





WELCOME

As this edition of the US Lacrosse Annual Report was being finalized, the world – and our sport – was turned upside down by the COVID-19 pandemic. The indefinite suspension of lacrosse and so many other aspects of our lives has been both upsetting and disruptive, but the scale of human tragedy has been unlike anything experienced in my lifetime. Our thoughts remain with those throughout our extended lacrosse family who are enduring pain, loss and challenge like never before.

The pandemic has had a profound impact on US Lacrosse operations, as well. We've been forced to dramatically evolve our financial model, which now projects a loss in revenue of up to 50% through 2020. As a result, very difficult decisions have been made to significantly reduce the operating expenses of our nonprofit organization with the goal of preserving minimum operational readiness when play resumes. In the meantime, we've moved quickly to provide more accessible and interactive digital content and resources across our media channels in order to inform, connect and inspire the national lacrosse community like never before.

Membership has always been the lifeblood of our nonprofit organization. Some view it as insurance and a magazine, but those who are more well-informed know that membership fuels our mission to provide leadership and a supporting national infrastructure of administration, educational resources, sport development programs, direct service grants, injury research, rule development, national teams, communication platforms, marketing initiatives and so much more.

Each year in this report we look back on the previous year to share a sampling of US Lacrosse impact -- enabled by members and donors like you -- and I'm hopeful that you will be heartened by what you read on these pages. But there is much work left to do, and we need your support like never before in order to weather this storm and continue our relentless efforts to secure the future of lacrosse in all communities.

Thank you for your enduring passion and selfless commitment to our sport.

Steve Stenersen
CEO. US Lacrosse

LEADERSHIP IN THE SPORT

Safety

Central to the US Lacrosse mission is the commitment to keep players safe. To that end, US Lacrosse implemented and funded mandatory national background screenings and SafeSport online training for over 30,000 member coaches.

The US Lacrosse Center for Sport Science funded over \$150,000 in grants and continues to be a leader among national governing bodies in the investment of safety-related research in sports.

And finally, US Lacrosse led the development of an equipment protection standard to lower the risk of catastrophic cardiac injuries (commotio cordis). This new standard will be mandated for men's and women's goalie chest protectors starting in 2021 and for all men's players starting in 2022.

"In all of my experience, there's no doubt the safety of athletes is what's motivating them," said Mike Oliver, executive director of NOCSAE, the organization that created the commotio cordis protection standard.

Accessibility

US Lacrosse also remains steadfast in its effort to lower the cost of entry to the sport and make it more accessible to all. US Lacrosse awarded 850 equipment grants, worth over \$1.5 million, to schools and nonprofit organizations in 49 states and Washington D.C., which helped introduce the sport to more than 23,000 children last year.

Tucked into the Rocky Mountains at an elevation of 8,750 feet above sea level is the Telluride (Colo.) Youth Lacrosse Association. The lacrosse program is thriving after getting a kickstart with a US Lacrosse First Stick Grant a few years ago.

"In our town, there isn't a sports equipment store athletes can go to and pick up lacrosse equipment at — the closest is a few hours away," said league administrator Marc Silbergeld. "The First Stick grant really helped us take our program and the sport to an entirely different level by making this equipment available. Our trajectory has been up ever since."

US Lacrosse adopted a new strategic plan in late 2018 that serves as the guiding principles for the organization. Over the next several pages, we'll share examples of our progress in the five focus areas of our plan: Leadership in the Sport, Quality Player Experience, Clarify and Strengthen US Lacrosse Brand, Secured Financial Future, Maximize Impact of National Teams.

In 2019, US Lacrosse opened the doors to new players through a variety of programs, including the Sankofa Clinic Series, Soft Stick Grants and Try Lax.

US Lacrosse has partnered with the Chazz Woodson-led Sankofa Lacrosse

Foundation since 2016 to offer free clinics for boys and girls ages 8-18 in underrepresented communities. Close to 5,000 players have participated over the last three years with the program picking up steam in 2019.

"It's bridging the gap between the haves and have-nots, and giving them the opportunity to learn the game that I have loved my whole life," said Rick Burton, a Baltimore native and U.S. Air Force veteran who volunteers as a Sankofa clinician.

The US Lacrosse Soft Stick program also continues to open the door to new players, often through physical education classes in elementary and middle schools.

Lisa Christiansen and Kathy Ayers, both physical education instructors and two of the volunteers who helped design the curriculum, have put on many these clinics. They are geared toward teachers who can then convey the sport to their students in a fun and safe manner.

"I tell the teachers that lacrosse incorporates a lot of the principles from other team sports, and then I can see the wheels start turning," Christiansen said. "They get it."



\$2,068,521.51

Retail value of grants awarded by US Lacrosse over the last year



139

Grants awarded for TryLax clinics to help introduce the sport to new players



30,000

Background checks completed by coaches and volunteers (paid by US Lacrosse)



QUALITY PLAYER EXPERIENCE

Lacrosse participation has more than tripled since the formation of US Lacrosse in 1998. But raw growth isn't everything. Since its earliest days, US Lacrosse has focused on providing the resources for players to have the best experience by providing valuable training opportunities for coaches and officials and more recently, advocating for the Lacrosse Athlete Development Model to deliver the right lacrosse at the right time.

Over 85 percent of youth programs surveyed have implemented at least one of six core values of the Lacrosse Athlete Development Model, developed by US Lacrosse based on scientific research and best practices from other sports' governing bodies. The program provides an innovative "athlete-centered" approach to youth lacrosse with an emphasis on player retention.

"It's all about having more touches," said Jordan Ruggeri, a Texas-based youth and high school coach. "Players are absorbing so much more now. They are playing a lot more lacrosse and everyone plays every position. Some of the youth kids I see have stick skills better than some members of my high school team."

Coach Development Program

Last year, the US Lacrosse Coach Development Program (CDP) conducted over 170 training sessions in 40 states, attracting nearly 5,400 coaches. The program has also expanded to include over 150 certified trainers in 38 states.

Constantly innovating and built on the principles of the athlete development model, this program gives coaches the lacrosse tools and knowledge they need to be successful, but also teaches them how to best share that information with young athletes so they can absorb it fully.



Officials Development Program

The US Lacrosse Officials Development Program (ODP) continued to expand its certified trainers and observers programs while increasing recruiting efforts for new officials. The organization provided over \$44,000 in grants to support new officials' recruitment, junior officials, local training, development programs and observation programs.

US Lacrosse launched a new web portal to help simplify the process for recruiting new officials. A combination of efforts by local officiating groups and a national social media campaign led by US Lacrosse helped identify nearly 1,000 new officials in the second half of 2019.

"We still have work to do, but we are starting to move the needle back in the right direction," said Charlie Obermayer, senior manager of officials development for US Lacrosse. "We are continuing to focus on efforts to bring more officials into the game by offering resources like this campaign, continuing to add to our online learning library for officials as well as reworking our curriculum for both new and returning officials."





SECURED FINANCIAL FUTURE

The primary drivers of revenue for the organization are membership dues, corporate partner sponsorship commitments and philanthropic support from donors. US Lacrosse made significant progress in 2019 towards achieving the financial goals set forth in the strategic plan.

Membership currently drives roughly 70 percent of the revenue for the organization and in 2019, US Lacrosse saw year-over-year growth in members as it aims to grow membership over 500,000 by 2023.

US Lacrosse added five new corporate partners and experienced year-over-year growth in sponsorship revenue. The goal is to double sponsorship revenue by 2023.

US Lacrosse expanded and enhanced its fundraising programs, increasing the number of gifts by eight percent over the previous year. The strategic plan goal aims for a doubling of philanthropic revenue by 2023.

Part of the long-term philanthropic goals include a capital campaign to raise \$10 million to create a U.S. national team endowment in anticipation of the potential that lacrosse will return to the Olympic program.

436.184

US Lacrosse members

nation-wide



\$2.35 million

Total value of sponsorship, advertising and value-in-kind income



Total number of donor gifts to US Lacrosse in 2019



CLARIFY AND STRENGTHEN

US LACROSSE BRAND

Telling the US Lacrosse story and helping to guide the lacrosse community are essential parts of our mission. As such, the organization continues to devote substantial resources to its communications assets in order to fulfill this purpose.

One of the most visible examples of that commitment is the print version of US Lacrosse Magazine. More than 2.3 million copies of the magazine were delivered to our members in 2019 and our digital properties (uslacrosse.org, USLaxMagazine.com and teamusa.uslacrosse.org) reached an audience of more than 4.1 million individuals.

Amplifying that voice is our ever–expanding social media presence. US Lacrosse's social media channels on Facebook, Instagram, Twitter and YouTube grew to more than 700,000 combined followers at the end of 2019 with engagement continuing to thrive.

Events

There's no better way to experience US Lacrosse than to see it live.

Approximately 11,000 people participated at US Lacrosse national events, ranging from #LaxCon to the WCLA Championships to US Lacrosse Nationals.

In addition, US Lacrosse headquarters hosted 288 events and welcomed 148 youth, high school, college, post college and international teams from 22 states and several nations, as well as U.S. National Team tryouts and exhibition events.

Our event sanctioning program, which helps ensure a positive experience for all participants, included 112 events in 2019, working with 22 different event operators around the country.

Relationships

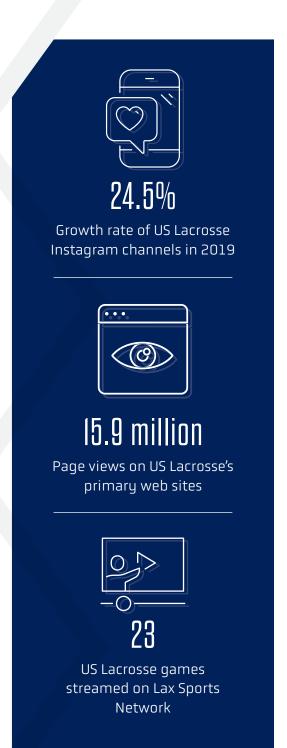
US Lacrosse expanded its reach by formalizing marketing partnerships with the four professional lacrosse leagues — Major League Lacrosse, National Lacrosse League, Premier Lacrosse League and the Women's Professional Lacrosse League.

We also strengthened our relationships with media outlets such as ESPN, Inside Lacrosse and Lax Sports Network (LSN). One of the visible components of the ESPN relationship was the network airing several of the US Lacrosse Magazine-produced "Overtime with Paul Carcaterra" podcasts as part of its NCAA championship coverage.

Lax Sports Network coverage of US Lacrosse events in 2019 included the Team USA Spring Premiere, WCLA National Championships, the US Lacrosse Nationals and the U.S. National Team Fall Classic.

League Management

US Lacrosse plans to strengthen its relationship with youth leagues around the country with a new league management system. US Lacrosse invested in this product over the last year and it is scheduled to launch in 2020. The league management system will provide registration, scheduling and communication functionality free of charge for new and developing leagues that support US Lacrosse membership.



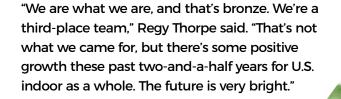
MAXIMIZE IMPACT OF

NATIONAL TEAMS

US Lacrosse invested over \$900,000 in 2019 to support the selection, training and participation of five U.S. teams. Highlighting the calendar were the women's U19 team and men's indoor team, both of which competed in World Lacrosse events.

The men's indoor team captured its fifth straight bronze medal, beating England 11-8 in the third place game in Langley, B.C.

The U.S. made a strong run at its first championship game appearance, leading the Iroquois Nationals 6-5 entering the fourth quarter of the semifinals, but the Nationals rallied for a 9-7 win.







"I'm proud of the fact that we found players from a lot of different places," said head coach Kelly Amonte Hiller. "I don't think that's necessarily happened as much before with the U19 team. There are so many good players from Baltimore and Long Island and you feel like they all should be on the team, but look at [California's] Bri Gross and how amazing she did and she's not from there. When you take those players and give them the level of coaching we gave them, the sky's the limit."

There's even more talent in the pipeline. In 2019, US Lacrosse formally launched its National Team Development Program (NTDP). In partnership with the WPLL and PLL, US Lacrosse staged 21 regional player evaluation camps in 13 states, which attracted over 1,400 high school players from 788 high schools and more than 400 club teams across the country.

From that group, 300 players came to US Lacrosse for a national combine in August to train under current and former U.S. team players and coaches. Ultimately, 88 players were named to USA Select boys and girls teams that swept a series of eight games against competition from Canada.

The Fall Classic was one of the most memorable events in national team history. The U.S. men's and women's senior teams, both reigning gold medalists, matched up against archrival Canada and also played games against the 2019 NCAA champions — Virginia (men) and Maryland (women).

Combined with the USA Select games, a total of 14 games were played over the three-day weekend, attracting thousands of visitors to US Lacrosse headquarters to showcase the best our sport has to offer.







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ABOUT US LAGROSSE

US Lacrosse provides a leadership role in virtually every aspect of the game. The development of US Lacrosse policy and priorities is determined by the leadership of volunteers from all over the country who contribute their time and expertise to US Lacrosse as members of the Board of Directors, one of the 10 Board Committees or on various subcommittees.

The US Lacrosse Board of Directors meets three times each year, in January, June and September. The Executive Committee meets with staff monthly to monitor the progress of the organization.

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The US Lacrosse Foundation raises funds above and beyond membership revenue to inspire participation in—and fostering the responsible growth of—America's first sport. Every gift matters.

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WEBB LEGACY SOCIETY

In 2004, National Hall of Fame member Norm Webb left \$4.5 million to US Lacrosse – the largest gift ever received by the organization. Since his passing, other visionary individuals have followed his example of leadership. The A. Norman Webb Jr. Legacy Society honors and recognizes the generosity and thoughtful financial commitment of those who, like Norm Webb, have chosen to leave a lacrosse legacy through a planned gift to US Lacrosse or the US Lacrosse Foundation. For information on enrollment, contact Colette Dixon, Director of Development, at 410.235.6882 ext. 192 or cdixon@uslacrosse.org.

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- = includes gift to annual giving designations, including, but not limited to Center for Sports Science, chapter support, coaches and officials development, diversity and inclusion, First Stick Program, Hall of Fame and Museum, Keeper of Lacrosse, National Teams Development Program, etc.
- ^ = donors to the National Campaign for Lacrosse
- < = donors to U.S. Men's National Teams
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~ = includes gift to annual giving designations, including, but not limited to Center for Sports Science, chapter support, coaches and officials development, diversity and inclusion, First Stick Program, Hall of Fame and Museum, Keeper of Lacrosse, National Teams Development Program, etc.

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