

2022

# ANNUAL REPORT




**USA**  
LACROSSE





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## SUPPORT

Your support makes everything USA Lacrosse does for the good of the sport possible. We thank you for your commitment to this great game.

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As USA Lacrosse began celebrating its 25th anniversary in January 2023, we reached one of the most important milestones the organization has ever achieved – official acceptance from the United States Olympic & Paralympic Committee as a Recognized Sports Organization.

The moment came on the heels of the busiest year in U.S. national team history with four teams competing for medals.

USA Lacrosse welcomed 29 nations for the 2022 World Lacrosse Women's Championship with the U.S. Women's National Team emerging victorious. Sixes, the proposed potential Olympic format, made its debut on the international stage with our men's and women's team claiming silver at The World Games in Alabama. We wrapped up the summer with our men's U21 team going to Ireland and bringing home its ninth straight world title.

The athletes, coaches and staff of our national teams represent the very best in our sport — both on the field and as ambassadors — and they are the inspiration for all of our efforts to fuel the growth of the sport.

In 2022, my first full year as CEO, we spent a great deal of time evaluating everything we do. Our discussions were rooted in data, insights and a great deal of business-, sport- and mission-based subject matter expertise from our talented staff and volunteers who care deeply about the game.

The takeaway? We need one foot on the brake and one foot on the gas. This means deemphasizing programs that are not having the desired impact or are not core to mission and business outcomes. It's hard to be great at everything. If we have an hour to spend, how are we spending it? If we have a dollar to spend, how are we spending it? The answer should clearly point to the most effective and impactful programs. It can be hard, but necessary to say "no" or "not now."

This also means accelerating those initiatives having the greatest impact. This two-foot drill is not easy. How do we assess and prioritize? First, the mission remains our north star. Second, we have three goals that support that mission: participation (of all kinds), revenue (to put right back into the game) and national team performance (the responsibility of a governing body).

On the pages of this annual report, you'll see the work that we are doing to impact the sport. None of this would be possible without the support of our members, donors and partners.

We thank each and every one of you for support and belief in us.



*Marc*

**MARC RICCIO**  
CEO, USA LACROSSE





The inaugural USA Lacrosse Foundation Gala raised more than \$668,000 in support of USA Lacrosse initiatives to grow the game while honoring three legends of the sport helping to drive that growth — Kyle Harrison, Paul Rabil and Crista Samaras.

“The gala was everything we had hoped for – energized, fun, and inclusive. The night was like none other the lacrosse community has ever seen, and this is just the beginning.”

Held in New York City at the Mandarin Oriental, the evening set the stage for the Foundation’s goal of building this showcase opportunity to make transformational change for the organization’s ability to fuel its mission. You can see that work coming to life on the following pages of this annual report.



## WELCOME THE WORLD

USA Lacrosse welcomed 29 competing nations and visitors from around the world to the 2022 World Lacrosse Women's Championship in Towson, Md.

Nearly 30,000 tickets were sold and more than 100 games appeared on ESPN networks.





**For much of the last few decades** the lacrosse community has celebrated being the fastest-growing team sport in the United States. The evidence is everywhere with new NCAA programs added, far flung states approving high school lacrosse as a championship sport and youth programs popping up in every corner of the country.

It's been a great run, but the reality is that prior to the COVID pandemic those growth rates were slowing. And the pandemic brought growth to a halt. Coming out of the pandemic, lacrosse is growing, but still in a recovery mode to get back to previous levels.

Support from USA Lacrosse has never been more critical for the sport to flourish.

National Celebrate Lacrosse Week has become one of our key initiatives to spur growth. Launching in 2021, we nearly doubled the program in 2022, helping introduce new players to the sport in a setting where they are connected directly to local programs.

Equipment grants, Sankofa Clinics and the Urban Lacrosse Alliance are among the programs USA Lacrosse utilize with our 10 regional directors and managers in the field working directly with local programs to spur growth. Innovative programs like our Flex6 approach will break down more barriers, allowing people to play anywhere, anytime.

We are passionate about our efforts and committed to letting more kids touch their first stick so we can enjoy the smile it brings to their face. Your support makes that possible.



“

I believe that if you get a stick in their hands, it's just a matter of time before they will come back and bring some friends with them.”

— RICH THOMSON

PULASKI (WISC.) LACROSSE

FUEL THE GROWTH

**2,481** Participants in Sankofa Clinics



**87** Grants awarded to local lacrosse organizations for equipment, clinics and other needs

**3,200**

Registrants for Pick Up & Play clinics during National Celebrate Lacrosse Week

**68**

Pick Up & Play clinics during National Celebrate Lacrosse Week

**7,414**

Participants in Urban Lacrosse Alliance programs

**9,000**

Kids introduced to the sport via USA Lacrosse programming





## PICK UP & PLAY

National Celebrate Lacrosse Week had more than 3,200 Pickup & Play participants in 2022.

The program nearly doubled from its inaugural year in 2021 and has become a key USA Lacrosse growth initiative.





**The first step to helping the sport grow** is getting new players to pick up a stick. But what does it matter if they don't keep playing?

USA Lacrosse is committed to improving the experience for all participants in the sport and that begins with two of the most important groups of people on the field — coaches and officials.

From online courses, in-person clinics, background checks and abuse prevention courses, USA Lacrosse provides all of the tools for coaches to be successful and the safeguards to ensure that players are protected. Educational offerings for officials continue to evolve — along with recruiting efforts to keep up with the growing demands of the sport. By shifting more focus to online learning, USA

Lacrosse is helping to scale its training efforts to reach a broader audience.

Better trained coaches and officials benefit the game in so many ways.

Those groups are one piece of the puzzle and another key is consistent support. Member leagues and programs around the country receive resources from USA Lacrosse to help their programs flourish and improve.

USA Lacrosse also provides a high-profile platform to bring the community together to discuss and face the challenges the sport faces — from mental health struggles to player safety to discrimination — all designed to help create an environment that allows everyone to feel secure so they can thrive.





“Cleveland has come a long way. It means a lot for us to be moving in this direction and for USA Lacrosse to invest in these kids who probably wouldn't have another opportunity to see and be involved in the sport.”

— TAMIKA COLLIER  
PARENT OF CLEVELAND  
(OHIO) YOUTH PLAYER  
KENT COLLIER

**4,043** Clinic courses  
taken by coach  
members

**3,441**

Coaches certified by USA Lacrosse

**10,469**

Rules exams completed by  
USA Lacrosse member officials

**15,463**

Background screenings  
conducted through NCSI and  
paid for by USA Lacrosse



**7,198** Members who took  
abuse prevention  
training courses

**147** Clinic  
locations  
for officials,  
helping to  
certify 3,759  
officials





## PERFECTION

The U.S. Men's U21 National Team brought home gold from Ireland.

The U.S. men have won all nine World Lacrosse championships at the junior level since first claiming a title in 1988.





### The campaign was to the point — “More than a Medal.”

The U.S. women's team did, in fact, bring home its desired gold medal, but it also helped inspire the next generation of players. U.S. star and tournament MVP Taylor Cummings displayed her all around excellence for the final time, her playing career culminating with the championship game victory over Canada alongside her onetime rival turned teammate Kayla Treanor.

Together, along with the next wave of stars like Sam Apuzzo, Marie McCool and Charlotte North they raised the bar for women's lacrosse.

The victory highlighted the busiest year ever for national team activity. The U.S. men's U21 team finally got their chance to go for gold after a two-year delay

from the COVID pandemic. They were successful, beating Canada in Ireland behind the exploits of tournament MVP C.J. Kirst and a defense anchored by Kenny Brower and Liam Entenmann.

The newest discipline of lacrosse, Sixes, also appeared on the world stage for the first time at The World Games in Birmingham, Ala. The sport, specifically designed to foster growth and position the sport for potential Olympic inclusion, featured raucous home crowds for the gold medal games. The U.S. fell to Canada in both the men's and women's championships, but set the bar.

The future is in good hands with the National Team Development Program building the pipeline. The U16 and U18 program completed its third full year in 2022, exposing over 1,200 athletes to the system with 88 of them representing the USA Select teams at the Fall Classic where they brought home another Brogden Cup.



“

Winning is ephemeral and it does end and then you reset. But what legacy did you leave behind that other people can build off of? We moved the needle.”

— JENNY LEVY

2022 U.S. WOMEN'S NATIONAL  
TEAM HEAD COACH



25

Financial scholarships awarded to National Team Development Program participants



4 Total medals won in 2022  
– 2 gold and 2 silver

88

Athletes named to USA Select teams

1,214

Participants in the National Team Development Program

132

Athletes that competed on U.S. senior, U21 and Sixes teams in 2022





## CELEBRATE

Marie McCool and Taylor Cummings celebrate a USA goal during the 2022 World Lacrosse Women's Championship.

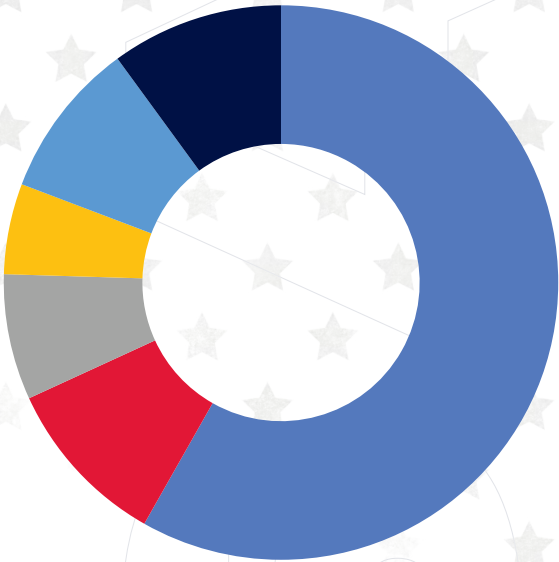
The USA women won their fourth straight world championship and eighth overall since 1986.



# Revenue

Gross Membership	13,508,864
Sponsorships and Retail	1,997,616
Fundraising	1,980,656
PPP Grant	1,207,900
Women's World Championship Event	2,099,901
Other Revenue	2,842,522

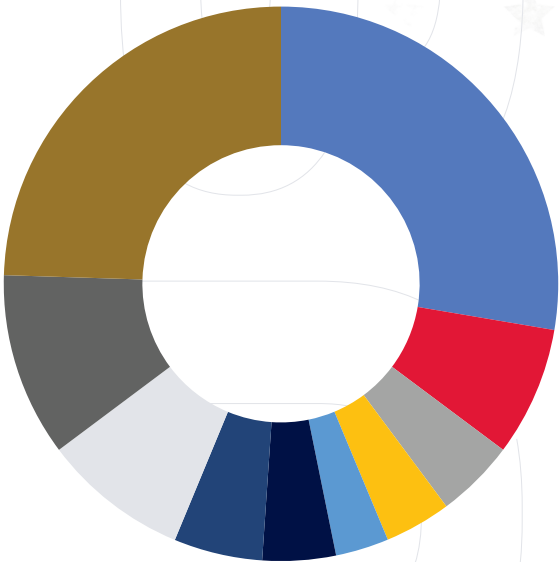
**TOTAL REVENUES** **\$ 23,637,459**



# Expenses

Membership benefits and Services	6,594,829
Events, Retail and Facility	1,798,610
Grants	1,099,408
Marketing and Communications	924,506
Coaches and Officials Development	740,492
Fundraising	1,018,182
Partnerships	1,232,022
National Teams & High Performance	2,032,466
Women's World Championship Event	2,554,244
Support and Administrative	5,840,275

**TOTAL EXPENSES** **\$ 23,835,034**





**USA**  
**LACROSSE**



*1998 Society*

In 1998, eight national lacrosse organizations merged to form USA Lacrosse with a goal to unify and bring resources into the development of the sport. Today, the 1998 Society honors the spirit of collaboration that the organization was built upon and recognizes generous leadership donors of \$1,000 or more between January 1 through December 31, 2022. Donor names are printed as provided or previously noted in our records. Every effort has been made to ensure the accuracy of our donor lists. However, in the unfortunate event of an error, please contact Debbie Franklin at 410.235.6882 ext. 121 or [dfranklin@uslacrosse.com](mailto:dfranklin@uslacrosse.com).

### **\$250,000+**

Karen and Robert Hale

### **\$100,000 - \$249,000**

522 Foundation  
Fidelity Charitable  
Sol and Elizabeth Kumin  
Amy and Drew McKnight

### **\$50,000 - \$99,999**

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### **\$25,000 - \$49,000**

Anonymous  
Dana and Robert Emery

Goldman Sachs Gives  
Whitney and Bob Nye  
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### **\$10,000 - \$24,999**

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

The USA Lacrosse Board of Directors meets three times each year while the Executive Committee meets with staff regularly to monitor the progress of the organization.



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The USA Lacrosse Foundation raises funds above and beyond membership revenue to inspire participation in—and fostering the responsible growth of—lacrosse. Every gift matters.



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## PLAY HARD, HAVE FUN

Nearly 100 of the country's top girls' club lacrosse teams competed in the USA Lacrosse Youth Nationals in Frederica, Del.

Teams from 12 states played 189 games in a span of two days of festive lacrosse.





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