



BRIDGE  
LACROSSE

# BRIDGE Lacrosse | 2013 Annual Report



## The Mission

Simply put, we believe that all kids should have the opportunity to be healthy student-athletes. Our mission is to enrich nontraditional lacrosse communities by developing after-school programs and building student-athletes.



"I have not failed. I've just found 10,000 ways that won't work."

Thomas A. Edison

Few quotes represent 2013, for us, like this one. We spent a lot of time understanding how to adapt to change, learning from our experiences and talking with the communities we serve. We experimented with ideas for improving and expanding our programs, and our organization. We met with our partners, supporters and parents, and listened to their opinions and thoughts about our mission. And, finally, the light bulb came on.

Although we officially just turned five years old, we continue to operate like a start-up. As a small nonprofit, we were able to be flexible and adaptive in order to find that light bulb moment. And, while it's been a little bumpy and improvised, it's been worth it. Kicking off this new year, we look back at the many things we've learned.

It's now time to take that knowledge and entrepreneurial spirit to turn us into an organization that is scalable, sustainable and impactful. We understand the potential and the challenge, and as we continue to build a culture of family, we know that we can accomplish great things for 2014. And, we'd love to have your help in doing so.

David Higbee | Executive Director

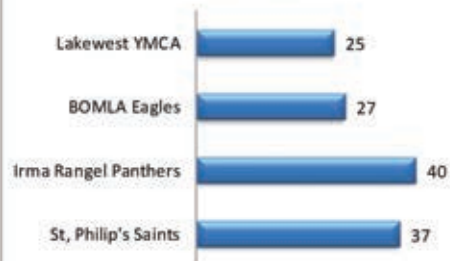
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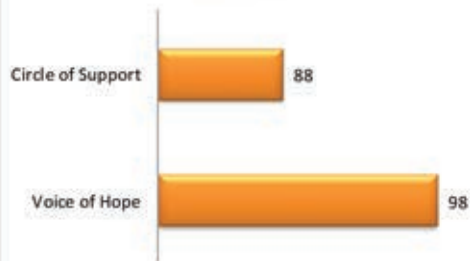
## OUR STUDENT-ATHLETES. OUR BRIDGE FAMILY.

We refer to every participant as a student-athlete. And, at the heart of BRIDGE is each and everyone of our student-athletes. This year, we had the opportunity to work with 503 urban youth in four different communities; South Dallas, Oak Cliff, West Dallas and, brand new for us, Irving. Our goal each year is to work with as many youth as possible, but we also wanted to focus on the quality of programs and ensuring each student-athlete received a significant amount of time learning lacrosse.

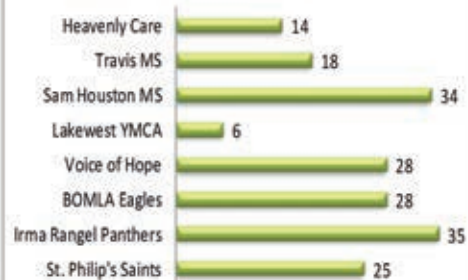
### Spring | 129 Student-Athletes



### Summer | 186 Student-Athletes

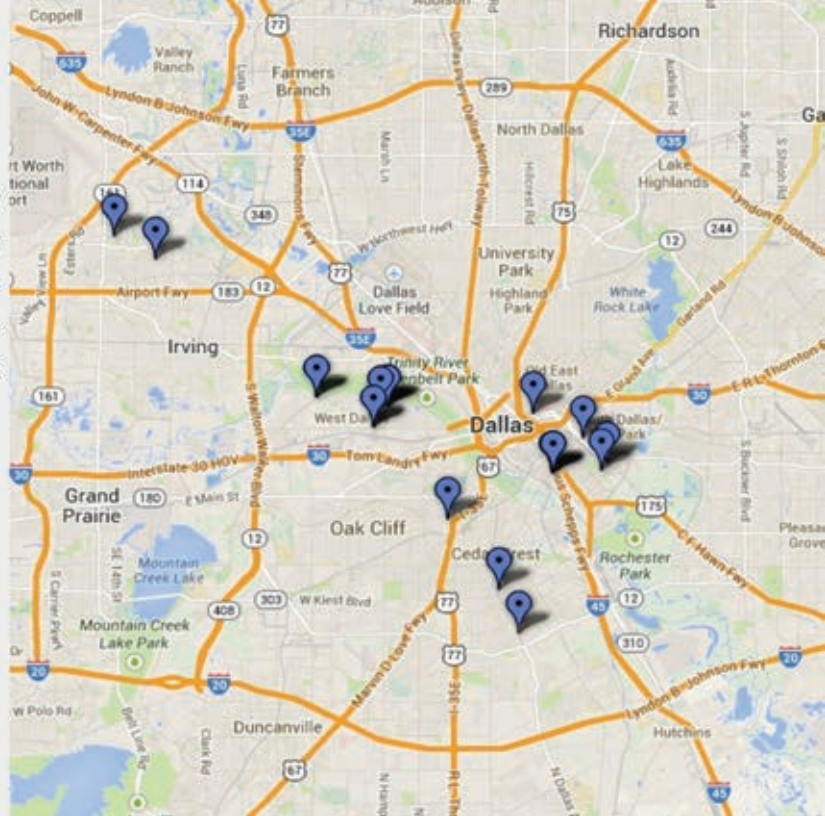


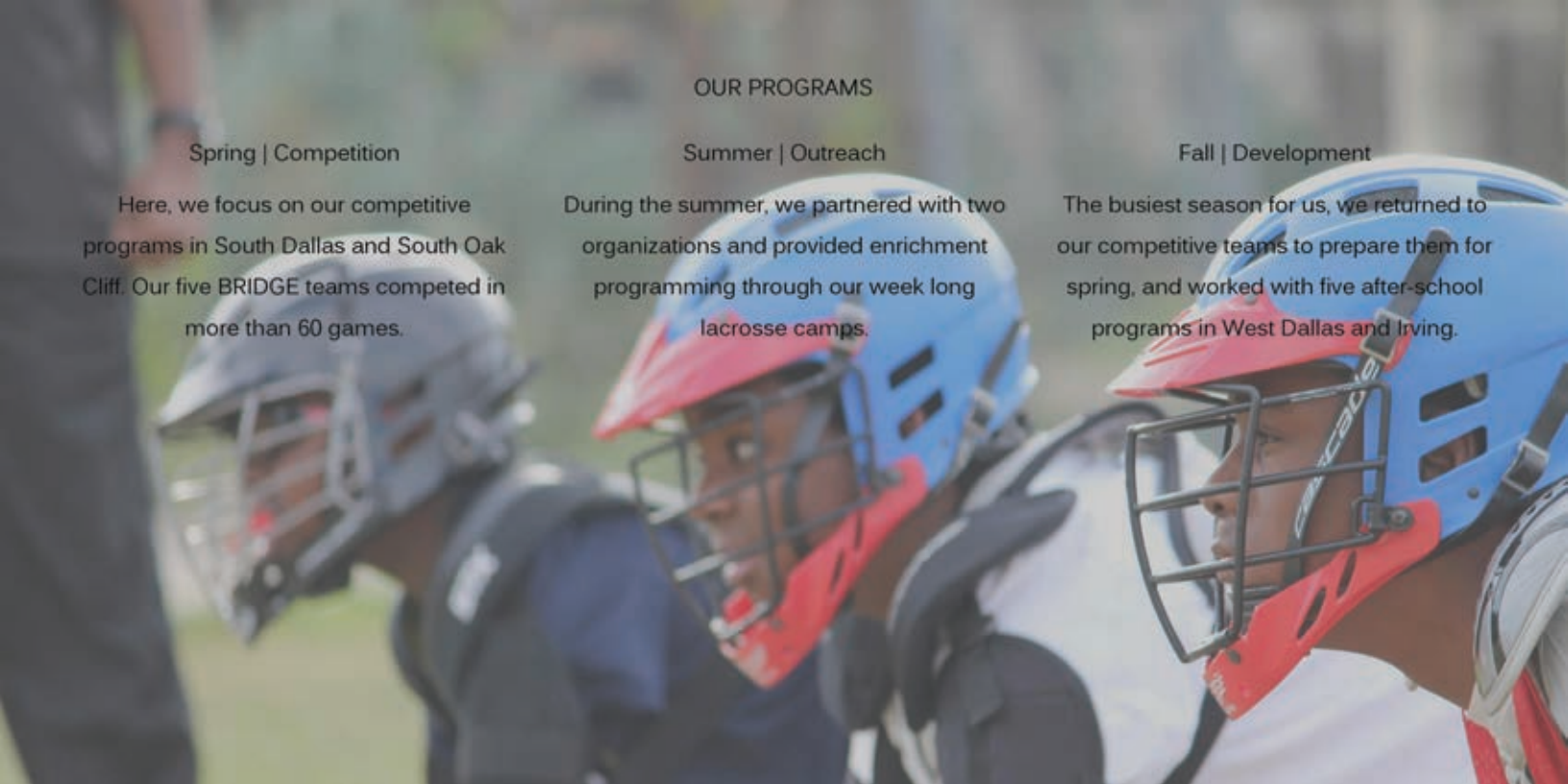
### Fall | 188 Student-Athletes



## Our Community Partners

By offering year-round programs, we are able to work with a variety of different organizations, schools and nonprofits. Through our community partnerships we are able to reach many student-athletes in many neighborhoods. This year, we were able to work with four brand new organizations and we look forward to a long-term relationship with each one.





## OUR PROGRAMS

### Spring | Competition

Here, we focus on our competitive programs in South Dallas and South Oak Cliff. Our five BRIDGE teams competed in more than 60 games.

### Summer | Outreach

During the summer, we partnered with two organizations and provided enrichment programming through our week long lacrosse camps.

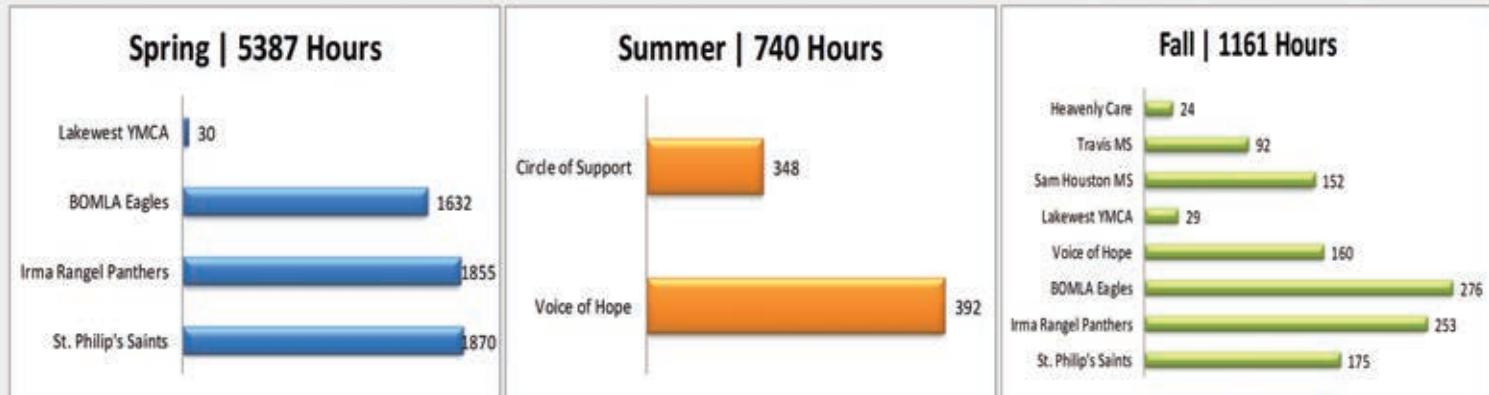
### Fall | Development

The busiest season for us, we returned to our competitive teams to prepare them for spring, and worked with five after-school programs in West Dallas and Irving.

## Student-Athlete Hours

In 2013, we accumulated 7,288 hours of individual lacrosse hours. Each of our student-athletes received quality instruction from our established coaching staff or from our high school volunteers. We had a **22% increase in hours** per student athlete this year, from 2012.

For 2014, our goal is to continue increasing the average number of hours of lacrosse per student-athlete. We hope to do so with additional programming and lacrosse options for everyone.





HOME	20	0:00	GUEST	9
DOWN		TO GO	BALL ON	QTR
				1



Student-Athletes





## Coaches



Parents, Friends, Partners and Supporters





# Leadership Board Members





BRIDGE Staff and Interns



## Our After-School Lacrosse Vision

We want to provide a quality after-school experience to a variety of community organizations in North Texas. We have a plan that is both scalable and sustainable. With the help of our Leadership Board, we can reach a larger region and bring our unique programs to everyone.

Our long-term goal is to create a strong network of after-school lacrosse programs for urban partners. And, ensure we provide a valuable leadership experience for our high school Leadership Board members.





## Our Competitive Lacrosse Vision

We've learned a lot over the years, and as lacrosse grows, we've realized the need for community investment into programming. To ensure the lasting impact of on urban areas, we will emphasize greater collaboration between us and our partners.

Our long-term goal is to support and cultivate lacrosse programs through multi-year partnerships, with the goal of creating a self-sufficient program. Ultimately, this allows BRIDGE to foster the growth of the game without exponentially more resources.



Happy Birthday to Us!

We celebrated our official 5th birthday this year and we welcomed more than 180 guests and friends to join us. We had an absolute blast at 3015 in Trinity Groves. There was great food by Chef Sharon Van Meter, lots of new and old friends, and drinks, sponsored by Michelob Ultra and Ultimat Vodka. A special thank you to our sponsors and the many in-kind donations received for the event. Overall, we raised \$58,692 from our big night.





## Revenues

In 2013, we earned Silver-Participant on GuideStar Exchange, an organization that helps nonprofits advance financial transparency. Our goal for 2014, is to achieve Gold-Participant and continue to prove our impact from your financial investments.

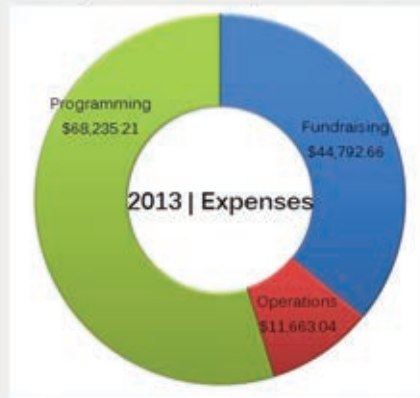
Revenue for 2013 | \$93,692.11



## Expenses

We pride ourselves on being a lean and mean organization. While not every dollar donated goes directly toward our student-athletes, we do our absolute best to ensure that programming needs are met, while maintaining the capacity to run the programs.

Expenses for 2013 | \$124,690.75



## Management Discussion and Analysis

**Financial Summary** | For 2013, we ran a deficit of roughly \$30,000. Historically, we've sustained BRIDGE through a single, large fundraising event with the expectation that it could carry us through the financial year. However, due to the nature of annual events, and natural turnover of any donor base, we now need to diversify and develop a fundraising and revenue portfolio.

**Revenues** | Our shortfalls were spread out among several events. At our Birthday Bash, our goal was to gross \$70,000, instead of the \$58,000 we raised. In addition, we had originally planned to hold a North Texas lacrosse camp. While the camp was feasible, it did not gain the traction to be a productive fundraising event. We had also hoped for greater revenue from our holiday mailing, but we did not engage the Leadership Board members and parents as strongly as we could have.

**Expenses** | As with most small nonprofits, our overhead costs are a greater percentage of our budget than larger organizations. We do believe we are a lean organization, and have pursued avenues to ensure we are highly efficient and effective. We rely heavily on volunteer support and in-kind services. We've been fortunate to find inexpensive space near SMU. And, our program staff needs are met through a partnership with Coach Across America.

**2014 Forecast** | While we know we are behind in our fundraising, we has many great things on the horizon. We are establishing newer and stronger partnerships, like DFW Lacrosse and Dicks' Sporting Goods, and have been place one of the strongest board of directors, yet. We are approaching the organization with a greater sense of business leadership, financial oversight and marketing development. Our expenses will remain the same for 2014, and with greater connections in North Texas and a stronger understanding of event planning and fundraising, we expect 2014 to be a stronger financial year for us.

## Our Volunteer Impact

We rely heavily on great volunteers. Without our volunteer base, BRIDGE's capacity and ability to impact student-athletes would be significantly smaller. We thank each and every volunteer that gave time and expertise in 2013. From our many high school volunteers to our seasoned competitive coaches, each volunteer brings with them a unique passion for the sport and for making a difference.

\$37,217.93 | Economic Impact of Volunteers

84 | Total Volunteers

16 | Different High Schools Represented

8% | Increase in Hours from 2012

41 | Leadership Board Members

17 | Competitive Coaches

3 | High School Interns





## Board of Directors

We are governed by an enthusiastic and talented group of professionals. All volunteers, they each provide expertise and knowledge in their oversight of BRIDGE. Thank you all for your service!

Rivka Linksman Altman

Kevin Mondy

Marcia Beare

Patricia Morris

Franklin Byrd

Richard Moses

Chris Creedon

Misty Pressley

Julia Danklef

Vinita Schroeder, MD

Doric Earle, PhD

Taylor Smiley

David Higbee

Barry Smink

Thank You Donors!

BRIDGE could not operate without the financial support of our many donors and supporters. We'd like to give a very special thank you to these people and organizations.

Kathy + Harlan Crow | Edie + Bo Lycke | Julia + Tim Danklef  
Lori + Jim Wales | Patty + Espen Brooks | Anonymous  
McKinney Lacrosse Association | Dick's Sporting Goods  
Dallas Stars Foundation | Il Cane Rosso + Jay Jerrier | TeamLax  
Sheraton Dallas at the Galleria | Not Just Soccer | Yardlines Gear



[www.bridgelacrossedallas.org](http://www.bridgelacrossedallas.org)

