



MEDIA KIT

# MISSION & VISION



**G1 Sports Support's** focus is supporting parents and protecting the well-being and health of at-risk children living in foster homes, low-income households, and children facing obesity.

**G1 Sports Support** visualizes a community where underprivileged families have access to affordable youth programs, engaging individuals in physical fitness, health and wellness, as well as opportunities for academic and professional success.



## **Key Objectives:**

- Prevent Obesity
- Reduce Social & Emotional Behavior Disorders
- Improve Health & Wellness
- Increase Early Childhood Development
- Increase Out-of-School Activities among underprivileged youth
- Educate Children and Families on health, academic, and professional opportunities



# OUR HISTORY

G1 Sports Support was established in 2014 in Deerfield Beach, FL where the organization first began providing service to the community. Prior to the establishment of G1SS the development of the program began in 2012 by a group of 5 people. That group had one common interest and that was the necessity for change among our youth. Those individuals eventually joined forces as board members in efforts to accomplish the mission of G1 Sports Support.

During the first few months of establishment, the organization operated without any partners, sponsors, employees, building, or funding. G1 Sports Support operated on the personal income of CEO Gerald Williams Jr. and Natalia Cox along with board member contributions. Shortly after establishment, the organization began receiving program applications from parents, which were also paid by the personal income of the organization CEO's. G1SS registered and provided gear to more than 10 kids in those first 4 months without funding. Going into the 2nd fiscal quarter G1 Sports Support joined forces with other local organizations and companies. The uniting of those partnerships led the organization to close its first year with an office location, sponsors, employees, partners, and donations. By the end of the year, which was April 2015, over 75 children received financial assistance with registration costs and sporting gear to actively participate in out-of-school recreational activities relieving parents of the financial pressure.

As of 2017, G1 Sports Support has assisted over 3,500 children in Broward County. The organization has also gone on to gain support from over 100 volunteers, 35 sponsors & donors, and 7 partners.



# SERVICES

***G1 Sports Support provides the following programs to eligible Broward County Residents:***

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- **Dancing Against Adversity** - *Ages 3 to 14*
- **G1 All Access** - *Ages 5 to 16*
- **Kickboxing Against Adversity** - *Ages 5 to 16*
- **Preschool Play Day** - *Ages 3 to 6*
- **Sports & Health Science Awareness** - *Ages 3 to 16*
- **Youth Sports Enrollment Assistance** - *Up to 14 yrs*

The organization provides healthy programs, creating active lifestyles for at-risk youth, along with financial assistance for youth athletic registration costs and gear on behalf of disadvantaged parents.

## ***Program Eligibility Guidelines***

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**Parents/Guardians must meet one of the following criteria's:**

1. Foster Parent
2. Low-income
3. Overweight/Obese child

**Family Workshops** are held quarterly and are mandatory for program parents/guardians.

**Must be a BROWARD county resident.**

**YSEA** currently supported sports:  
*(Must be a BROWARD county team)*

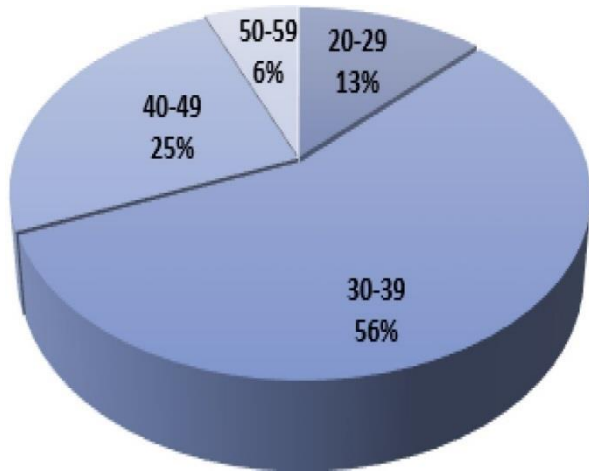
-  **Basketball**
-  **T-ball/Baseball**
-  **Track**
-  **Cheerleading**
-  **Soccer**
-  **Football**
-  **Swimming**



# PROGRAM DEMOGRAPHICS

Parents Age Range

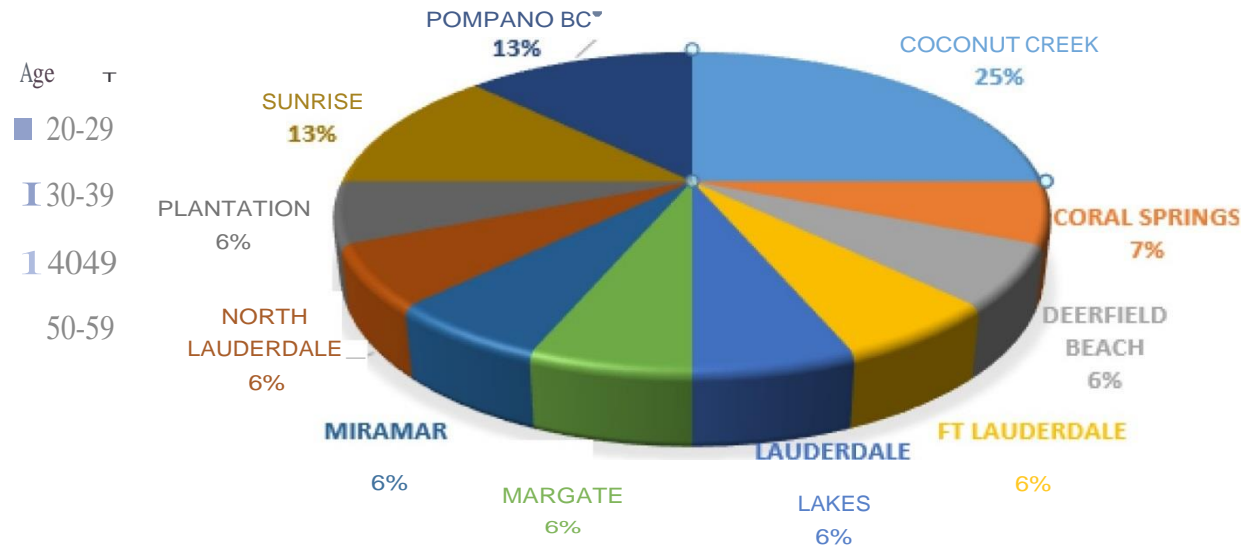
Parent Age Demographics



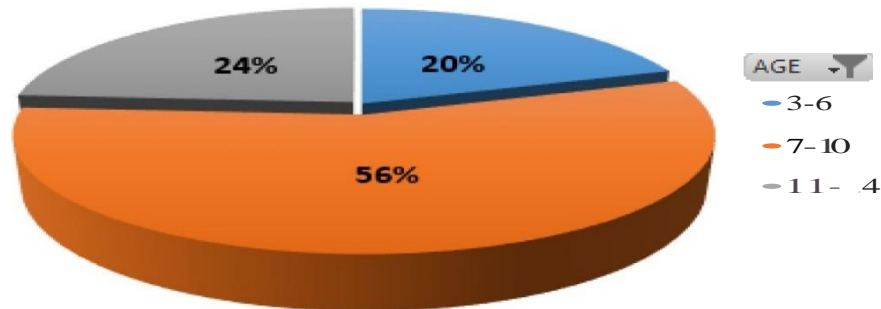
Count of AGE

Resident Cities

RESIDENT DEMOGRAPHICS



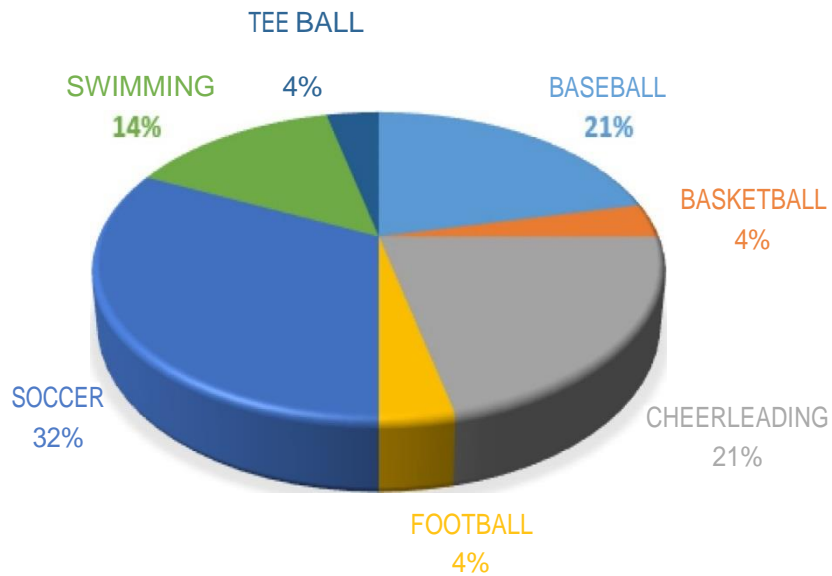
Child Age Demographics



# PROGRAM DEMOGRAPHICS

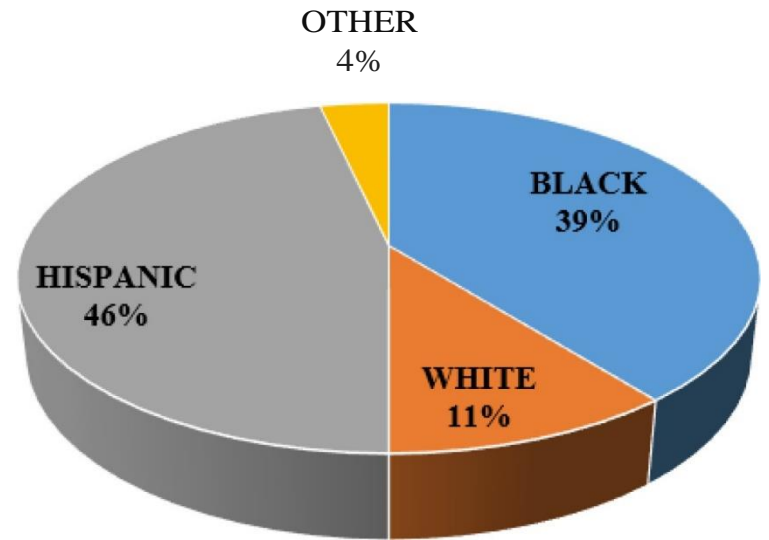
Count of Sport Category

## SPORTS REGISTRATION



Count of Race

## ETHNICITY



## FACTS

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- ◆ Established in April 2014
- ◆ Founded by Gerald Williams & Natalia Cox
- ◆ Located in Broward County, Florida
- ◆ 501 ( c)3 Non-Profit

## CONTACT

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## SOCIAL MEDIA

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[G1 SPORT SUPPORT](#)



[G1SportSupport](#)



Instagram

[G1SportSupport](#)

## WHO WE ARE

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G1 Sports Support is a not for profit organization serving underprivileged youth in Broward County.

[APPLY ON-LINE](#)

[DONATE](#)

[GET INVOLVED](#)



# PARTNERS



preventobesity.NET



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