundation engages independent third parties to perform day-to-day accounting and bookkeeping periodic reporting and tax preparation and filing (including the annual Form 990). The Foundation engages a separate firm to conduct an annual audit of its financials, inventory, and controls.

The Foundation operates across the state of Oklahoma and in the greater Cincinnati, Ohio area.

Further information is available upon request and online at cleatsforkids.org.

MEMBERSHIP AND RECOGNITIONS

C4K is a member of the Oklahoma Center for Nonprofits and has earned the Guidestar Silver Seal of Transparency. The Executive Director and Senior Management are all certified by the Standards of Excellence. C4K is a co-founding member of the OKC Youth Sports coalition and is the recipient of the 2016 Oklahoma Nonprofit Excellence Award for Youth Development, 2019 Fields & Futures' Linking Arms Award, and 2022 Oklahoma Interscholastic Athletic Administrators Association Distinguished Service Award.

Executive Director, Stacy McDaniel, has been recognized for her work with C4K with the 2018 Visions Award/Rodney Bivens Innovation Award, 2017 Pi Beta Phi Crest Award for Community Service and 2022 Panhellenic Woman of the Year.

BOARD OF DIRECTORS

Judge Don Andrews
April Bortmess
Steve Foskin
Susan Frank
Carolyn Hansing

David Harris
Dr. Katherine Hughes
Mac Katigan
John Krahl
Christine Martin

Mark McDaniel
Chrissy McLaughlin
Kim O'Connor
Jeff Snowden

10TH ANNIVERSARY GAMECHANGERS TAILGATE CELEBRATION

C4K celebrated its 10th Anniversary with the Gamechangers Tailgate chaired by Brian Bogert, Graham Colton and Lance McDaniel. The Tailgate was the perfect ending to C4K's 10th Anniversary "Gamechangers Gratitude" campaign.

We would like to thank every individual, business, organization and volunteers who helped us raise \$1.3 million to support C4K's missions to equip and empower kids.



JOIN THE GAME. BE THE CHANGE.



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