2024 NORTH AMERICA REACH REPORT



SPORTS

TOTAL PARTICIPANTS
ATHLETES & UNIFIED PARTNERS



836,697

ATHLETES

637,566

YOUNG ATHLETES

111,081

AGES 2 TO 7 YEARS

MATP

9,363

UNIFIED **PARTNERS**

199,131

ATHLETE GENDER

FEMALE MALE

61%

OTHER

4%

COMPETITIONS

17,010



UNIFIED 11,391

COACHES

122,049

CERTIFIED 58.068

1:11 **COACH TO** ATHLETE RATIO

SPORTS PARTNERSHIPS

119

NORTH AMERICA FOOTPRINT

PROGRAMS

LOCAL CLUBS

13,959



1,735,946

SOCIAL MEDIA FOLLOWERS

LEADERSHIP & COMMUNITY



ATHLETE LEADERS IN A MEANINGFUL ROLE 16,405

REGISTERED FAMILY MEMBERS

171,868



VOLUNTEERS 503,290

PROGRAMS WITH PAID LEADERSHIP

1,815

NUMBER OF PAID STAFF WITH ID

101

HEALTH



ATHLETES **PARTICIPATING IN FITNESS**

155,144

HEALTHY COMMUNITIES

58

HEALTH CARE WORKERS TRAINED

66,161



ATHLETES 111,081

EDUCATION & YOUTH



UNIFIED SCHOOLS 11,373 **UNIFIED CHAMPION SCHOOLS** 10,997

YOUTH **LEADERS** 54,410