

HOW **YOU** CAN HELP



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 email admin@ysaparkcity.org or call the YSA office at 435.214.0792.

Support the Stein Eriksen YSA Opportunity Endowment

Help a kid pursue his dreams as a ski racer or her dreams to land a double axel. Your contribution to the Stein Eriksen YSA Opportunity Endowment provides financial assistance to athletes enrolled in Youth Sports Alliance (YSA) partner teams.

Donate online at ysaparkcity.org or contact admin@ysaparkcity.org for other options like planned giving, payment plans, or donation of appreciated assets.

Check Out the new Wish List



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.



Shop on Amazon

AmazonSmile is operated by Amazon, with the same products, prices, and shopping features as Amazon.com. When you shop on AmazonSmile, the AmazonSmile Foundation will donate 0.5% of the purchase price of eligible products to the charitable organization of your choice.

Visit Smile.Amazon.com and choose to support YSA.



Thanks for your support!



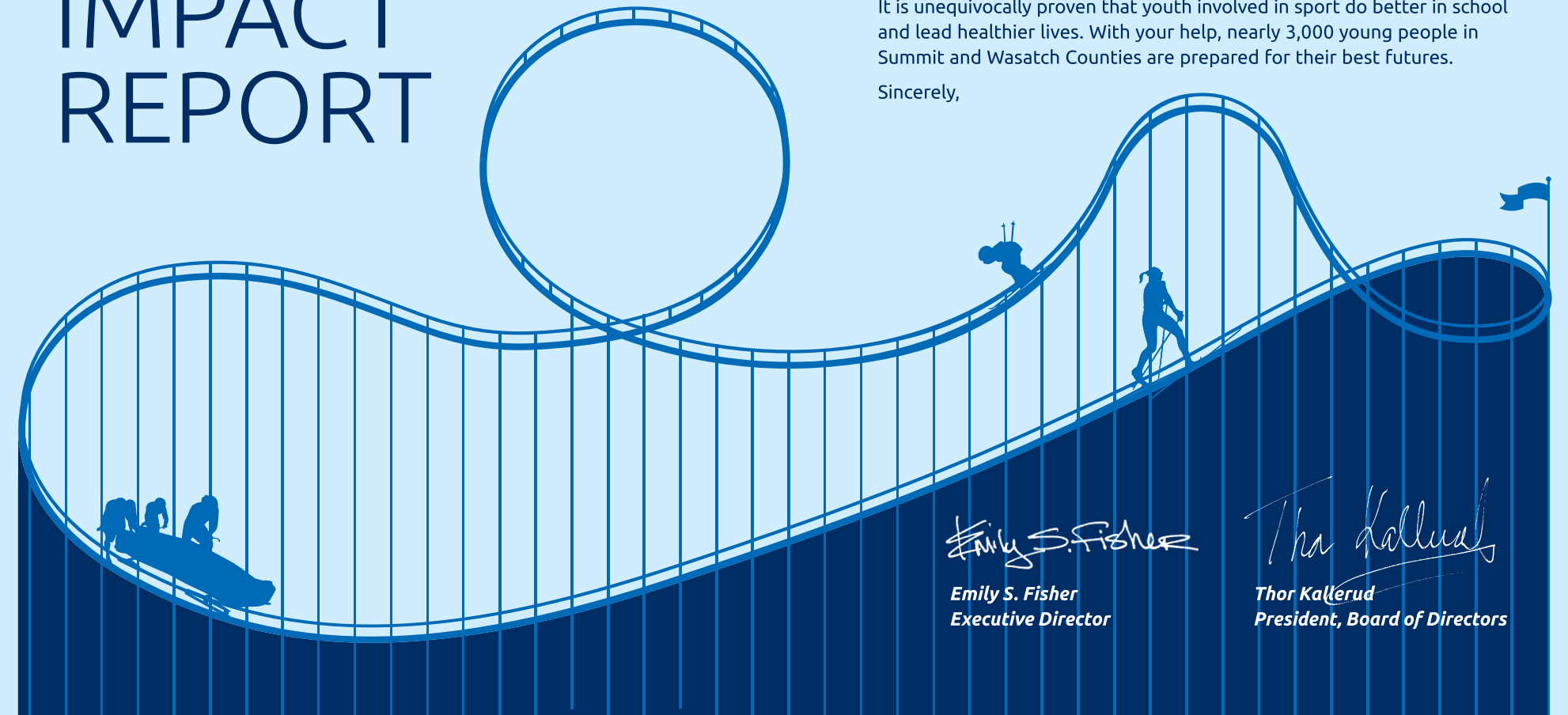
P.O. Box 681698
Park City, UT 84068
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ysaparkcity.org



@ysaparkcity



2020-2021 COMMUNITY IMPACT REPORT



DEAR FRIENDS,

2020/21 was full of ups and downs. It was trying. And, we never took lightly the challenges presented by Covid in running our programs nor in the day-to-day lives of the children we serve. Yet the unprecedented support received from you and the greater community helped us realize the positive while our children reaped the rewards.

As the year unfolded, small accomplishments snowballed into huge successes:

- YSA afterschool programs were more diverse and more students than ever received scholarships to participate. We raised eligibility for financial assistance to include all students growing up in families making up to 80% of the area median income.
- We brought our programming to a larger community, adding schools in Wasatch County. In 2013 we had programming in five schools. In our 2020/21 school year, we provided programming in 16 schools.
- JANS Winter Welcome ran differently in the fall of '20. Instead of holding our annual gala in person, we ran a successful direct ask campaign and online auction to replace the critical funds usually raised through the event for our partner winter sport teams.

It is unequivocally proven that youth involved in sport do better in school and lead healthier lives. With your help, nearly 3,000 young people in Summit and Wasatch Counties are prepared for their best futures.

Sincerely,

Emily S. Fisher

Emily S. Fisher
Executive Director

Thor Kallerud

Thor Kallerud
President, Board of Directors



en, dream

BOARD OF TRUSTEES 2020-2021

Thor Kallerud, *President*

Director of Research, Wasatch Global Investors (Retired)

Patrick Fannon, *Treasurer and Vice President*

Owner, Switchback Sports and Skis on the Run

Scott DuBois, *Secretary*

Attorney, Jones Waldo Law Firm

Hannah Kearney, *At Large Executive Committee*

Three-time Olympian, Gold and Bronze Medalist

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Director of Food and Beverage, Deer Valley Resort

Brian Zipp

Managing Partner, Rhythmic Capital Management

Emily S. Fisher, *Ex Officio*

Executive Director, Youth Sports Alliance

WHAT **IS** THE YOUTH SPORTS ALLIANCE?

The Youth Sports Alliance (YSA) was established following the 2002 Salt Lake City Olympics to spearhead a community effort to increase the number of children participating in winter sports programs in Summit and Wasatch Counties.



MISSION

The **MISSION** of the YSA is to provide athletic opportunities and healthy activities for our youth community by awarding scholarships, promoting sportsmanship and creating respectful competition.



The **VISION** of the YSA is to lead youth in our community by providing athletic opportunities and active lifestyles.

VISION

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 Speed Skating Club

Utah Olympic Park
Skeleton & Bobsled

Wasatch Freestyle

Wasatch Luge Club



AFTERSCHOOL

YSA introduces kids to sports and inspires them to keep moving throughout their lives. We offer programming throughout the school year to students in 1st through 9th grade attending schools in Summit and Wasatch Counties schools. Students can choose from more than 50 different afterschool classes that introduce them to sport and encourages healthy lifestyles. At YSA, we believe that experiences shared on the slopes and trails among children of different races, genders, incomes, and abilities, translates to friendships on the playground and in life. We work to give these enrichment opportunities to ALL children and make significant outreach efforts to low-income, Latino and students with cognitive and physical challenges.

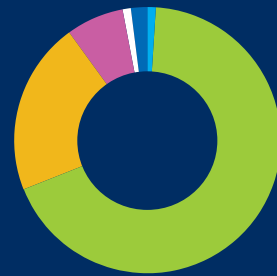
In 2020, we introduced three registration tiers to ensure that all students have the opportunity to participate. In past years, scholarships were offered to students eligible for Free and Reduced Lunch. We now provide scholarships for families making up to 80% of the Area Median Income — roughly \$100,000 for a family of four.

Tier 1 families are eligible for Free and Reduced Lunch (FRL) or earning up to \$55,000, and pay a small commitment fee to participate.

Tier 2 families are ineligible for FRL but they earn up to 80% of the Area Median Income (AMI) and pay half registration fees. Our statistics showed that participation rates by students who are ineligible for FRL but who live in families making up to 80% of AMI were disproportionately underrepresented in our programming.

Both Tier 1 and Tier 2 students are eligible for equipment and clothing necessary to participate.

Tier 3 families earn more than 80% of the AMI and pay full, affordable, registration fees.



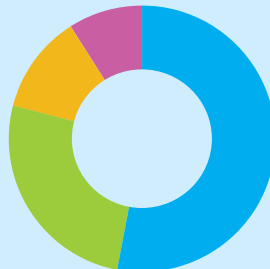
Participation by Ethnicity

African American	<1%
Asian	1%
Caucasian	68%
Latinx	21%
Two or more	7%
Native Hawaiian	2%
Other	2%

1,546 students participated in Get Out & Play/ ACTiV8

328 received scholarships

\$58,000 in Get Out & Play/ACTiV8 Scholarships



Participation by Household Income

\$50,000 or less	26%
\$51,000-\$85,000	12%
\$86,000-\$109,000	9%
\$110,000+	53%

PROGRAMS



GET OUT & PLAY (GO&P)

At the elementary school level, YSA fills the important introductory sports niche by providing access to affordable group sports lessons over the course of four to six weeks on early release days. Offerings include a wide range of sports such as skiing (alpine, freestyle, park & pipe, cross country and jumping), ice skating, mountain biking and more — to keep kids active while providing afterschool supervision.



46 SESSIONS OF THESE PROGRAMS:

Alpine Skiing	Hockey	Triathlon
Alpine Snowboarding	Ice Skating	Woodward Action Sports
Cross Country Skiing	Luge	Woodward Cheer
Figure Skating	Mountain Biking	Woodward Park & Pipe
Freestyle Snowboarding	Nordic Jumping	Woodward Tubing
Freestyle Skiing	Outdoor Adventure Skills	
Gracie Barra Ju Jitsu	Speed Skating	

ACTIV8

Middle school through high school aged students are offered introductory sport classes, as well as healthy lifestyle activities and art enrichment. In 2015, YSA pioneered middle school and junior high afterschool programming in conjunction with school administrators, students and community members to offer engaging programming for older ages such as rowing, photography, and cooking.



40 SESSIONS OF THESE PROGRAMS:

Arts: Glass Blowing	Cooking to Heal Body & Mind	Pickleball
Arts: Glass Fusion	Cooking with a Pro Athlete	Rise Boxing
Arts: Manga Art	CPR	Rowing
Arts: Painting	Cross Country Skiing	Self Defense
Arts: Photography	Curling	Skeleton
Arts: Pottery	Dance Techniques	Teen Iron Chef
Arts: Welding	Fitstop	Triathlon
Arts: Intro to Film	Free Snowboarding	Videography
Arts: Musical Theater	Freiski	Woodward Action Sports
Athletic Republic	Luge	Woodward Digital Media
Beau Collective	Mountain Biking	Woodward Multi Sport
Biathlon	Moves Conditioning	Woodward Park & Pipe
Bike Mechanics 101	Nordic Jumping	Yoga



We collaborate with the **National Ability Center** to provide instructional support to allow those with physical or cognitive challenges to participate with their friends.

OUR PARTNER **TEAMS**

YSA SUPPORTS SEVEN WINTER SPORT TEAMS:

Figure Skating Club of Park City

Park City Ice Miners

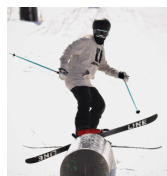
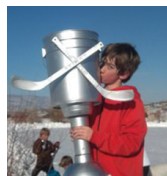
Park City Ski & Snowboard

Park City Speed Skating Club

Utah Olympic Park Skeleton & Bobsled

Wasatch Freestyle

Wasatch Luge Club



Funding Our Teams

\$200,100 raised for YSA-affiliated winter sports teams through a direct-ask campaign to replace money that teams traditionally earned through the event.



Live PC Give PC 2020

A record **\$23,925** raised by YSA & member teams through the Park City Community Foundation's Live PC Give PC Day of Giving event.



CIRCLE OF EXCELLENCE



YSA hosts the **Circle of Excellence Awards** each year to honor top athletic accomplishments by local winter-sport athletes as well as present awards recognizing leadership, sportsmanship and other superlatives. In 2020, the event was not held due to COVID-19 precautions. Instead, staff and volunteers delivered yard signs and awards to over 100 recipients. Some highlights include:

AWARD

2020 RECIPIENT

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

Switchback Sports

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

**Sarah Hendrickson
& Erika Roberts**

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

**Hailey Hultberg,
Figure Skating Club
of Park City**

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

**James Kanzler,
Park City Ski &
Snowboard Freeski**

BREAKTHROUGH PERFORMANCE OF THE YEAR honors an athlete who demonstrates the exceptional qualities that truly reflect the spirit of sport.

**Wes Campbell,
Park City Ski &
Snowboard Nordic**



YSA presents more than 100 awards 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.

SCHOLARSHIPS FOR JUNIOR ATHLETES

In 2014, YSA launched a fundraising campaign — spearheaded by Jim Gaddis and Stein Eriksen — to establish an endowment to provide Park City's youth with financial support to chase their dreams. Within two years, more than \$2,000,000 was set aside with the specific purpose to help deserving youth in our community participate in the sports they love. This year, YSA gave \$93,700 in need-based funding to 88 athletes.



STEIN ERIKSEN YSA
OPPORTUNITY
ENDOWMENT

\$93,700 in need-based
training funds were distributed to

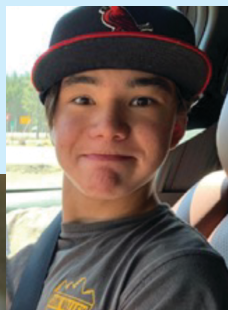
88 athletes training with

7 YSA-member teams during the
2020-21 season.



JACKSON MURAKAMI

Age 15, Park City Ski & Snowboard—Alpine



KATE PRESSGROVE

Age 13, *Figure Skating Club of Park City*



When her aunt bought her a skating lesson as a present for her third birthday, Kate had no idea that this was the start of an expensive journey. She is ranked as one of the top skaters in her skill group in the country and narrowly missed an invitation to join US Figure Skating's High Performance Development Team this year.

Kate was adopted by a single Mom, Lisa, who works as a neo-natal ICU nurse. Kate's mom is her sole provider — she makes every lunch, goes to every doctor's appointment, attends every parent-teacher conference, and makes or arranges every activity drop-off and pick-up. When Lisa works a night shift — despite having an aunt in the house — it is Kate who gets herself up without prompting at 4:30am to dress for training, make breakfast and wait for her neighbor to take her to the rink. Kate enters essay contests, raises pigs and turkeys to sell, and takes on odd jobs to help pay for her skating.

Jackson is one of the top U16 alpine racers athletes in the country. Jackson takes summer classes so his grades are not affected by his winter travel. He has perfect attendance at training. His Aunt and Uncle help with car pools and take him to races to help him reach his goals. Truly his village is doing everything to help this athlete succeed.

Finances are tight for Jackson's family. His Dad recently changed jobs and the family supports his grandmother who lives at Bountiful Legacy House, a memory care facility due to her Alzheimer's. Jackson puts birthday and Christmas money and any money he earns mowing lawns toward his skiing. Financial assistance from the Endowment helps to close the gap. His family considers this scholarship "a generous lifesaver."



MALAKI MILLS

7th grader, *Park City Ice Miners*

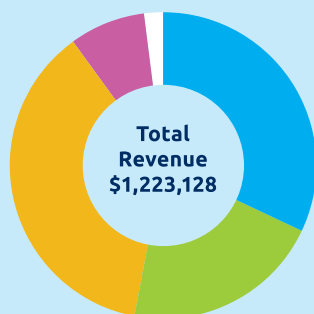
When Malaki was 10 months old, his father Joshua, a green beret staff sergeant was killed by a roadside bomb in Afghanistan. Malaki was adopted by fellow Army veteran Josh Garmon who married Malaki's Mom, Magen. It is through hockey that Malaki bonds with his stepfather. He also hopes to put the skills learned on the ice into practice in real life. Recently Malaki changed schools after being bullied. Malaki says, "I am really hoping hockey can develop my confidence so I can face bullies and challenges in the real world."

Malaki has three brothers in his blended family and the family qualifies for free and reduced lunch. His family sacrificed so much and the need is great. The Stein Eriksen YSA Opportunity Endowment keeps him playing.

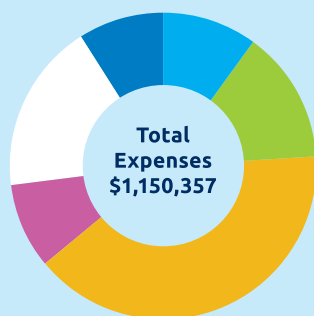


"I am really hoping hockey can develop my confidence so I can face bullies and challenges in the real world."

FINANCIAL HIGHLIGHTS



Fundraising Income	\$394,578
Event Income	\$257,496
Program Income	\$453,440
Scholarship Income	\$100,000
Endowment Income	\$17,615



Fundraising Expenses	\$115,622
Event Expenses	\$156,967
Program Expenses	\$467,960
Scholarships	\$97,575
Funding to Member Teams	\$205,349
General/Admin	\$106,884

Net \$72,771

NOTE

During the 2020-21 financial year YSA received two PPP (Paycheck Protection Program) loans and spent frugally due to the uncertainty of Covid. Net revenue from the year was directed to scholarships for the 2021-22 financial year.



play, learn



10

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

YSA ON THE WORLD STAGE:

Park City's winter sports pipeline consistently produces some of the top athletes in the United States and the world. Each year, we announce our Homegrown Champions team made up of athletes named to US National or Junior National teams who train(ed) with YSA-supported winter sports teams. In 2020, 44 current and alumni athletes from YSA-affiliated programs were named to US National teams. YSA's after-school program often proves to be the first step in these athletes' journeys. Of the 44 athletes, 14 participated in YSA's Get Out & Play programs back in elementary school. Also, seven nominees received funding from the Stein Eriksen YSA Opportunity Endowment.

- | | |
|--|--|
|  Park City Ski & Snowboard |  Park City School District |
|  Park City Speed Skating Club |  The Winter Sports School |
|  Wasatch Freestyle |  Silver Summit Academy |
|  Wasatch Luge Club |  Weilenmann School of Discovery |
|  Figure Skating Club of Park City |  Get Out & Play Program |
|  YSA Scholarship Recipient |  ACTiV8 Program |
|  JANS Winter Welcome Junior Greeter | |

IN THE 2020-21 SEASON

44 Current and alumni athletes from YSA-affiliated programs earned nominations to US National Teams

7 Athletes named to US National Teams received need-based training funding from the Stein Eriksen YSA Opportunity Endowment







14 Get Out & Play Alumni named to 2020/21 US National Teams

2 US Junior National team members participated in YSA's ACTiV8 program geared toward middle school or junior high students.















Park City, Utah

HOMEGROWN CHAMPIONS 2021

ALPINE SKIING

Justin Bigatel   
 Sam Dupratt 
 Steve Nyman 
 Lauren Macuga    
 Alix Wilkinson    

FREESKIING SLOPESTYLE/BIG AIR

Alex Hall  
 Marin Hamill   
 Rell Harwood  
 Troy Podmilsak  
 Colby Stevenson   
 Richard Thomas 
 Maggie Voisin 

FREESTYLE/AERIALS

Karenn Elliott   
 Kaila Kuhn 
 Dani Loeb 
 Megan Smallhouse  
 Tasia Tanner  
 Winter Vinecki 



FREESTYLE/MOGULS

Alli Macuga    
 Dylan Marcellini   
 Cole McDonald   
 Kasey Hogg  
 Madison Hogg  
 Nick Page  
 Brad Wilson  

SNOWBOARD/SLOPESTYLE

Jade Thurgood  

SNOWBOARDCROSS

Mikey LaCroix 
 Livia Molodyh 

CROSS-COUNTRY

Rosie Brennan  
 Sydney Palmer-Leger    

NORDIC COMBINED

Stephen Schumann  
 Jared Shumate   

NORDIC JUMPING

Rachael Haerter   
 Jillian Highfill    
 Josie Johnson   
 Paige Jones  
 Sam Macuga   
 Macey Olden      

SPEED SKATING

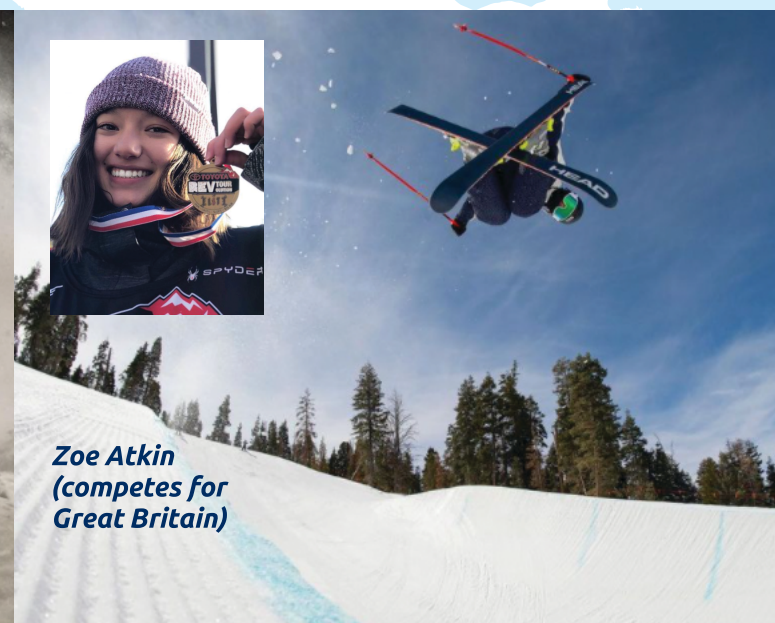
Casey Dawson    
 Abigail Sorenson   
 Dylan Woodbury   
 Lindsey Woodbury    

LUGE

Leila Arbabi   
 Brittney Arndt  
 Delaney Amendola-Duncan    
 Ashley Farquharson   
 Matthew Greiner   
 Macey Schomaker   



Brad Wilson



Zoe Atkin
(competes for Great Britain)



Ashley Farquharson



Casey Dawson



Colby Stevenson
(with Alex Hall)