



ATHLETE ALLY

ANNUAL REPORT

2018

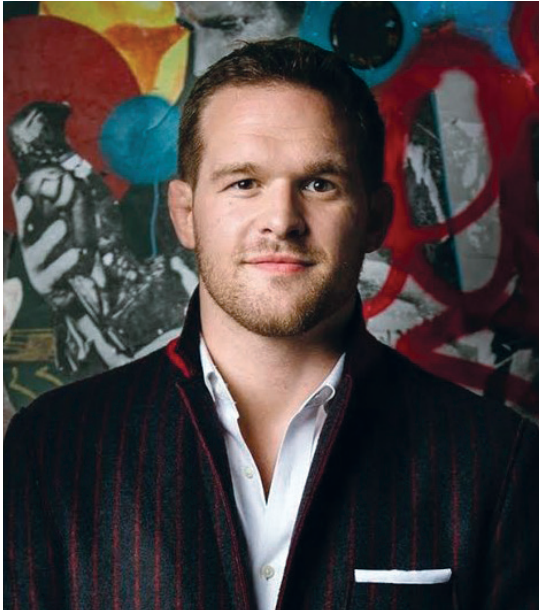


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LETTER FROM OUR FOUNDER



Dear friends,
Looking back, 2018 truly was an amazing year.

This year, we expanded our impact and reach like never before, through the launch of the first-ever free, comprehensive coaches curriculum on LGBTQ respect and inclusion, an expansion of our **“Playing for Pride”** campaign to engage athletes at all levels to advocate for equality, and our work to champion more inclusive sport policies for athletes across the country.

So far, Athlete Ally has trained every incoming NBA player in the past 5 years on LGBTQ respect; visited over 200 schools to speak on the need for inclusive policies; and quadrupled the number of NCAA schools with trans-inclusive policies. We believe that sport should be welcoming and inclusive to all, and won’t rest until it is.

Many challenges remain ahead for 2019: 80% of athletes report witnessing or experiencing homophobia in sports, and LGBTQ athletes are nearly twice as likely to drop out of sport as a result. Thanks to our staff, board, supporters and partners across the globe, we’re ready for what 2019 will bring. We plan to further our education reach to coaches across and beyond NCAA schools; expand the **Athletic Equality Index** to encourage even more schools to adopt inclusive policies and hire a full-time researcher to manage this project; open new **Athlete Ally Campus Chapters** to provide student athletes with on-campus support and resources; and mobilize even more professional athletes to use their platforms to speak out for LGBTQ equality.

Stay tuned—we’re just getting started. Together, we can make sport all it can and should be.

Hudson Taylor

Hudson Taylor
Founder & Executive Director



OUR VISION, MISSION & VALUES

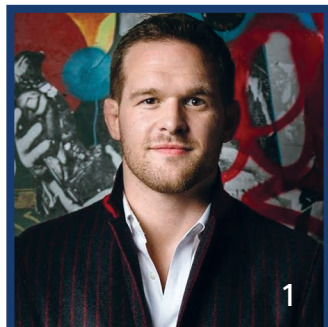
As a leading national nonprofit working at the intersection of sport and LGBTQ equality and one of the only LGBTQ sport social justice organizations in the U.S., Athlete Ally works to end the structural and systemic oppression that isolates, excludes, and endangers LGBTQ people in sport. Our efforts focus on education, sport policy research and change, and athlete activism. We focus on policies and practices, while never forgetting that changing hearts and minds is what allows us to propel our work forward.

Mission

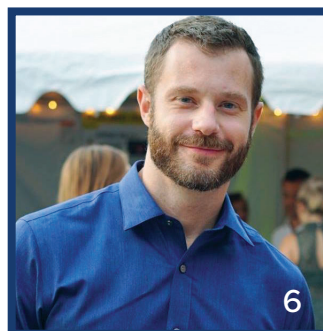
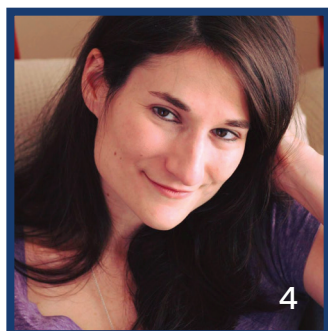
Activate athletic communities
to exercise their leadership
to eliminate homophobia
and transphobia in sports

A key part of Athlete Ally's success—and what makes us so valuable in the larger landscape of organizations working to make change—is our unrivaled ability to mobilize athletes and athletic communities to help advance awareness of LGBTQ equality and equal treatment of LGBTQ people in such a way that it leads to real policy and culture change. By engaging athletes, teams, and owners in key states, particularly in the Southern region of the United States, Athlete Ally has the ability and incredible opportunity to engage athletes and athletic communities, largely comprised of “allies,” to speak out for LGBTQ people.

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Founder &
Executive Director
 - 2 Taylor Carr
Chief of Staff
 - 3 Sharif Dodd
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- 4 Joanna Hoffman
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Communications
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Clockwise: Associate Board member Michelle Waites with April Holder and Candace Souweine (JJ Mack Photography); Donna Daley, Danielle Toledano, 2018 Action Awards honoree Jemele Hill, and Board members Sean James and Mike Balaban (JJ Mack Photography); Former Board member Rob Smith with Otho Kerr (JJ Mack Photography); 2019 Athlete Ally Board Retreat

WHAT WE DO

An aerial photograph of several runners on a red track, their shadows cast long and dark. The runners are in various stages of their stride, and the track has white lane markings with arrows pointing forward.

20+

Campus Chapters

25+

The number of unique inclusive policies adopted by Power 5 schools as a result of the **Athletic Equality Index**

200+

Athlete Ally Ambassadors

4X

The number of collegiate athletic departments that adopted trans-inclusive participation policies following the launch of Athlete Ally's **Athletic Equality Index (AEI)**

5

The number of consecutive years Athlete Ally has trained every incoming NBA player on LGBTQ respect and inclusion

Athlete Ally believes that everyone should have equal access, opportunity, and experience in sports — regardless of your sexual orientation, gender identity or gender expression.

EDUCATION

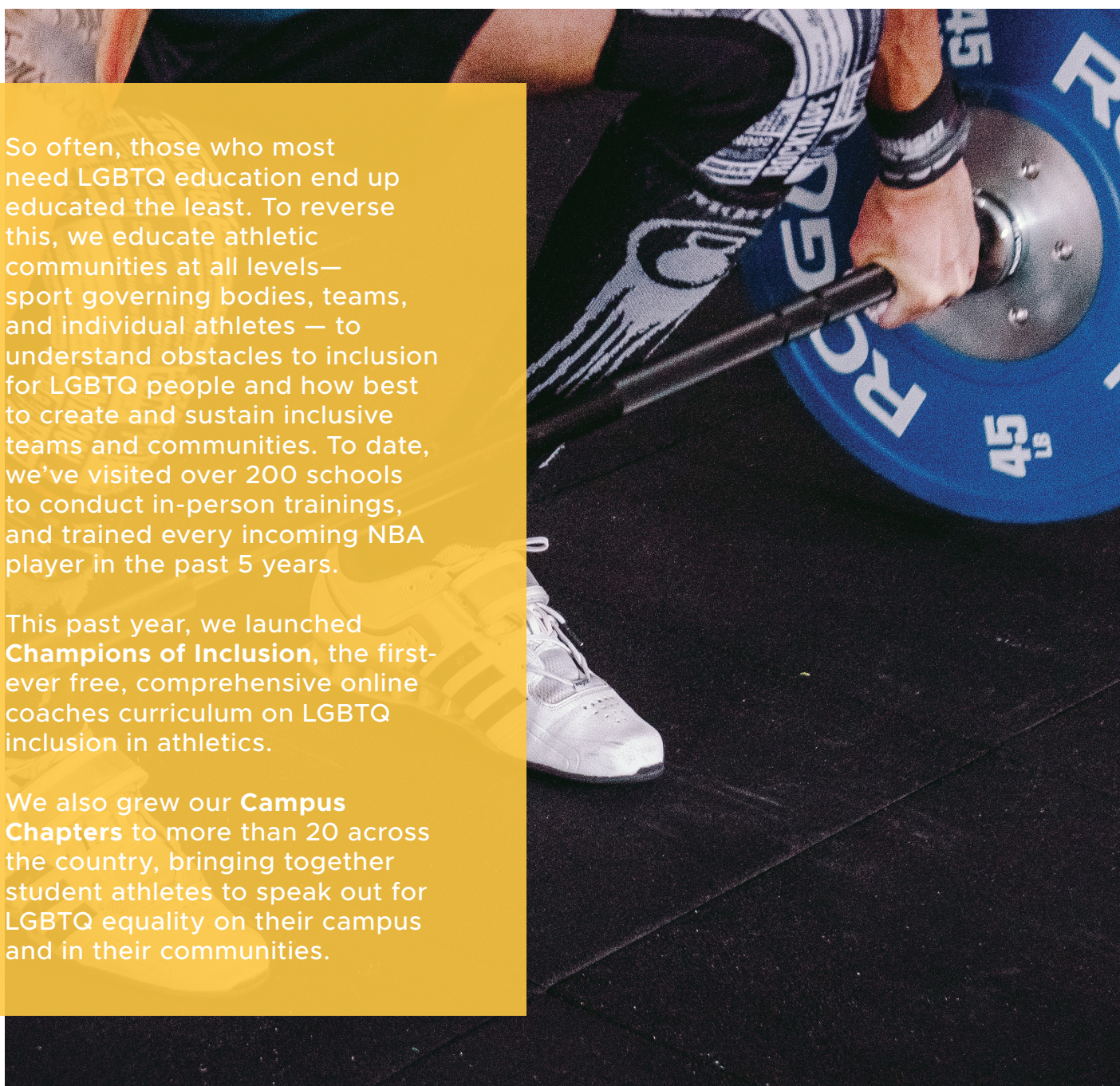
“Athlete Ally proves how significant a role sports can play in fostering acceptance and respect among teammates, coaches and fans, and ensuring a level playing field for all. As I watch my kids participate in sports, I want to make sure they embrace this lesson and do their part to encourage respect, equality and inclusiveness in all of their athletic activities.”

-Kathy Behrens, President, Social Responsibility
& Player Programs, NBA, New York

So often, those who most need LGBTQ education end up educated the least. To reverse this, we educate athletic communities at all levels—sport governing bodies, teams, and individual athletes — to understand obstacles to inclusion for LGBTQ people and how best to create and sustain inclusive teams and communities. To date, we’ve visited over 200 schools to conduct in-person trainings, and trained every incoming NBA player in the past 5 years.

This past year, we launched **Champions of Inclusion**, the first-ever free, comprehensive online coaches curriculum on LGBTQ inclusion in athletics.

We also grew our **Campus Chapters** to more than 20 across the country, bringing together student athletes to speak out for LGBTQ equality on their campus and in their communities.



POLICY

“Sports is one of the last bastions where misogyny, homophobia and transphobia live unchallenged in too many teams, schools and organizations. As Athlete Ally educates, builds alliance and, yes, twists arms when necessary, we all benefit from creating a truly level playing field.”

-David von Storch, Founder of VIDA Fitness, Washington, D.C.

One of the major obstacles to LGBTQ inclusion in sports is the fact that there is a patchwork of protections for LGBTQ athletes. To address this, we aim to ensure sport policy reflects the athletes affected by it.

This year, we continued to update and conduct targeted outreach on the **Athletic Equality Index (AEI)**, which measures LGBTQ inclusion policies and practices in the NCAA's Power Five conferences.

We also lobbied for LGBTQ inclusion through a number of **policy campaigns**, including calling for The International Association of Athletics Federations to rescind its discriminatory ban on female athletes with naturally elevated testosterone, including Caster Semenya; working closely with the United Bid team for the 2026 World Cup in ensuring protections for LGBTQ athletes and fans, and calling upon the YMCA and USA Powerlifting to adopt trans-inclusive policies.



ATHLETE ACTIVISM

“Activism is about what you believe in and what you stand up for. When my sister Mia was murdered in 2014, I was devastated, and wanted to find a place for my grief by speaking out about the violence and discrimination faced by trans women of color. Support from Athlete Ally has helped me to honor Mia’s legacy and be a vocal ally to the LGBTQ community. I’m proud to be an Athlete Ally Ambassador calling for people to come together and stand up for equality.”

- Reggie Bullock, Professional basketball player, Detroit Pistons

We believe that athlete activism should be accepted and expected. We have an **Ambassador program** of over 250 Pro, Paralympic and Olympic ambassadors in our network that we organize and mobilize around LGBTQ issues - both related to sport policy but also more broadly.

In the past year, we’ve added Ambassadors who are pioneering LGBTQ representation in their sport, such as PGA golfer Melissa Reid, who told her coming out story on Athlete Ally’s website, and Tadd Fujikawa, the first openly gay male professional golfer; allies who are proudly standing up and speaking out for LGBTQ equality, including NHL player

Georges Laraque, NWSL forward Katie Stengel, and NFL fullback Johnny Stanton; and those who are championing diversity by bringing marginalized communities together, such as intersex activist and ultra runner Su Mitta and Dr. Rachel McKinnon, cycling’s first transgender world champion.

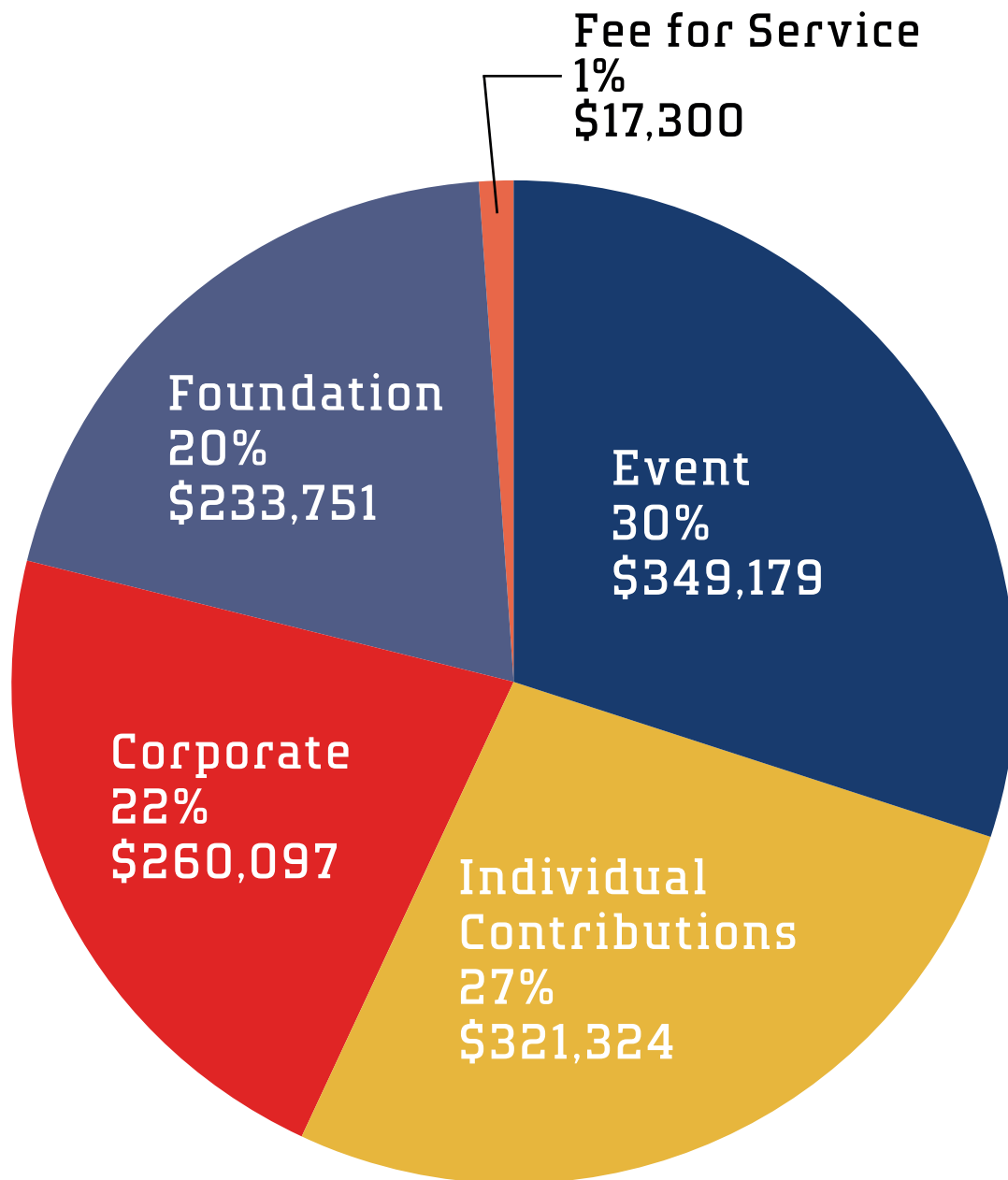
We’ve worked with Ambassadors this year to speak out on discriminatory policies and acts of homophobic violence at sporting events, and to show their support for LGBTQ youth and the LGBTQ community during Spirit Day and Pride commemorations.

Many of our Ambassadors are also involved in our **Playing for Pride** campaign,

which previously engaged over 100 professional soccer players and their fans to publicly support LGBTQ rights. Players and fans donated to **Playing for Pride** for every game played, every assist and every goal scored. Players and fan groups then matched donations, raising \$25,000 through the month of June to support Athlete Ally’s education, policy and advocacy work. This Fall, we announced the campaign’s expansion to additional sports and members of the athletic community at all levels to engage in the effort, and use their platforms to stand up and support LGBTQ equality.



2018 REVENUE



Total: \$1,181,651

2018 EXPENSES



Total:
\$1,060,892.78

Development:
\$234,835.43

Programs/General:
\$826,057.35





2018 SUPPORTERS

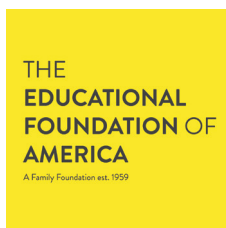
“I am a lifelong athlete. I am Black. I am a woman. I am a lesbian. This is why I made my first gift to Athlete Ally.

Knowing Athlete Ally is doing its work helps me keep faith that there are people who are not directly affected by a particular oppression who care enough about that oppression to actually do something to eliminate it. Oppression will NOT end without allies in positions of power precisely because disenfranchisement is at the root of oppression.”

-Darlene A. Hall, PhD, Bay Area

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\$25,000+ National Partners



\$15,000-\$24,999

Bloomberg Philanthropies
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RBC Capital Markets
Urban Adventures/
VIDA Fitness

\$10,000-\$14,999

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\$5,000-\$9,999

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In-Kind Support



INDIVIDUALS

MVP

\$25,000+

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Carin* and Roger Ehrenberg
Matthew Ettinger
Ken Mehlman

All-American

\$10,000-\$24,999

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Jim Stork
Bruce Bastian
Robby Browne
Dana Chaiken and Susan Roll
Rob Goldrich and Brian Rice*
Allison Grover
Billie Jean King and
Ilana Kloss
Jan Steinert and
Rick Bosse
Mark Stephanz* and
Joe Harper
Steve Tisch, Laurie Tisch,
Lizzie and Jonathan Tisch
J. Andrew Ward*
Steve Wozencraft and
John Evans

All-Star

\$5,000-\$9,999

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Deborah Clise-Kerr
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Keyes
Jemele Hill
Charles W. Kerner and
Martha J. Gallo
Billy and Sissy Lieberman c/o
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\$2,500-\$4,999

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Gay Hate Fund at Our Fund
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- As of January 9, 2019. Please contact Mitch Mathias at mitch.mathias@athleteally.org to join the list or edit any listings.

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ATHLETE ALLY
325 WEST 38TH STREET
ROOM 305
NEW YORK, NY 10018

212.213.1462

press@athleteally.org
www.athleteally.org

