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
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**

<table>
<thead>
<tr>
<th>Participants</th>
<th>Sessions</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>8,067</td>
<td>309</td>
<td>47</td>
</tr>
</tbody>
</table>

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

**College Workshops**

<table>
<thead>
<tr>
<th>Participants</th>
<th>Workshops</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,722</td>
<td>115</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Participants</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>9,967</td>
<td>143</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Participants</th>
<th>Programs</th>
<th>Voter Status Lookups</th>
</tr>
</thead>
<tbody>
<tr>
<td>491</td>
<td>11</td>
<td>238</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Modules Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>16,328</td>
</tr>
</tbody>
</table>

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
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

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

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

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.

**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%.

**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).

**Behavioral 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

Data above comes from audit of youth multi-week leadership programs from Q4 2021 through Q1 2023
Engaging more partners, more participants and creating more change

Engagements

<table>
<thead>
<tr>
<th>Year</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>533</td>
<td>612</td>
<td>663</td>
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</table>

Partners Engaged

<table>
<thead>
<tr>
<th>Year</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>136</td>
<td>224</td>
<td>246</td>
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</tbody>
</table>

Program Participants

<table>
<thead>
<tr>
<th>Year</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>18,304</td>
<td>21,627</td>
<td>25,213</td>
</tr>
</tbody>
</table>
### HOSTING PROGRAMMING ACROSS THE SPORTS COMMUNITY

#### Engagements by Partner Type

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional</td>
<td>399</td>
</tr>
<tr>
<td>Youth</td>
<td>210</td>
</tr>
<tr>
<td>Community Organization</td>
<td>184</td>
</tr>
<tr>
<td>Corporate</td>
<td>163</td>
</tr>
<tr>
<td>Collegiate</td>
<td>139</td>
</tr>
<tr>
<td>Law Enforcement</td>
<td>98</td>
</tr>
<tr>
<td>Foundation</td>
<td>11</td>
</tr>
<tr>
<td>Media</td>
<td>5</td>
</tr>
<tr>
<td>Household</td>
<td>2</td>
</tr>
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</table>

#### Participants by Partner Type

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional</td>
<td>9,189</td>
</tr>
<tr>
<td>Collegiate</td>
<td>5,455</td>
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<tr>
<td>Community Organization</td>
<td>2,168</td>
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<tr>
<td>Corporate</td>
<td>1,199</td>
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<tr>
<td>Youth</td>
<td>1,111</td>
</tr>
<tr>
<td>Law Enforcement</td>
<td>396</td>
</tr>
<tr>
<td>Household</td>
<td>208</td>
</tr>
<tr>
<td>Media</td>
<td>125</td>
</tr>
<tr>
<td>Foundation</td>
<td>44</td>
</tr>
</tbody>
</table>
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+
Group1001
Stephen Ross

$250,000+
PepsiCo, Inc.
Reebok International Ltd
Under Armour

$100,000+
NASCAR
NFL Foundation
Paul Tagliabue

$25,000+
Big East Conference
ESPN
First Tee
Kum & Go
LeagueApps
National Basketball Association (NBA)
National Football League, Inc. (NFL)
National Hockey League (NHL)
NBC Sports
Northeast 10 Conference
PGA Tour
USA Track & Field

$10,000+
Clemson University
Denver Broncos
Gatorade
Gobundance, LLC
Harvard-Westlake
Minnesota Vikings
National Lacrosse League
PGA of America
Philadelphia Eagles
Principal Foundation
Seattle Seahawks
WarnerMedia
Women’s Basketball Coaches Association (WBCA)

$2,000+
America East Conference
American Ultimate Disc League
Buffalo Bills
Capital One Financial Corporation
Charles Schwab
Chicago Cubs
Cleveland Charge
College Hockey for Diversity, Equity, & Inclusion
Columbus Crew
Connecticut Sun
East Coast Conference
GoodSport Nutrition
Greater Cleveland Sports Commission
Houston Dynamo FC & Houston Dash
Jon & Robyn Diament
Los Angeles Dodgers
Nassau Community College
National Collegiate Athletic Association (NCAA)
National Field Hockey Coaches Association (NFHCA)
New York Giants
Oregon22 LLC
Randolph-Macon College
Stacy Lindau
Steve Galbraith
The Max & Charlotte

Bluestone Foundation of the Jewish Community Foundation of Greater Pittsburgh
University of California, San Diego
US Figure Skating
Vancouver Whitecaps

Up to $2,000
Adam Krett
Alex Korn
Ali Davila
Amber Sawyer
Amy Kelm
Andrew Nipon
Ann Cooper
Anonymous
Aodhan Bower
Arielle Tatar
Artur Gabeev
Benevity Community Impact Fund
Bennett Jones
Brad Pregeant
Brenda Connolly
Casey Murrell
Central Atlantic Collegiate Conference (CACC)
Charles Gaines
Chase Payne
Corey Radel
Daniel Vukelic
Dashiel Desloovere
Dave Schurhoff
Emily Fuentes
Eric Goncalves
Esther Solorzano
Evan Silver
General George Casey
Heather Kleber
Jacqueline Morgan

Joseph Caporoso
Juan Martinez
Julia Preston
Julian Baltazar
Justin Barr
Justine Gendron
Karen Jaimes
Kevin Kunieda
Kyle Young
Lanna Wang
Leandro Coelho
Los Angeles Dodgers Dreamteam
Luke Beshar
Massimo Marra
Matthew Dykstra
Matthew Koenig
Maura Couvares
Melanie Capacia
Johnson
Melinda Goldman
Michael Cohen
Michelle Maxwell
Millicent Garofalo
Mollie Caragol
Monument Sports Mountain West
Mylyn McColl
Naomi Fleming
Noah Weissman
Oliver Miloche
Penelope Pratt
Ramel Werner
Ravi Kiran

Roman Luldashev
Salomon Benrimoh
Samantha Fitz-Roy
Samson Lui
Sandor Kozma
Sandra Cross
Sandra Howell
Scott Pioli
Shannon Bullard
Shelly Picard
Simone Bergfield
Sisters on Track
Stacey Richman
State University of New York at New Paltz
Steven Ritter
Sung Shim
Tessa Turnbull
The Rotberg/Comens/Booth Foundation
Tiny Bow Project
Todd Levy
Tracey Jones
Trent Berktow
Tyler Kenly
University of Maine at Fort Kent
Viktor Fihlman
William Wiebe
Yi Ru Huang
Zachary Weiss
Zahra Khan