



63x
30P

2025
IMPACT
REPORT



EXECUTIVE SUMMARY

MAKING PROGRESS TOWARD 63X30

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Followers of Project Play know that the federal government, as part of its public health goals, set the target of getting 63% of youth playing organized sports by 2030. And that the government would need private sector help if our nation had any chance of recovering from COVID where the rate had fallen all the way down to 49%.

The 63X30 Roundtable brings together 20 leading organizations from the sport, philanthropic, media, and private sectors. Many are traditional competitors, with a shared commitment to one bold goal: getting 63% of youth people ages 6-17 playing organized sport by 2030. We formed in response to a youth sports system that is vast, fragmented, and largely uncoordinated, where thousands of local programs operate with minimal oversight, shared standards, or alignment.

Convened and facilitated by the Aspen Institute's Project Play team, the roundtable was built on the principles of Collective Impact: a shared agenda, common metrics, continuous communication, and mutually reinforcing action. From the start, we recognized our limitations, but also our responsibility to model what meaningful, coordinated leadership can look like across sectors. We aligned our efforts and focused on the portion of the sport ecosystem we can most directly influence, and invited our networks, grantees, and partners to move with us.

As we know, progress moves at the speed of trust. Over the past two years, our members have chosen collaboration over competition — sharing data, aligning investments, coordinating strategy, developing mutually enforcing partnerships, and advancing field-wide solutions. Together, table members alone trained **more than 263,000 coaches and sports leaders**, engaged **more than 3.5 million parents**, and invested **over \$69 million** in youth sport access, safety, and infrastructure. And behind all of that, the roundtable unlocked an athlete roster with **over 90 million combined followers across Instagram and TikTok** — a direct line into the daily lives of the kids, parents, and coaches whose choices shape the future of sport.

In 2025, our collective reach was amplified as our partners stepped into the national spotlight: **ESPN's Take Back Sports campaign** united a multi-sport ambassador team across leagues and networks, and **The DICK'S Sporting Goods Foundation's new Nickelodeon series Play It Forward: Game On** is bringing stories of under-resourced youth sports teams to millions of households.

63X30 ROUNDTABLE ORGANIZATIONS

Little League transformed its ESPN platform into a megaphone for 63X30 — delivering 340+ broadcasts, including 38 national telecasts where the call to action was promoted on-screen and by analysts. This effort featured World Series-aligned community grants in partnership with The DICK’S Sporting Goods Foundation, alongside unprecedented ESPN on-air storytelling, press activations, and athlete interviews. In parallel, GameChanger provided Little League teams with complimentary premium subscription access throughout the Little League World Series, extending the 63X30 message to millions of families nationwide.

Across morning television, prime-time features, social-first storytelling, and league-driven amplification, these aligned narratives are shifting the national conversation — elevating youth sports from a private extracurricular activity to a **public health and public education** priority. This is no longer about whether families

can navigate a broken system; it’s about whether our country can afford not to act.

These efforts helped stabilize the system following COVID. National youth sport participation rebounded to 55.4% in 2023, according to the National Survey of Children's Health. That recovery and renewed momentum behind it is due in no small part to the leadership and coordination of the 63X30 Roundtable

This year made one truth unmistakably clear: when competitors become collaborators when brands, leagues, parks, and practitioners choose the greater good of young people over the interests of any single organization the entire system shifts. When coordinated voices, high-visibility media, evidence-based decision-making, and community investment move in unison, we don’t just improve programs — **we reshape expectations and redefine what youth sports can be in this country.**

That is how 63X30 becomes not just a goal, but a legacy worthy of the millions of kids who depend on us to get this right.

INPUTS AND IMPACT

The 2025 data is clear: the shift underway is bigger than new programs or isolated grants. What’s happening across the 63X30 Roundtable is a systemic rewiring of the forces that determine whether kids start — and stay — in sports. This year’s headline totals tell the story:

63X30 IMPACT IN 2025

Please note these are conservative estimates.

2.1

MILLION +

Children reached through coalitions, grants, events and leagues

3.5

MILLION +

Parents and caregivers engaged

\$69

MILLION +

Direct and in-kind investments in youth sports programs and facilities

263,000+

Coaches and youth sport leaders trained

254+

Community events, sports sampling and play days delivered

62,000+

Equipment and play kits distributed

These numbers don’t just reflect activity — they reveal the structural levers that are beginning to shift. Behind every child reached, coach trained, dollar invested, and play day delivered sits a deeper story about how the system itself is changing.

THE 63X30 INPUTS DRIVING A NEW ERA OF YOUTH SPORT PARTICIPATION

1. 63X30 Members Power Coaching at Scale

The most powerful driver of sustained participation — high-quality coaching — expanded at scale in 2025. More than 263,000 coaches were trained through aligned national efforts: the U.S. Olympic & Paralympic Committee's (USOPC's) and Nike's [How to Coach Kids](#) and [Coaching Girls](#) courses; the PGA of America's record [ADM-aligned coach development surge](#); Under Armour's partnership with Positive Coaching Alliance; and the [U.S. Tennis Association's \(USTA's\) new coaching platform](#) and coaching campaign, which reached 1 billion impressions. These efforts reached deeper than instruction alone — with National Recreation and Park Association (NRPA) and USTA micro-grants strengthening local training capacity and the USOPC and Nike translating courses into Spanish, widening access for Latino families and community coaches.

Through the [Million Coaches Challenge](#), national governing bodies (NGBs), brands, and community partners unified around vision for the future of youth sports coaching and the need for action in policy, research, operations and media. The [USOPC's ADM & Quality Coaching Resource License Agreement](#) for NGBs allows NGBs to integrate consistent, athlete-centered principles into certification pathways and youth sport

programs. This marks the emergence of “The USA Way for Sport” — a [unified coaching framework](#) that will anchor America's youth sport ecosystem heading into LA28 and beyond.



Together, these efforts represent a strategic redesign of the coaching pipeline, not accidental growth. Research is unequivocal: better coaching increases retention, safety, confidence, and joy — the strongest predictors of long-term participation. For the first time, those outcomes are being pursued at a national scale, redefining what every child should experience when they step onto a field, court, or playground in this country.

2. 63X30 Members Are Reducing Cost Barriers

For too long, cost was treated as a “me” problem — a burden shouldered by individual families, often framed as personal choice rather than systemic inequity. In reality, high-cost youth sports represent a market failure, not a parental one. The roundtable took on affordability with collective responsibility as a structural issue we are fixing together.

This year, organizations across the coalition delivered unprecedented levels of financial support. TeamSnap provided nearly \$20M+ in direct support to cover registration fees, uniforms, and equipment. The DICK’S Sporting Goods Foundation committed \$14M+ through Sports Matter. [USTA invested \\$5M in micro-grants](#), while NRPA supported 100+ communities with grants to strengthen local programs.

“Our local little league was nearly shut down after flood damage. The grant funded repairs and uniforms for 120 players. When the first game began, families cheered through tears — it wasn’t just a season opener, it was a comeback.”

The DICK’S Sporting Goods Foundation grantee

Little League and MLS GO’s made multi-million-dollar commitments to cover registration fees and uniform costs. The PGA of America launched the [Opportunity League](#) model, providing fully funded PGA Jr. League seasons in communities

of need, expanding from 18 sites in 2025 to more than 100 planned in 2026. And through [ESPN’s \\$5 million in Take Back Sports](#) grants, organizations like Every Kid Sports received critical funding to eliminate pay-to-play barriers for families with the least access.

“The Ability Center was able to provide our AFAR athletes with new adaptive equipment. This meant more kids with disabilities could compete alongside peers. Families describe it as ‘a life-changing level of inclusion.’”

The DICK’S Sporting Goods Foundation grantee

In 2025, the Ralph C. Wilson, Jr. Foundation committed \$11 million to expand free, welcoming places to play across Southeast Michigan and Western New York — investing in riverfront parks, neighborhood play spaces, coach education, new programming, sport sampling, and equipment access. As part of this work, the Foundation helped establish Leveling the Playing Field hubs in both regions, distributing more than \$200,000 in equipment in Western New York and \$46,000 in Southeast Michigan in early 2025, removing some of the costliest barriers to participation.

Collectively, these investments are closing the affordability gap at scale, ensuring more kids can start, stay, and succeed in sport without financial barriers.

3. 63X30 Members Are Making Place-Based Investments

Participation depends on one essential ingredient: access. This year, access expanded in transformative ways. USTA's \$10M investment in court upgrades, [MLB's 60,000 Franklin baseball kits distributed](#) during PLAY BALL Weekend, and Musco Lighting's new infrastructure investments in local parks and recreation spaces are reshaping the physical landscape of youth sports.

[Under Armour's Project Rampart](#) brought deep, multi-year investment to Oakland, Baltimore, and Washington, DC, improving fields, uniforms, coaching supports, and academic pathways. And through The DICK'S Sporting Goods Foundation [Sports Matter Days of Play](#), thousands of kids across 20+ cities gained free play opportunities, equipment, and access to multi-sport sampling events that reduce cost and increase connection to local sport.

RCWJRF's place-based investments in Southeast Michigan and Western New York further illustrate how facilities and free play intersect.

On Detroit's riverfront, the [Ralph C. Wilson, Jr. Centennial Park](#), a 22-acre destination designed for play, wellness, and connection, now anchors year-round programming through an active Sport House, dynamic play areas, and welcoming public spaces that invite families to move, gather, and explore. In Buffalo, the emerging [Ralph Wilson Park](#) on the Lake Erie shoreline will add destination play spaces, expanded trails, and new fields and courts, providing another major civic asset that centers youth, families, and active recreation. Together with the [Playbook for Playspace Equity](#), a courts-and-fields study led in partnership with Aspen's Sports & Society Program and other collaborators, RCWJRF is helping local leaders understand where access gaps exist and how to close them with intentional, community-informed investments.

These efforts aren't just improving fields and facilities, they're reopening the front door to sport for millions of kids who've been waiting for a place to play.





Under Armour teamed up with the Baltimore Ravens to drive girls' flag football.

4. 63X30 Members are Powering Girls' Participation

Girls' sports experienced a surge of momentum in 2025, driven by intentional investment, smarter program design, and national visibility. [Under Armour and the Baltimore Ravens](#) helped catalyze one of the fastest-growing movements in youth athletics: girls' high school flag football. In just two seasons, participation jumped from 10 to more than 90 teams in Maryland, creating a powerful, culturally resonant on-ramp for thousands of girls. At the same time, Nike and NRPA deepened their commitment through the [Gender Equity in Sport Grants](#), awarding 10 grants at \$35,000 each to help parks and recreation agencies redesign programs, upgrade uniforms and equipment, improve scheduling, and build staff capacity to support girls' participation. Combined with the rapid adoption of Nike's *Coaching Girls* training, coaches nationwide are now better equipped to create safer, more inclusive, and more affirming environments for girls.

In Western New York, Project Play Western New York, supported by the Ralph C. Wilson, Jr. Foundation hosts two annual Girls in Sports

events that give approximately 130–175 girls each year the chance to sample multiple sports in a low-pressure, confidence-building environment. Mini-grants for Free Play events and zones extend that access into summers and school breaks, ensuring girls have safe places to move and belong when traditional programs pause. In Southeast Michigan, [Project Play SEMI](#) has hosted a Girls Sport Sampling event for the past three years, engaging 100–200 girls annually and inspiring partners across multiple counties to replicate these models locally.

Visibility for girls' sports also reached new heights. [The Little League Softball World Series](#), presented by The DICK'S Sporting Goods Foundation and ESPN, drew a record 2.98M peak viewers, becoming the most-watched youth softball event in history and signaling undeniable demand for girls' sports on the biggest stages. From grassroots expansion to prime-time broadcast, the message is unmistakable: when we design for girls, invest in girls, and elevate girls —participation rises, communities strengthen, and the whole system grows stronger.



FundPlay CEO Jared Cooper delivered remarks to the Congressional Youth Sport Caucus.

5. 63X30 Members are Building Policy and Systems

Long-term change requires structural alignment — and in 2025, that alignment began to take shape at every level of government. The leadership of the FundPlay Foundation, LeagueApps' charitable partner, helped drive the rebirth of the [Congressional Youth Sports Caucus](#), restoring bipartisan efforts in Washington to reduce barriers, modernize standards, and elevate youth sports as a national priority.

Historically, youth sports just hasn't been a priority of lawmakers on Capitol Hill where college and Olympic sports have been the focus of attention. That began to change in December when a House subcommittee on Education and Workforce scheduled a hearing, "[Benched: The Crisis in American Youth Sports and Its Cost to Our Future](#)." The Aspen Institute's Tom Farrey was invited to testify and provide recommendations that could help achieve the federal government's public health target of 63% youth participation in sports by the year 2030.

At the state level, Players Health played a pivotal role in [advancing legislation in Colorado](#) that mandates background checks for youth sport

providers — a safety reform with the potential to become a national model. Simultaneously, several states — including [California](#), [Illinois](#), and [Massachusetts](#) — began exploring or establishing state-level Departments of Youth Sports.

At the city level, the movement gained historic momentum as both the [U.S. Conference of Mayors](#) and the National League of Cities formally endorsed the Children's Bill of Rights in Sports, a set of eight principles anchored in human rights doctrine that can serve as a minimum building code, and common language, that providers and other stakeholder organizations can use to better serve youth through sports.

Mayors and city managers play key roles in the youth sport ecosystem, as their city recreation departments offer programming and determine which outside organizations get to rent their facilities and under which conditions. This year, the National Recreation and Park Association released the first-ever [National Youth Sports Framework](#), offering its 60,000 members and communities a unified roadmap for quality, safety, coaching, equity, and engagement.

In Southeast Michigan and Western New York, the Ralph C. Wilson, Jr. Foundation has helped operationalize this shift from programs to systems. Through Project Play Western New York and Project Play Southeast Michigan, RCWJRF is supporting cross-sector tables of schools, parks, nonprofits, and pro sports teams to align around common standards — from the Children’s Bill of Rights in Sports to shared approaches on coach

training, facility access, and organizational capacity-building.

Together, these federal, state, and local actions signal a profound evolution: youth sports as no longer a scattered patchwork of programs, but an essential system requiring coherent policy, shared standards, and coordinated oversight.



THE BOTTOM LINE

Members of the 63X30 table aren’t just creating more programs — they’re reengineering the inputs that drive participation: Coaching. Cost. Capacity. Culture. Policy.

These are the levers that turn one-time initiatives into national momentum. This is how we will reach and exceed 63% youth sport participation by 2030.

THE FOUR PRIORITY AREAS OF EXECUTION

From Insights to Action — How We Turned Momentum Into a Movement

The story of 2025 is not simply that numbers went up. It's that the *inputs* driving youth sport participation began to shift at the structural level. But structural change only matters if it moves beyond insight into action, if it becomes *what the field does*, not just what the field learns.

That is where the 63X30 Roundtable excelled this year.

Across twenty-one organizations — from professional leagues to national nonprofits, media networks, park and recreation systems, sporting goods companies, and athlete-led movements — the roundtable demonstrated a discipline rarely seen in youth sports: **alignment**. No parallel campaigns. No isolated pilots. Just a coordinated movement organized around four strategic levers proven to drive participation at scale:

01 | STORYTELLING & CAMPAIGNS

Inspiring a cultural reset around youth sports through unified narratives.

02 | EDUCATION & COURSES

Empowering parents and coaches with evidence, tools, and guidance.

03 | LEADERSHIP & ENGAGEMENT

Activating the ecosystem of parents, providers, and communities as local leaders.

04 | GRANTS & INVESTMENT

Breaking barriers to participation through bold, targeted funding.

These pillars form the backbone of the 63X30 Roundtable's strategy — and each of them advanced significantly in 2025. What follows is the story of how roundtable members showed up

within each area, what they built together, and why these actions matter for reaching 63% youth participation by 2030.

01

Storytelling & Campaigns

Inspiring a cultural reset around youth sports through powerful, aligned storytelling

Youth sports in America do not suffer from a lack of passion — they suffer from a lack of shared narrative. Families are confused. Coaches are overwhelmed. Communities are unclear on what “good” looks like. That’s why the 63X30 Roundtable’s first priority area — storytelling — is not window dressing. It is foundational.

2025: A Breakthrough Year for Unified Narrative Momentum

Roundtable members collectively reshaped the national conversation through morning television, prime-time features, digital series, social-first storytelling, and athlete-led content. [Read about major storytelling moments in the following pages.](#)



ESPN's Take Back Sports National Campaign

Activated a multi-sport ambassador roster featuring **Stephen Curry, A'ja Wilson, Diana Flores, Lamar Jackson, Ben Shelton, Francisco Lindor**, and more.

Produced **30+ athlete vignettes** and **two national PSAs** airing across ESPN and Disney platforms.

Launched the **TakeBackSports.org** national resource hub and published a **Parent Quiz on ESPN.com** to guide families toward healthy sport behaviors.

Featured long-form storytelling including a spotlight on **Stephen Curry** and an ESPN social interview with **Francisco Lindor** about youth sports.

Showcased Take Back Sports and 63X30 on the **NRPA Conference mainstage** before 8,500+ park and recreation professionals.

Shared PSA airtime during the **Little League World Series**, accompanied by **Good Morning America** coverage and cross-platform elevation.

Integrated with Project Play through national broadcast mentions and shared youth-sport messaging during MLB programming.



ESPN's Take Back Sports campaign featured across the company's platforms, including on SportsCenter with Scott Van Pelt.



ESPN's Take Back Sports campaign featured across the company's platforms, including on a YouTube series co-developed with Positive Coaching Alliance.



ESPN's Take Back Sports campaign featured across the company's platforms, including a PSA starring Peyton and Eli Manning.



**“It’s time to put play
over pressure.
Multi-sport
over madness.”**

“So why aren’t kids
having fun? There’s too
much pressure on them.
Too much specializing
in just one sport. Too
much emphasis on
winning over fun.”

PEYTON & ELI MANNING



Little League amplified 63X30 across 340+ broadcasts during the World Series & a national press conference.

Little League x ESPN World Series Integration

340+ broadcasts and 38 nationally televised games featured 63X30 branding and broadcast messaging.

Included athlete interviews, on-air features, and coordinated storytelling throughout coverage.

Hosted an official 63X30 press conference and issued a national press release.

Collaborated with The DICK'S Sporting Goods Foundation (presenting sponsor of the Little League Softball World Series) for community grants presented at World Series events.

Expanded impact through a full GameChanger partnership across every division.

The DICK'S Sporting Goods Foundation x Nickelodeon: Play It Forward: Game On

A new national unscripted series spotlighting inspiring youth sports teams.

Millions of households exposed to true stories of belonging, access, and joy.

Integrated storytelling across DSG channels (Good Morning America segment: 1.9M viewers).



The DICK'S Sporting Goods Foundation' Cookie Jar Productions developed "Play It Forward: Game On" for Nickelodeon, featuring Sports Matter's work to develop sports fields in underserved communities.

Aspen Institute: National Youth Sports Parent Survey

[The National Youth Sports Parent Survey](#) highlighted staggering insights — including parents spending an average of *three hours* on sports each day their child plays — shaping ESPN coverage, national media stories, and roundtable messaging. Data and insights developed through the parent survey – made possible with the financial and survey distribution support of 63X30 members – were reflected in stories produced by *The New York Times*, Bloomberg, FOX News, and many other news outlets.

MLS GO: The MLS GO Show

A [youth-centric content series](#) increasing year-round fandom.

+77% year-over-year growth on Instagram fueled by kid-first narratives.

NRPA's 2025 National Conference

Reached **8,500+ parks and recreation professionals** with youth sport messaging.

Mainstage panel featuring ESPN, Nike, Musco Lighting, and roundtable grantees.



Representatives from Nike, NRPA, ESPN and Musco Lighting presented on youth sports partnerships at the NRPA Annual Conference.



USTA star athletes were featured in Take Back Sports content for ESPN during the network's coverage of the US Open.

USTA Coaching Campaign

USTA's coaching campaign reached **1 billion impressions**, positioning coaches as heroes.

[Francis Tiafoe](#) and [Ben Shelton](#) featured in USTA × ESPN US Open content.

Nike's Partnerships to Elevate Girls in Sport

Podcast and storytelling series with NRPA: [If She Can See It, She Can Be It](#).

Showcasing girls' sports as the center of access, safety, and confidence.



Ralph C. Wilson, Jr. Foundation

Supports the annual **Thank You, Coach** event through Project Play Western New York and the Buffalo Bills, hosted at Bills Stadium and practice facility. Recognizes:

- **25 coaches** annually on the Coaches Honor Roll
- One recipient of the **Dick Gallagher Lifetime Service Award**

Together, these aligned narratives did something powerful: **they replaced fear, confusion, and pressure with confidence, clarity, and joy.**

02

Education & Courses

Empowering parents with evidence to navigate the sport system and grow

Parents remain the single most influential decision-makers in youth sports. Yet, for decades, they've been left to navigate a high-cost, high-pressure, highly confusing ecosystem without reliable information or guidance. The 63X30 Roundtable changed that in 2025. Parent education became a core system lever — a coordinated effort to ensure families receive trustworthy, developmentally aligned guidance, not contradictory messages or fear-based marketing.



Parent-Facing Education Expanded Dramatically in 2025

Aspen Institute: Parent Checklists

The Aspen Institute played a defining role by building a comprehensive set of parent resources:

[Project Play Parent Checklists](#), redesigned and widely distributed, helped thousands of parents identify high-quality programs, understand age-appropriate expectations, and spot red flags in the sport environment. In 2026, checklists for Latino families will be created and distributed with the help of Telemundo.

ESPN x PCA: Take Back Sports Parent Quiz & Pledge

Behavior-change tools prompting parents to reflect on sideline behavior, expectations, pressure, and motivation.

Follow-up [Parent Pledge](#) promoting healthier norms centered on joy, development, and well-being.



The Aspen Institute's refreshed Parent Checklists for parents to guide their child's sport experience were distributed by 63X30 partners.

TeamSnap: Integrated Parent Education at Scale

At-home training content reaching **250,000+ parents each quarter**.

Offering parents tips on communication, safety, encouragement, and balanced family routines.

Distribution of [Project Play parent checklists](#) to a **1M+ parent audience**.

USOPC Grassroots Hub: Resources for Parents & Caregivers

A comprehensive [Parent Toolkit](#) from the USOPC features the [Quality Parenting Framework](#), giving caregivers actionable tools to support physical, social-emotional and developmental growth in youth sport.

Includes quick-reference guides like “[5 Ways to Tell Your Child Has a Trained Coach](#)” so parents can confidently assess the quality of their child’s youth sport environment.

These resources align with the ADM and the Million Coaches Challenge — ensuring caregivers and coaches are working toward the same athlete-centered culture.

Ralph C. Wilson, Jr. Foundation:

Invested in Project Play Western New York and Project Play Southeast Michigan to localize and distribute national parent-education tools.

Supported dissemination of Project Play parent checklists, safety resources, and sport-selection tools through: schools, community-based organizations, and regional convenings and summits.



USOPC released a Quality Parenting Framework in parallel to their Quality Coaching Framework, giving caregivers actionable tools to support their child’s growth.



MLS GO: Parent-Friendly Playbook for New Sports Families

Provides [age-specific guides \(U4–U15\)](#) to help parents and first-time coaches understand what's developmentally appropriate at each age, emphasizing fun, skill progression, positive support, and inclusive access through the MLS GO Play Fund.

MLS GO's age-specific guides help parents and early career coaches design for development and fun.

Little League University: Parent Code of Conduct & Family Resources

A nationwide [Parent Code of Conduct](#) clarifying expectations for sideline behavior, respect for officials, and positive support.

Articles and [videos on well-being](#), safety, nutrition, and communication. Emphasis on modeling sportsmanship and keeping fun at the center of the youth sport experience.

NBA/WNBA: Parent Workshops for the Whole Child

Programming focused on **social and emotional learning, player health — physical and mental, financial literacy, and navigating elite pathways**, giving families transparency into developmental and emotional realities of youth sports.

Hospital for Special Surgery (HSS): Parent Safety & Sport-Selection Tools

Offers the [Healthy Sport Index](#), a data-driven tool developed with HSS & the Aspen Institute to help parents explore sport options with the help of evidence-based comparisons of physical activity levels, injury risk, and psychosocial benefits.

Provides free downloadable resources such as [“How to Choose the Right Sport for Your Child”](#), giving families practical, medically-informed guidance on sport selection and safe participation.

Players Health: Athlete Safety Hub for Parents & Programs

Launched a [Safety Hub](#) offering guides, videos, and tools designed for coaches, parents, and organizations to reduce injury risk, manage sport-safety, and build supportive environments.

Provides accessible resources that empower parents to understand safety protocols, ask the right questions, and advocate for their child’s well-being in sport settings.

Players Health’s Safety Hub offers resources for parents to understand and manage injury risk.



Coaching Education — The Most Powerful Lever of All

Building Skilled, Supportive, and Inclusive Coaches

High-quality coaching is the most powerful driver of sustained participation. In 2025, The 63X30 Roundtable members moved together in force to strengthen the national landscape — raising standards, expanding access, and equipping coaches with the skills that keep kids safe, seen, and thriving. Together, these efforts trained **more than a quarter-million coaches**, reaching every level of youth sport from early childhood to elite pathways.



Roundtable Coaching Education Highlights (2025)

Aspen Institute x Little League x Nike x NRPA x USOPC: Meeting the Million Coaches Challenge

Aspen Institute facilitated cohort of **18 partner organizations**, including 63X30 Roundtable members.

Cohort reached goal in 2025 of training **one million coaches** in social and emotional development techniques in five years.

93% of trained coaches feel more confident in their ability to support youth.

MCC-trained coaches report that athletes show more joy, stronger relationships, and are more likely to stay in the game.

USOPC: National Scale Through ADM, Coaching Pathways & Communities of Practice

182,646 coaches trained through *How to Coach Kids* (HTCK) and Coaching Girls via hosted sites and partner platforms.

10,646 completions¹ of [Connection-Based Coaching](#) across national team and grassroots youth sport settings.

ADM-aligned training delivered consistently across [37 National Governing Bodies](#).

Ongoing Communities of Practice and **NGB summits** advancing unified coaching standards.

9 new micro-learning e-modules, [updated ADM Manual](#), and Implementation Guidebook released for NGB use.



Nike and NRPA, with partners at the Center for Healing and Justice through Sport and the Chicago Parks District, trained over 1,700 summer recreation leaders.

Nike: Promoting Quality Coaching Across Sports

9 NGBs and i9 Sports are now licensed to use *How to Coach Kids* — embedding the curriculum into certification pathways nationwide.

[Swoosh Summer Academy 10-Year Anniversary](#): Nike, Chicago Parks District, and the Center for Healing & Justice through Sport (CHJS) trained **~1,700 summer recreation leaders annually**, reaching **~159,000 kids** over a decade.

Launched [Nike Coaching Hub](#) and Coach the Dream film to empower and inspire coaches.

Supported [NRPA's no-cost coach training expansion](#) through the Million Coaches Challenge.

¹This represents the number of coaches trained since the Million Coaches Challenge began in 2022.

Ralph C. Wilson, Jr. Foundation: Translating National Standards to Local Communities

In January 2025, recommended funding for NRPA Coaches Training in:

- Project Play Southeast Michigan
- Project Play Western New York

Enabled each region to:

- Host up to three trainings
- Train up to 600 coaches total
- Participate in NRPA's Community of Practice

Strengthened regional alignment with:

- Michigan Parks and Recreation Association
- New York State Recreation and Park Society

TeamSnap: Standardizing Coaching Tools Nationwide

Delivered and expanded **standardized coaching content** across [600+ AYSO regions](#), free for every coach from **6U through 14U**.

Integrated coaching tools and at-home training for parents and volunteer coaches across league partnerships.

PGA of America: Record Year in Golf Coach Education

[22,000+ coach development course completions](#) in 2025 — the highest annual total to date.

PGA's ADM-aligned pathway is now a leading model in sport-specific coaching development.

NRPA: Local Coaching Capacity at National Scale

14,000 coaches trained across park and recreation systems nationwide, in partnership with CHJS, PCA, Nike, the USOPC, and the U.S. Soccer Foundation.

Since joining the **Million Coaches Challenge**, NRPA provides [no-cost coach training](#) to staff and volunteers, with plans (supported by ESPN + Nike + USOPC) to expand to **35 park agencies**.

NBA/WNBA: Training Across the Entire Youth Basketball Pathway

[19 coach education trainings](#) delivered across boys' and girls' pathways.

Delivered comprehensive [Jr. NBA/Jr. WNBA Curriculum](#) with 48 practice plans across four levels designed to better the youth basketball experience for players, coaches, and parents.

24 coach education trainings — in-person and virtual — delivered across boys' and girls' pathways, serving coaches across recreational, competitive, and elite basketball.

Conducted **5 on-campus coaching** immersions with top high school basketball programs.

Hosted the **2nd annual NBA/Nike EYBL Coaching Clinic at Peach Jam with 250+ coaches**.

Players Health: Safety and Abuse-Prevention Training

[12,500 coaches trained](#) in 2025 on abuse-prevention protocols and safer sport environments.

Safety Hub resources help coaches and organizations create safer, more accountable programs.

HSS x Jr. NBA /Jr. WNBA: Warm-Up and Injury Prevention

Delivered the **HSS x Jr. NBA/Jr. WNBA Warm-Up Course**, endorsed by the NBA, to youth basketball coaches nationwide — promoting safe movement, injury prevention, and evidence-based warm-up routines.



USTA: A New Era of Tennis Coaching Education

[Digital coaching platform](#) launched with **5,000 members** to date — ranging from parents to teachers to professional coaches.

46 Coach Education Centers established nationwide.

Will host **268+ in-person workshops** beginning in 2026.

Online coaching curriculum currently active in **150 markets**.

Coaching campaign generated **1 billion+ impressions**, elevating the value of trained tennis coaches.

Under Armour: Coach Development for Football & Beyond

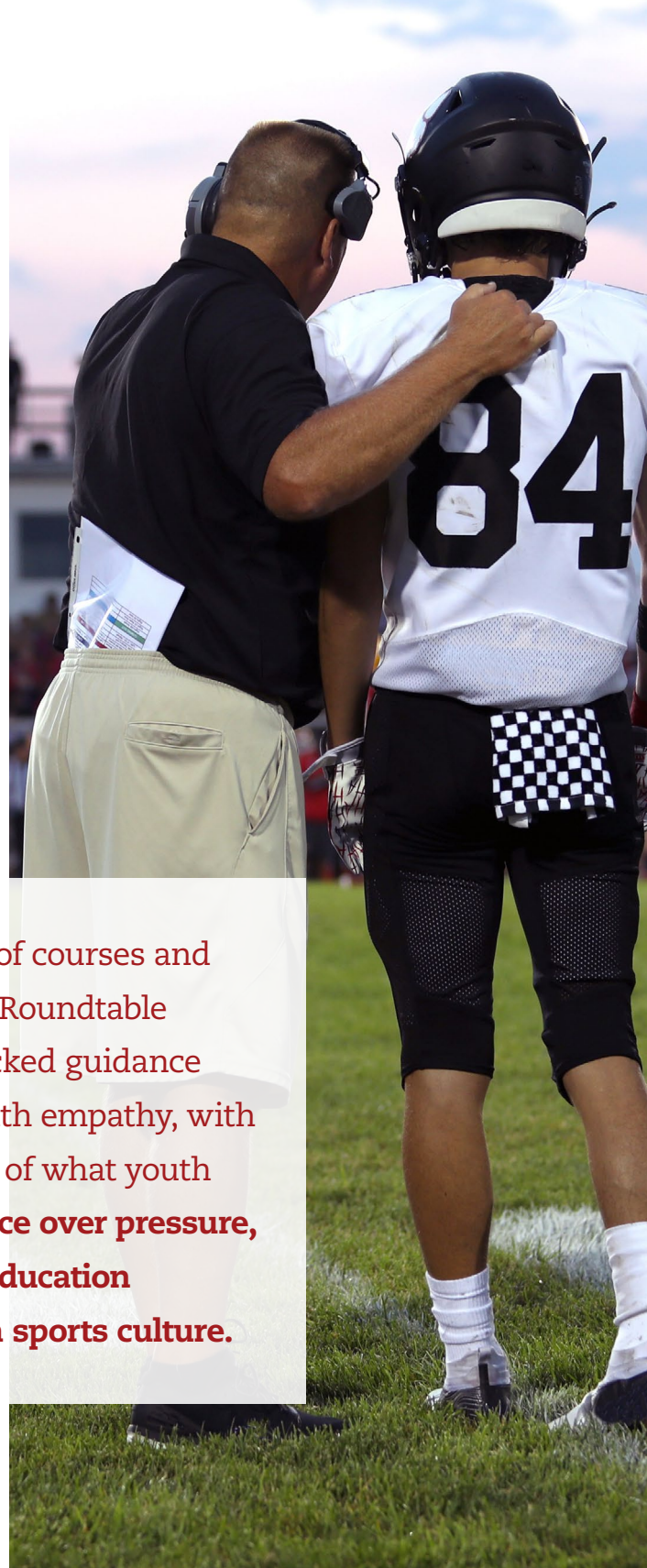
Completed national commitment with PCA to train **15,000 coaches** in positive, athlete-centered methodology.

Supports coaching quality within **Project Rampart**, enhancing school-based and community-based coaching capacity across Oakland, Baltimore, and Washington, DC.

Nike x USOPC x NRPA: National Coaching Tools Hub

Nike & USOPC team up to provide coaching resources prominently featured on the [NRPA Level Up Coaching Site](#), expanding access to inclusive and evidence-based practice for parks and rec systems nationwide.

What emerged in 2025 is more than a suite of courses and checklists — it's a cultural reset. The 63X30 Roundtable members delivered consistent, research-backed guidance that helps adults show up better for kids: with empathy, with clarity, and with a grounded understanding of what youth sports are meant to be. **By elevating evidence over pressure, and development over performance, this education movement is rewriting the norms of youth sports culture.**





03

Leadership & Engagement

Activating the ecosystem of parents as coaches, organizers, and community leaders

Organized youth sports thrive when adults step up — as coaches, connectors, program leaders, and champions of equity. 63X30 Roundtable members invested deeply in activating leadership at the community level.

NBA/WNBA/Jr. NBA/Jr. WNBA Court of Leaders

The NBA/WNBA deepened its investment in youth leadership by delivering 24 high-impact leadership sessions through the Jr. NBA/Jr. WNBA Court of Leaders program also across our boys' and girls' Nike Elite Youth Basketball (EYBL) partnership. These sessions equipped teens with tools in communication, confidence-building, peer mentorship, and community service — cultivating a generation of young leaders who see sport not just as competition, but as a platform for belonging and social impact. The Jr. NBA/Jr. WNBA launched @courtofleaders on Instagram to highlight these on- and off-court achievements. This initiative continues to serve as one of the most dynamic youth leadership pipelines in the country.



NBA/WNBA's Court of Leaders program supports high-achieving teens to achieve social impact through basketball.

GameChanger Community Engagement

GameChanger played a transformative role in community engagement this year, using sport as a unifying force across neighborhoods, schools, and public institutions. Through its Stay & Play Champions, GameChanger turned investment into action as each Champion hosted two community events reaching more than 500 young people, from Variety Sports Camps with the Women's Sports Foundation, to Cavaliers Basketball and district-wide kickball events with Special Olympics PA, Basketball & Bonds clinics with Rise League Champions, and soccer sessions with Athletes for Hope. It also sponsored the Det. Jason Rivera

& Det. Wilbert Mora Basketball Classic, supporting 45+ teams and 600+ young athletes, all coached by NYPD officers — honoring the detectives' legacy while strengthening relationships between youth and law enforcement. Beyond the field, GameChanger brought innovation directly into classrooms through its partnership with Learn Fresh and the NBA, providing **50 NBA Math Hoops Live Kits** to schools nationwide and hosting **24 Global Championship finalists** for math, SEL, and basketball culture to build confidence, problem-solving skills, and a deep sense of belonging among young learners.

MLB PLAY BALL Weekend: National Engagement Across Professional Teams

Major League Baseball's PLAY BALL Weekend again demonstrated what large-scale activation can do for grassroots participation. Across three days, MLB and its clubs engaged more than 60,000 kids through community events on six continents, introducing young people to baseball and softball in fun, low-pressure environments. A standout highlight was the nationwide distribution of 60,000 Franklin PLAY BALL bat-and-ball sets,

ensuring that every child — not just those registered in leagues — had the equipment needed to play in backyards, schoolyards, and neighborhood parks. This simple but powerful access point expands free play, lowers barriers to entry, and reinforces MLB's commitment to making baseball and softball available to all kids, everywhere.



MLB's PLAY BALL Weekend created programming in every Major League and Minor League market, engaging more than 60,000 kids.



Under Armour's Project Rampart worked with partners in Oakland, Baltimore and Washington, DC to expand sport and services in middle schools.

UA's Project Rampart: Leadership Across School Systems

Under Armour's Project Rampart continues to be a national model for sport-driven youth development across Oakland, Baltimore, and Washington, DC. The results in Oakland are profound:

- **97%+ graduation rates among student-athletes**
- **GPA averages a full point higher than non-athletes**
- **Absenteeism nearly eliminated among involved students**
- **Middle school sports participation skyrocketing from 14% to 55% since 2021**

These outcomes are driven by deep, multi-year investments in uniforms, safe play spaces, academic counselors, student-athlete leadership councils, and aligned middle-to-high school pipelines. Project Rampart is demonstrating what happens when a brand commits to whole-child development — not just the game.

The DICK'S Sporting Goods Foundation Impact League

2025 marked the launch of the inaugural **Sports Matter Impact League**, an ambitious effort to invest in organizations using sport as a vehicle for belonging, healing, and life skills. **Nine cities** — Atlanta, Pittsburgh, Boston, New York City, Miami, Charlotte, Chicago, Houston, and Los Angeles — each received three years of tiered funding (\$100K → \$50K → \$25K). These local partners are delivering transformational programming that uses sport as a hook to engage youth in mentorship, academic support, mental health resources, and community leadership. This is a long-term investment designed to move the needle.

Nike x Coalitions for Sport Equity

Nike's leadership helped scale the Coalitions for Sport Equity to 25 local coalitions, now representing **700+ organizations that reach more than 1.5 million kids**. These coalitions unite schools, parks, nonprofits, and community leaders around one mission: dismantling barriers to play. Their collective work includes coaching training, facility access improvements, gender equity strategies, and coordination of multi-sport pathways — making them one of the most powerful community-driven forces for youth sport participation in the country.

Ralph C. Wilson, Jr. Foundation

In Detroit, RCWJRF and Project Play Southeast Michigan co-hosted **“Unite to Ignite: The Power of Play in 2025”** with the Detroit Sports Commission, a high-energy summit that brought together youth sport coaches, volunteers, advocates, and community leaders from across the region. The gathering featured panels (including the Aspen Institute's Tom Farrey), sports sampling sessions **delivered alongside all four Detroit professional sports teams**, and shared commitments to expand access and **uphold the Children's Bill of Rights in Sports**.

In Western New York, Project Play WNY's annual Community Conversations gathering engages more than **100 educators, nonprofit leaders, parents, and coaches** each spring for a day of networking and interactive panels focused on local solutions. These convenings, funded by RCWJRF, demonstrate how philanthropy can build durable leadership capacity rather than isolated programs.

MLS GO Club Integration

MLS GO brought professional soccer closer to young players than ever before, offering **5,000+ kids access** to unforgettable match-day experiences. These included:

- Player walkouts
- Ball kid opportunities
- Pre-match fan zone activations
- Mini-pitch events at All-Star Week and Fanatics Fest

By connecting grassroots players with the pro game, MLS GO is building deeper fandom, stronger community ties, and a long-term love of sport that extends far beyond the season.



04

Grants & Investment

**If coaching is the engine of participation,
investment is the fuel.**

In 2025, 63X30 Roundtable members delivered more than \$69 million in strategic, targeted funding designed to remove systemic barriers, expand access, and rebuild the foundation of youth sports in communities nationwide.



Major 2025 Investments Across the 63X30 Ecosystem

Aspen Institute x Nickelodeon: Supporting Project Play Champions

In partnership with Nickelodeon Our World, Project Play supported 20 organizations with grants to promote youth agency.

TeamSnap

Nearly **\$20M** directly covering registration fees, uniforms, and equipment for families who would otherwise be priced out.

Funding flowed through hundreds of local leagues, expanding access in every region of the country.

The DICK'S Sporting Goods Foundation: Committed \$14M+ in Sports Matter Grants

One of the largest private-sector investments in youth sports access this year.

Impact stories from 2025:

Saks High School: New uniforms restored team pride and identity.

Boone County Boys & Girls Club: Renovated gym doubled basketball participation.

Friends of Baseball: “Play Ball Everywhere” program brought equipment to schools with zero sports funding.

Little League International: Flood recovery grants saved the season for 120 kids.

AFAR Program: Adaptive equipment expanded inclusion for athletes with disabilities.

\$232,000 granted in a single Sports Matter Day, demonstrating rapid-response support for local needs.



The DICK'S Sporting Goods Foundation awarded Norriton Little League with a \$25,000 grant at the Little League World Series to support league operations and increase accessibility.



The DICK'S Sporting Goods Foundation's Sports Matter Days granted \$232,000 to support programs nationwide.

GameChanger

Funding powered multi-sport events, mentorship programs, and new community engagement models.

USTA

\$10M invested in court upgrades, revitalizing safe places to play.

\$5M in micro-grants (distributed over five years) strengthening community organizations' ability to run affordable, high-quality tennis programs.

NRPA

Grants to **100+ park and recreation communities** — projected to reach **345,000 youth** with safer, more accessible sport options.

New [Musco Lighting infrastructure grants](#) delivered up to **\$100,000 per agency** to build or illuminate mini-pitches, fields, and courts.

MLS GO Play Fund

[\\$100,000 annually](#) dedicated to need-based grants.

More than **20% of all MLS GO participants** benefit from financial support each year.



Nearly 20% of all participants in MLS GO programming benefit from financial support each year.

Little League

\$1.4M supporting registration fees, uniforms, and equipment for [10,617 youth](#) nationwide through the T-Mobile Little League Call Up Grant..

Ralph C. Wilson, Jr. Foundation

Supported the launch of the **Project Play Communities Council** in partnership with the Names Family Foundation.

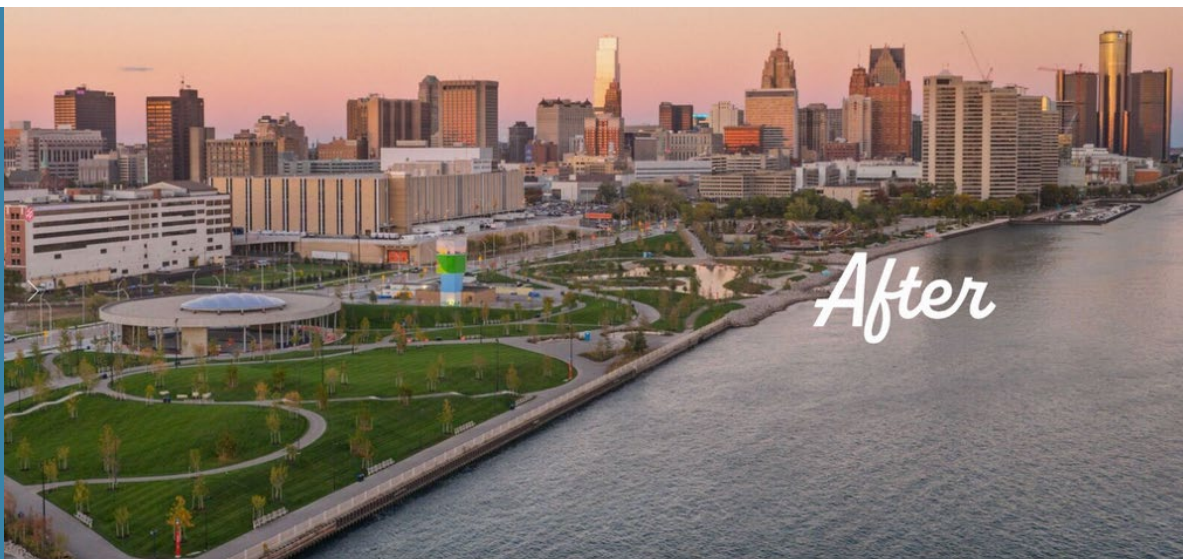
Annually brings **40–50 grantees and partners** to the national Project Play Summit.

DIRECT INVESTMENT:

\$11 million invested in 2025 to strengthen youth sport systems in Southeast Michigan and Western New York. Supported:

- Public parks and waterfront play spaces
- Sports equipment distribution (Leveling the Playing Field, Good Sports)
- Girls' sport sampling and free-play events
- Coach training and organizational capacity building
- Project Play regional coalitions and community leadership

Focused on **long-term ecosystem change**, not one-off programs.



The Ralph C. Wilson, Jr. Centennial Park transforms Detroit's riverfront into a vibrant, youth-centered destination for play, wellness, and community connection.



PGA Jr. League fully-funded Opportunity Model grew to 18 sites in 2025, with plans to grow to over 100 by the end of 2026.

PGA of America

Opportunity League launched fully funded PGA Jr. League teams in need-based communities.

Expansion from **18 sites in 2025 to 100+ planned for 2026**, building one of the fastest-growing youth golf access models in the country.

ESPN's Take Back Sports Investment

\$5 million invested in organizations removing systemic barriers.

Included preschool sports scholarships through **Every Kid Sports**, combined with national media amplification.

4

Why These Four Pillars Matter

These four priority areas — storytelling, education, leadership, and investment — are not random. They activate the Collective Impact model that guides 63X30 and are proven accelerators of participation. When deployed together, they create a self-reinforcing system:

01
STORYTELLING
DRIVES BELIEF.

02
EDUCATION
DRIVES CONFIDENCE.

03
LEADERSHIP
DRIVES CULTURE.

04
INVESTMENT
DRIVES ACCESS.

Together, they build a youth sports ecosystem where every child can begin, grow, and belong.

THIS IS HOW WE GET TO 63% BY 2030.

LOOKING AHEAD

.....

2025 showed what coordinated activities can achieve: clearer messaging, better coaching, stronger community engagement, and unprecedented investment. The 63X30 Roundtable proved that when organizations align around shared goals, real systems change begins to take hold.

Next year, our focus turns to “place.” With growing momentum behind the Children’s Bill of Rights in Sports — and renewed attention on the power of permits, public spaces, and local access — we will work to help more communities create safe, affordable places for kids to play.

The mandate is simple: build on what’s working, close the remaining gaps, and keep moving toward a youth sport system that serves every child.

**Onward to 2026 —
and onward to 63% by 2030.**

Network Multipliers

Reaching 63X30 is a collective effort. These organizations partnered with members of the 63X30 Roundtable in 2025 to amplify the group's collective impact.

AYSO

BALTIMORE RAVENS

CHICAGO PARKS DISTRICT

CENTER FOR HEALING AND JUSTICE
THROUGH SPORT

COALITIONS FOR SPORT EQUITY

FRANKLIN SPORTS

FUNDPLAY FOUNDATION

I9 SPORTS

MUSCO LIGHTING

NATIONAL COUNCIL OF YOUTH SPORTS

NICKELODEON

POSITIVE COACHING ALLIANCE

RCX SPORTS

U.S. CONFERENCE OF MAYORS
AND NATIONAL LEAGUE OF CITIES

U.S. SOCCER FOUNDATION

Organizations participating in the 63X30 Roundtable include:

The DICK'S Sporting
Goods Foundation
and GameChanger

ESPN

Gatorade

Hospital for
Special Surgery

LeagueApps

Little League Baseball
and Softball

Major League Baseball

Major League Soccer

National Basketball
Association and
Women's National
Basketball Association

National Recreation and
Parks Association

SportsEngine

Nike

PGA of America

Players Health

Ralph C. Wilson,
Jr. Foundation

Stack Sports

TeamSnap

Under Armour

U.S. Olympic &
Paralympic Committee

U.S. Tennis Association

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63x
30P

THANK
YOU