



Written Testimony of LeagueApps
Member of PLAY Sports Coalition
Before the Minnesota House Commerce Finance and Policy Committee
March 8, 2022

Chair Stephenson, Vice Chair Kotyza-Witthuhn, Members of the Committee:

With more than 50 years of combined experience in building community through local youth sports programming, we, the leadership of LeagueApps, respectfully submit the following written testimony for Minnesota House Bill 778 and the historic creation of a grant fund from legalized mobile sports betting tax revenue allocated for advancing youth sports programs in areas that have experienced a disproportionately high rate of juvenile crime.

At LeagueApps, we are committed to building technology and community to support local sports organizations, including the more than 35 Minnesota-based partners we work with. In providing the capacity building for our partners creating amazing life-building experiences for more than 10 million young people, our company's broader vision is to lead the creation of an equitable youth sports culture that makes the world a better place for all.

We also are the proud co-founder of the [PLAY Sports Coalition](#), which stands for Promoting Local and Youth Sports. The Coalition consists of more than 4,000 community and national sports organizations and leaders united in support of our country's young athletes, working families, coaches, and volunteers, particularly those serving low-income communities through sports-based youth development programs. Our Coalition mission is to ensure that youth and local sports survive and thrive coming out of the COVID-19 pandemic.

These SBYD programs and their dynamic leaders serve a vital need in urban areas, including across Minnesota's 87 counties, to provide sports as a platform and experience to build positive healthy outcomes, including social-emotional learning, pro-social relationship skills, and better academic performance.

Advancing the LeagueApps mission through a belief that sports are a unifying force for good is embodied through the creation of [FundPlay](#). This program provides technology, training, and support to ensure every child is able to play, no matter their circumstances. Through FundPlay grant recipient organizations, including those serving Minnesota such as Duluth Rookie

Basketball and The Sanneh Foundation, LeagueApps has been able to impact more than 285,000 youth in underserved communities in just the past few years.

Now is the time for you - the State of Minnesota leadership - to show its commitment to successful youth and community development by allocating a portion of mobile sports betting revenue to funding grants for youth sports programs serving under-resourced areas and families.

It is an outcome that will establish Minnesota as a model for eliminating societal gaps through infrastructure investments for equality, innovation, community, and service to young people.

At LeagueApps, we'll continue to play our role in ensuring the youth and local sports industry builds a better culture. The creation of a grant fund from legalized mobile sports betting tax revenue allocated for advancing youth sports programs in underserved areas through House Bill 778 will allow you to play yours and show us all how the power of equitable sport will bridge divides and build communities all Minnesotans are proud to call home.

Sincerely,

Benita Fitzgerald Mosley, OLY
1984 Olympic Gold Medalist
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