



COMMUNITY IMPACT REPORT
2023-2024



play, learn, dream

Dear Friends,

We experienced a truly incredible year!

2023-24 was a year of success and growth. Registrations for our afterschool programs and JANS Winter Welcome fundraising again broke records. We were recognized by members of the International Olympic Committee as an important legacy of the 2002 Olympic Games and as a model for future Olympic hosts. But, there were even more highlights for the year.

- YSA won the Outdoor Education and Accessibility Category of the Land Rover Defender Service Awards. This recognition — won by popular vote — not only honored our commitment to outdoor accessibility, but also provided us with a custom Defender 130 and additional grant funding to further our initiatives.



- We welcomed the North Summit School District to our programming. This partnership kicked off with a sold-out ski program for elementary school students.



- Kodiak signed on as the Title Sponsor for our Afterschool Programs, a first in YSA history. This partnership was instrumental in ensuring that our registration fees remain unchanged to maintain affordability for all families. Kodiak also provided healthy snacks so students were ready to tackle new adventures.



The staff and the Board of Trustees are energized to continue expanding our reach and impact. The support and enthusiasm from our community inspire us daily, and together, we anticipate providing even more opportunities for youth in the upcoming year.

Thank you for being a part of our journey. Your support fuels our mission and helps us create meaningful change in the lives of young people in our community. We look forward to another year of making a difference, together.

Sincerely,

A handwritten signature in black ink that reads "Emily S. Fisher".

Emily S. Fisher
Executive Director

A handwritten signature in black ink that reads "Thor Kallerud".

Thor Kallerud
President, Board of Trustees



What IS the Youth Sports Alliance?

The Youth Sports Alliance (YSA) was established in the wake of the 2002 Salt Lake City Olympics to increase the number of children participating in sports utilizing the venues built for the Games. Since then, YSA has led the community in introducing kids to sport and screen-free activities through its afterschool programs along the Wasatch Back and by providing fundraising support to area winter sport clubs. YSA encourages participation by offering meaningful need-based scholarships to students registering for our afterschool programs and to athletes training with our partner clubs.



→ The **VISION** of YSA is to provide life-changing access to sport for the next generation. ←

Our Two Focus Areas

**AFTERSCHOOL
PROGRAMS:**
Get Out & Play and ACTiV8



**SUPPORT FOR
SEVEN LOCAL WINTER
SPORTS TEAMS**

Figure Skating Club of Park City

Park City Ice Miners

Park City Ski & Snowboard

Park City Speedskating Club

Utah Olympic Park
Skeleton & Bobsled

Wasatch Freestyle

Wasatch Luge Club

YSA Wins Land Rover Defender Service Award,

In November, YSA was announced as the winner of the Outdoor Accessibility and Education Category of the Land Rover Defender Service Awards. Emily S. Fisher, YSA Executive Director, was on hand at the Destination Defender event in Somerville, Texas, to receive the award from Robin Thurston, CEO of Outside Interactive and Joe Eberhardt, President and CEO of Jaguar Land Rover North America. YSA staff and board members gathered at Red Rock Tap Haus for a watch party that was televised at the event.



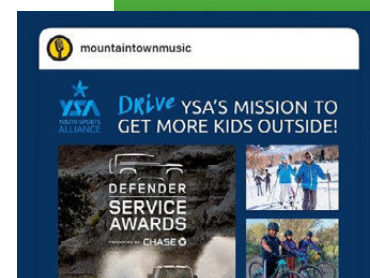
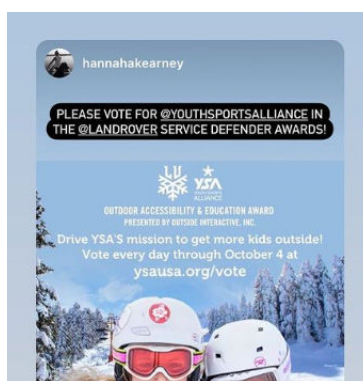
Community support from across the Wasatch Back was crucial to our success. We were one of 25 organizations selected out of 685 entries as finalists — five finalists for each of five categories. The winner of each category was selected by popular vote. Everywhere staff and board members went during the campaign — on trails, at churches, and walking through the grocery stores — people let us know that they voted for us, often every day. YSA was grateful to our long-time supporters and new friends who helped us win this campaign. Dozens of businesses, non-profits, Olympians, and just regular folk helped get out the vote on their social media and in their newsletters.



Thank you
Switchback for being
awesome!

switchbacksports Vote For The @youthsportsalliance

Just one week to go, let's do this! The Youth Sports Alliance, a local Utah non-profit supported by Switchback Sports, has an exciting opportunity and you can help! YSA is one of five finalists for the Land Rover Defender Service Awards in Outdoor Accessibility and Education Category. If they win, YSA will receive a custom Land Rover Defender 130 and \$25,000 to help support their afterschool programs. The winner is determined by public vote and they would love your support. Voting is open through October 4th. Please vote everyday at [ysa.usa.org/vote](https://www.ysa.usa.org/vote)



Outdoor Accessibility & Education Category!*



Winning this award will provide a great boost to our programs. Transportation continues to be one of the most costly line items in our Kodiak Get Out & Play and Kodiak ACTiV8 programs. This vehicle will allow us to provide transportation for smaller programs that previously had been cost prohibitive, allowing us to divert these funds to scholarships.



ALUMNA PROFILE



Victoria Rosales learned to ski through YSA's Get Out & Play program as a first grader attending Parley's Park Elementary School. Now, nearly a decade later, Victoria is instructing and inspiring a new generation of young skiers in that same program thanks to another YSA initiative. This year, Victoria passed a rigorous junior ski instructor course taught by PSIA-AASI in partnership with YSA and Park City Mountain.



Her experience with YSA isn't just limited to skiing. Victoria also learned to ice skate and spent afternoons tubing with friends through our programs. For her, these programs were more than just learning new skills; they made her feel like she belonged. She could talk about wipeouts and deep powder on the bus to the mountain or over lunch with her friends.



Victoria now shapes the experiences of local students in the very programs that sparked her passion for skiing. Our program helps write the stories of countless young people in our community, empowering them to not only dream bigger but to step into those dreams to make them real.



During the 2024 Summer Olympic Games in Paris, Victoria spent 10 days in France with a group of 500 students from 37 countries around the world celebrating the values of the Games and showcasing social engagement through sport.



Afterschool Programs



YSA runs afterschool programs introducing kids to sport and screen free activities. Our programs are open to students in four school districts, two charter schools, two independent schools, and home schools throughout Summit and Wasatch Counties. Last year, we offered 154 affordable afterschool classes in four-to-six-week segments. Evidence shows that active kids are more likely to succeed in life — physically, emotionally, socially, and financially. We work to bring these benefits to all children regardless of their finances, gender, race or abilities.

GET OUT & PLAY (GO&P)

At the elementary school level, YSA provides access to affordable group sport lessons. Offerings include a wide range of sports such as skiing, ice skating, mountain biking, golf and more to keep kids active while providing after-school supervision.

ACTIV8

Middle and junior high school students are offered introductory sport classes, as well as healthy activities designed to get students off their screens. Nearly a decade ago, YSA pioneered middle school and junior high afterschool programming in conjunction with school administrators, students and community members to offer engaging activities for older ages such as biathlon, skeleton, and photography.

More than a quarter of our students receive financial assistance to participate. YSA provides full scholarships to students on the federal free and reduced lunch program and half-scholarships to students living in families who make up to 80% of the area median income.



THANKS to our Title Sponsor, Kodiak!

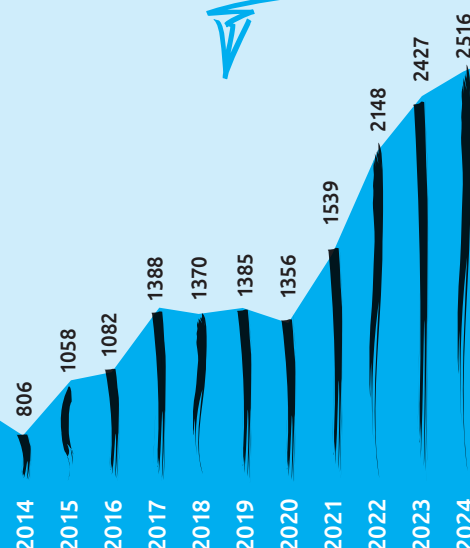
BY THE NUMBERS

- 2516 program participants
- 646 scholarships (26% of registrations)
- 154 programs
- 234 vehicles rented
- 31% identify as people of color
- 70% of Park City students participate in one or more YSA programs while in elementary school.

PROGRAM GROWTH

Over ten years we have tripled the number of students in our programs:

REGISTRATIONS PER SCHOOL YEAR



ATHLETE PROFILE: Orson Colby, Wasatch Luge Club & Team USA

Orson Colby got his start in luge with the Wasatch Luge Club when he was 11. He's now representing the U.S. in international competitions. He credits YSA with making the leap from local competitions to the world stage. "YSA is an incredible organization that has significantly contributed to my success," he says. "YSA funding has helped me attend camps in Lake Placid, as well as travel internationally."

Training on international tracks helped Orson qualify to represent the United States at the 2024 Youth Olympic Games. He cherishes the memories from the Games and aspires to compete in the Olympics, hopefully on his home track in 2034. This summer he accompanied the Salt Lake City Committee for the Games delegation to Paris as part of the official presentation to the International Olympic Committee.

Orson plans to continue his athletic career while attending college, aiming to become a physical therapist or athletic trainer to help others with their recovery and training goals.



Supporting Our Partner Teams

YSA Supports Seven Winter Sport Teams:

Figure Skating Club of Park City, Park City Ice Miners Hockey, Park City Speedskating Club, Park City Ski & Snowboard, Utah Olympic Park Skeleton & Bobsled, Wasatch Freestyle, and Wasatch Luge Club



\$313,939 was raised for YSA-partner winter sports teams through JANS Winter Welcome.



\$203,940 was raised for need-based scholarships awarded through the Stein Eriksen YSA Opportunity Endowment.



STEIN ERIKSEN YSA
OPPORTUNITY
ENDOWMENT

\$26,206 was raised by YSA and member teams through the Park City Community Foundation's Live PC Give PC Day of Giving event.



PARK CITY
COMMUNITY
FOUNDATION



Circle of Excellence Awards

Each year, YSA hosts the Circle of Excellence Awards to honor top athletic accomplishments by local winter-sport athletes as well as present awards recognizing leadership, sportsmanship and other superlatives. This year we held the 2023 awards at Deer Valley's Snow Park Amphitheater.

YSA presents more than 100 awards each year to local athletes representing the top 5% in achievement for each team. **ALL-STAR AWARD** athletes are honored for exceptional success in local/regional competitions. **CHAMPION AWARD** athletes are honored for achievement at international or national competitions.



AWARD

SPIRIT OF SERVICE AWARD honors and recognizes a great individual or corporation who has contributed time, talent, and support to the Youth Sports Alliance.

HALL OF FAME AWARD honors and recognizes great athletes or coaches in our community, while also recognizing outstanding achievement in life after sport.

LEADERSHIP AWARD recognizes the individual(s) who made a significant impact on their teammates.

SAM JACKENTHAL SHOWSTOPPER OF THE YEAR recognizes exceptional moments during the previous year that left a lasting memory.

BREAKTHROUGH PERFORMANCE OF THE YEAR recognizes an athlete who pushed personal limits to achieve an over-the-top, out-of-this-world, season or event.

2023 RECIPIENT

Liz Craig Myers

Adam Cole & Colby Stevenson

Rachael Haerter,
City Ski & Snowboard Nordic Team

Drew Dana, Park
City Ski & Snowboard Freeski Team

Tory Hoffman,
City Ski & Snowboard Nordic Team





ATHLETE PROFILE: Josie Johnson, Get Out & Play to Team USA !

When Josie Johnson signed up for YSA's Get Out & Play learn-to-ski jump program in second grade, she never imagined that she would one day be tapped for the US Women's Ski Jumping team. In 2021, she joined the team, and by the age of 17, Josie had competed in multiple World Cup competitions and won a silver medal at the Youth Olympic Games. While she gravitated toward ski jumping, Josie also tried bouldering, mountain biking, ice skating, and alpine skiing through YSA's Get Out & Play afterschool program.

"I wouldn't have known about ski jumping without YSA," says Josie. "I'm so thankful for YSA for all the opportunities and community support they have given me."

Josie's mother, a volunteer with YSA when Josie was in elementary school, witnessed firsthand the joy and support that YSA provides to local children. "As we navigate the world of high-level sport, having YSA's continued support for Josie is something our family really appreciates," she shares.



Scholarships
For Junior
Athletes



STEIN ERIKSEN YSA
OPPORTUNITY
ENDOWMENT

YSA awarded \$150,525 in need-based training and competition funds last year from the Stein Eriksen YSA Opportunity Endowment. Since the endowment was established in 2014, more than \$1,000,000 in financial support has been provided to Park City's youth, helping them chase their dreams.





How You Can Help



GADDIS YSA ENDOWMENT



STEIN ERIKSEN YSA
OPPORTUNITY
ENDOWMENT



www.smithsfoodanddrug.com/i/community/smiths-inspiring-donations

Volunteer! YSA needs volunteers for our events and programs. It may mean helping with registration at JANS Winter Welcome or riding a bus with students to an afterschool program. Please sign up online at ysausa.org/volunteer-form, email laurie@ysausa.org or call the YSA office at 435.214.0792.

Support the Gaddis YSA Endowment or the Stein Eriksen YSA Opportunity Endowment to assist kids to make first tracks or pursue their dreams as competitive winter sport athletes. Your contribution to these endowments provides financial assistance to help kids participate in our nationally-recognized afterschool programs or train with YSA-partner winter sport clubs. Donate online at ysausa.org or contact ashley@ysausa.org for other options such as planned giving, payment plans, or donation of appreciated assets.

Every year we need donations of jackets, ski pants, mittens, goggles, socks and snacks. You can order off our **Amazon Wish List**. Orders from the wish list come straight to the Youth Sports Alliance Offices. ✓ Visit tinyurl.com/YSAWishList to order.

Register Your Smith's/Kroger Card

Did you know you can support the Youth Sports Alliance just by shopping at any grocery store in the Kroger family of Grocery Stores? Visit Smith's Inspiring Donations online to enroll:





Olympic Medals have been won by alumni of YSA-supported teams since the 2002 Games.

YSA on the

Park City's winter sports pipeline consistently produces the top athletes in the United States and the world. This year Park City's homegrown athletes continued to excel on the world stage.

In May of 2023, Park City Nation saw 55 current or alumni athletes of YSA-partner winter sport teams nominated to US national or junior national teams.



Park City
[YSA HQ]

Some highlights:

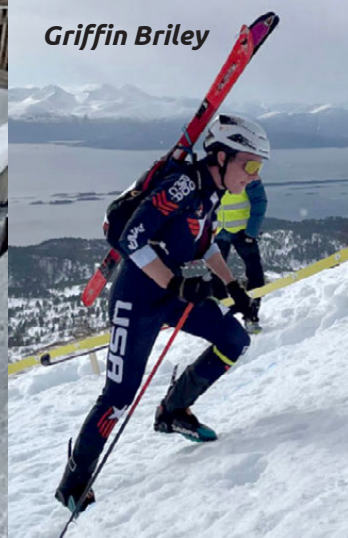
11 athletes first tried their sport through YSA's Get Out & Play elementary school program.

11 nominees received training funds from the Stein Eriksen YSA Opportunity Endowment.

11 athletes volunteered as greeters or ticket sellers at JANS Winter Welcome. In this role, they had the opportunity to greet guests and tell them a little about themselves and their sport as they walked the guests to registration. ❤️



Macey Schomaker



Griffin Briley



Sam
Macuga

World Stage



PARK CITY NATION 2023-2024

ALPINE SKIING

Justin Bigatel
 Sam DuPratt
 Lauren Macuga
 Alix Wilkinson

BIATHLON

Wes Campbell

CROSS-COUNTRY

Rosie Brennan
 Sydney Palmer-Leger

CYCLING/TRACK

David Domonoske

FREESKI SLOPESTYLE/ BIG AIR

Tanner Blakely
 Ellie DeRosier
 Alex Hall
 Marin Hamill
 Rell Harwood
 James Kanzler
 Troy Podmilsak
 Jay Riccomini
 Colby Stevenson
 Henry Townshend
 Maggie Voisin

FREESKI HALFPIPE

Ben Fethke

FREESTYLE/AERIALS

Connor Curran
 Karenn Elliott
 Derek Krueger
 Kaila Kuhn
 Dani Loeb
 Megan Smallhouse
 Tasia Tanner
 Winter Vinecki

FREESTYLE/MOGULS

Cole McDonald
 Nick Page
 Kasey Hogg
 Alli Macuga
 Dylan Marcellini
 Charlie Mickel
 Sami Worthington

LUGE

Delaney Amendola-Duncan

 Brittney Arndt
 Ashley Farquharson
 Matthew Greiner
 Macey Schomaker

NORDIC COMBINED

Ben Loomis
 Stephen Schumann
 Jared Shumate

NORDIC JUMPING

Rachael Haerter
 Josie Johnson
 Paige Jones
 Sam Macuga

SKIMO

Griffin Briley
 Wes Perkins
 Ethan Romer

SNOWBOARD SLOPESTYLE/BIG AIR

Courtney Rummel
 Jade Thurgood

SNOWBOARDCROSS

Acy Craig

SPEED SKATING/ LONG TRACK

Casey Dawson
 Dylan Woodbury



Figure Skating Club of Park City



Park City Ski & Snowboard



Park City Speedskating



Wasatch Freestyle Foundation



Wasatch Luge Club



Park City Day School



Park City School District



Picabo Street Academy



Silver Summit Academy



Weilenmann School of Discovery



The Winter Sports School



JANS Winter Welcome Volunteer



Get Out & Play Program



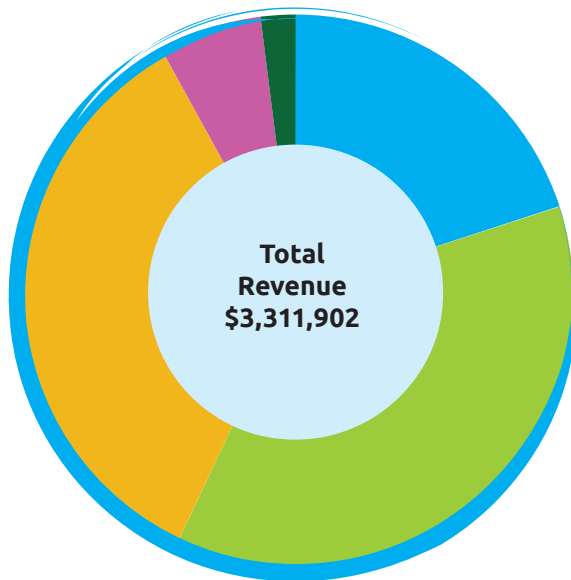
YSA Scholarship Recipient

Connor Curran

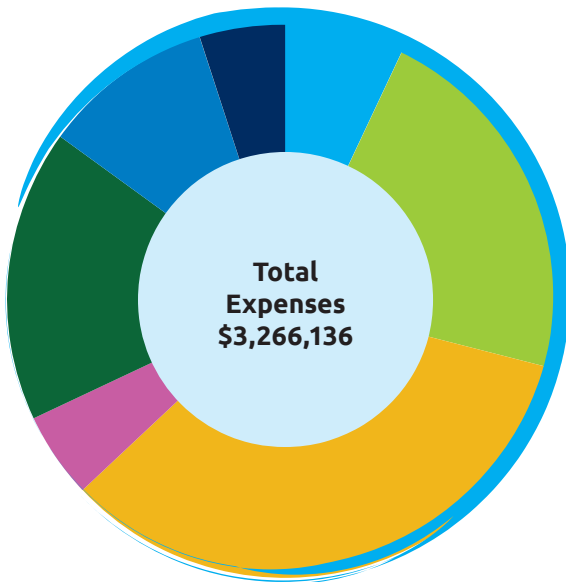


Stephen Schumann

Financial Highlights ✓



Fundraising Income	\$674,523
Event Income	\$1,217,597
Program Income	\$1,155,384
Scholarship Income	\$211,940
Endowment Interest	\$52,458



Fundraising Expenses	\$232,743
Event Expenses	\$725,393
Program Expenses	\$1,094,159
Scholarships Awarded	\$146,339
Funding to Gaddis Endowment	\$547,601
Funding to Member Teams	\$315,437
General/Admin	\$204,464

Net \$45,767



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