



EQUIPPING AND EMPOWERING KIDS:

C4K Impact in 2023

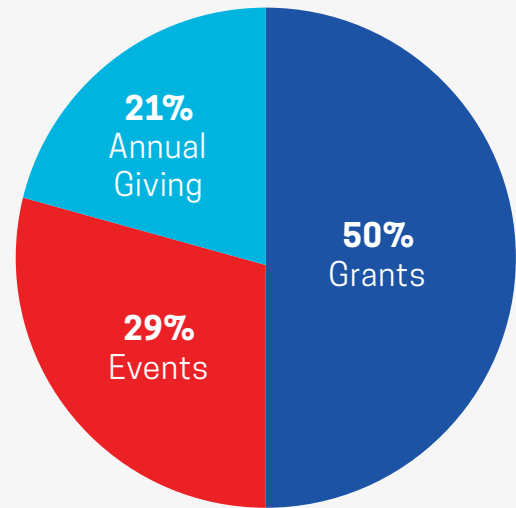
OUR MISSION

Cleats for Kids equips and empowers kids — leveling the playing field and working for all kids to have access to physical activity and sports.

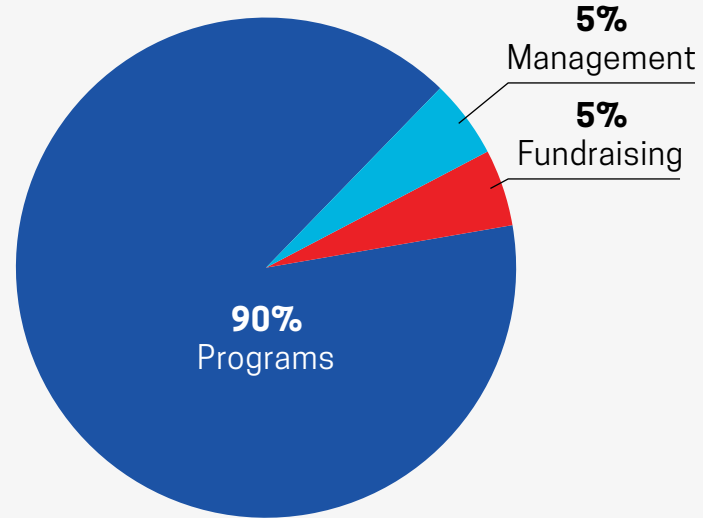
C4K's mission empowers kids to live healthier lifestyles and learn life lessons through physical activity by providing safe sports shoes and equipment to kids in need.

Thank you for helping kids stay on the court, on the field and on the right track!

REVENUE ALLOCATION



EXPENSE ALLOCATION



2023 AT A GLANCE



53,008 Items Distributed

52,263 Oklahoma Kids Served

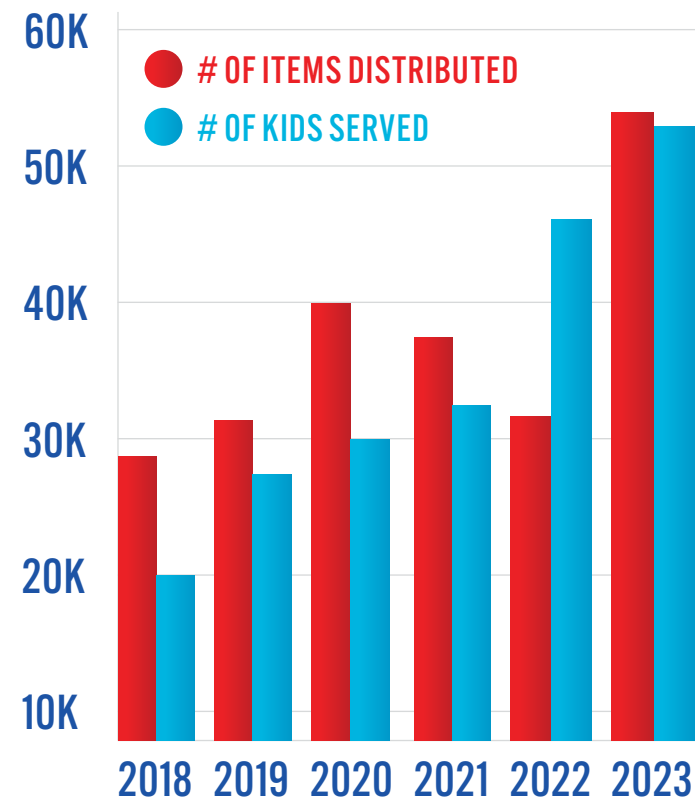
45,406 Total # of Items Collected

464 Schools Served

65 Oklahoma Counties Served

YEAR OVER YEAR DATA

Since 2018, Cleats for Kids has had a **97% growth in the number of items distributed** and a **148% growth in the number of kids served**.



2023 TOP 10

1. RECORD SCORE!

In total for 2023, C4K served **52,263 kids** with **53,008 pieces of sports equipment** – that is a **24% increase** in the number of kids served and a **67% increase** in the number of sports equipment distributed from 2022.

2. CHEERING FOR A C4K ATHLETE AS THEY COMMITTED TO PLAY D1 BASKETBALL!

The athlete did the heavy lifting, we just provided the shoes!

3. IN 2023, C4K SHOT 82% FROM THE FIELD!

Of all 77 counties in Oklahoma, Cleats for Kids equipped kids in 65 counties.

4. IT'S MORE THAN JUST SPORTS!

C4K partnered with El Sistema Oklahoma to provide shoes for over 100 of their students to go to school and get active.

5. 1,264 VISITS TO THE LOCKER ROOM. GEARING UP!

On average, we welcomed athletes, parents and coaches 25 times per week to the Oklahoma City Locker Room.

6. C4K GEAR WAS DISTRIBUTED AMONG 464 SCHOOLS FROM 138 DISTRICTS!

Your donation helped restart several sports programs at schools across the state.

7. GETTING IN THE GAME!

C4K shoes/equipment is helping more kids get into the game! Our partners reported an average growth of over 150% in participation.

8. YOU STEPPED UP TO THE PLATE!

Your financial gifts helped C4K get discounts on equipment from major retailers to bridge the gap between the 45,406 items donated and the 53,008 items distributed.

9. THE FASTEST GROWING SPORT WAS ... WRESTLING!

Followed closely by cheerleading, wrestling had the biggest growth in equipment demand.

10. ON YOUR MARK, GET SET, GO!

Running shoes leave the Locker Room faster than any other piece of equipment. We provided 5,000 pairs to kids in 2023.



IT ALL STARTS WITH A PAIR OF SHOES

Cleats for Kids levels the playing field for all types of sports. But it is more than just sports gear and shoes. Our mission can also change a child's life.

Samuel was being bullied at his elementary school in large part because his only pair of shoes was from an old Halloween costume. The bullying was so bad that he missed many days of school. This is where C4K stepped in. Samuel got running shoes from the Locker Room. His mom said, "These shoes changed his self image and gave him new found confidence. He is a different kid and a different student after C4K's help."

It all starts with a pair of shoes...

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