

ATHLETES UNLIMITED

PUBLIC BENEFIT CORPORATION REPORT

FISCAL YEAR 2021
SUBMITTED MARCH 2022



ATHLETES
UNLIMITED



Letter From the Co-Founders

Dear Members of the Athletes Unlimited Community,

We started Athletes Unlimited because investing in female athletes is good business. And we formed Athletes Unlimited as a Public Benefit Corporation (PBC) because sports have a unique ability to inspire, and professional sports must aspire to more than just profits for owners and athletes.

A growing global community of fans has insufficient access to the exceptional talents of the world's greatest athletes, and we're stepping up to meet that demand. In our first two years of operation, we launched four professional women's sports leagues — softball, volleyball, lacrosse, and basketball — delivering some of the highest-quality competition ever produced in the United States.

As we build toward the promise of a thriving sports media business, we are also innovating around the public benefits we produce. We are reimagining how sports teams are owned and managed, expanding the role of athletes on and off the field, prioritizing athlete well-being, developing operating principles that emphasize good corporate citizenship, and telling stories that expand the experiences and ideas presented to our audience.

Because of the persistent disparities between men and women in professional sports, our success as a company has already had enormous public benefits by providing professional pathways for female athletes and elevating role models for millions of women and girls around the world. But like the excellence of the world-class athletes who play in our leagues, our ambitions as a company are not bound by gender.

We hope this report will give you some sense of that ambition and the tremendous opportunities that lie ahead. We are incredibly proud of what our community of athletes, staff, and partners have already accomplished in just two short years. And the best part is we're just getting started.

Thank you for helping us make history together.

Sincerely,

Jon Patricof and Jonathan Soros, Co-Founders of Athletes Unlimited



From left: **Brie King**, Volleyball; **Bethania De La Cruz**, Volleyball; **Jordan Larson**, Volleyball; **Nomaris Vélez-Agosto**, Volleyball; **Aury Cruz**, Volleyball

EXECUTIVE SUMMARY

This report reflects our ambition to not only reimagine professional sports, but also to rethink the way a business can — and should — show up in the world. We hope you'll take the time to explore our programs and policies in detail, but in brief:

► We are promoting participation in management and long-term financial reward for athletes.

- The athletes have an unprecedented voice in the governance of the game, the league, and the company, so they have more agency over their future, their careers, and their sports.
- Athletes participate in our leagues through a profit-sharing program, so they are staked in the success of our leagues today and well into the future.

► We are celebrating diversity.

- We are lifting up the stories of Black, Indigenous, and People of Color (BIPOC) athletes in our leagues where they are underrepresented and creating more opportunities for younger BIPOC athletes to imagine themselves as professional athletes.
- We work actively to create an inclusive environment within our own organization with training and workshops that connect the athletes, not just as teammates or competitors, but as people with complex life experiences and stories.
- The formation of the Racial Equity Working Group (REWG) early in our existence reflects our ongoing commitment to reduce bias and increase equity across the entire business.

► We are focusing on the personal well-being of the athletes.

- We help the athletes develop skills that support their professional development off the field with programming that covers leadership, negotiation, financial literacy, nutrition, and mental health counseling, just to name a few.
- Our policies put our values into action and make it clear our priority is athlete well-being. For example, our pregnancy and childcare benefits are intended to transform the way people think about parenthood and professional sports — demonstrating that athletes do not have to choose between competing at the most elite levels and starting families.

► We are innovating in ownership and governance.

- Our commitment to including athlete perspectives is written into our bylaws — there will always be at least one athlete representative on the Board of Directors.
- We ask our investors to cap their profits and reinvest funds back into the athletes, our programs, and the public good, with an innovative capital structure we call “Mission Equity.”

► We are driving engagement on and off the field.

- We encourage the athletes to support the causes they care most about, providing them with guidance and funding.
- We cultivate athletes' leadership skills to serve as an engine for civic advancement in their communities.
- We celebrate and bring athletes to life through art with original portraits created by emerging artists. We know that art and sports are two pillars of a vibrant culture — and seek to create greater connection between both for the benefit of our communities.
- We partner with community organizations to create opportunities for budding athletes to engage with the professional athletes of Athletes Unlimited. Our partnerships are focused on increasing access to, and representation in, sports, inspiring traditionally underserved athletes to dream big and pursue their goals.

► We are bringing fans closer to the game.

- We are intentional in the stories we tell and where we tell them. We collaborate and co-create with athletes to tell stories that show them as people whose lives are just as important off the field as on.
- We believe more people in more places should have access to our content — whether we're streaming games in virtual reality (VR) or partnering with Fox Deportes on multilingual broadcasts, we're eliminating barriers to enjoying professional sports, no matter where you are.



Table of Contents

Executive Summary	03
About Athletes Unlimited	05
Living Our Values: Policies and Practices	08
Beyond the Playing Field	15
Engagement That Elevates the Game	21
Looking Ahead	25



Kyra Pelton (front)
Lacrosse

Haley Warden (back)
Lacrosse

ABOUT ATHLETES UNLIMITED

Athletes Unlimited is a mission-driven PBC that was founded on values of innovation, inclusion, and excellence. We aim to empower professional athletes as leaders in their sport, promote inclusive ownership in professional sports that focuses on the long-term financial and personal well-being of athletes, and bring fans closer to the game by innovating on and off the field to maximize engagement and excitement for a global community of fans.

Athletes Unlimited was founded on the belief that athletes are what make the sport — and that athletes are more than the sport they play. Our model challenges the conventions of traditional leagues by eliminating team owners, giving a bigger voice to athletes, and providing athletes opportunities to engage meaningfully in their communities. Our player-centric approach delivers unparalleled excitement while recognizing the athletes' multifaceted skills and helping them become stronger leaders on and off the field.

Importantly, the founding principles of our business model are intended to drive value for all stakeholders — and have relevancy beyond any field or court. Investing profits back into the athletes, skill building that is useful on the job and in the community, and providing benefits that recognize the reciprocal value of supporting employees during critical life stages are hallmarks of our approach.

As the first professional sports league to be organized as a PBC, Athletes Unlimited exists to fulfill the inspirational promise of professional sports while building a thriving business that benefits all our stakeholders. We believe that our model is broadly applicable and could be adapted for use in other benefit corporations.



Mission Equity: Sharing in the Profit

Athletes Unlimited Co-Founder Jonathan Soros [coined the term](#) “Mission Equity” to describe a new model for financing a company that allows investors to signal their support for its mission by giving up a discrete and measurable portion of their potential profits to support the company’s nonfinancial goals. This device goes beyond the PBC requirement that all stakeholders interests should be taken into account and codifies the willingness of investors to trade financial return for public benefit.

Each investor, in negotiation with the company, defines a limit on the financial return they might receive from their investment. If that limit is exceeded, either by sale to a third party or by distributions from the company, the surplus becomes available for mission-related initiatives by the company. In the case of Athletes Unlimited, no less than half of that surplus will be contributed to the Athletes Unlimited Athlete Profit Participation Plan, while the other half goes to expanding mission-aligned programs like those covered in this report.

Pioneering athletes in other sports leagues have created great opportunities for their successors and great wealth for team owners while being left on the sidelines as those benefits accrue. Athletes Unlimited

believes that athletes should participate in the long-term value they help create, and we are building a player community that has a tangible stake in our success. Every time athletes compete in a game during an Athletes Unlimited season, they receive units in the plan, which allows them to participate in distributions for the current year and 19 years that follow. Athletes Unlimited made plan awards to a total of 195 athletes through the end of 2021.

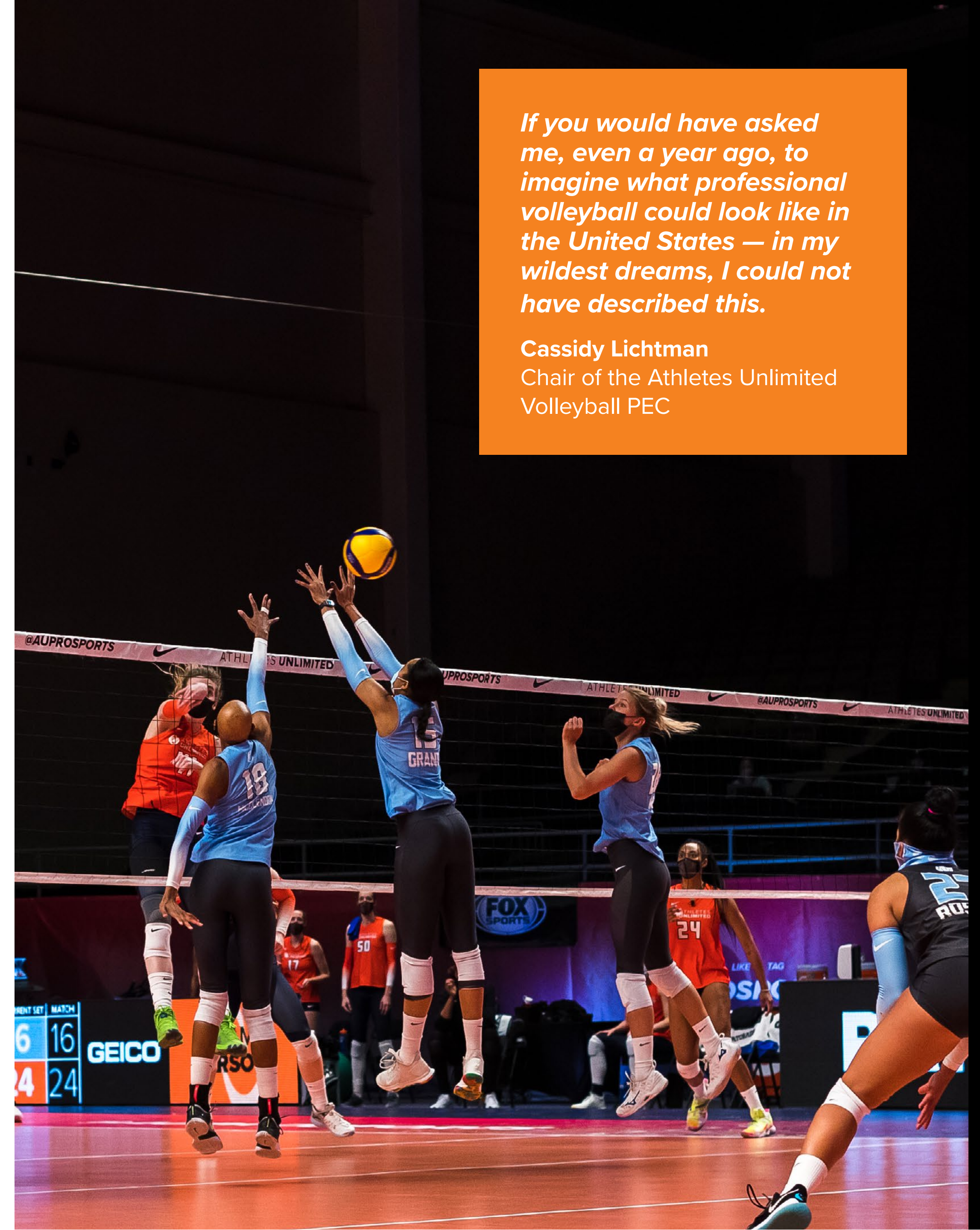
Athlete Representation on the Board of Directors

From the very beginning, Athletes Unlimited has been built in partnership with the professionals who play in our leagues, and we are a better and smarter organization for it. Nearly every decision we make — from the players invited to play in the league to the rules by which games are played — is informed by the views of the athletes.

Our commitment to including athlete perspectives extends to the highest level of the company and is built into our bylaws. Athletes Unlimited will always have at least one athlete representative on its Board of Directors. Cassidy Lichtman, chair of the Player Executive Committee (PEC) for Volleyball, is the first athlete representative to serve on the Athletes Unlimited Board.

If you would have asked me, even a year ago, to imagine what professional volleyball could look like in the United States — in my wildest dreams, I could not have described this.


Cassidy Lichtman
Chair of the Athletes Unlimited
Volleyball PEC




The Player Executive Committees Lead in All Aspects of the League

The engine of every Athletes Unlimited League is the Player Executive Committee (PEC), which anchors the partnership between athletes and the company. Each Athletes Unlimited League has a PEC composed of up to five active players. The PEC meets weekly with Athletes Unlimited senior leadership to help recruit players, set league rules and scoring systems, plan off-field programming, and drive both league-specific and company-wide decisions that affect the athlete experience. Members of the PEC serve as a sounding board for other athletes and help serve as a liaison between players and the company, ensuring that perspectives of the broader player community are integrated into the work of the organization.


2020-2021




Natasha Cloud Basketball




Sydney Colson Basketball




Megan Douty Lacrosse



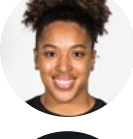
Katrina Dowd Lacrosse




Sam Fischer Softball




Kristen Hahn-Tupac Volleyball




Tianna Hawkins Basketball



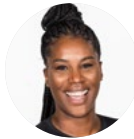
Victoria Hayward Softball




Jazmyn Jackson Softball




Jordan Larson Volleyball




Jantel Lavender Basketball



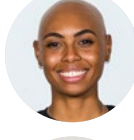
Cassidy Lichtman Volleyball




Amanda Lorenz Lacrosse




Molly McCage Volleyball




Deja McClendon Volleyball




Lindsey McKone Lacrosse




Amber McKenzie Lacrosse



Taylor Morgan Volleyball



Mira Shane Lacrosse




Gwen Svekis Softball




Kayla Treanor Lacrosse




Michelle Tumolo Lacrosse



Tori Vidales Softball



Haylie Wagner Softball



Ty Young Basketball

The Player Executive Committee has been nothing but eye-opening. I've learned to deliver my voice with confidence and integrity while alongside some wildly talented individuals. The PEC has pushed me to grow in avenues of team sports, player care, and professionalism that I never even dreamed of after collegiate athletics.

Mira Shane
Member, Lacrosse PEC

Being a part of Athletes Unlimited and the PEC has empowered me to step into spaces that, previously, I haven't felt like I belonged. I have learned so much about other aspects that go into developing, creating and sustaining a professional league and how important MY voice is as an athlete and professional. It has also pushed me to encourage my peers and women in sports to grow their voice and stand up for what they believe in. The PEC has really created this culture of "Women empowering women," and I'm so grateful to be a part of it!

Kristen Hahn-Tupac
Member, Volleyball PEC

Note: This list reflects all Player Executive Committee members who have served as of March 15, 2022 and who completed at least one season of play with Athletes Unlimited

LIVING OUR VALUES

POLICIES AND PRACTICES



Athletes Unlimited was founded on a commitment to innovation, inclusion, and excellence. These values have been our North Star. As we've built the company, we consistently return to them to inform — and to reevaluate — our policies and practices. On the following pages are highlights of some of the initiatives we have developed since our founding.



Isabelle Harrison
Basketball

Pregnancy Policy

[Far too many female athletes have had to choose between their careers and having a family.](#) Although there has been some improvement in recent years, the needs of professional athletes who are parents have often been rendered invisible or worse, treated as an impediment to their careers rather than as a natural part of the life of a professional athlete.

Our goal with our pregnancy policy is to treat parenthood as a normal part of a professional athlete's journey. So, we started with some questions: What would it look like to provide athletes with the support they need so they don't have to choose between advancing their career and having children? What would a policy look like that trusts an athlete to know what's best for them and what they're capable of?

Like other facets of our organization, the Athletes Unlimited pregnancy policy puts the player first. Athletes decide if and when to disclose their pregnancy to a team doctor or to league employees, and pregnancy does not impact a player's future contracts. Reasonable accommodations like rest during practice or medical leave for pregnant players who need it will be provided for pregnant athletes who continue to compete, and other appropriate accommodations will be made for those who are unable to play. If no accommodation will make it possible for the player to remain active in the league, a fully paid leave of absence will be provided.

Athletes who become parents through adoption, surrogacy, or legal guardianship — or are a spouse of someone who has given birth — also receive two weeks of leave with full pay during the five-week season. And players who take parental leave are not penalized in terms of eligibility for bonuses.

Athletes Unlimited's founding team wanted to think of pregnancy differently — not as an aberration in a system built around traditions of men's lives and bodies, but as a normal part of a player's life to be celebrated...The company wanted respectful and inclusive policies that would help players combine playing and parenthood rather than simply replicating policies that reinforce outdated notions of what pregnant players are capable of.

Cynthia Calvert

Principal of Workforce 21C, Senior Advisor at Center for WorkLife Law, and Nationally Recognized Expert in Family Responsibilities Discrimination Law

Transgender and Nonbinary Athlete Policy

At a time when transgender athletes have become a lightning rod in public conversations around sports and inclusion, we wanted to reaffirm our commitment to creating safe and inclusive spaces in professional sports. We developed [our policy](#) on transgender and nonbinary athletes in collaboration with Chris Mosier, founder of TransAthlete.com, and our process involved extensive consultation with the PECs across all sports.

Athletes Unlimited recognizes all forms of gender expression and supports those who choose to express their gender beyond the male/female binary. Athletes may request changes to their name, pronouns, and gender identity on official publications and listings at any time. Further, a trans woman athlete or nonbinary athlete being treated with testosterone suppression medication for transition-related purposes may compete in an Athletes Unlimited league.

Our policy prioritizes privacy and allows athletes to self-assess their own eligibility without requiring invasive disclosure. Athletes are not required to disclose their gender identity to a team doctor or league employees, and our policy does not contain requirements around specific testosterone levels. We are committed to reviewing our policy regularly to make sure it remains up to date as new research is undertaken in this area.

Childcare Policy

The creation of our childcare policy started from a question: What will allow our players who are parents to show up to our seasons and play their best, knowing they don't have to worry about their kids or about juggling childcare accommodations? We wanted to provide the flexibility athletes need and allow our players to choose the accommodations that work best for them.

We approach each situation on a case-by-case basis and work with the athlete to determine how best to support their needs. If a player brings their children on-site during our seasons, Athletes Unlimited provides full support for a babysitter, nanny, or other accommodations. If a player does not bring their children on-site during competition, Athletes Unlimited works with the athlete to cover out-of-market childcare support, if needed.

We recognize that athletes bring their whole selves to the season, and our goal is to support them so that they can do their best work on the field or court without having to worry that their children are safe and well cared for.



When I became pregnant, I thought I was done with my professional career. I accepted that and embraced motherhood. Athletes Unlimited helped me to fulfill my dream of being able to return to the court after having a baby. I'm so thankful and thrilled to be a part of the inaugural Athletes Unlimited volleyball season. I feel stronger than I've ever felt with my daughter Noelia by my side.

Katie Carter
Volleyball

I feel like the biggest concern as a mom, when I agreed to play, was that I want to make sure my kids have childcare during practice. I want to make sure they're accommodated wherever we're living and that I can still be with them and still be able to perform at a high level.

Amber McKenzie
Lacrosse

Racial Equity Working Group

The REWG was formed in June 2020 after the murder of George Floyd. While Athletes Unlimited was not formed as a racial justice organization, we believe that it is the responsibility of every organization to proactively seek opportunities to reduce bias and increase equity.

The REWG is composed of both athletes and staff and began its work by doing a full review of our activities. The group developed an initial list of more than 40 recommendations, and you will see evidence of their work, from the focus on access and inclusion in our youth programming to our enhanced commitment to highlight a diversity of voices and perspectives in our fan-facing content.

The group continues to meet regularly to review progress on its initial recommendations, respond to new events, and develop additional ideas for the company. Below are a few highlights of other programming inspired by the REWG.

Storytelling for Inclusion

The Storytelling for Inclusion workshop is hosted at the beginning of each season as part of Athletes+ programming. The workshops are facilitated by Jill Vilaet and Jo Doyle of PlayWorks, the leading national nonprofit leveraging the power of safe, fun, and healthy play, and designed to set the tone for the league — community first, competition second.

While many diversity and inclusion workshops focus on education, Storytelling for Inclusion really centers the individual stories of the athletes, allowing them to connect to one another in a deeper, more intimate way — not just as teammates or competitors, but as people with complex life experiences and stories worth sharing. The athletes not only leave the workshop with better tools for telling their own stories and discussing differences, but more importantly, with a greater compassion and respect for their peers.



Friday Night Lights

AU athletes operate at a very high level of play for intense five-week seasons — and during the summer of 2020, they were playing against the backdrop of Black Lives Matter, COVID, climate change, and increased political polarization. The softball players were the first to come together weekly to discuss what was happening in the world, calling their conversations Friday Night Lights. What started as an informal way to address a specific moment in time for the softball athletes has evolved into a multileague initiative, adapted to fit the needs of the players in each league, that is core to the well-being of all the athletes.

Through Friday Night Lights in softball and volleyball, In the Crease in lacrosse, and now Out of Bounds in basketball, players have created a safe, unmoderated space to navigate the unique complexities of their situation — no staff, no outside facilitators, just teammates coming together to address the topics most challenging and relevant to them.

BECOMING UNLIMITED

#BecomingUnlimited

One of the recommendations coming out of the REWG was to increase representation of BIPOC players in our sports. #BecomingUnlimited is a program to highlight BIPOC rising stars in softball, volleyball, and lacrosse — all predominantly white sports. The goal is to show young, underrepresented women in sports that it is possible to play at a professional level.

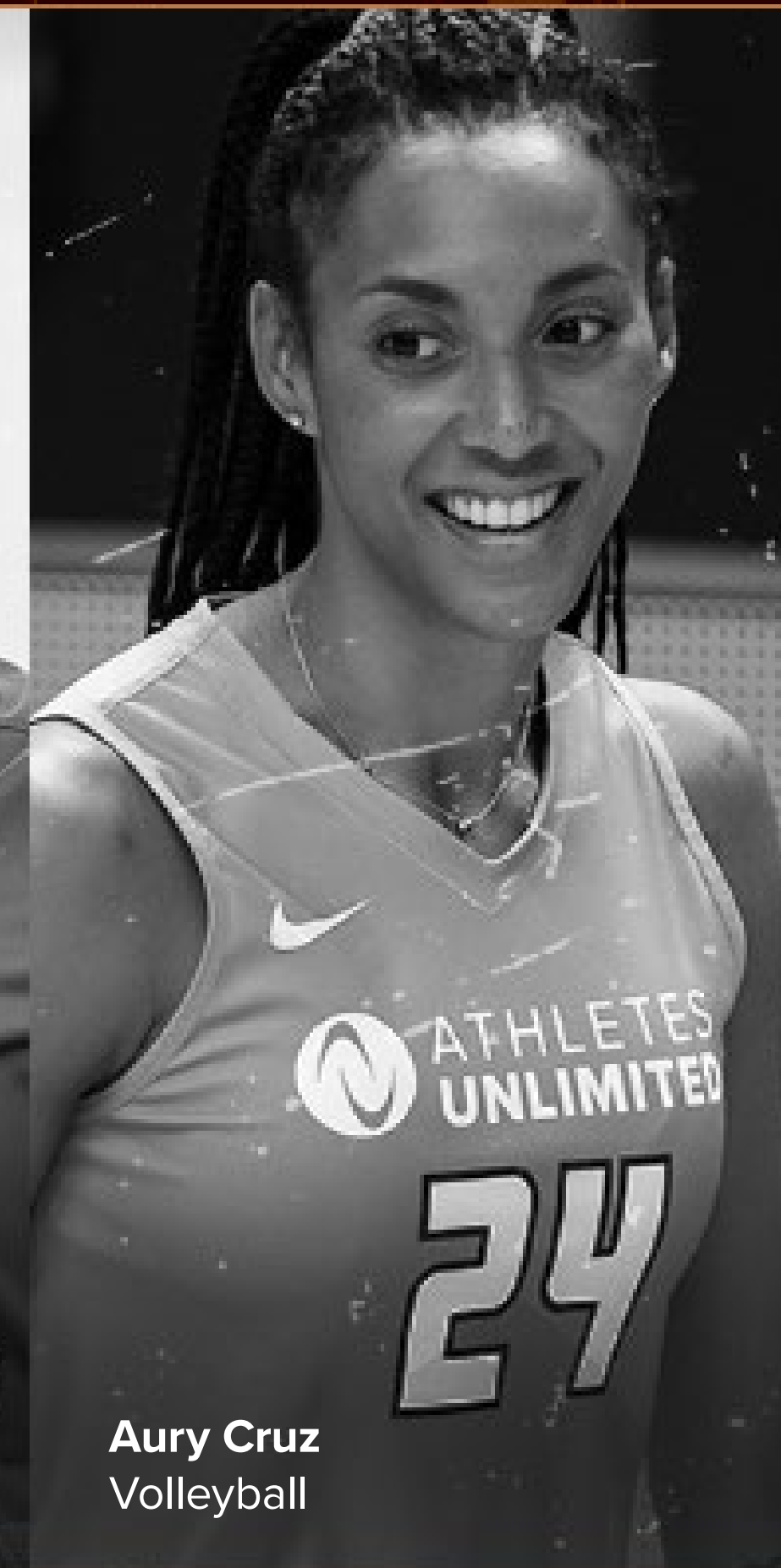
Athletes Unlimited features #BecomingUnlimited athletes on our social channels to shine a light on their talents and leadership on and off the field (or court) and to increase their visibility to coaches at higher levels of their sport. “#BecomingUnlimited is a really good way to show these kids that they’re one step already toward their goal of being unlimited or being an Athletes Unlimited athlete,” Athletes Unlimited volleyball player Deja McClendon said. “Making them feel like they have the opportunity to become pros and that Athletes Unlimited is there for them and wants them to grow.”

Our first #BecomingUnlimited athlete was 16-year-old Vaughan Anao’i, a decorated student-athlete both on and off the court. Vaughan’s latest community service “give-back” is entitled “Vaughan’s Block Back Pledge,” which she describes in her own words below:

“Vaughan’s Block Back Pledge,” where my passion for volleyball and giving back to my community intersect. For the past year, I’ve saved my allowance, birthday, and holiday monies to support my #BlockBack pledge vision. It’s simple: I’m donating \$25.00 for every BLOCK I made and will make during this entire 2020–2021 season to deserving volleyball clubs of my choice in my hometown of Los Angeles. In turn, the volleyball clubs will be able to gift this donation to those in need of a little extra help for the various costs associated with club volleyball. I want to do my part to make club volleyball inclusive and accessible for all who want to play the sport. I’m hoping my donations will encourage others to #BlockBack too! “When you learn, teach. When you get, give.” — Dr. Maya Angelou. See you on the court! — Vaughan Anoa’i



DJ Sanders
Softball



Aury Cruz
Volleyball



Kayla Wood
Lacrosse

Athletes+ Programming

A core tenet of our public benefit declaration is preparing athletes for long-term success, both on and off the playing field. To that end, we have created a development program, Athletes+, for athletes to further their professional and personal skills development. Areas of focus include professional development (leadership, networking, negotiating), financial literacy (investments, taxes, retirement savings), health and wellness (nutrition, yoga), and mental health (body image, counseling). In just four seasons, we have offered the athletes 25 hours of educational opportunities on these topics. Below are a few of the offerings that were available to athletes in our different leagues:

Abby Wambach — soccer legend, activist, speaker, and New York Times bestselling author — has provided athletes with inspiration as well as insight into the evolution of women’s sports and the opportunities available to current-day athletes.

Wolfpack Endeavor provided athletes with a professional development program focused on leadership and identifying each person’s untapped skills and power.

Mariner Wealth Management or **Cap Financial Management** hosted financial literacy workshops for athletes in all seasons.

Organizations like **Premier Sports Psychology** provided mental health resources on emotional regulation, resilience, mental toughness, and mindfulness to address the stress that athletes feel in season.

We are always on the lookout to feature Athletes Unlimited advisory board and community members whenever possible so that the athletes have an opportunity to learn from the incredible people within our community. In 2021, our volleyball athletes had an opportunity to hear from advisory board member Katrina Adams about her book, *Own the Arena*. It was an intimate conversation, and the athletes participated in a Q&A session with Katrina about her experiences as a former professional tennis player and as the first Black woman and youngest person ever to serve as president and CEO of the United States Tennis Association.

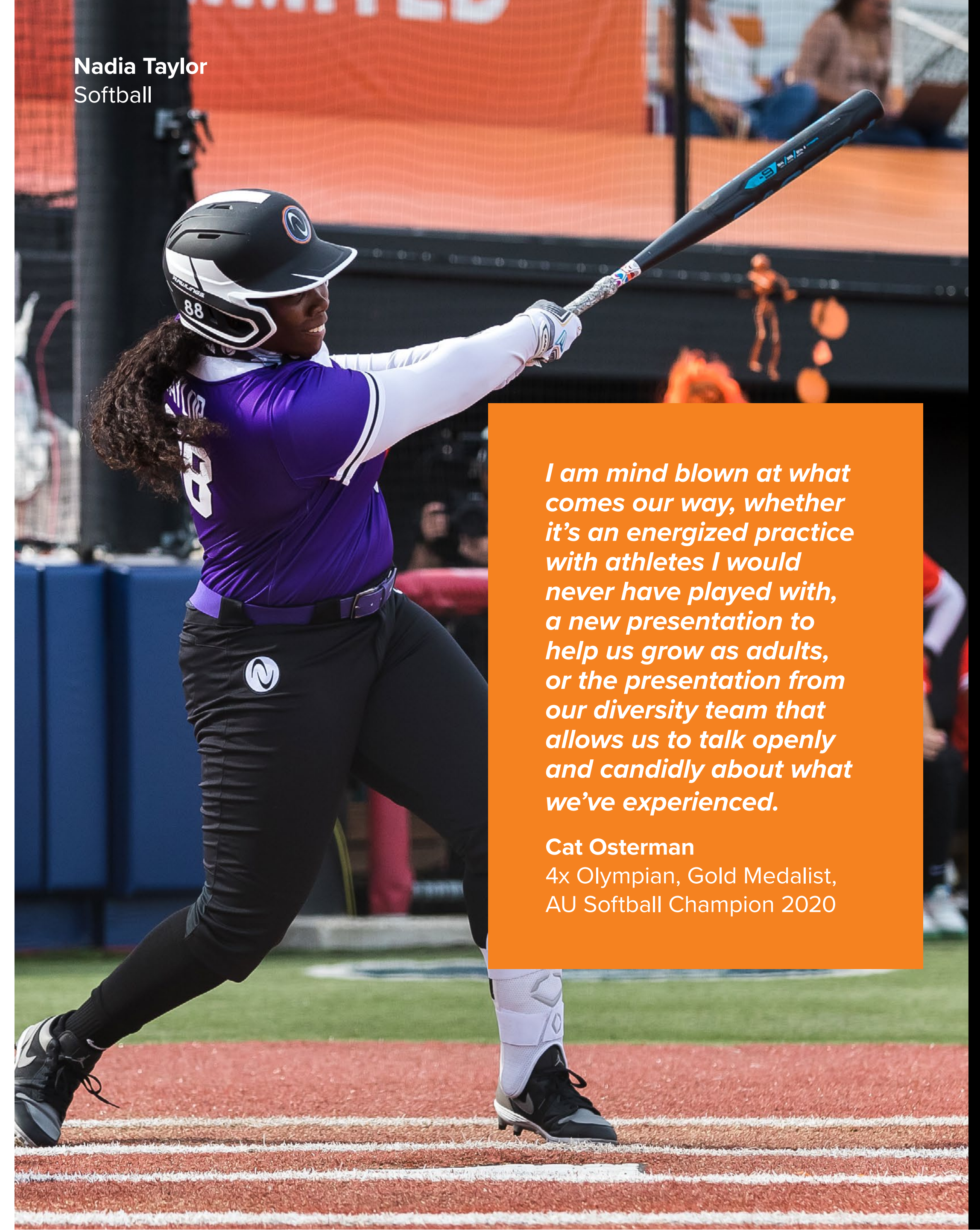
25 HOURS

of professional and personal skills development provided



athletes have taken advantage of the programming

Nadia Taylor
Softball



I am mind blown at what comes our way, whether it's an energized practice with athletes I would never have played with, a new presentation to help us grow as adults, or the presentation from our diversity team that allows us to talk openly and candidly about what we've experienced.

Cat Osterman

4x Olympian, Gold Medalist,
AU Softball Champion 2020

Climate Change: Protecting Where We Play

Climate change is one of the most pressing challenges of our time, and Athletes Unlimited needs to do what we can to be part of the solution — because the implications for sports are so great. From clean air to rising temperatures, protecting where we play has never been more important.

In December 2021, Athletes Unlimited announced a historic multiyear partnership with Aspiration, setting the stage for Athletes Unlimited to run the first U.S.-based, carbon-neutral professional sports leagues. As part of the partnership, Aspiration — the world’s leader in sustainability as a service solutions for consumers and companies — will become our official sustainability consultant and will examine our carbon footprint. Detailed work will be completed in the first half of 2022 to develop a plan to change internal practices to mitigate emissions that result from our activities, offsetting the remainder of our footprint with both short-term and long-term offsets.

We believe it is the obligation of every company to seek out ways to reduce their negative impact on the environment, and we are grateful to Aspiration for empowering us to take on this essential work. More details on implementation — as well touch points for fan engagement — will be released throughout 2022.



BEYOND THE PLAYING FIELD

When we created Athletes Unlimited, we wanted to make sure a commitment to civic leadership was woven into the fabric of the organization from day one. We recognize that the qualities that lead to excellence on the field — discipline, a sense of team, collaboration, hard work, an unwavering focus on the goal — are the same qualities that create strong civic leaders and participants in civic life.

We also know that athletes have incredible influence in culture and many become role models for fans. With that as context, we created a civic leadership agenda for the organization to help athletes develop as community leaders. Voter Engagement, Athlete Causes, and Youth Partnerships are the anchors of our civic leadership commitments.



Briana Holman
Volleyball

Voter Engagement

Ahead of the November 2020 U.S. general election, voter engagement was the centerpiece of our civic leadership programming. Partnerships with [When We All Vote](#) and [Rally the Vote](#) helped the athletes register to vote, get out the vote, and speak out as advocates for full participation in our democratic process. We are proud that 100% of our volleyball players and 98% of our softball players registered to vote in advance of the 2020 elections.

We also facilitate educational opportunities for the athletes throughout the year, including “Finding Your Civic Power” by [Generation Citizen](#) and workshops on specific issues such as voting rights. Our goal is to create on-ramps for athletes to engage in civic life on the issues about which they are passionate.



From left: **Aleshia Ocasio**, Softball; **Erika Piancastelli**, Softball; **Jazmyn Jackson**, Softball; **Ari Williams**, Softball; **Mandie Perez**, Softball

Athlete Causes

Athletes Unlimited invests in athletes' impact through the Athletes Causes program. Many Athletes Unlimited players have charitable causes they care deeply about but don't have the personal resources or public platform to make the kind of difference they would like. For those who don't come with a defined nonprofit relationship, Athlete Causes helps connect them to an organization that matches their interest.

The Athletes Causes program, in partnership with Give Lively and the Give Lively Foundation, provides funding to nonprofits of a player's choosing equal to 50% of their player ranking bonus. Players also can create their own campaign pages to support the organizations of their choice. Athletes Unlimited spotlights each organization that a player is playing for, and athletes create content on why they chose their organization and what the organization's mission means to them.

100%

All 195 of our athletes have participated in the Athlete Causes program

121

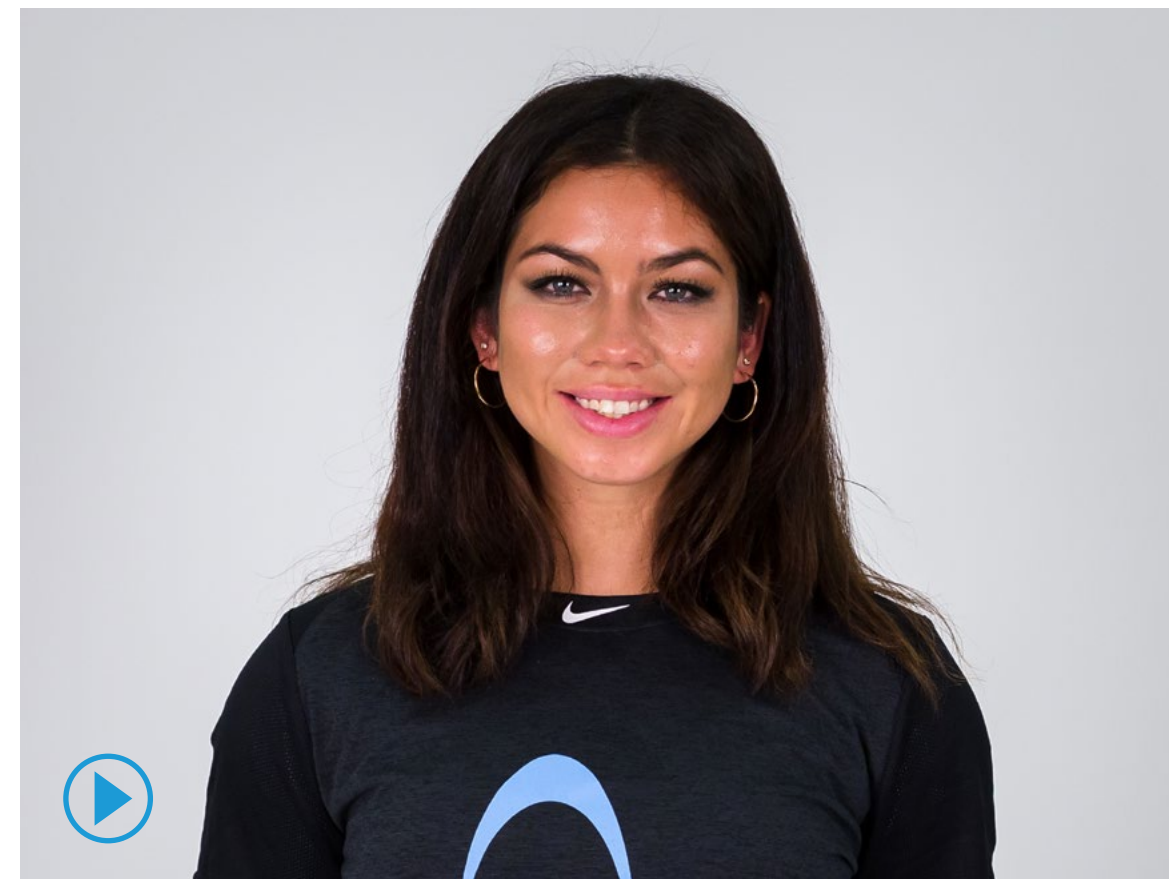
charitable organizations benefited

\$600,000

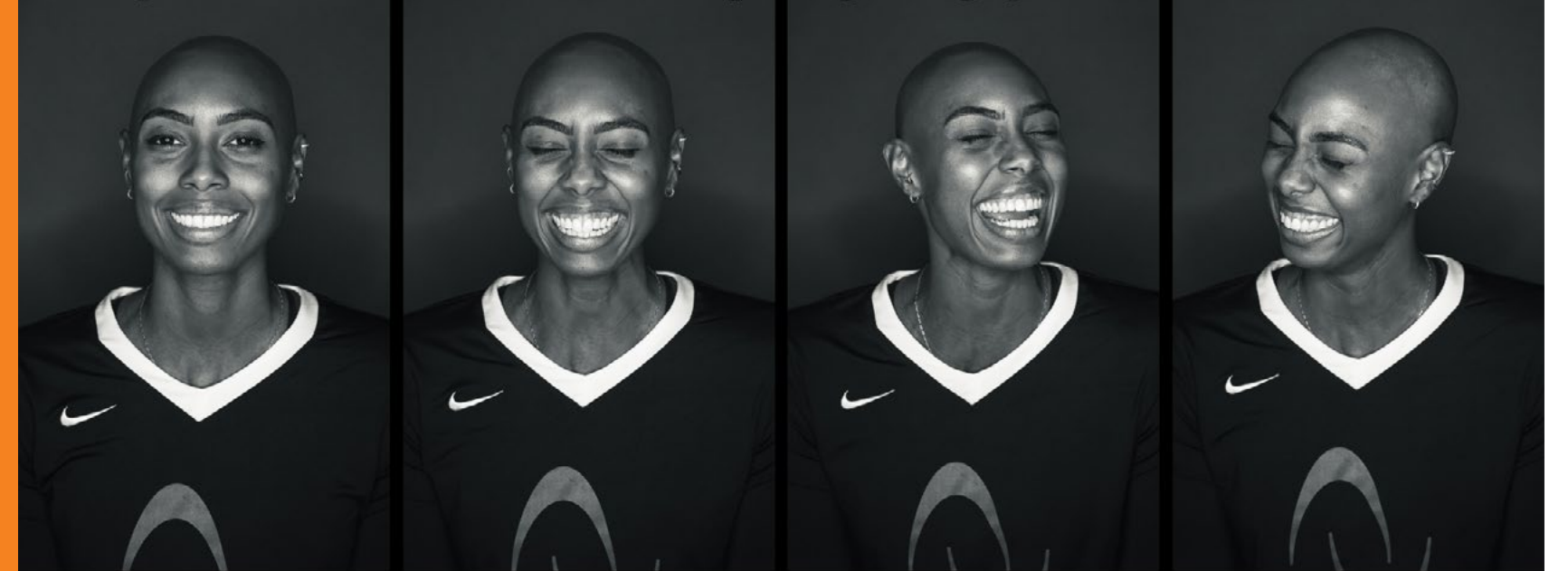
Amount Athletes Unlimited has contributed to player-selected charities through the Athlete Causes program

Athlete Causes was designed not only to allow athletes to support causes about which they're passionate, but also to amplify their voices on those issues and support their engagement.

Deja McClendon, an Athletes Unlimited volleyball player, partnered with Bald Girls Do Lunch to promote awareness and education about alopecia areata, an autoimmune disorder that results in hair loss. "I really love the Bald Girls cause and how they bring back confidence in women by giving them an outlet to express themselves and talk through the stigma of being a bald woman," says Deja, who was diagnosed with alopecia when she was 12.



Deja McClendon is playing for Bald Girls!



give now in honor of Deja and to support Bald Girls Do Lunch

Kamalani Dung is an Athletes Unlimited softball player who plays for Hawaii Food Bank. Growing up in Hawaii, Kamalani was an accomplished softball player but faced challenges off the field. "There were times when we slept in our car. There were times when we relied on other people for food, money, shelter, and a living room floor to lay on. But those moments — they made me the person I am today," says Kamalani. "I come from a place of being grateful for all of the small things that a lot of people take for granted. Those times were terrible, but — even when we were hungry or didn't have a place to sleep — we smiled through it all."

Youth Partnerships

Athletes Unlimited aims to inspire the next generation of athletes to dream big and pursue their goals, both on and off the playing field. Our youth partnerships are focused on increasing access to, and representation in, sports. By creating opportunities for engagement with our professional athletes, we aim to help unlock opportunities in women's sports for young athletes because as the saying goes, "You can't be what you can't see."

To reflect our commitment to our young fans, we have built partnerships with Starlings Volleyball USA, Little League Softball®, Harlem Lacrosse, and CityLax,. Each of these unique partnerships advances our goal of providing opportunities and exposure to Athletes Unlimited and our remarkable athletes.

From left:
Shayna Pirreca, Lacrosse
Izzy McMahon, Lacrosse
Alex Aust, Lacrosse
Michelle Tumolo, Lacrosse





Starlings Volleyball USA is a nonprofit organization that provides access to the sport of volleyball for girls ages 10-18, of all socioeconomic backgrounds. Having teams in more than 50 cities and Native American reservations across the U.S., Starlings believes every girl deserves the opportunity to play club volleyball. Starlings' mission is to expand access and positively impact young women's lives through the sport.

During the 2021 Athletes Unlimited volleyball season, the athletes hosted virtual meet-and-greet sessions and Q&A sessions with Starlings players and individual virtual conversations with Starlings teams. Additionally, Starlings and Athletes Unlimited collaborated on content and activations to bring visibility to the objectives and missions of both organizations such as social media content, watch parties, and participation in the Athlete Causes program. Some of the athletes also did a preseason clinic with Starlings youth in the Dallas area.



Little League Softball® has approximately 300,000 athletes participating in more than 25 countries around the world and believes in the power of youth softball to teach life lessons that build stronger individuals and communities. Aside from teaching the sport of softball, Little League prides itself on strengthening player self-esteem, promoting teamwork and sportsmanship, and developing leaders. Little League and Athletes Unlimited created educational and entertaining content to be used across both organizations' digital platforms, promoted and strengthened the Little League Girls with Game initiative, and collaborated to develop interest in and access to the game of softball at every level and in every community.





Harlem Lacrosse, which has locations in New York, Boston, Baltimore, Philadelphia, and Los Angeles, was created to provide opportunities, relationships, and experiences to put youth on a path to success as students, athletes, and citizens. Harlem Lacrosse runs lacrosse camps and programs for young

people and provides wraparound academic support, mentoring, and college-readiness preparation. Athletes Unlimited and Harlem Lacrosse partnered to build visibility for the sport of lacrosse, create unique experiences specifically for Harlem Lacrosse players through virtual conversations, and enhance accessibility and visibility through cross-promotion of Harlem Lacrosse and Athletes Unlimited co-branded content.

During the lacrosse 2021 season, Harlem Lacrosse received the largest contribution that any one organization has received through the Causes program, totaling \$36,150.

CityLax is a New York-based nonprofit dedicated to changing the lives of the students they serve through the game of lacrosse and helping students achieve success by supporting them on and off the field. Athletes Unlimited and CityLax partnered to create an opportunity to build visibility for the sport of lacrosse, create unique experiences for CityLax students through virtual meet-and-greets and conversations, and enhance branding and visibility through cross-promotion of CityLax and Athletes Unlimited co-branded content.



ENGAGEMENT THAT ELEVATES THE GAME

The love of sports brings people together — there are few places where so many different people from so many different walks of life can come together and engage around something good. When we set out to reimagine professional sports, we also wanted to reimagine the ways we watch, support, and learn about our favorite leagues and athletes.

Savannah Jaquish
Softball





Media Access for All

In a world in which female athletes receive less than 5% of sports media coverage, distributing high-quality productions of women's sports becomes a public benefit in itself. Since our inception, we have been committed to reaching the highest standards of sports production and distributing that content widely through conventional broadcast channels and always-on social media channels curated to specific audiences and tastes of each platform.

120 GAMES

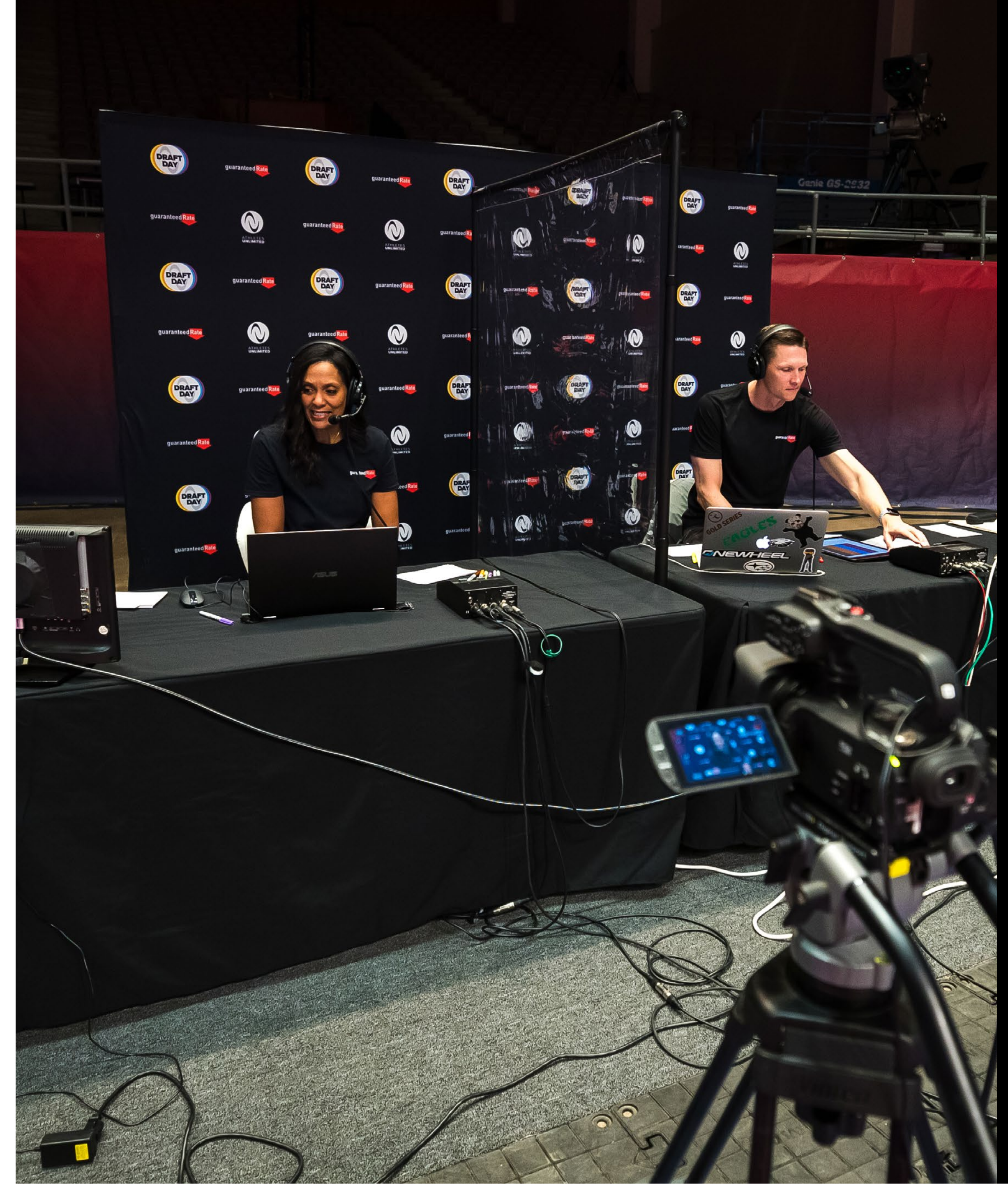
Athletes Unlimited has broadcast or digitally streamed 100% of our games

100 COUNTRIES

Covered by television and through our digital channels

During our first four seasons, games were broadcast across ESPN channels, Fox Sports, and CBS Sports Network. Games were also re-aired on regional sports networks across the country to increase exposure and visibility. In 2021, both our volleyball and softball leagues featured live Spanish-language broadcasts on Fox Deportes, making Athletes Unlimited one of the first U.S. leagues to deliver live multilingual distribution in its first year of operation. Through a network of international partners, our live games have been broadcast worldwide. And for each season, Athletes Unlimited reserved a number of games to distribute to anyone with access to the internet via Facebook and YouTube.

On social media platforms, Athletes Unlimited has quickly developed a highly engaged follower base that rivals more mature leagues. Our talented social and content teams curate distinct feeds across Facebook, Twitter, Instagram, and TikTok as well as unique subchannels on Instagram for each sport.



Storytelling That Transcends Sports

Athletes Unlimited is committed to quality and engaging storytelling that features a diversity of voices and helps bring new perspectives and new ideas to our fans in addition to first-class sports entertainment. The company’s Digital Content and Broadcast teams produce and publish content year-round that supplements our live games, from photography and graphic design to episodic video series and podcasts. These elements are incorporated into our game broadcasts and shared across our digital channels.

Our live game coverage consistently includes more than 10 camera angles, sideline chats, and mic’d-up moments to present fans with an experience worthy of the best athletes in the world. But it is the stories we tell of the athletes off the court — showing their lives as civic leaders, nonprofit founders, coaches, parents, and entrepreneurs — that truly distinguish our content strategy. Here are some highlights from our first two years:

- In 2021, we produced a six-part series, [“Hitting Home: Diversity in Softball,”](#) in celebration of Black History Month. The docuseries examined what it is like to be Black in the U.S. and in the predominantly white sport of softball. The series featured broadcast personality Arielle Chambers and players from the 2020 inaugural softball season.

- [“Letters to Young Fans”](#) is a series of first-person messages from AU athletes to young fans. In each of the 14 episodes, the pro athletes deliver advice and guidance to young people.



- The Athlete Causes videos are a window into what matters most to athletes and showcase them as whole people — “more than just what we do on the field.” While many athletes had given of time and energy, the program allows them to make financial contributions, really investing in their communities and in the causes they care about most.
- In addition to video programming, our digital team has created a place on the Athletes Unlimited website and digital channels for long-form editorial content on matters of representation from third-party contributors. Cadet Olivia Carter, a student at

the U.S. Military Academy, contributed a long-form editorial, [“Appreciating the Creator’s Game,”](#) about the indigenous history of lacrosse and its connection to the Athletes Unlimited player community.



- Our [#MomsInTheShield](#) series challenges conventions about parenthood and professional sports — showing the athletes as they balance their commitments to their families while still achieving the highest level of play.

This is just a small sample of the stories we’re committed to telling at Athletes Unlimited — and it’s just the beginning. To watch, read, and listen to more, visit ausports.com/read.

The Champions Collection

Athletes Unlimited believes in the fabric that creates culture and values the threads between artistic expression and the world of pro sports. The Champions Collection was developed to create a collection of portraits of Athletes Unlimited champions by commissioning emerging artists whose work and approach speaks to our mission and values. Our goal is to draw arts and sports closer together while providing a platform for these artists and deepening our ties to local communities. As portraits are unveiled, Athletes Unlimited plans to feature these dynamic works in person during its seasons as well as in a virtual gallery on auprosports.com.

In 2020 and 2021, Athletes Unlimited completed four seasons across three sports and commissioned four different talented emerging artists to create portraits of the champions:

- **Hailey Losselyong** is a Chicago-based visual artist who uses a wide variety of “canvases” to display abstract portraits of women. Hailey painted a portrait of Cat Osterman, our inaugural softball champion.
- **Abi Salami** is a self-taught artist who creates large-scale surrealist works that explore her experiences as a Nigerian immigrant and Black woman in the U.S. Through the use of a personal visual lexicon made up of symbols, she explores topics such as memory, mental health, and race. Abi worked with our inaugural volleyball champion, Jordan Larson, on her portrait.
- Baltimore-based artist **Abbie Rugg** collaborated with inaugural lacrosse champion Taylor Cummings on her portrait. Abbie says of her work: “I am constantly in awe of light. My work is fabricated and inspired by the idea that various realms of light can impact the emotional weight of each space we live in.”
- **Laura Collins** is pursuing a Master in Fine Arts from the School of the Art Institute of Chicago. Her work “opens a discourse on vulnerability, perceived confidence, and the objectification of women.” She is working on a portrait of season two softball champion, Aleshia Ocasio.

Portrait of Jordan Larson
By Artist Abi Salami



LOOKING AHEAD

This report only covers the period from our public launch in 2020 through the end of 2021. Just imagine what we will accomplish as we continue to grow and mature as a business.

Already in 2022, we have expanded our leagues to include basketball and created a new two-week version of our softball season called AUX. We have special plans to honor the 50th anniversary of Title IX, and we are looking forward to bringing our partnership with Aspiration to fruition in pursuit of our goal to become the first carbon-neutral professional sports leagues in the U.S.

We invite you to join our community and become a part of what we are building. Join the Unlimited Club to directly support and connect with the athletes. Follow us across social channels at @auprosports and make sure to watch our games on television and digital platforms both in the U.S. and around the world.





Scott Miranda

press@auprosports.com

We want to thank Dick's Sporting Goods for enabling the preparation of the report and all the AU players, staff, and partners that contributed to the work captured in this report.