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## Different Sports Same Challenges: Growing a Sports- Based Youth Development Program

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Moderator: Rob Smith  
Founding Exec Dir,  
Youth Sports Collaborative Network

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### Introductions

- Danny Bernstein, Founder & Exec Dir, Backyard Sports Cares
  - Simon Cataldo, Co-Founder & President, Harlem Lacrosse
  - Jill Robbins, Soccer for Good “OG” & Former CEO, Soccer in the Streets
  - Shannon Schneeman, Exec Dir, America SCORES NY
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## YSCN 2017 National Survey

- Taken by 64 SBYD Nonprofit Organizations – 13 States/27 Cities & Towns
- 17% Less Than 100 Children, 56% 100 – 1000, 19% 1000 – 10,000, & 8% over 10,000
- Over 80% Served Children 5 - 14
- Represented 27 different sports/fitness activities
- Mentoring & Academics 1 and 2 in Other Youth Development Provided by Programs

## Survey: Greatest Challenge in 2017

- 9 Multiple Choice Answers Provided/Pick 1
- 55% - New Sources of Funding,
- 22% -Expanding Programs for More Children
- 9% - Maintaining Current Funds
- 6% - Affordable Access Fields/Facilities
- 3% - Retaining/Recruiting New Employees or Volunteers
- 0% - Retaining/Recruiting Board Directors

## Panelists' Capacity Challenges

- Most important challenges affecting growth, why and how resolved during –
- Early Stage of Organization's Development
- Past 2 years of Organization's Development
- Future – Next 2 Years of Organization's Development

## Backyard Sports Capacity Challenges

- Early Stage – Building Community Trust  
*Why Should We Share our Children with you?*
- Past 2 years - Developing Mission Driven Leadership  
*A Good Coach is not necessarily a Good Teacher.*
- Next 2 Years – Sustaining the Culture  
*How do we grow without diluting what makes us special?*

## America Scores NY Capacity Challenges

- Early Stage –Diversify and Grow Funding  
*From a Corporate Event to Foundations & Board Members*
- Past 2 years – Building New Staff Positions  
*Adding Staff, Increasing Salaries, Including Contractors*
- Next 2 Years – Being Disciplined  
*Sustaining Larger Budget Size Before Growing More*

## Harlem Lacrosse Capacity Challenges

- Early Stage – Avoiding Mission Creep in Pursuit of Funding
- Past 2 years – Hiring for Entry Level Positions
- Next 2 Years – Executing Strategic Plan to Implement More Sophisticated Systems around Governance, Finance & HR

## The Case for Capacity Building

All of your challenges come from one or a combination of the following areas:

- Resource Development (Fund Raising)
- Leadership/Board Development
- Organizational Development
- Program Development
- Community Engagement

## Where to start ...

- Use basic tools to assess your capacity & areas of strength and weakness
- Look for capacity building resources (grants, foundation center, collaboratives, basic standards)
- Join a learning community
- Enlist help (board members, volunteers, consultants, pro bono providers)
- Make continuous improvement a part of your culture (feedback)

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## Session Open Forum

- Questions on Panelists Presentations
  - Ask the Panel – Attendees Discuss Their Challenges w Panelists
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