



www.xfactorathletics.com

# X-FACTOR ATHLETICS

## Embracing Our Progress

Annual Report

Fiscal Year January 2016-December 2016

### Reiterating Our Mission & Purpose

X-Factor Athletics' mission and purpose is to provide healthy recreational alternatives to drugs and other negative youth behaviors through structured, disciplined amateur sporting activities that promote positive life choices, conflict resolution, and sportsmanship. Our non-profit organization achieves this goal through positive mentoring conducted by associated staff of X-Factor Athletics, working with local schools and districts to address negative behavioral trends, and progressive community outreach efforts that showcase X-Factor Athletics' meaningful impact on the surrounding areas it serves.

### Achievements in 2016

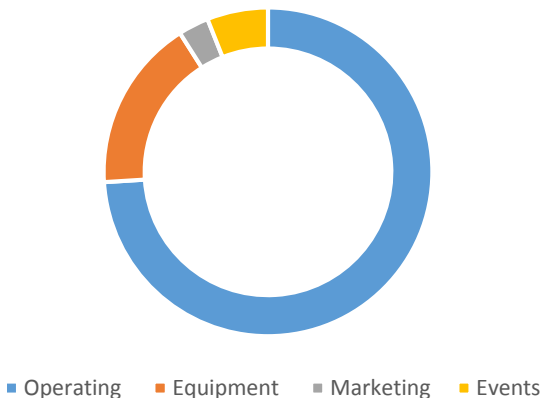
In our first operating year, we were met with many challenges and still managed to make positive progress towards our goals. We held our first 6 week strength and conditioning camp that offered 2 sessions from June thru August. Not only did we focus on fitness and nutrition, but also brought collegiate and semi-professional football players out to share their stories and encourage our athletes to strive to meet their goals. In November, we successfully held our first FREE football skills camp and travel team tryouts as our way of introducing ourselves to the south Phoenix community. At this free event, we not only provided our participants with football knowledge, but also introduced parents to one of our community partners. Myrtle Hall Realtor was available to provide information about her upcoming workshops designed to provide financial tools for those interested in home ownership. This is an event that we plan to host annually with the support of our local schools. From this event, we were able to recruit enough players to create 3 new travel teams to support the tournament circuit we are scheduled to participate in during the 2017 calendar year. In addition to gaining our 1<sup>st</sup> local sponsor in September, we also acquired a national sponsorship through Good Sports Inc. in October! Through our partnership with this non-profit organization, we will be able to receive equipment that we will be able to utilize with our participants!



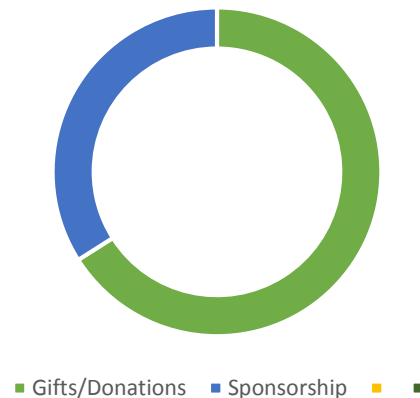
*Dwight Carter taking time to talk to our campers*

### Financial Snapshot

2016 Total Expenses \$4405.00



2016 Income Breakdown



Our organizational expenses include items such as, but not limited to, monies spent to establish our online presence, league/player insurance, practice fields, and league registrations. We have also spent monies to purchase equipment for practices and events as well as liquid perishables to ensure proper hydration among our participants. Presently, we have not been able to utilize our sponsorship through Good Sports, Inc. for equipment because their catalog does not have anything that supports our cause at this time. However, we have 2 years to apply for assistance from this organization as we continue to expand and they receive new donations to add to their catalog from their donors. Other monies have been spent on marketing materials and campaigns to promote our presence within the community.

All of the money used to finance our initial efforts have come from a combination of private citizens that have taken an interest in our organization as well as our 1<sup>st</sup> financial sponsor, Myrtle Hall Realtors. We are hoping to attract other sponsors and donors that will help us support the other initiatives we would like to offer to our community so that we can keep the cost of participation low for the families of our participants. Donations in the form of applicable goods related to flag football, nutrition, and hydration or financial support are desirable.

### **Looking to the Future**

We are very excited about the progress we have made in our first few months of operation. While we have many plans for the community, we continue to need the support of others to help us reach the goals of our organization. We look forward to working with our travel team players compete in a combination of 3-4 local and regional tournaments as well as regular season league play throughout the Phoenix area.

We will continue our marketing efforts in the South Phoenix area to attract new participants to our organization in an effort to grow our organization to league size. Our ultimate goal is to have enough players to allow X-FACTOR ATHLETICS

to host our own league events within our immediate community. At present, we will have to register our teams in surrounding area leagues to continue building brand recognition and attracting new talent.

Our primary financial goal is to include increase our registrations 200% so that the bulk of our gifts and donations will no longer substantially have to support our operational expenses. Our intention is to allow for 80% of all gifts and donations to support the programs we have designed to assist our at risk low income families. Overall, our board is working diligently to establish X-FACTOR ATHLETICS as a profitable, productive, and supportive entity within the Phoenix community.



*November 2016-Annual Free Skills Camp & Tryouts*

Lastly, we just want to “THANK YOU” all of our amazing volunteers that continue to dedicate so many hours, weeks, and months to our cause. You are the reason that we are able to provide a safe atmosphere for our players to not only grow in the game they love, but also receive valuable mentoring that is helping them both on and off the field. You are truly appreciated! We still need more help so please join our organization or pass our information on to a few people you think might be interested in our offerings. Positive referrals are still the best way to get the word out. Thank you!