



Case Study: Operational Benefits

Issue:

As an innovator in the sporting goods industry, Wilson Sporting Goods has shaped the games of tennis, basketball, golf, baseball and American football. After receiving thousands of requests for donations from all over the country, too many resources were required to make sure the equipment was getting into the hands of the appropriate parties.

Good Sports Execution:

- Good Sports was able to create a very turn-key donation process for Wilson, ensuring equipment donations are utilized to support disadvantaged youth
- Since the initial donation in 2011, Good Sports identified hundreds of organizations across the country in need of basketball jerseys and basketballs
- Presented impact reports to Wilson to share annual results of their equipment donations to their employees and customers

Impact:

- Generated awareness of donations through social media and press outreach
- Received evaluations from equipment recipients to measure impact of donation
- Since 2011, the donations have impacted over 17,000 kids in need across 18 states.

"The main thing is we want the process of donating to be easy and not take up much of our time. If the non-profit can make it easy, and we can send the goods to one location and Wilson knows the product is being distributed to those that need it. Good Sports is very good at this."

**Alan Davenport,
Wilson Sporting
Goods**

