



*The only thing greater than sport
is the spirit that rises from it.*



ANNUAL REPORT 2023



RISE to Action at 2023's Super Bowl LVII Champions of Change



Multi-Week Leadership Program Participants from Real Salt Lake Academy

WORDS FROM OUR LEADERSHIP

Dear Friends and Fellow Champions of Change,

RISE is ready for 2024... is 2024 is ready for RISE? With your help, our impact in 2023 was greater than ever before. The pages of this RISE Annual Report highlight our collective efforts last year and aim to inspire us to do even more in 2024.

We appreciate your continued efforts and partnership as we continue to build a nation committed to racial equity and social justice. Amidst great adversity and turmoil, this task and our mission at RISE is increasingly critical. Thank you for aligning with RISE and supporting our work.



In my 6th year at RISE, I am excited about where the organization is, and I hope that you are approaching the year with as much hope as I am. My optimism may be inherent, but it is also based on our 2023 accomplishments as a unified team of RISE partners, employees, board members and supporters.

In 2023, we set ambitious goals and worked toward them diligently. Our focus and preparation allowed us to inspire over 25,000 leaders in sports to create positive change on matters of race and equality. With your help, we raised the funds necessary to make RISE's work possible, including empowering and educating athletes, coaches, staff, and fans through 745 program sessions with partners throughout the country in 2023.

Thanks to the leadership of our RISE Board of Directors and partners from across the sports community, the sky is the limit for what we can, and must, achieve. Together, we can make a difference and build a more just and equitable country as we work towards our mission of eliminating racial discrimination. We can do this through sports in a way that unifies and brings us closer. Thank you all for your support of RISE. Together, we got this!

Diahann Billings-Burford
CEO

RISE CO-CHAIRS

Troy Vincent, Sr.

RISE Board Co-Chair | Executive Vice President, Football Operations, NFL



Thank you for your commitment to equality in sports, and the example of sport in bridging racial divides across greater society. There is no doubt that sport is a central motivator

in bringing together people of all races and transcending racial divides. Sports are a common denominator unifying people of all ages, races, social and economic statuses, and all political parties—at least during the time of games, races or matches. Broader society can benefit greatly from the spirit of unity, respect and mutual understanding found in sports. In 2024 at RISE, we will face challenges and opportunities head on and continue our work to end racism.

Your engagement with RISE underscores your dedication to affecting change through the positive influence of sport. The following pages provide you with a review of RISE work in 2023. Our hope is to inspire even greater accomplishments in 2024 and beyond. As leaders, whether established or aspiring, our platforms can bring greater understanding and breakdown barriers on the many complex facets of racial division. Please continue to stand with us as we endeavor together on this journey to end racism and bring positivity to people of all races and walks of life.

Pete Bevacqua

RISE Board Co-Chair | Vice President and James E. Rohr Director of Athletics, Notre Dame



Like nothing else, sports brings together players, coaches and fans of all backgrounds, races, and socioeconomic differences. Throughout my life and career and especially in leadership

roles with the PGA, NBC Sports and now back at my alma mater, Notre Dame, I've seen firsthand the incredible power of sports to transcend societal differences. Since its founding in 2015, RISE has educated more than five million people and empowered nearly 500 partners across all sports to address racism. Inspiring leaders to speak up, RISE has unique ability to create positive change.

In the midst of disruption and an often-chaotic landscape in the sports community and beyond, the need for optimism, determination and focused leadership is more urgent than ever. This is especially true in RISE's work towards eliminating racial discrimination. We thank you for your dedication to racial equity in our country and hope for your continued support and partnership. Our vision to eliminate racial discrimination through sport is bold and many challenges lie ahead, but I know that together, we can continue to use sports as a powerful vehicle for positive changes. I look forward to continuing our journey to building a more inclusive society.

RISE BOARD OF DIRECTORS

Pete Bevacqua

RISE Board Co-Chair | Vice President and James E. Rohr Director of Athletics, Notre Dame

Troy Vincent

RISE Board Co-Chair | Executive Vice President, Football Operations, NFL

Charlie Baker

President, NCAA;
Felicia Martin (Designee)

Jocelyn Benson

Secretary of State, Michigan

Gary Bettman

Commissioner, NHL;
Kim Davis (Designee)

Maverick Carter

CEO, SpringHill Entertainment

George Casey, Jr

U.S. Army (Retired), General

Rick Cordella

President, NBC Sports Programming & Peacock Sports

Jon Diamant

Executive Vice President, Turner Sports Ad Sales

Don Garber

Commissioner, MLS;
Sola Winley (Designee)

Roger Goodell

Commissioner, NFL

Stacy Tessler Lindau, MD

Professor of OB/GYN and Medicine, University of Chicago

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Commissioner, MLB

James Pitaro

Chairman, ESPN;
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Chairman, CBS Sports

Steve Phelps

President, NASCAR;
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Former NFL Executive

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NACDA Past President and Georgetown University Director of Athletics

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CEO, USA Track & Field;
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Adam Silver

Commissioner, NBA;
Kathy Behrens (Designee)

Daniel Towriss

CEO, Group1001

Seth Waugh

CEO, PGA of America;
Sandy Cross (Designee)

Stephen M. Ross

Board Emeritus and Founder, RISE; Chairman of the Board and Managing General Partner, Miami Dolphins

Paul Tagliabue

Board Emeritus, RISE; Former Commissioner, NFL; Senior of Counsel, Covington & Burling

MISSION & VISION

RISE is a national nonprofit that educates and empowers the sports community to eliminate racial discrimination, champion social justice and improve race relations.

Our vision is a nation unified through sport, committed to racial equity and social justice.

Through partnerships and programs, RISE inspires leaders in sports to create positive change on matters of race and equality. At every level of programming, from youth to adult, education to empowerment, RISE seeks to create the safe spaces necessary to bring diverse groups of people together for greater understanding and inclusion. RISE uses sport as our vehicle for change, as a medium that naturally hosts leaders and diverse populations, coming together for one common cause. RISE programming amplifies the power of teamwork. When the world darkens, sports can grow its power, and RISE is proud to be a part of that change in the sports community and beyond.



Former RISE Board Co-Chair, Paul Tagliabue at a RISE Critical Conversation

THEORY OF CHANGE AND IMPACT MODELS

LOGIC MODEL

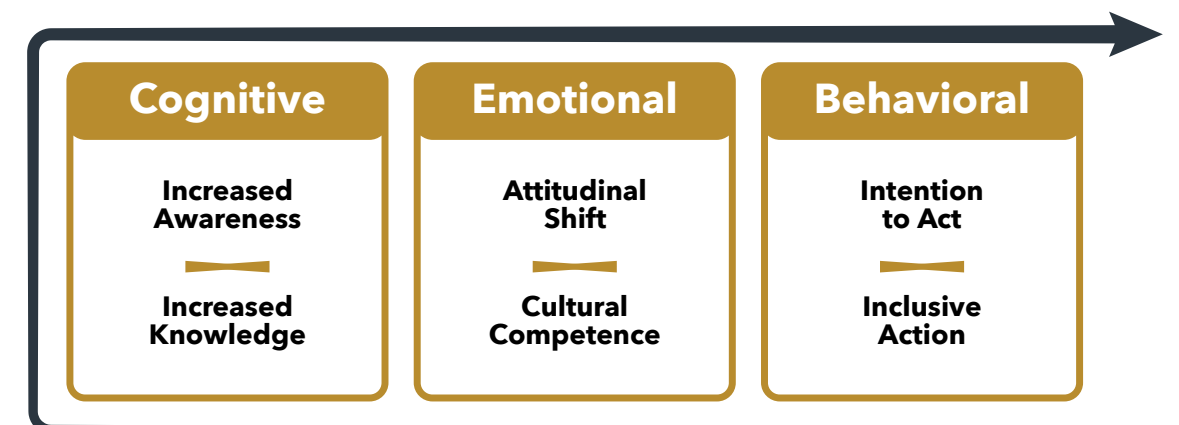
RISE brings together participants within the sports community (athletes, coaches, fans and staff), educating them about matters related to racism, diversity, and inclusion. Those individuals are empowered to apply what they have learned and experienced. They take what they have learned back to their teams, organizations and communities, better equipped and empowered to take action and use their platforms to advocate for change.

IMPACT MODEL

RISE empowers participants to champion social justice by highlighting equity issues with context and deeper understanding, presented

to participants in a meaningful and personal way. RISE also inspires people to understand that racism is malleable; that all have a role, not as passive observers but as change-makers within their communities. Finally, RISE aims to change world views by redefining our in-groups, impacting people from different backgrounds by experiencing our programs side by side.

The RISE model for education and empowerment incorporates best practices and principles from social science research that come together in a framework that promotes learner-driven educational opportunities. By using a multi-phase approach, the RISE model allows for participants to first reflect on and assess their personal perspectives on racial equity and social justice, then begin to tackle more systemic and institutionalized forms of inequity and injustice. This transformative learning approach is grounded in Diffusion of Innovation, and the RISE model creates a space for individual athletes, teams, organizations, and fans to come together to



become inclusive leaders in their communities and enact change. By employing practices grounded in positive youth development, social change leadership, and socioecological theories of development, the RISE model strategically supports the construction of knowledge, perceptions, and behaviors of individuals to promote an activist mindset and inclusive leadership practices that lead to positive impacts within their communities.

During program sessions, participants are immersed in an interactive, participatory experience with key topics such as: Identity, Diversity Concepts, Bias, Privilege & Power, Civic Engagement and Community Building. RISE's program design drives the development of leadership skills that are as relevant to creating unity on the playing field as they are to the community, school board, board room, and beyond. Each module is embedded with social-emotional skill development, helping to ensure that program participants can build and practice the character skills necessary to effectively communicate, connect, and self-regulate throughout and after the program. These leadership skills include critical thinking, perspective taking, active listening, teamwork, and others. Grounded in learning from the reflections of others, these moments of skill development force each participant to think beyond the dichotomy and spark an intensive self-review of identity, privilege and bias through the intentional creation of cognitive dissonance.



Evaluation Strategy

RISE is committed to measuring and growing our impact through a mixed methods program evaluation strategy. We deploy a data-driven approach in our delivery of program services that has enabled us to develop and scale a model that successfully advances the knowledge, perceptions, and ultimately, behaviors of program participants.

RESEARCH DRIVEN IMPACT MODEL & MULTILAYERED CHANGE

RISE's curricular design is data driven and refined based on lessons learned from our own evaluation tools, as well as best practices established through peer-reviewed research and other credible intervention programs. RISE tracks success through three key factors as a trajectory of change:

COGNITIVE

Increased Awareness

A change in understanding or acknowledgement of the manner and extent to which racism affects society today.

Increased Knowledge

An increased ability to define and explain the ways in which particular concepts in the DEI space show up in society and create unjust social conditions for particular groups.

EMOTIONAL

Attitudinal Shifts

Increased concern with the following: racism, social justice, civic engagement, diversity, equity, inclusion, and belonging.

Cultural Competence

Agency and confidence in discussing, acting, and interacting with others for the purpose of addressing: racism, social justice, civic engagement, diversity, equity, inclusion, and belonging.

BEHAVIORAL

Intention to Act

Capturing self-reported or demonstrated intent to take inclusive action, educate oneself, or promote social justice initiatives.

Inclusive Action

This includes individuals demonstrating inclusive action, educate themselves, or promoting social justice initiatives, as well as organizational action including the creation/execution of systems, resource allocation, structures, policies, procedures, or positions that promote inclusion and/or equity within the organization or the broader society.



MOVING TOWARDS THE GOAL LINE

Where not otherwise noted, data below come from 2023 Multi-Week Leadership Program participants who completed pre and post-surveys assessing their knowledge, perspectives, attitudes, and skills.

SATISFACTION

97% satisfaction rate – all programs

COGNITIVE: INCREASED AWARENESS

↑10% increase in awareness of racism at school or work

↑6% increase in concern about racial equality

COGNITIVE: INCREASED KNOWLEDGE

↑23% increase to self-reported understanding

↑3% increase to concept mastery

EMOTIONAL: ATTITUDINAL SHIFTS

91% were interested in learning more about issues surrounding race and diversity

92% of youth agreed that they are leaders

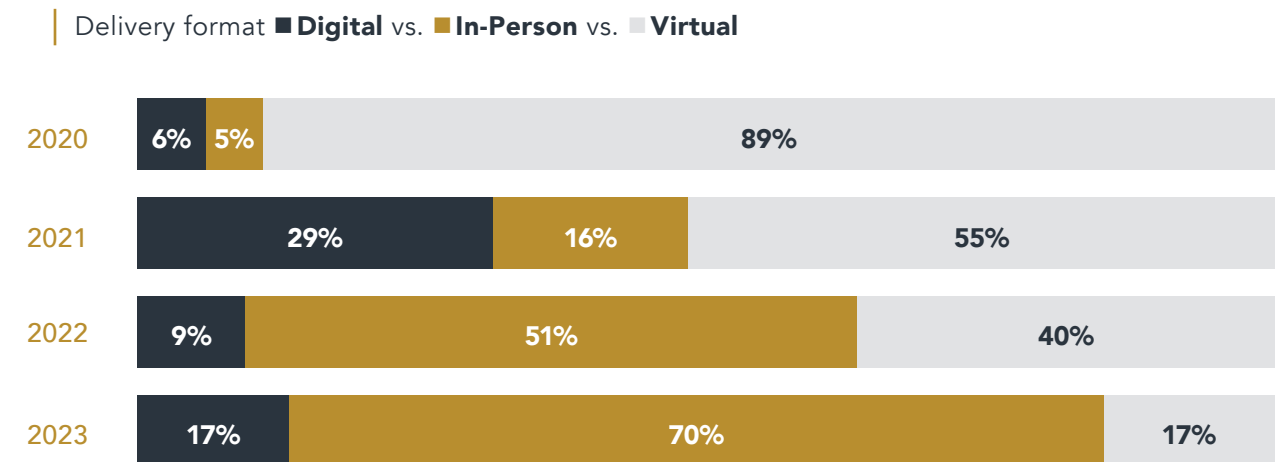
EMOTIONAL: CULTURAL COMPETENCE

↑13% increase in confidence having difficult conversations about race and diversity

BEHAVIORAL: INTENTION TO ACT

90% would intervene against discrimination, a 9% increase from prior to the program

	2020	2021	2022	2023
Engagements	534	637	671	745
Partners Engaged	136	224	249	249
Participants	14,175	19,923	17,692	25,265
Digital Modules	14,292	19,304	14,134	17,924



PROGRAMMING HIGHLIGHTS

Super Bowl LVII

In February 2023, RISE delivered multi-faceted programming in the weeks leading up to Super Bowl LVII in Phoenix, AZ. RISE engaged college students based in Phoenix and beyond in multi-week programming, which culminated with a private event at the Super Bowl Experience at the Phoenix Convention Center. At the same venue, RISE hosted our Tier I Champions of Change fan activation over the course of the week leading up to the big game. RISE also hosted a Critical Conversation and Representation Matters, a learning and networking event, as part of the experience.

WNBA All-Star



In July 2023, RISE and Starry (a PepsiCo brand) partnered to host a Critical Conversation at Starry's branded experience during the WNBA All-Star fan experience. Hosted by RISE, a panel including Yasmin Grant, Head of Communications and Advertising for Starry, A'Ja Wilson of the Las Vegas Aces, Jaren Jackson, Jr. of the Memphis Grizzlies and Boston Red Sox SVP, Community, Pam Kenn, discussed how to create more positive narratives for women in sports and promote their voices.

PGA Tour

Together with the PGA Tour and Nike, RISE activated a weekend-long Champions of Change experience at the FedEx Cup in Atlanta, GA.

NCAA

Through our partnership with the NCAA, RISE deployed the Champions of Change fan experience during the NCAA Men's Final Four in Houston, TX as well as at the Women's Final Four (Tourney Town) in Dallas. Also in Dallas, RISE hosted a Critical Conversation panel that highlighted the range of women's athlete activism and its impact on amplifying and advancing social justice issues in sports.

Building Bridges Through Basketball



In 2023, RISE partnered with Under Armour and the NBA to engage youth, police officers and community leaders in 13 communities throughout the US, hosting more than 20 Building Bridges Through Basketball multi-week programs. These programs unite youth with local police officers through basketball, creating space for them to break barriers, build trust and create pathways for positive communication. Weekly sessions combine basketball training with interactive leadership and cultural competency curriculum designed and facilitated by RISE. Officers and youth have the chance to hear new perspectives, develop

relationships and discuss the challenges they face as well as their collective responsibility to create change and build stronger communities.

Seattle Seahawks

RISE partnered with the Seattle Seahawks for a six-module program for staff around DEI concepts and trainings. RISE and the Seattle Seahawks also engaged with the Boys & Girls Clubs of King County to host a multi-week leadership program, Game Changers, aimed to inspire the next generation of community leaders. The program provided Boys & Girls Club youth a safe environment to learn about diversity and inclusion related concepts and how they can be champions of change.

SailGP

RISE implemented a youth leadership workshop through SailGP's Inspire program during the SailGP United States Rolex Sail Grand Prix in Chicago at Navy Pier. Inspire is SailGP's community, education and outreach initiative, powered by their belief that sailing can be a force for good, powered by nature and driven by purpose. During the Rolex Sail Grand Prix in Chicago, RISE also activated the Champion of Change fan experience.

Representation Matters



For the second consecutive year leading up to Super Bowl, RISE hosted Representation Matters, a networking

event designed to address the dual call for increased diversity in the sports business and expanding equitable hiring practices. RISE partnered with the Arizona Cardinals and The National Society of Black Sports Professional's (Phoenix chapter), to spark dialogue amongst employees and employers, gain insight from leaders in the sports field, and create connections that can last a lifetime. The event kicked off with a Fireside Chat with NY Jets wide receiver Garret Wilson and LA Rams Director of Football Affairs, Jacques McClendon, followed by panels created to address breaking into the industry (from an all-women panel) and advice on elevating to senior level roles, anchored by spectacular c-suite executives.

IMPACT DATA

745
Engagements

249
Partners Engaged

25,265
Total Participants

17,924
Digital Modules

AUDIENCE	Engagements by Partner Type*
PROFESSIONAL	484
YOUTH	244
COMMUNITY ORGANIZATION	195
CORPORATE	186
COLLEGIATE	168
LAW ENFORCEMENT	166
FOUNDATION	17
MEDIA	16
GOVERNMENT	12

* Inclusive of engagements with multiple partners

ENGAGEMENT TYPE	Engagements by Type	Participants by Engagement Type
MULTI-WEEK LEADERSHIP SERIES SESSIONS	365	1,693
LEADERSHIP WORKSHOPS AND ROUNDTABLES	287	12,049
DIGITAL LEARNING SERIES	107	17,924
RISE TO VOTE	31	11,611
CRITICAL CONVERSATIONS	22	1,032
CHAMPIONS OF CHANGE FAN ACTIVATION	20	8,706

2023 DONORS

Like sports, the work required to unite our country and create a more equitable and inclusive society takes a team. RISE can only create lasting change with the contributions of our incredible donors and partners. Together, we are working to create a nation unified through sports, committed to racial equity and social justice.



\$1,000,000+	\$50,000+	NBC Sports	Clemson University	New York City FC
Stephen M. Ross	Amazon	New York State DOH	Cleveland Cavaliers	Real Salt Lake
	love.fútbol	PGA Tour	Denver Broncos	Danny Sillman
\$250,000+	National Basketball League (NBA)	PGA of America	First Tee	SailGP - League
Group1001	National Football League, Inc. (NFL)	US Tennis Association (USTA)	Justin Simmons Foundation	Seattle Seahawks
PepsiCo, Inc.	National Hockey League (NHL)	USA Track & Field	Los Angeles Rams	Tepper Sports and Entertainment (Carolina Panthers and Charlotte FC)
Under Armour		WarnerMedia	Kum & Go	
Verizon			Minnesota Timberwolves	The Raymond McGee Family Foundation
\$100,000+	\$25,000+	10,000+	National Collegiate Athletic Association (NCAA)	Women's Basketball Coaches Association (WBCA)
NASCAR	Big East Conference	BSE Global (Brooklyn Nets)		
NFL Foundation	ESPN	CBS Sports		
Paul Tagliabue				

\$2,000+	San Jose Earthquakes	Baking for Better	Jaime Webb	Sean Jenkins
Arizona School Board Association	Scott Pioli	Betty Wong Ortiz	Jess Moskowitz	Shana Bloomstein
Capital University	Section V Athletics	Carol Argento	Jocelynn Rainey	Stephen Sandoli
Charles Schwab & Co., Inc.	Sporting Kansas City	Cherell Harris	John Rudge	Sylvester Howard III
Chicago Bears	Stacy Lindau	Cleveland Guardian	Jonathan Medeiros	Sylvia McCort
Cleveland Browns	Tito's Handmade Vodka	Colleen Ring	Joshua Miles	Ted Cocuzza
DePauw University	University Athletic Association	Courtney Maron	Josie Sandler	Tene Howard
Howard Hughes Corporation	University of California, San Diego	Darren Dobashi	Katie Jones	Terrance Moore
INDYCAR	University of Miami	Daryl Worley	Kyle Lobaugh	TMRW
Juri Vips	University of Notre Dame	Donte Dos Santos	Lanece Carpenter	US Quadball
Miami Dolphins	US Figure Skating	Drew Hawkins	Laura Ensler	
Michigan College Access Network (MCAN)	Wayne State University (Michigan)	Elise Chretien	Lisa Horten	
Nassau Community College		Fatima Shama	Lizzette Colon	
North Central College	Up to \$2,000	Fran Tomlinson	Lucia Propopio	
PRO Sports Assembly	Anonymous x17	Gary Bagley	Marina Adami	
SailGP - Team USA	Andrew Galdes	General George Casey	Maverick Carter	
San Francisco Giants	Ángel Mercedes	Gisela Garrett	Melanie Ash	
	Ashanee Player	GitHub	Michael Jacobs	
		Hannah Ensler-Rivel	Michigan State University	
		Hayden Wiltshire	Mountain West Conference	
		Howard Draper	Nicholas Young	
		Irene Diaz	Ryan Jacobs	
			Sail Newport	

THANK YOU

