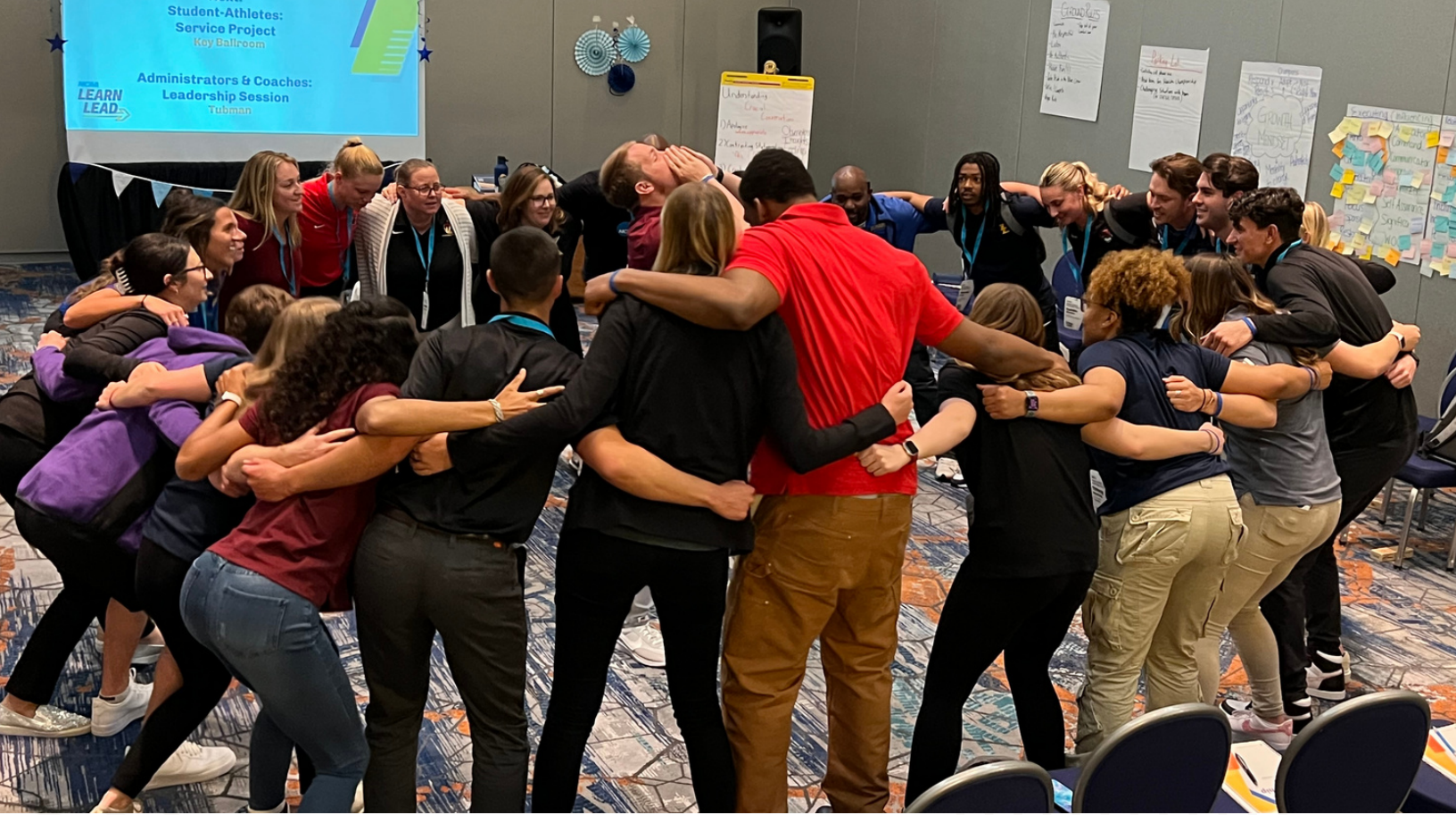




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# Annual Report

2022-  
2023



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# MISSION & VALUES



## VISION

Create worldwide social justice through the power of sport.

## MISSION

Use the power of sport to effect positive social change. We educate and empower individuals and organizations by inspiring values-based thinking leading to actions that promote social responsibility and equality.

## POWER OF SPORT

The global impact that sport has on society reminds us that teamwork and unity transcend the fields of competition, and has the irrefutable power to positively change people's lives.

We apply the lessons of "the huddle" to illustrate how divergent interests and beliefs can unite under a shared vision and common goal. We believe sport has an immense impact on societies across the globe. Sport has been known to galvanize communities large and small. By harnessing this power and public influence, the Institute continues to promote social change domestically and around the world. Changing lives through the power of sport.

## DIVERSITY, EQUITY, INCLUSION & BELONGING (DEIB)

We believe DEIB serves as a catalysts to promote fairness, equity, and justice.

At the Institute, we harness the power of DEIB to capitalize on individual and collective strengths and help teams, staffs, and organizations reach their full potential. Respect and appreciation of difference are the founding principles of diversity and inclusion. As advocates of fairness and equality, the Institute hopes to build a global awareness and cultural competence through the power of sport. We strive to be on the cutting edge, proactively working to understand who is being excluded.





## EDUCATION

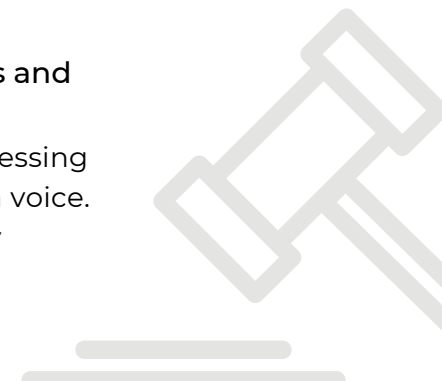
Education has the power to transform lives and empowers people to make a difference.

The Institute embraces the principle that everyone has a right to be educated, and has a duty to use what is learned to improve society. In addition to our advocacy for traditional education, the Institute educates and empowers people by raising awareness of social justice issues and by offering strategies and solutions for overcoming them.

## SOCIAL JUSTICE

The Institute is committed to peace and justice by raising awareness and developing strategies for addressing social justice issues worldwide.

The Institute aims to provide the education, tools and strategies for addressing these issues and empowers individuals to take action for those without a voice. We challenge sports leaders and athletes to embrace leadership roles by supporting everyone's basic human rights, and confronting all forms of discrimination, hate, and violence, while advocating for those who are underrepresented.



## ETHICAL AND MORAL LEADERSHIP

The Institute's unshakeable vision for sport driven social change demands that we challenge ourselves and others, to aspire to the highest standards of ethical and moral behavior.

Ethical and moral actions are the foundation that enables individuals, organizations, and leaders to gain leadership credibility. The beliefs and actions of leaders have significant impact on their respective organizations and, as such, effective ethical and moral leadership blends humility with determined professional will. The Institute's ambitious goals for sport driven social change can only be accomplished through tireless commitment to ethical and moral behavior. Thus, we dedicate ourselves to advocate for ethical and moral leadership through the power of sport.

# MESSAGE FROM DR. JEFFREY O'BRIEN, CEO



At the start of every season, teams come together and establish their goals and dreams. Whether or not a team achieves its goals and realizes its dreams, there is usually a theme that best describes the season. At the Institute, the theme of this season has been transformation. As someone who has been involved in sport-based social justice work for almost 30 years, mostly with the Institute, assuming the role of CEO has been an inspiring challenge. This first season has been transformational, a season of change, growth, and evolution for all of us.

As an organization, we conducted assessments to better understand our strengths and weaknesses, set clear expectations for ourselves, and in the spirit of Atomic Habits author James Clear, focused on getting 1% better each day. We believe in the transcendent power of sport to be a catalyst for social justice and equity and have worked hard to be credible partners for the sports organizations that

trust us with critical education, assessment, and action planning. During this season, we are proud to have delivered elite training education; conducted culture and climate assessments; led leadership development opportunities; challenged the hiring and mobility patterns of sport organizations; and celebrated the resiliency of student-athletes.

Our goal every season is to maximize the impact we can have for our partners, changing lives through the power of sport. A parallel goal for us this season has been to create the structure and systems that will allow us to reach scale, not just for growth's sake but because reaching scale will mean our impact on the world will be exponential. This foundational work has been the transformation for us and is empowering us to move from a surviving to a thriving organization. We are on our way and are steeled for the work ahead. As we close this season, know that we are launching a strategic plan to investigate how we can best serve our sport community.

We are committed to being a learning organization so this season of growth, change, and evolution will serve as our mindset moving forward.

Onward!  
Dr. Jeffrey O'Brien

*"We are on our way and are steeled for the work ahead."*

# INSTITUTE TEAM



For nearly 40 years, founder and president Dr. Richard Lapchick has passionately captained The Institute using the power and appeal of sport to change the world.



*From left to right: Garnett L. Overby III, Spencer Bonahoom, Dr. Shannon Spriggs Murdock, Brittany Clay, Dr. Jeffrey O'Brien, Amanda Ekabutr, Suzi Katz, Aaron Banfield*

With over 100 years of combined experience, our passion for this mission is reflected in our lifestyle. We are continuously striving for excellence, informing the sports community through an educational and leadership lens, and delivering impactful programs that help others be more socially responsible.

# OUR WORK

BY THE NUMBERS



**170**

TOTAL TRAINING  
SESSIONS



**154**

IN PERSON



**16**

VIRTUAL

## TRAININGS BY TOPIC

**48**

HUDDLE UP FOR  
EQUITY AND  
SOCIAL JUSTICE

**117**

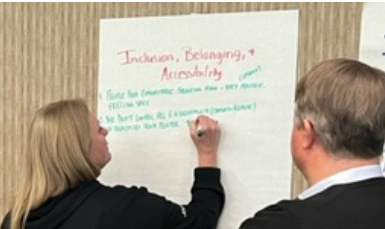
HUDDLE UP FOR  
GENDER VIOLENCE  
PREVENTION

**5**

HUDDLE UP FOR  
LEADERSHIP  
DEVELOPMENT

**5,000+**

ATHLETIC ADMINISTRATORS,  
COACHES, STUDENT-  
ATHLETES, AND U.S. NAVAL  
MIDSHIPMEN TRAINED



## Huddle Up for Gender Violence Prevention

Huddle Up for Gender Violence Prevention addresses the full continuum of abusive behaviors and empowers participants to understand how misogynistic language, sexual harassment, gendered bullying, sexual assault, rape and domestic violence are linked together. This understanding inspires participants to have the courage to challenge behaviors on all levels of the continuum.



## Huddle Up for Equity & Social Justice

Huddle Up for Equity & Social Justice is a multi-session model to empower organizations with the knowledge and tools to positively impact their culture. This training series will engage, empower, and equip sport organizations to rise to the social justice moment. Each session will inspire leadership, increase trust, and elevate the culture of an organization.

With each session, there are continuing education opportunities to advance participant learning and to keep learners engaged in the material between the live sessions.

## Huddle Up for Leadership Development

Huddle Up for Leadership Development is a program offering that expands on a foundational principle of all Huddle Up trainings: leadership. Through Huddle Up for Leadership, organizations can explore their individual and team leadership characteristics. These trainings challenge participants to consider many important leadership qualities and theories while engaging in critical reflection.



*Want to learn more? Visit: [sportandsocialjustice.org/huddle-up](https://sportandsocialjustice.org/huddle-up)*



# OUR WORK

BY THE NUMBERS

## 2022 GIANT STEPS & HALL OF FAME GALA



# 320

ATTENDEES



6  
HONOREES



1  
HALL OF FAME  
INDUCTEE



### SOCIAL MEDIA IMPACT

# 11.2K

REACHED

# 14.1K

INTERACTIONS

# 24.4K

IMPRESSIONS

Our Gala honors a diverse group of individuals from the world of sport who inspire and motivate those around them to strive for greatness in all facets of life.

Learn more: [www.giantstepsawards.org](http://www.giantstepsawards.org)



# OUR WORK

BY THE NUMBERS

## NATIONAL STUDENT-Athlete APRIL 6, 2023 DAY

National Student-Athlete Day is held annually on April 6th to celebrate high school and college student-athletes who excel in the classroom, community, and athletically.

2022

**18,606**  
WRISTBANDS ORDERED

**58**  
ORGANIZATIONS &  
INSTITUTIONS  
PARTICIPATED

**26K**  
SOCIAL MEDIA  
POSTS

2023

**20,260**  
WRISTBANDS ORDERED

**58**  
ORGANIZATIONS &  
INSTITUTIONS  
PARTICIPATED



### SOCIAL MEDIA IMPACT

**1,090**  
MENTIONS @

**132.9K**  
INTERACTIONS

**1,140**  
SHARES

**130.8K**  
LIKES

**14.668M**  
REACH

# OUR WORK

BY THE NUMBERS



Highlights women of color who are achieving at phenomenal levels in the sports industry, but go unnoticed (“Invisible”) to the broader sports community.

Learn more: [sportandsocialjustice.org/invisible-women-in-sport](https://sportandsocialjustice.org/invisible-women-in-sport)

**23**

EPISODES PER SEASON



SEASONS AS A WEBCAST ON ZOOM

**1,427**  
REGISTRANTS

CELEBRATED

**50th & 60th**

EPISODES



50TH EPISODE



**Kiesha Nix**

Vice President, Charitable Affairs & Lakers Youth Foundation, Los Angeles Lakers

60TH EPISODE



**Kashi Walmer**

Founder & CEO KCW Consulting

**6,317**

DOWNLOADS



COUNTIRES

**1,626**

YOUTUBE & FACEBOOK LIVE VIEWS

# TESTIMONIALS

*"The Huddle Up session was interactive, informative, and engaging in a participatory way that made you think from within. It made you think about where you are as a person, where we are as an organization, and where we want to be...One of the most important things we can do is take care of each other and the Huddle Up sessions really fostered that feeling. All the participants and trainers did a nice job."*

## **Ken Williams**

Executive Vice President  
Chicago White Sox



*"What does a respectful and healthy relationship look like?! So often the conversation starts and ends with identifying, preventing, and recovering from abuse.*

*What I appreciated about the Institute for Sport and Social Justice (The Institute)'s Huddle Up program was the added conversation of what an active bystander looks like, what some healthy and respectful verbal, emotional, mental, physical, and sexual communication looks like in a relationship no matter the gender, sex, sexual orientation, or expression.*

*Within three days, 450+ UT Austin Intercollegiate student-athletes attended the leadership-infused healthy relationships conversations in groups of 20-40 for 90 minutes facilitated by sex.*

*We also hosted a session for staff and coaches to get to learn and experience what the student-athletes were going to and so that we can continue these types of conversations throughout the semester and beyond."*

## **Dr. Shauna T. Sobers**

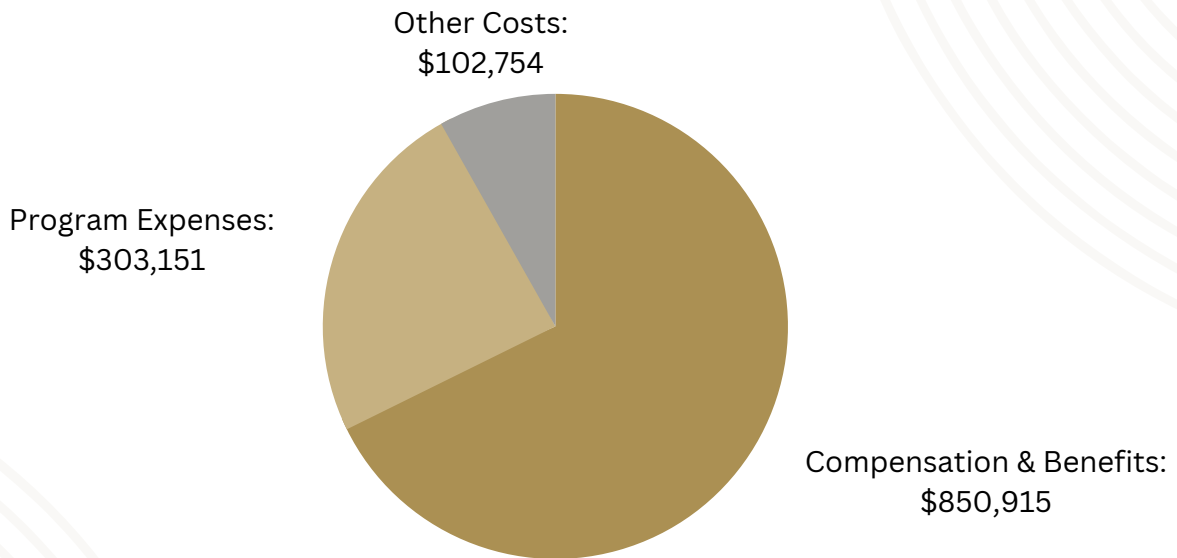
Director, Student-Athlete Development  
The University of Texas at Austin



# FINANCIALS

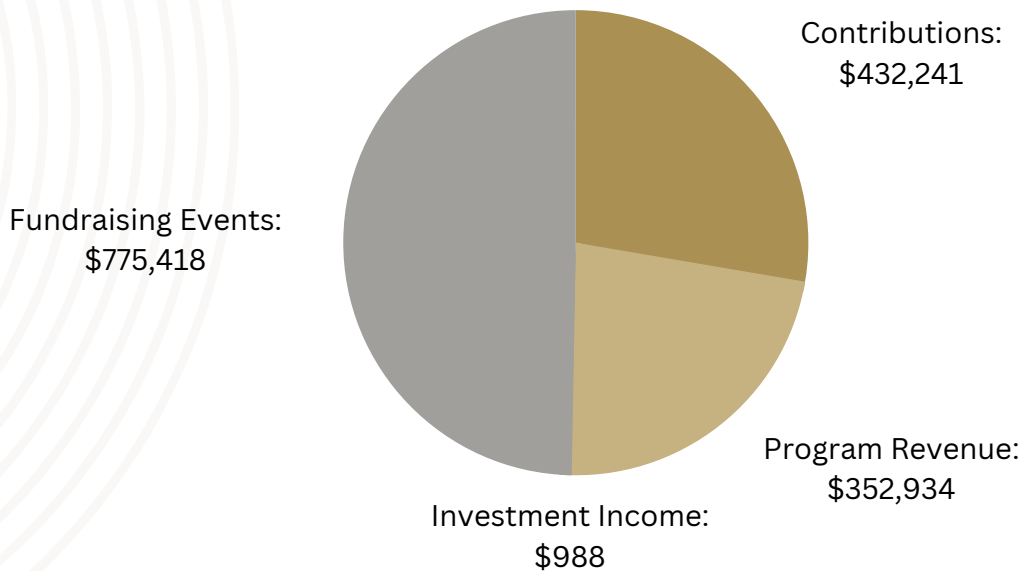
## REVENUE

TOTAL: \$1,561,581



## EXPENSES

TOTAL: \$1,256,820



# BOARD OF DIRECTORS



**Laila Brock**  
Senior Vice President,  
Strategic Partnerships &  
Community Impact,  
Atlanta Dream WNBA



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Leland Enterprises Inc.



**Teresa Gould**  
Deputy  
Commissioner, Pac-12  
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**Tanya Hughes**  
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Consultant



**Paul Kaplan**  
Attorney, Lexington,  
KY



**Richard Lapchick**  
Founder & President,  
Institute for Sport &  
Social Justice



**Nicolet Lewis**  
Senior Vice President  
& Chief People Officer,  
Detroit Pistons



**Chris Monasch**  
Chairman of the  
Board, Institute for  
Sport & Social Justice



**Allyce Najimy**  
CEO, Foundation To  
Be Named Later



**Dr. Jeffrey O'Brien**  
CEO, Institute for  
Sport & Social Justice



**Steve Phelps**  
President, NASCAR



**Peter Roby**  
Knight Commission on  
Intercollegiate Athletics



**Ashley Turner**  
Director of External Affairs &  
Partnerships, DeVos Sports  
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