# 2024 LATIN AMERICA REACH REPORT



**SPORTS** 

TOTAL PARTICIPANTS
ATHLETES & UNIFIED PARTNERS



363,468

**ATHLETES** 

275,978

YOUNG ATHLETES

34,683

AGES 2 TO 7 YEARS

**MATP** 

7,558

**UNIFIED PARTNERS** 

87,490

**ATHLETE GENDER** 

62.3%

2.7% **OTHER** 

**COMPETITIONS** 

4,751



**UNIFIED** 2,495

**COACHES** 

39,412

**CERTIFIED 30.647** 

1:09 **COACH TO** ATHLETE RATIO

**SPORTS PARTNERSHIPS** 

183

## LATIN AMERICA FOOTPRINT

**PROGRAMS** 

20

**LOCAL CLUBS** 

1,991



463,159

**SOCIAL MEDIA FOLLOWERS** 

### **LEADERSHIP & COMMUNITY**



**ATHLETE LEADERS** IN A MEANINGFUL ROLE 1,858

**REGISTERED FAMILY MEMBERS** 

96,124



**VOLUNTEERS** 

63,156

**PROGRAMS WITH PAID LEADERSHIP**  **NUMBER OF PAID STAFF WITH ID** 

3,352

10

#### **HEALTH**



**ATHLETES PARTICIPATING IN FITNESS** 

104,949

**HEALTHY COMMUNITIES** 

15

**HEALTH CARE WORKERS TRAINED** 

6,935



YOUNG **ATHLETES** 34,683

## **EDUCATION & YOUTH**



**UNIFIED SCHOOLS** 1,765

**UNIFIED CHAMPION SCHOOLS** 

**770** 

YOUTH **LEADERS (8-25)** 16,238