



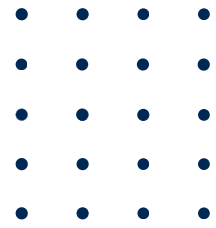
2025-26 Impact Report

Recognize. Empower. Connect.



www.positiveathlete.org/foundation

LETTER FROM THE FOUNDER



Dear Friends,

The 2025-26 program year has been a year of remarkable growth and impact. Together, we reached more student-athletes and school communities than ever before. Your trust and generosity fuel our mission every day. Thank you for standing with us.



— Scott Pederson,
Founder



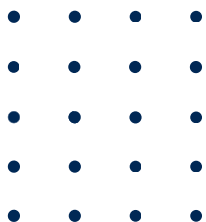
OUR MISSION & OUR WHY



Our Mission:

The Positive Athlete Foundation helps student-athletes turn the character built through sports into lifelong leadership and success. We recognize, empower, and connect high-character student-athletes to resources and opportunities that prepare them to give back, succeed in the workforce, and lead with purpose in their communities.

Our Why:



Every year, more than 10 million students play high school sports, building resilience, teamwork, leadership and discipline along the way. Whether they know it or not, they are also influencers in a critical stage of life to millions of their peers. The Positive Athlete Foundation provides the character education aspect, recognition for their efforts, and unique experiences making being nominated as a Positive Athlete one of the most valuable honors they can receive in high school. Your support helps student-athletes shape a culture of young people who give back, lead with integrity, and strengthen their schools, workplaces, and communities. When you give to the Positive Athlete Foundation, you're investing in a generation of future leaders ready to make a lasting impact on the world around them.

THE HIGH SCHOOL ATHLETICS MARKET

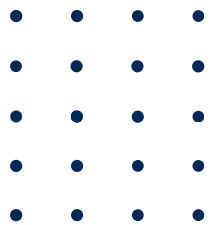
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20,000

Sports playing high schools in the USA

17.2M

High school students in the USA



10M

High school student-athletes in the
USA (57% of the H.S. population)

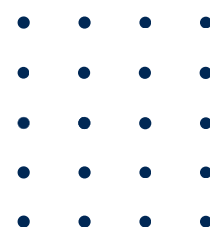


A black and white photograph of Livier Andrade, a young woman with long, wavy hair, wearing sunglasses and a baseball jersey. She is sitting on a grassy field with a baseball cap on her head. In the background, there is a chain-link fence and some trees.

"Growing up in the foster system and being raised by my grandmother taught me responsibility, gratitude, and how to stay strong through challenges. Those experiences shaped the way I show up for my teammates, my school, and my community."

Livier Andrade / California / Class of 2026

YEAR AT A GLANCE



- Over 15,000 nominations made - our most impactful year ever
- Over 6,000 participating high schools (30% of the country) from all 50 states
- Nominations from 53% of U.S. counties and county equivalents
- Over \$175,000 in scholarships to be awarded



2026 Nominees at Positive Athlete Night with the Chicago Bulls

RESULTS & METRICS

Nominations

+35%

increase from last
program year

School Participation

+81%

increase from last
program year

Nominee Engagement

+83%

increase from last
program year

Scholarship Dollars

+75%

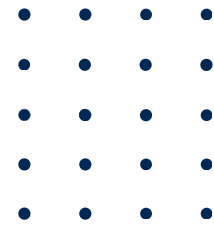
increase from last
program year

Ayden Duda / Florida / Class of 2029

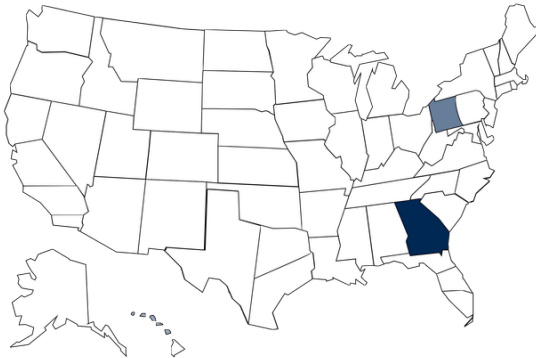


"My family comes from a long line of educators, and I have grown up learning that teaching, leading and nurturing others are everyday traits. As team captain, I plan to channel those values into guiding teammates and younger athletes toward better performance, and well being."

NATIONAL PROGRAM GROWTH

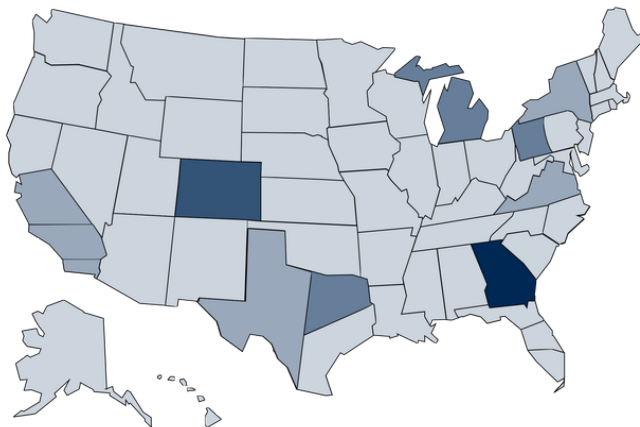


2023-24



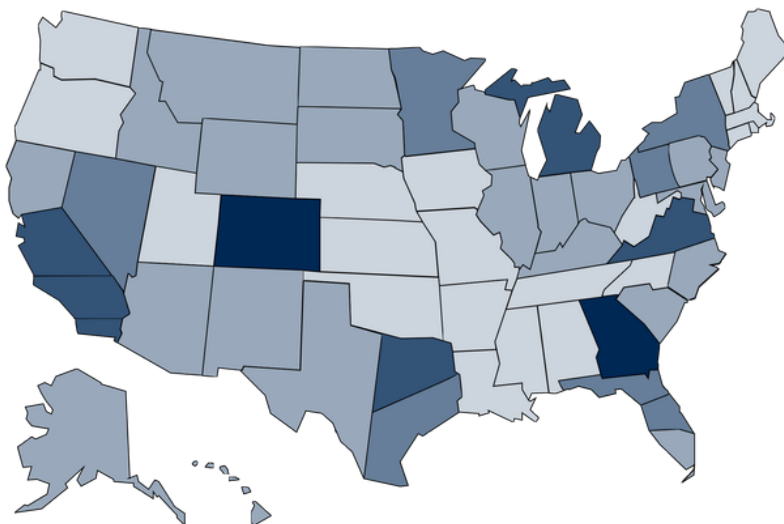
In 2023-24 the Positive Athlete program was alive and well in our original home markets of GA and Western PA, where it had grown into a fully sustainable program that produced over 60,000 nominees and given away over \$500,000 in scholarships over 12 years.

2024-25



As we transitioned into 2024-25, the program received funding to scale nationally in January of 2025. We hired 10 new employees to open 6 new local markets, and began to cast the net nationally for nominations, offering scholarships around the country. Within 4 months, all 50 states had a nominee, and over 3,300 schools participated.

2025-26



After completing our first full program year, we sit at over 6,000 schools participating (about 30% of the high schools in the country). We now have 7 fully built out home markets in which we will host awards ceremonies in the summer of 2026.

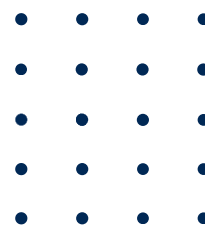
0%

80%

Shading represents market penetration of schools participating



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CASEY YI

Austin, TX // Westlake High School

"Growing up in a household shaped by two continents, I learned early that navigating unfamiliar systems requires curiosity, resilience, and empathy. My mother's stories of a divided Germany and my father's experiences growing up in Korea exposed me to how deeply culture influences politics and daily life.

I developed a passion for international relations and the connections between culture and policy. Through Model UN and later my blog, Politics for Dinner, I explored global conflicts by examining their cultural contexts, even using food as a lens for understanding political identity through my fusion "Peace Offerings." That same willingness to step into unfamiliar territory defined my experience in lacrosse. When I started playing in seventh grade, I was years behind most of my teammates. The challenge was intimidating, but it motivated me to work relentlessly.

After two years of dedicated practice, I became the only freshman varsity attacker. By sophomore year, I earned a starting position and was selected for the German U20 National Team, competing at the World Championship in Hong Kong.

Lacrosse also taught me the importance of giving back and building bridges. Coaching in my school's youth program and working with Bridge Lacrosse to introduce the sport to underserved communities in Austin showed me the impact of access and mentorship. Watching young players discover confidence and joy through the game has been as meaningful as representing my national team or earning All-State and Academic All-American honors.

Together, my academic interests and athletic journey reflect the same core values: perseverance, cross-cultural understanding, and leadership rooted in service."

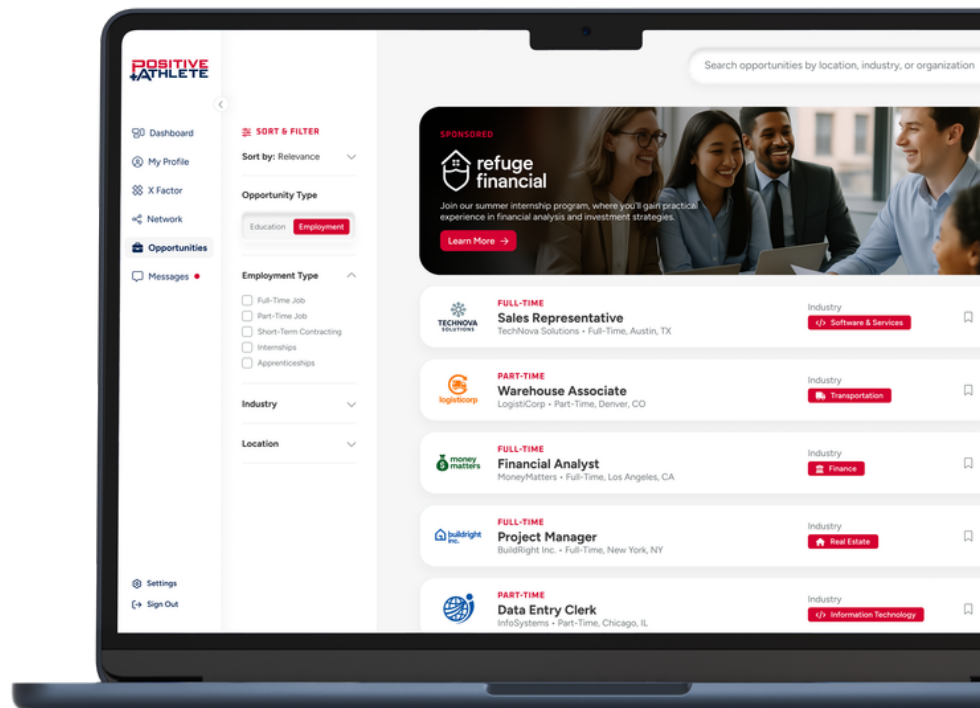
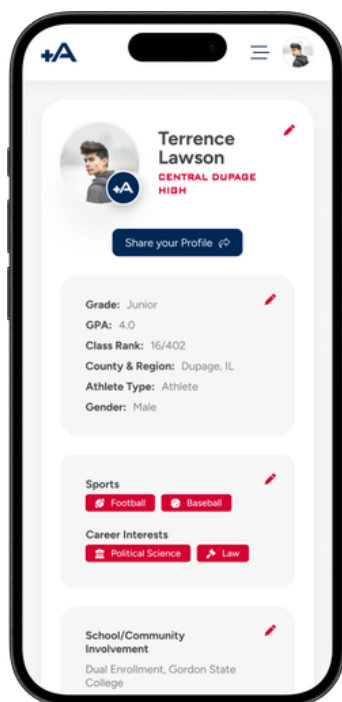
+A NOMINEE PROFILE

+A APP LAUNCH

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- In September of 2025, we helped to launch the new Positive Athlete App on web and mobile, and have already seen deeper engagement and impact with our nominees
- All nominees, past and present, receive FREE lifetime access to the platform, helping to round out their Positive Athlete profile, engage with character development content, and begin navigating workforce possibilities.



The launch of the +A App helped grow our nominee engagement from:

29% TO 53%

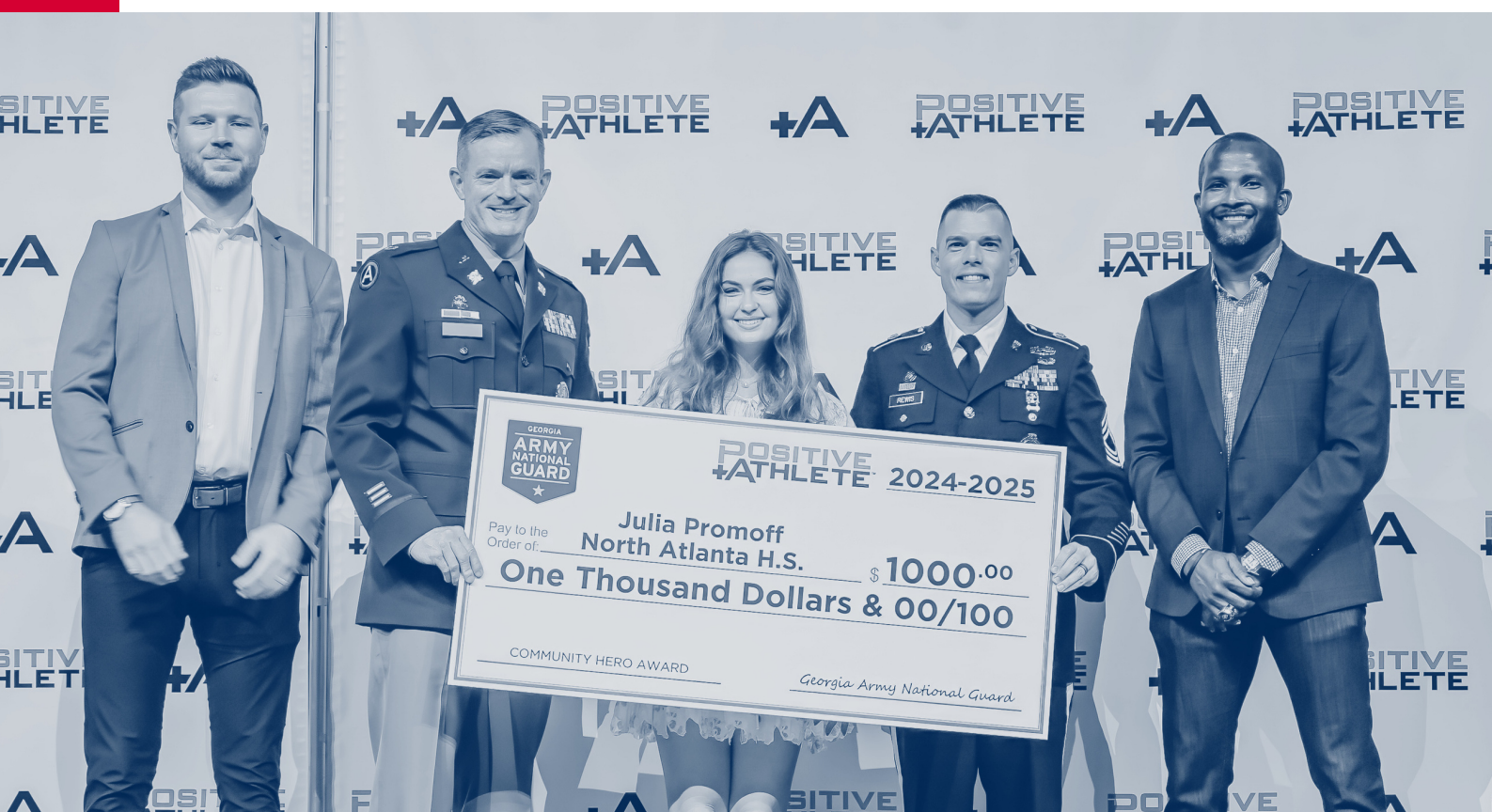
KEY IMPACT STORY



Julia Promoff

2025 GA Award Winner &
GA National Guard
Scholarship Recipient

"Mr. Pederson, I must express my infinite gratitude for you and Positive Athlete. Recently, I got into my dream school, Duke University. It's fair to say that this might not have been in the cards for me without the recognition Positive Athlete and its sponsors provided me. I can't wait to see what more is in store for you and Positive Athlete, but I really wanted to remind you that the work you have put in is truly having an immeasurable impact on students like me."



OUR BOARD

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Scott Pederson

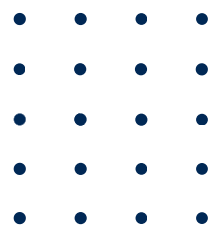
+A Founder



POSITIVE +ATHLETE *Foundation*

Be part of the change.

The long-term impact of investing in these influential young leaders will extend far beyond athletics. By shaping high-character student-athletes today, we are helping develop future leaders who will strengthen workplaces, serve their communities, lead their families well, and positively influence the culture of every community across America.



Together, we are building a generation that is workforce-ready, philanthropic-minded, and committed to leading with integrity. That is why investing in the Positive Athlete Foundation is not simply an investment in students — it is an investment in the future of our country.

www.positiveathlete.org/foundation