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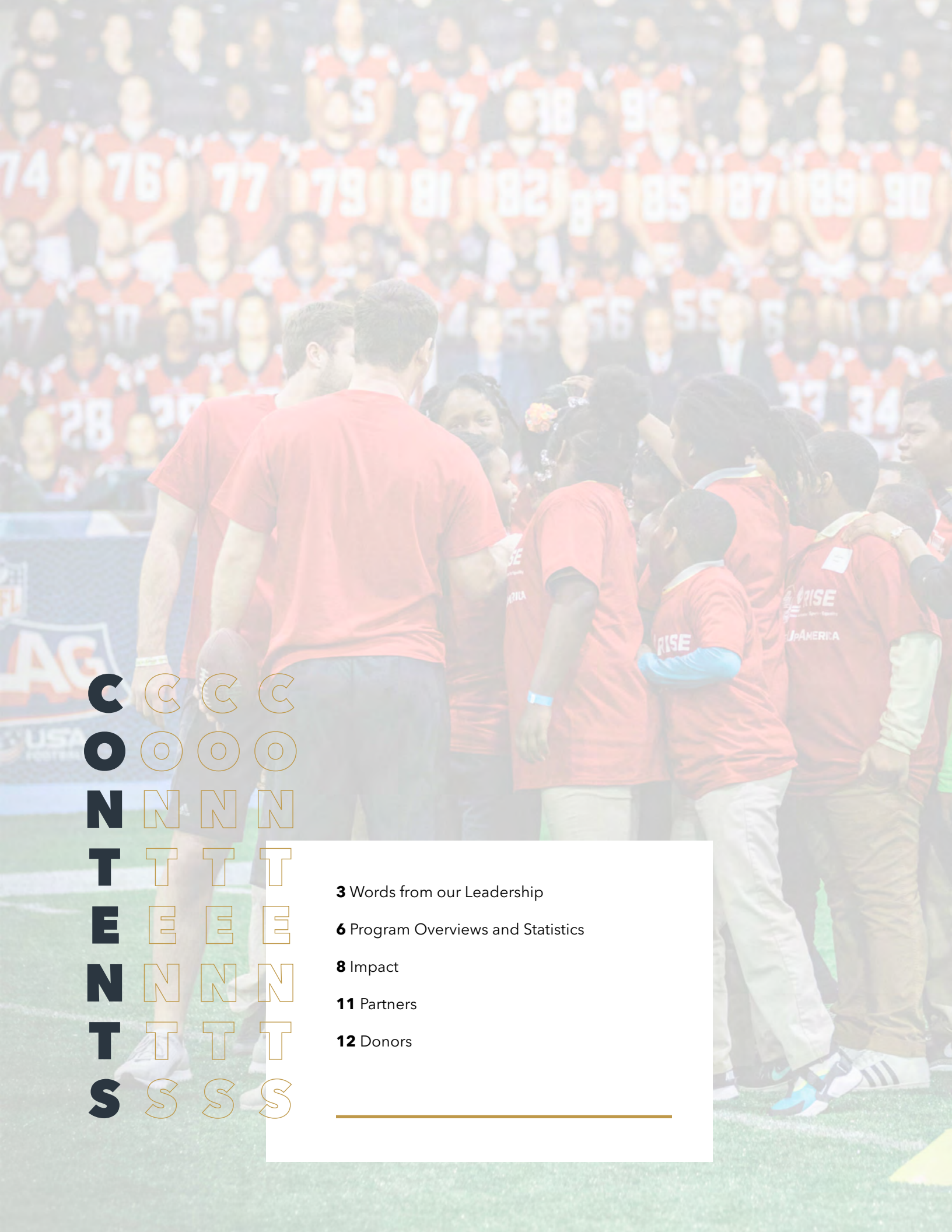


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**THE ONLY THING GREATER
THAN SPORT IS THE SPIRIT
THAT RISES FROM IT.**





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Dear Friends,

I am excited to share RISE's first annual report with you. Our theme, Be Courageous, guided the organization at every level, and 2022 was a year of incredible growth and momentum. I cannot wait to see what 2023 has in store for us!

// Thank you for your ongoing support of RISE and for your commitment to building a more just and equitable world.

Thanks to the unwavering support of our partners, staff, and community, RISE has expanded its reach and impact in advancing racial equity and social justice. We have marched ever closer to our bold vision of creating a nation unified through sport committed to racial equity and social justice.

In the past two years, we have seen an almost 80% increase in partnerships, collaborating with nearly 250 organizations and individuals. This growth has allowed us to reach more communities and amplify our message, empowering individuals in the sports community with the knowledge and tools they need to address racism and promote social justice.

The year was filled with both old and new friends. Our long-standing partnership with the Rams in our RISE with the Rams program allowed us to inspire high school athletes to lead on inclusivity and racial equity. We also launched new programs like our partnership with Brooklyn Nets player Ben Simmons and his family foundation, a multi-week leadership program for underserved high school and college students in Brooklyn. It's partnerships like these that allow us to expand our impact and reach new communities. Additionally, we both enhanced and expanded our virtual programming, providing greater access to our curriculum. The demand has been great and the impact is tangible. Our dynamic, interactive curriculum has enabled us to increase understanding of racial equity and build cultural competence for athletes, coaches, administrators, and professionals with all of our partners.

We ended the year as courageous as we began it. Mr. Paul Tagliabue, an icon who devotedly, strategically and faithfully served as the RISE Chair for the past five years paved the way for RISE to continue to evolve. I could not properly close out 2022, without acknowledging his leadership and extending him a heartfelt thank you. Mr. Tagliabue's dedication and service to RISE and me has been invaluable and words seem inadequate to capture my gratitude and joy in having worked side by side with him. As RISE steps into 2023 our theme is to Be Ready. Our new co-Chairs of the RISE Board of Directors, Pete Bevacqua and Troy Vincent exemplify readiness. I am beyond confident and excited about their leadership.

Thank you for your ongoing support of RISE and for your commitment to building a more just and equitable world.



Diahann Billings-Burford
CEO



PAUL TAGLIABUE
RISE BOARD CHAIR

// RISE takes its inspiration from the example of leaders such as Presidents Abraham Lincoln and Lyndon Johnson, Martin Luther King, Jr., Jackie Robinson, Wilma Rudolph and many others.

My own commitment comes from a lifetime in sport, as athlete and professional, and from the values of President Ronald Reagan expressed in a letter he sent to me in 1990 when I was NFL Commissioner:

“There is something wonderful about sports that I’ve always thought should be a guiding principle in our lives. And that is when athletes put on their uniforms and take their place on the playing field, it doesn’t matter whether they are rich or poor, black or white, Jew or Christian. It just matters that they do their best. And in the stands, the fans cheer and jeer with each other without paying any attention at all to socio-economic station. Wouldn’t it be something if that spirit of togetherness and sportsmanship could stay with us when the games are over?” //

Empowering the Sports Community: RISE’s Impact in 2022



MISSION

We are a national nonprofit that educates and empowers the sports community to eliminate racial discrimination, champion social justice and improve race relations.

VISION

Our vision is a nation unified through sport, committed to racial equity and social justice.

EDUCATE

We provide the knowledge and tools to address matters of racism, prejudice, diversity and inclusion.

Multiweek Leadership Programs

8,067

Participants

309

Sessions

47

Programs

Youth and coaches engage in weekly sessions that combine RISE's experiential learning curriculum and skill-building with sports.

College Workshops

5,722

Participants

115

Workshops

An essential part of our work at the collegiate level focuses on helping institutions assess the racial climate on their campus and then equipping students, athletes, coaches and administrators with the tools and skills to lead in fostering a more inclusive campus environment.

Professional Workshops

9,967

Participants

143

Programs

In the professional spaces, RISE has the opportunity to work with athletes and coaches at the highest levels of sports to ensure that they have the knowledge, education, and tools to best use their platforms for social change. Additionally, RISE has the opportunity to work with executives and other front office staff to discuss and help them strategize the ways they can make their leagues, and companies more inclusive through their business and policy decisions. Through a needs assessment, workshops and surveys, RISE plays a role in helping organizations design strategic plans that meet their Inclusion goals.



RISE to Vote

491

Participants

11

Programs

238

Voter Status
Lookups

137

Registration
Platform Accessed

77

Completed
Registration Steps

6

Total Pledges
Recorded

Through digital campaigns, activations at major sporting events, town halls and critical conversations, we are empowering the sports community to be national leaders for improving civic engagement.

Digital Programs

16,328

Modules Completed

The RISE Digital Learning Series is a web-based interactive experience that equips students, athletes, coaches and fans with the tools to be culturally competent and advocates for racial equity.

EMPOWER

We empower athletes and sports leaders to become effective advocates for change.

Critical Conversations

We use sports to convene the likes of athletes, students, coaches, executives, community leaders and law enforcement, to discuss ways they can create positive social change in respect to race relations, inclusivity, civic engagement and social justice.

In 2022, RISE hosted **15 Critical Conversations** across eleven different markets.

Champions of Change

Champions of Change takes participants on an immersive, multi-sensory journey designed to educate, evoke empathy and inspire action.

These fan activations took place in key markets during tentpole events such as **Super Bowl, NCAA Final Four, World Championship Track & Field Meet Oregon 2022, NASCAR events and more.** (8 total)



// Are we just putting a Black man in a position of power and saying, 'You're just going to be the face' and say we checked the box. 'You're a GM, but you don't get to choose '... But there also needs to be a huge focus on making sure that we have Black men and Black women that head up the business side of these organizations.

– Kelvin Beachum, Arizona Cardinals

// PepsiCo is proud to have partnered with RISE since 2020 to combat racism and engender meaningful change through the power of sports. We've worked together with RISE to activate impactful events at Super Bowl and the NBA All Star game that we know are delivering on our shared mission of advancing equality and understanding.

– Justin Toman, Head of Sports Marketing, PepsiCo



IMPACT

// I will remember your expertise as I move forward and will recommend you to all who might benefit from your advice.

– Bill Heller, New York Giants Attorney

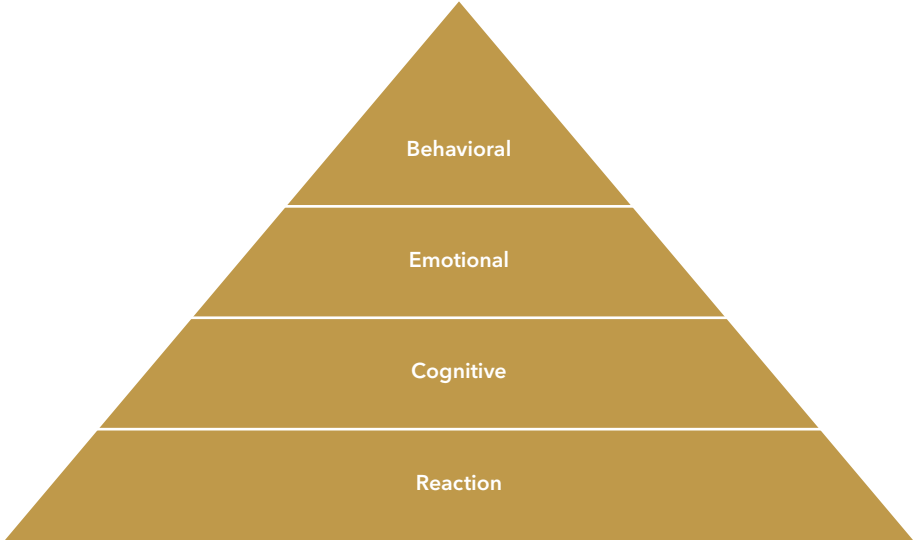


// This program opened up my mind to a lot of topics I haven't had in depth conversations with. I enjoyed learning and being able to take away the knowledge I now have.

– Steele P., RISE with the RAMS, Student

// I've always wanted to give back to the community, the youth, you guys. That's what it's about, passing on my knowledge and helping you guys grow. Everyone [at RISE] is here for you guys; you gotta understand that. We want you guys to grow as young men and women, be successful, be happy, and do what you want to do.

– Ben Simmons, Ben Simmons Family Foundation, NBA Player



RISE developed its impact framework using the Kirkpatrick Model of Evaluation as a guide. It serves as an ongoing tool in which to situate program impact and drive strategy.

Youth Impact

BEHAVIORAL

Program participants demonstrate a strong intent to act following RISE programming (showing increases from pre-program surveying). This includes 92% of respondents being open to learning more about race and diversity, 95% of respondents affirming that they would intervene against bullying, and 93% stating that they would intervene if they witnessed discrimination.

EMOTIONAL

Attitudes towards athletes' responsibility and efficacy in raising awareness about social justice issues are strongly affirmative. Perceived cultural competence skills improved significantly, including leadership (95% of respondents saw themselves as leaders following RISE programming) and capacity to discuss difficult issues related to race and diversity (90% of respondents felt they had the skill to do so following RISE programming).

REACTION

96% overall satisfaction, with an 8.29 average rating when asked the likelihood of recommending RISE to a peer on a scale of 0 to 10.

COGNITIVE

Awareness of and concern regarding racism increased among program participants, from their personal spheres to nationwide. Respondents agreed that racism is a concern in the United States at a rate of 90%, and there was a 9% increase in those who reported being close to someone who has faced racial discrimination. Increased knowledge was observed for all concepts and terms assessed, with overall self-reported understanding increasing 11% from pre-program to post-program and overall content mastery increasing 8%.

Collegiate Impact

96%

say they learned something they can start using today

97%

of students say they want to deepen their knowledge of race and diversity issues

93%

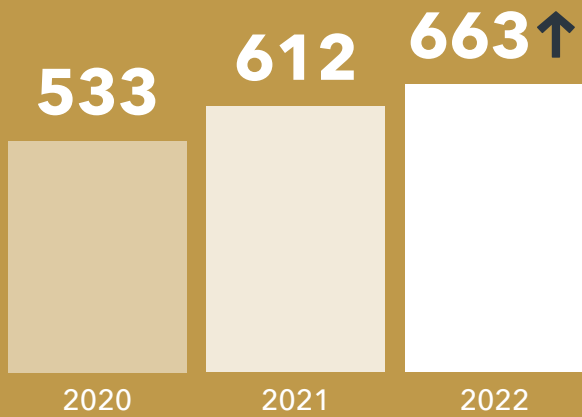
of students feel equipped to have difficult conversations about race and diversity

97%

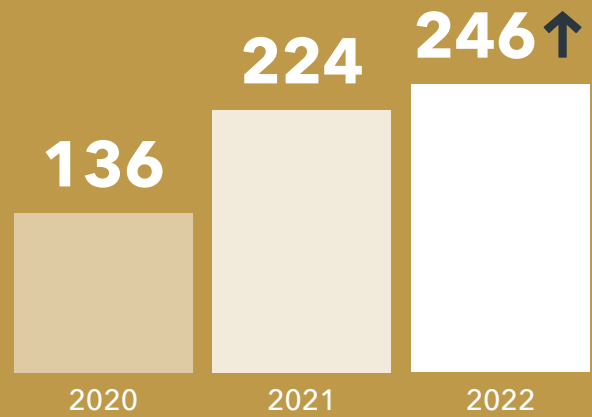
would intervene to stop racial discrimination

ENGAGING MORE PARTNERS, MORE PARTICIPANTS AND CREATING MORE CHANGE

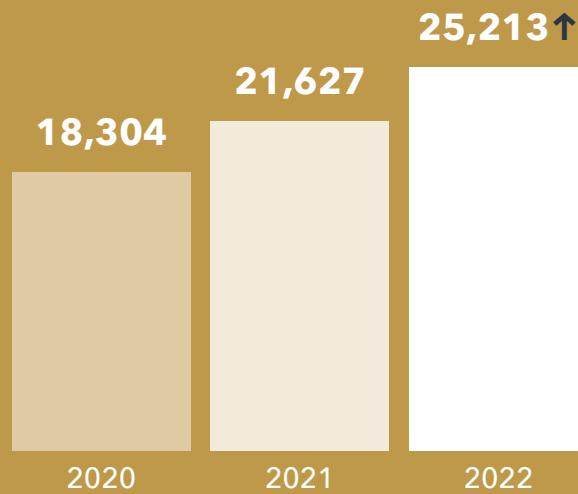
Engagements



Partners Engaged



Program Participants



HOSTING PROGRAMMING ACROSS THE SPORTS COMMUNITY

Engagements by Partner Type

399	Professional
210	Youth
184	Community Organization
163	Corporate
139	Collegiate
98	Law Enforcement
11	Foundation
5	Media
2	Household

Participants by Partner Type

9,189	Professional
5,455	Collegiate
2,168	Community Organization
1,199	Corporate
1,111	Youth
396	Law Enforcement
208	Household
125	Media
44	Foundation



THANK YOU FOR RISE-ING TO THE CHALLENGE

Like sports, the work required to unite our country and create a more equitable and inclusive society takes a team. RISE can only create lasting change with the contributions of our incredible donors and partners. Together, we are working to create a nation unified through sports, committed to racial equity and social justice.

\$1,000,000+	Principal Foundation	Bluestone Foundation of the Jewish	Jacqueline Yu	Roman Luldashev
Group1001	Seattle Seahawks	Community Foundation of Greater Pittsburgh	Jason Houghtaling	Salomon Benrimoh
Stephen Ross	WarnerMedia	University of California, San Diego	Jason Long	Samantha Fitz-Roy
\$250,000+	Women's Basketball Coaches Association (WBCA)	US Figure Skating	Jennifer Diao	Samson Lui
PepsiCo, Inc.		Vancouver Whitecaps	John Gantz	Sandor Kozma
Reebok International Ltd	\$2,000+		John Shim	Sandra Cross
Under Armour	America East Conference	Up to \$2,000	John Tang	Sandra Howell
\$100,000+	American Ultimate Disc League	Adam Krett	Joseph Caporoso	Scott Pioli
NASCAR	Buffalo Bills	Alex Korn	Juan Martinez	Shannon Bullard
NFL Foundation	Capital One Financial Corporation	Alie Davila	Julia Preston	Shelly Picard
Paul Tagliabue	Charles Schwab	Amber Sawyer	Julian Baltazar	Simone Bergfeld
\$25,000+	Chicago Cubs	Amy Kelm	Justin Barr	Sisters on Track
Big East Conference	Cleveland Charge	Andrew Nipon	Justine Gendron	Stacey Richman
ESPN	College Hockey for Diversity, Equity, & Inclusion	Ann Cooper	Karen Jaimes	State University of New York at New Paltz
First Tee	Columbus Crew	Anonymous	Kevin Kunieda	Steven Ritter
Kum & Go	Connecticut Sun	Aodhan Bower	Kyle Young	Sung Shim
LeagueApps	East Coast Conference	Arielle Tatar	Lanna Wang	Tessa Turnbull
National Basketball Association (NBA)	GoodSport Nutrition	Artur Gabeev	Leandro Coelho	The Rotberg/Comens/Booth Foundation
National Football League, Inc. (NFL)	Greater Cleveland Sports Commission	Benevity Community Impact Fund	Los Angeles Dodgers Dreamteam	Tiny Bow Project
National Hockey League (NHL)	Houston Dynamo FC & Houston Dash	Bennett Jones	Luke Beshar	Todd Levy
NBC Sports	Jon & Robyn Diamant	Brad Pregeant	Massimo Marra	Tracey Jones
Northeast 10 Conference	Los Angeles Dodgers	Brenda Connolly	Matthew Dykstra	Trent Berkutow
PGA Tour	Nassau Community College	Casey Murrell	Matthew Koenig	Tyler Kenly
USA Track & Field	National Collegiate Athletic Association (NCAA)	Central Atlantic Collegiate Conference (CACC)	Maura Couvares	University of Maine at Fort Kent
\$10,000+	National Field Hockey Coaches Association (NFHCA)	Charles Gaines	Melanie Capacia Johnson	Viktor Fihlman
Clemson University	New York Giants	Chase Payne	Melinda Goldman	William Wiebe
Denver Broncos	Oregon22 LLC	Corey Radel	Michael Cohen	Yi Ru Huang
Gatorade	Randolph-Macon College	Daniel Vukelich	Michelle Maxwell	Zachary Weiss
Gobundance, LLC	Stacy Lindau	Dashiell Desloovere	Millicent Garofalo	Zahra Khan
Harvard-Westlake	Steve Galbraith	Dave Schurhoff	Mollie Caragol	
Minnesota Vikings	The Max & Charlotte	Emily Fuentes	Monument Sports	
National Lacrosse League		Eric Goncalves	Mountain West	
PGA of America		Esther Solorzano	Mylyn McColl	
Philadelphia Eagles		Evan Silver	Naomi Fleming	
		General George Casey	Noah Weissman	
		Heather Kleber	Oliver Miloche	
		Jacqueline Morgan	Penelope Pratt	
			Ramel Werner	
			Ravi Kiran	