



# 2022 ANNUAL REPORT





## OUR GOAL

The Arkansas Travelers Youth Foundation is the official 501(c)(3) team charity of the Arkansas Travelers. We seek to harness the passion of our fans and the local community to support youth sports and education programs in Arkansas. Our cornerstone initiatives include community impact grants and scholarships.



## YOUTH BASEBALL & SOFTBALL PROGRAMS



One of the primary initiatives for ATYF is to get kids outdoors and playing ball. The main way we accomplish that goal is by hosting free kids clinics during the summer. Each clinic is staffed by professional baseball players, former pros, coaches, Travs staff, or volunteer parents. Participants receive valuable skills training, free swag, and a great introduction to baseball.

In 2022, the ATYF served almost 800 youth athletes with the help of 16 professional athlete instructors and dozens of volunteers.



ATYF hosted five clinics in 2022, including three pre-game sessions at Dickey-Stephens Park, PLAY BALL Weekend at Junior Deputy Baseball Park (pictured above), and a joint basketball-baseball clinic with the Memphis Grizzlies at West Central Community Center.



# GRANTS & SCHOLARSHIPS



## **EQUIPMENT GRANT PROGRAM**

In partnership with Academy Sports + Outdoors, ATYF awarded a total of \$2,500 in gift cards to 25 youth baseball and softball players. Five of the \$100 grants were presented during a game at Dickey-Stephens Park.

## **SCHOLARSHIP APPLICATION**

Since creating an online application for financial assistance, ATYF has received more than 80 applications and has helped more than half of those with over \$3,500 of assistance. Scholarship funds go to training programs, registration fees, and other related expenses.

## **BEYOND SPORTS LAB WINTER TRAINING**

Top youth athletes train year round, but indoor facilities are needed in the winter months to stay sharp and be ready for spring baseball or softball. The cost of those facilities create an entry barrier for many families.

In fall 2022, the Arkansas Travelers Youth Foundation partnered with the first minority-owned indoor training facility in the state, Beyond Sports Lab located in North Little Rock, to sponsor 10 youth athletes in their 6-week Winter Training Program. ATYF paid for the class and gave each athlete a practice bat/ball, Travs swag, and a \$25 Academy Gift Card. Each athlete was selected based on recommendations from coaches, the experience level, and socioeconomic factors.



## **EQUIPMENT DONATIONS**

ATYF donated practice bats and 80 baseballs to the Arkansas Baptist College Buffaloes. The foundation plans to make similar donations in the future.

# EDUCATIONAL PROGRAMS

## **PLAY BALL TO FIGHT CHILDHOOD OBESITY, DIABETES, AND EXCESSIVE SCREEN TIME**

Every youth athlete who participates in a youth clinic, the Field of Dreams program, or a Dickey-Stephens Park Tour gets advice and instruction on how to stay active, healthy, and motivated to excel in life. Educating the next generation of athletes is critical to the future of sports and one of the primary reasons the foundation exists.

## **ARKANSAS SCHOLARS PROGRAM**

Arkansas Scholars Program provides an opportunity for ATYF representatives to speak to local 8th grade classes about the importance of attendance and how to achieve a career in professional sports.



## **TEACHER SIGNING DAY**

On May 15, ATYF partnered with the Arkansas Department of Education and Academy Sports + Outdoors to provide 60 newly-hired educators with a \$100 gift card for sporting and classroom equipment. The event was hosted at the State Capitol and received recognition from Governor Asa Hutchinson.

# COMMUNITY OUTREACH

ATYF serves the community by finding needs and connecting resources. Our work in 2022 resulted in more than 200 kids, dozens of families, and multiple under-served non-profit groups being given the tools and resources to thrive in our community.



## ***\$10,000 BIKE DONATION***

On December 10, 2021, ATYF partnered with Academy Sports + Outdoors to give Watson Elementary 50 new bikes and helmets just in time for the Holidays. Students K-5 were awarded a new bike for perfect attendance and community excellence.



## ***BLACK HISTORY MONTH BASEBALL CAMP***

On February 28, ATYF supported the newly-founded Beyond Sports Lab indoor baseball facility in North Little Rock by donating merchandise, souvenir mini-bats, tickets, and other prizes for participants in their inaugural Black History Month Baseball Camp. ATYF Executive Director Lance Restum and NLR Mayor Terry Hartwick were on-hand to encourage the athletes.

## ***SERVE THE ROCK***

On October 6, ATYF was invited to participate in the annual LRCVB event, Serve the Rock. Over 40 non-profit groups gathered at Dickey-Stephens Park to discuss best practices, network for volunteers, and use economies of scale to change lives.

## ***LRAFB FAMILY FRIDAY BASEBALL BINGO***

ATYF serves our military community by hosting a free monthly Bingo game at Hangar 1080 on the Little Rock Air Force Base. Families play for two hours and win prizes, tickets, and more. Youth sports are promoted at the event and volunteers recruited.



## ***NLR PAL FIELD OF DREAMS TEAMS***

Fifteen teams from the North Little Rock Police Athletic League were invited to participate in the Travelers' Field of Dreams program. More than 100 kids were given tickets for their families, honored before the game, and given the opportunity to meet Travs players for autographs before joining them on-field for the National Anthem.

## ***TICKET DONATIONS***

ATYF invests in our community by investing in those who support our community. By partnering with non-profits that focus on sporting groups, ATYF was able to give tickets and dinner to individuals and families in need, build community relations, and spread the love of baseball to the next generation of fans.

2022 Ticket Recipients included: LRAFB Intramural League, Cabot Softball, Our House Women's Shelter, The CALL, Boy Scouts of America, NLR PAL

## ***INFIELD CLAY DONATION***

At the end of the 2022 baseball season, the City of North Little Rock replaced the playing surface at Dickey-Stephens Park. ATYF helped to ensure the still-useful infield clay was donated to the city-funded baseball fields at Rose City Youth Sports Complex. After 16 years as a professional baseball field, it has new life for the all-stars of tomorrow.



# FUNDRAISERS & PROMOTIONS



## GOLF TOURNAMENT

On September 19, ATYF took over the Country Club of Arkansas for the inaugural All-Star Youth Sports Classic. Sixteen teams participated for a total of 58 golfers.

Thanks to those participants, 12 paid hole sponsors, 10 donated silent auction items and a dozen volunteers, more than \$7,000 was raised in one day to support youth sports in Arkansas!

## OTHER EVENTS & EFFORTS

- Online Specialty Jersey Auctions
- In-Park Videoboard Shout Outs for Donation
- On-Field Marriage Proposals for Donation
- Razorback Game Ticket Auction
- ATYF Night with the Travs on August 27

## DONORPERFECT SOFTWARE

In February, the ATYF partnered with DonorPerfect to provide a cutting edge digital records management platform to better optimize efficiency and save money.



# COMMUNITY CORPORATE PARTNERS



Equipment Grant Program  
Arkansas Educator Support  
Scholarship Program Support



Residential Referral Program  
(Mention ATYF when scheduling service for 5% of your total bill to go back to the Foundation)



Annual Donor  
Youth Clinic Ath. Training Support



In-Kind Donor  
ATYF Cookie Day at the Store



Annual Donor  
2023 Equipment Drive Sponsor



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