

PUT ME IN!

IMPACT REPORT 2024



PUT ME IN!

LETTER FROM THE PRESIDENT



KHALID CANNON

President & Chief Programs Officer

As the 2024–2025 school year wraps up, I’m reflecting on how far Put Me In! has come, and how far the incredible children we support have gone. This year, we reached **100 families across 13 states**, celebrated our **first two high school graduates**, and welcomed our **second full-time team member**.

Each of these milestones tells a story of persistence, care, and belief in what’s possible for our youth. They reflect the work of a community that continues to show up, year after year, to make sure kids with incarcerated parents don’t get left behind.

When we launched Put Me In!, it started as a simple idea. We believed that kids facing tough circumstances should still have a chance to play sports, make friends, and feel like they belong. Five years later, I still believe that, but now I’ve seen it in action. I’ve watched young athletes build confidence, discover what they’re capable of, and push past setbacks both on and off the field.

This work is only possible because of the incredible network of caregivers, donors, and partner organizations who believe in the **power of sports to change lives**. Every grant we provide is an **investment in a child’s future, identity, and sense of belonging**. And as we look ahead, we remain committed to standing by them, keeping them in the game, and ensuring that their potential is never limited by their circumstances.

Thank you for being a part of this journey. Here’s to five years of impact, and many more to come.

KHALID

THE PROBLEM

Nearly **3 million children** in the United States currently have a parent in jail or prison.

These kids are disproportionately from communities of color and face steep odds:

- **35% more likely** to be suspended or expelled
- **26% more likely** to commit a crime as adults
- **33% less likely** to reach higher education

At the same time, youth who participate in sports are:

- **92% less likely** to engage in criminal activity
- **40% more likely** to graduate high school

Sports are one of the most effective tools for resilience, but the average cost to join a youth sports league is just over **\$1,000 per season**. For families already under stress, that cost is out of reach.

THE SOLUTION

With over 100,000 youth sports organizations already in place, **Put Me In!** doesn't recreate what's already working. We remove the barrier that keeps justice-impacted kids from joining.

We make it possible for every child to play, just like any other kid in their community.

Put Me In! partners with trusted community-based organizations, correctional agencies, prisons, and schools to identify and support the children impacted by parental incarceration. These groups have identified a growing waiting list of children ready to enroll.

Each child **receives \$1,000 per year** for sports registration, equipment, and participation costs. Our commitment begins as early as **first grade** and continues **through high school**, ensuring consistent access to the structure, mentorship, and joy that sports provide

PUT ME IN!



FIVE YEARS OF CREATING EQUITY IN YOUTH SPORTS

MISSION

Our mission is to increase access to sports for children of incarcerated parents to break the cycle of generational incarceration.

VISION

Our vision is to become the definitive platform that says "Yes, you can" to every child impacted by parental incarceration with a dream.

OUR WHY

Children of incarcerated parents are not defined by their parents' circumstances. They are defined by their own resilience, unique talents and skills, and aspirations. Put Me In! is about transforming untapped potential into meaningful opportunity.

2024 IMPACT



92

kids in the program

86%

Retention Rate

100%

Graduation Rate

298

Requests Fulfilled

\$47,678

Direct financial aid

\$800,000+

Financial Aid Committed

PUT ME IN!

YOUTH DEMOGRAPHICS

Gender

64%

36%

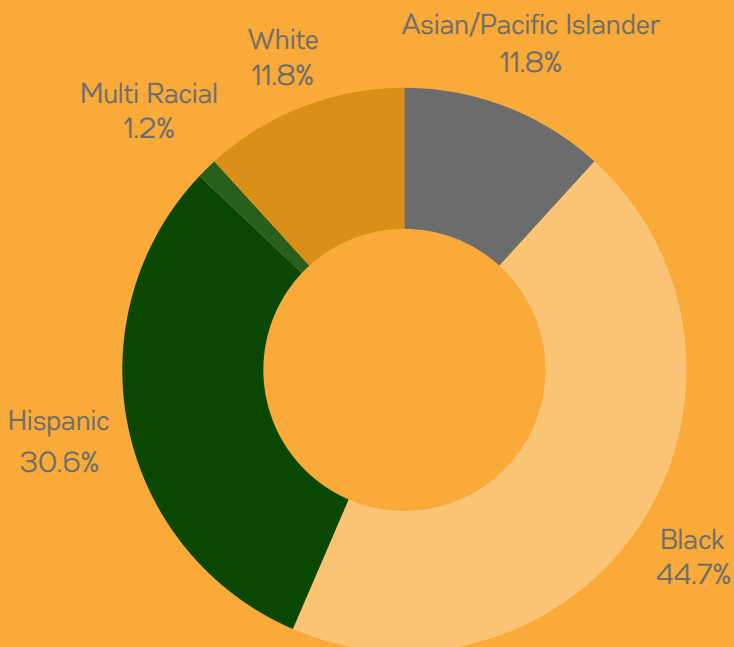


Average Age

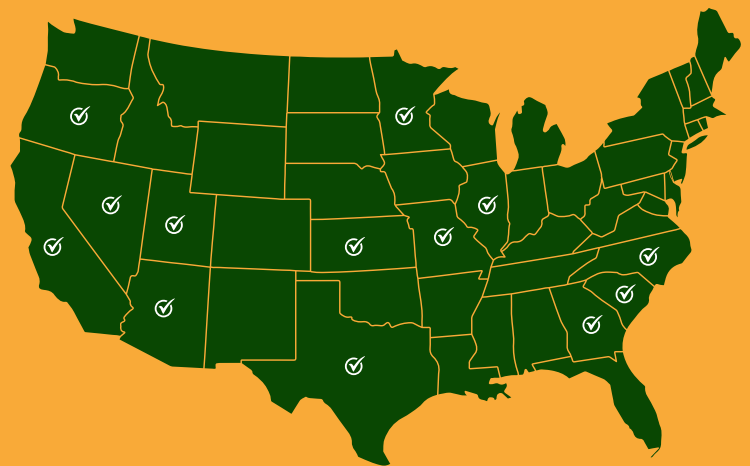
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Ethnicity



Where They Live



PUT ME IN!

ATHLETE SPOTLIGHT



When Kim first signed Jayden up for YMCA rookie sports at age three, she had no idea she was nurturing a gifted athlete. Today, Jayden is a dual-sport competitor with lightning speed, quick hands, and a deep passion for football and basketball. But behind the highlight reels are real challenges: like many Put Me In! families, Jayden has faced stigma and social isolation due to parental incarceration, something most of his peers cannot relate to.

JAYDEN

Age
12

Sports

FOOTBALL & BASKETBALL

"He has a lot of anger built up," Kim shares. "Taking it to the field or court helps keep him sane. It keeps him focused." Sports have also protected Jayden from the dangers of idle time, giving structure to his days and exposing him to positive male role models. His coaches, Kim says, have become "a second set of parents."

Before joining Put Me In!, the financial strain of keeping up with equipment costs and travel tournaments was immense. "Cleats, helmets, travel to All-Star tournaments, it all adds up," Kim explains. Support from Put Me In! eased that burden, providing Jayden with brand new gear and sending him to Nike football camps where he got a taste of life on a college campus.

"He comes back different from those trips," Kim says. "Motivated. Focused. He'll say, 'This is what I want.'" The impact shows up in his play: touchdowns, interceptions, and the pride he brings home every weekend. "He's on top of the world," Kim laughs.

Jayden's story is a powerful example of how access to sports can build confidence, resilience, and hope, even in the face of challenges beyond a child's control. As Kim puts it: "Thank you. What you're doing really, really does make a difference."

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ATHLETE SPOTLIGHT



Gabby is a natural athlete who has explored many sports over the years, from soccer to basketball, but it's volleyball that captured her heart. When she recently earned a spot on one of the region's top national-level volleyball teams, it was a moment of pride for her and her mom, Erin. It was also a turning point.

"This is her passion," Erin shared. "She lights up when she talks about volleyball. It's what she wants to pursue in high school, in college. She's all in."

GABBY

Age
15

Sports

**VOLLEYBALL, SOCCER &
BASKETBALL**

The commitment, however, came with significant challenges. Between long drives to practices, out-of-state tournaments, and the cost of equipment and team fees, Erin found herself carrying an overwhelming load. "People told me to slow down, to stop going beyond my means," she said. "But what do you do when your daughter finds the thing that brings her joy and purpose?"

Through Put Me In!, Gabby was able to stay on the court, supported by a community that believes every child deserves access to opportunity. "You made our whole year," Erin told us. "It's more than just helping financially, it's knowing someone sees us and believes in her."

Volleyball has become an outlet and a space where she feels strong and focused. "If she didn't have this, she'd lose a huge part of herself," Erin said. "This is her thing."

Gabby's story reminds us why we do this work. Because when a young person finds their passion, and a path begins to open, everything can change.

PUT ME IN!

PARTNER SPOTLIGHT



At Put Me In!, our model is built on strong partnerships with organizations that work directly with justice-impacted families, helping us identify and enroll children who can benefit the most from our program. **74% of the children in our program were referred by a program partner.** One of those incredible partners is **Empowering Women Out of Prison (EWOP)**. EWOP's Leadership Academy fosters character development, community building, and career readiness, as well as entrepreneurship, financial literacy, and job skills.

EWOP

Athletes Enrolled

8

Athletes Waitlisted

22

HOW EWOP MAKES A DIFFERENCE

A key to EWOP's **success** is its mentorship model, where volunteers build **lasting relationships with participants—from prison through reentry**. These connections and a clear roadmap empower women to **reclaim independence** and **create stability** for themselves and their families.

PUT ME IN! & EWOP: A GIFT TO THEIR CHILDREN

We're proud to partner with EWOP to support the next generation by **enrolling 30 children of program graduates**. As these mothers work to rebuild their lives, Put Me In! gives their children access to sports—creating joy, belonging, and personal growth.

For these families, Put Me In! is a **symbol of opportunity that honors the resilience** of these women. Together, EWOP and Put Me In! are breaking cycles of incarceration and building brighter futures.

PUT ME IN!

SUPPORTER SPOTLIGHT



When **Alex Horvitz** and her future husband **Mitch Godfrey** planned their wedding, they made a bold and beautiful choice: instead of gifts, they invited their loved ones to support a cause close to their hearts. They made Put Me In! a priority recipient on their wedding registry, transforming one of life's most personal milestones into an act of collective generosity.

**ALEX &
MITCH**

Funds Raised
\$3,652

Years of Sports Funded
3+

For Alex, this decision was deeply aligned with who she is. A longtime champion of our mission, she has been instrumental to Put Me In!'s growth and success. Even on her biggest day, Alex chose to center children in need of access. Her act of selflessness and solidarity is a reminder of **the community we're building**. One rooted in shared values, compassion, and the belief that every child deserves a chance to play. Her story is a testament to the impact that personal fundraising can have.

Inspired by Alex and Mitch? If you're interested in setting up your own fundraiser, whether for a celebration or just because, we'd love to help. Reach out to the Put Me In! team and we'll support you every step of the way. Together, we can turn any moment into a movement.

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HOW TO ENGAGE



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CONTACT / DONATE**

Substack/

LinkedIn/

Instagram/

Website/

Email/

Donate/

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