

# SPORT FOR GOOD CITIES MEMBERSHIP



## Overview

Sport for Good Cities are an amplifier of Laureus USA's national programmatic strategies:

Grantmaking

Network Building

Impact Measurement

While Laureus USA is committed to network building and impact measurement on a national level, we further advance these strategies in our cities by asking organizations and individuals to opt-in to a collective approach to build capacity and ensure more young people have access to high quality, sports-based youth development programs in their community.

## What does it mean to be a member?



Sport for Good Cities membership is **open to any organization or person** that believes in the power of sport to change the world.



Our group consists of **non-profit organizations, schools, city agencies, companies, and individuals** who aren't affiliated with a sports organization.



We believe that the diversity of perspective offered by these varying groups leads us to the **most comprehensive strategies and activations.**



In order to build a fair, open and inclusive network, **there is no payment for anyone to join.**



Instead, we ask members to complete an annual registration that collects information on youth, staff and outcomes. This information will be aggregated and shared back with the wider membership network.

## Membership Benefits and Commitments

The best teams know that accountability is a two-way street. Whether between coach and captain or superstar and role player, a team is only as good as the commitments they make to each other.

Laureus USA believes that to advance the Sport for Good sector and build an equitable and effective network, accountability is key. We've redesigned our membership around a series of benefits and commitments.

(see reverse for details)



By becoming a member, your organization receives and commits to:

### Benefits

#### ► Training and Professional Development

Access to calendar of professional development and capacity building trainings chosen with feedback from members, such as healing-centered coaching, strategies for new managers, and equity and inclusion in youth work

#### ► Community Building and Socials

Access to local networking and learning events to build relationships and community amongst local members

#### ► Forum for Collective Action

Member organizations will drive collective goals and strategies to address local priority social issues and ensure every child has access to quality youth sports and/or physical activity programs

#### ► Annual Certification

Access to annual certification events in CPR, First Aid, and/or AED Deployment—ensuring that child safety is central to all members who work in direct service.

#### ► Grant and Other Opportunities

Member organizations can be the first to learn about and apply for grants and other field building opportunities from Laureus USA

#### ► Leadership Council

The opportunity for members to be considered for the local Leadership Council and local working groups that provide input to Laureus USA on Sport for Good programming and collaborative goals

#### ► Sport for Good Connect

Access to a national information hub, Sport for Good Connect, to share resources, post relevant news and discussions, and connect with groups from other cities

### Commitments

#### ► Annual Membership Profile

Members create and annually update a profile that includes information on youth, staff, and outcomes. This information will be aggregated locally and nationally, shared with members, and used to advocate for Sport for Good as an effective tool for social change to funders and other stakeholders.

#### ► Survey and Feedback

Participation in regular surveys so we can use feedback to improve the membership model

#### ► Presence at Quarterly Town Halls

Member organizations will work to send at least one representative to quarterly town halls to learn about the latest in each SfG city and provide feedback and relevant updates

#### ► Member Communication

Organizations provide SfG Cities with up to date staff email lists so opportunities and updates can flow to all organizational roles

#### ► Ethos of Collaboration

Members commit to participate in a spirit of collaboration as we are all on the same team using sport to benefit our community. Growth mindset over scarcity mindset

## Our Sport for Good Cities



To sign up for membership, go to **[connect.laureususa.com](https://connect.laureususa.com)**