



2018

ANNUAL REPORT



BEAT THE STREETS
NYC WRESTLING



BEAT THE STREETS WRESTLING, INC.

A 501(c)(3) nonprofit organization whose mission is to develop the full potential of the urban youth and to strengthen the culture of New York City wrestling.

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Ironstate Development

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DaKoy Capital Markets

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Department of Education
School Support Services

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Columbia University

Staff

Brendan Buckley
Executive Director

Ken Bigley
Programming Consultant

Lamar Carter
Communications Coordinator

Jaime Gray
Director of Programming

Penn Gottfried
Junior League Director

Barry Hart
Programming Assistant

Ray Novelli
Delivery and Logistics
Coordinator

Emma Randall
Girls Development Coordinator
/ Head Girls Coach

Shannon Smith
Director of Operations



LETTER FROM THE EXECUTIVE DIRECTOR

We have increased efforts to provide more youth development programming while also measuring the gains of our student-athletes.

In 2005, the wrestling culture in New York City was lacking, and places to practice were scarce. It was then that Mike Novogratz bought a wrestling mat to help a local wrestling program in lower Manhattan. In that act of kindness, Beat the Streets was born.

Where this venture would take Mike, our former board chairman, and his fellow founding members was simply unfathomable back then: today, New York City has approximately 150 programs for both middle school and high school aged boys and girls. To say that Mike's vision and support completely transformed the wrestling culture here is an understatement.

Furthermore, our Annual Benefit – a one-of-a-kind, world-class, international wrestling event – has not only put our organization on the map but has also highlighted the sport of wrestling worldwide. This was never more evident than in 2013 when the International Olympic Committee considered eliminating wrestling from the Olympics and the “Rumble on the Rails” Annual Benefit at Grand Central Terminal served as a first-rate showcase for the sport.

Much has changed since Mike made that first donation 12 years ago. On the mat, Section XII of the New York State Public High School Athletic Association – also known as the “City Section” – is now consistently competitive at the NYSPHSAA State Championships every March in Albany. In 2017, the Public Schools Athletic League (PSAL) earned its first individual Division I state championship and saw a total of five wrestlers become state place-winners. New York City's wrestlers replicated that championship effort in 2018 with another individual state title and five more state place-winners.

These results are in no small part due to the partnership Beat the Streets

formed with the PSAL and its wrestling programs. Beat the Streets now sends kids to compete in and out of the city several times throughout the year and runs several training centers where boys and girls, ages 5-18, have access to a wrestling mat as well as the coaching and mentorship of passionate, knowledgeable, and caring adults. These things were simply unheard of prior to the inception of Beat the Streets.

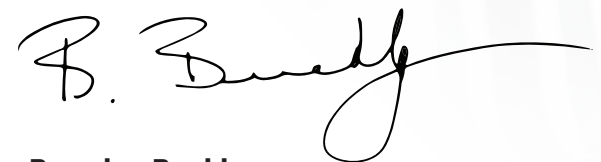
While we are certainly proud of the strides we have made, we also know that there is still work to do. Chiefly, we have increased efforts to provide more youth development programming while also measuring the gains of our student-athletes. While we know wrestling is an incredible tool that positively affects the lives of our members, we also want to be dynamic and holistic in our approach and impact. Therefore, we now provide off-the-mat opportunities like SAT Prep, job internships, and college visits.

Although Mike Novogratz recently transitioned into the role of Chairman Emeritus, we are in solid hands with new Board Chairman Ray Barczak. Ray, along with Vice Chairman Jesse

Jantzen and a dynamic and hard-working Board, is sure to reach new heights during this next phase of our journey. The words **Opportunity** and **Recognition** marked the first phase at Beat the Streets, while **Impact** and **Results** will mark the next.

Although wrestling is an individual sport, we simply could not have made the gains that have occurred during the last 12 years without the help of our supporters. Just as each wrestler needs a workout partner to help achieve his or her goals, we too need partners if we are to reach our next set of milestones and continue our goal of making a life-long impact on the youth of New York City.

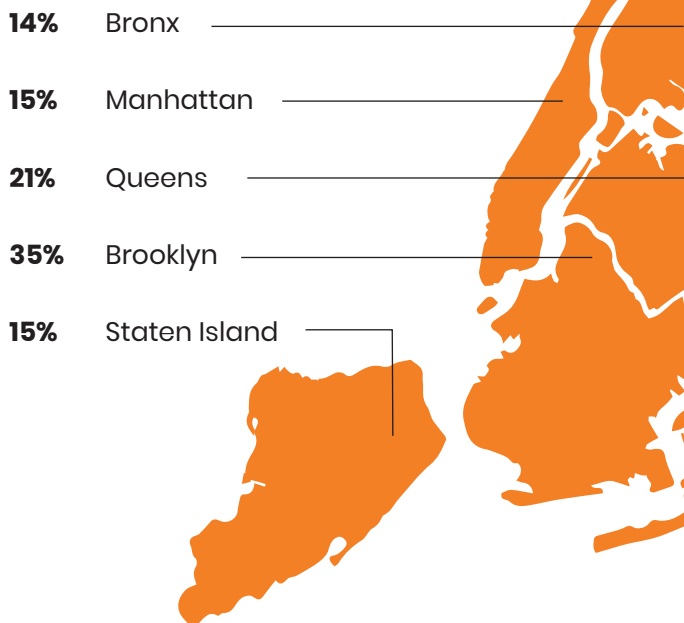
On behalf of everyone at Beat the Streets, thank you for your support.



Brendan Buckley
Executive Director

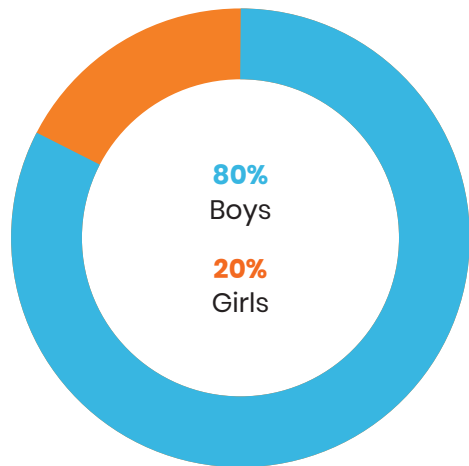
STUDENT-ATHLETES

BOROUGH

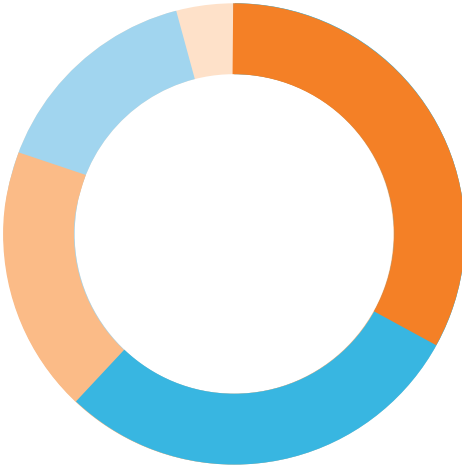
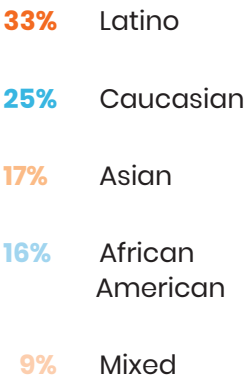


74%
of New York
City students
are considered
Economically
Disadvantaged by
the NYC Department
of Education

GENDER

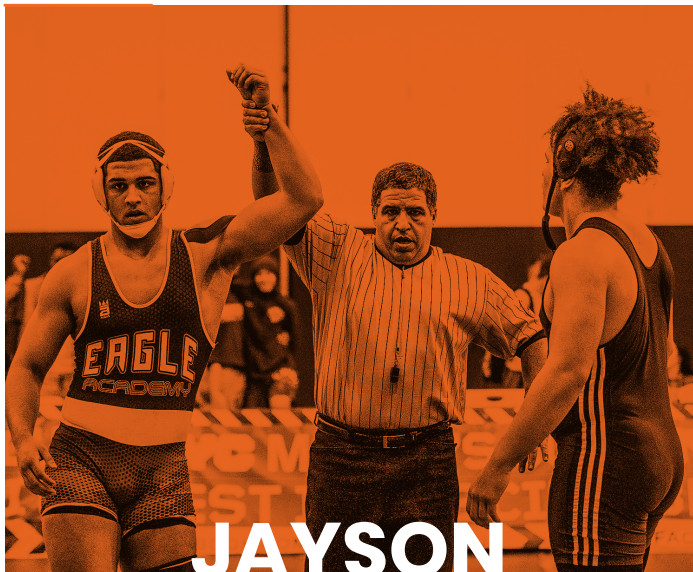


ETHNICITY



STUDENT-ATHLETE PROFILES

High School



**EAGLE ACADEMY FOR YOUNG MEN
SENIOR | BRONX**

“I love wrestling not only because I like to win but because it helped me learn self-discipline so I don’t need that constant discipline from someone else. Wrestling has taught me many life lessons like accountability and that there are people out in the world that want to see you be successful. Most importantly, I’ve built a family aside from my own with Beat the Streets.



**CURTIS HIGH SCHOOL
SENIOR | STATEN ISLAND**

“Beat the Streets has given me so many opportunities and tools to improve as a wrestler, student and person. Without Beat the Streets, none of my accomplishments would have been possible.

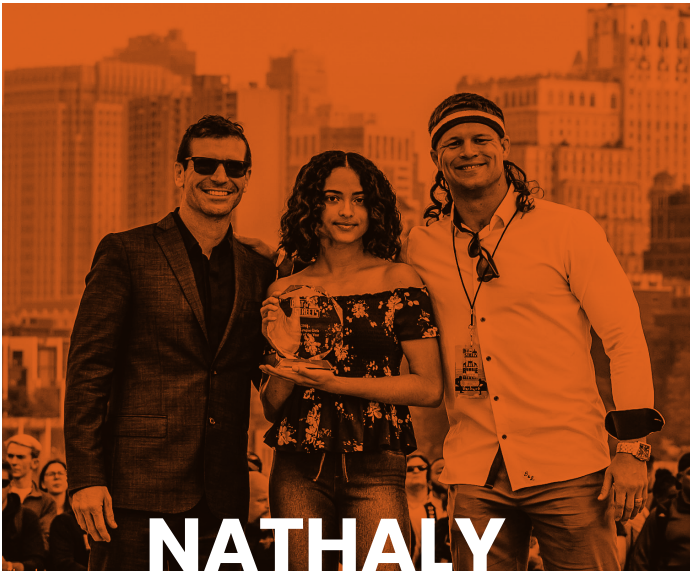
STUDENT-ATHLETE PROFILES

Middle School



M.S. 582
8TH GRADE | BROOKLYN

“I enjoy working with Beat the Streets because it provides many opportunities like sleep-away camps, day camps, practices and competitions where wrestlers can participate for free. This helps us succeed on and off the mat. Beat the Streets helps us create strong bonds with other wrestlers and coaches.



INWOOD ACADEMY FOR LEADERSHIP
8TH GRADE | MANHATTAN

“I love wrestling because it gives me the opportunity to do something that mentally and physically challenges me, has made me the person I am today and continues to shape me into a better person every day. It has also allowed me to make a new family and meet wonderful people.



ALUMNI PROFILE

AMNADALIZ

HUNTER COLLEGE
FRESHMAN
Bronx Studio School for
Writers and Artists
Class of 2017

“Before I joined Beat the Streets, I was quiet and shy, but once I started wrestling and dealing with BTS, I found my 'why' and my purpose in wrestling and other things.

COACHES

Beat the Streets invests in New York City’s wrestling coaches in a number of ways

Developing the leaders of NYC’s programs helps improve the wrestling community as a whole and provides Beat the Streets student-athletes with the highest level of instruction and mentorship possible.



Experienced coach mentors



Certifications in First Aid, CPR/AED, and Concussion Safety



Coaching clinics with featured clinicians



Seminars with up-to-date techniques and philosophies for novice and advanced coaches



Online practice plans and training videos

COACHES SEMINARS

September 2017 (45 Coaches)

Featured:
Kendall Cross (NYC Regional Training Center Coach, Olympic Gold Medalist, NCAA Champion); Valentin Kalika (NYC Regional Training Center Coach, personal coach of Olympic Gold Medalist & World Champion Helen Maroulis)

Topics covered included developing coaching philosophies, establishing good wrestling habits, creating a culture within a wrestling program, and an introduction to sports-based youth development.

August 2018 (50 Coaches)

Featured
John Smith (Oklahoma State head coach, Olympic, World and NCAA champion, honorary BTS trustee); Steve Flanagan (Southold HS athletic director, former BTS and PSAL coach)

Topics covered included on-the-mat techniques and strategies, recruiting and developing student-athletes, and high school/college matriculation.

NWCA CONVENTION

August 2018

Beat the Streets sent its Coach of the Year Award recipients to the annual National Wrestling Coaches Association Convention in Daytona Beach, Florida to learn from and network with fellow coaches from across the country.



ROBERT VAN WYCK MIDDLE SCHOOL
QUEENS

I joined Beat the Streets in 2016 as an assistant coach and honestly had no idea what wrestling entailed. Knowing that I have been a part of our team’s development and the changes in our athletes’ abilities, especially students that began two years ago, has been truly rewarding. I’d like to thank Beat the Streets for giving me a chance to be a part of their organization, for providing the coaches with a lot of resources and for their continued commitment to our culturally diverse student population. I’m grateful to Coach Bernardin who introduced me to the program and for believing in me.



ROBERT F. WAGNER MIDDLE SCHOOL
MANHATTAN

Working with Beat the Streets since 2012 has meant a lot in my coaching career. I’ve grown as a coach since attending many of their clinics and coaching education workshops. These resources have enhanced my wrestling IQ and helped me manage off-the-mat essentials such as administrative duties, mental preparation for my athletes, and lesson planning. Additionally, Beat the Streets and PSAL coaches have helped me by providing numerous coaching opportunities. Without their help, I wouldn’t have coached with programs at Townsend Harris High School, Flushing High School, Truman High School, Robert F. Wagner Middle School, Yorkville Youth Wrestling Club, KIPP or my alma mater, Information Technology High School. I’m very grateful for what Beat the streets has done in my coaching career and I hope we can keep growing New York City wrestling as one.



ON-THE-MAT

Since wrestling with Beat the Streets, Matthew has seemed more confident and surer of himself. He stands taller.

Junior League Parent, December 2017



SCHOOL-BASED PROGRAMS

BTS Junior League
43 Competitions

	Fall	Winter	Spring
Middle School Teams	36	19	9
Boys	685	425	270
Girls	148	117	60

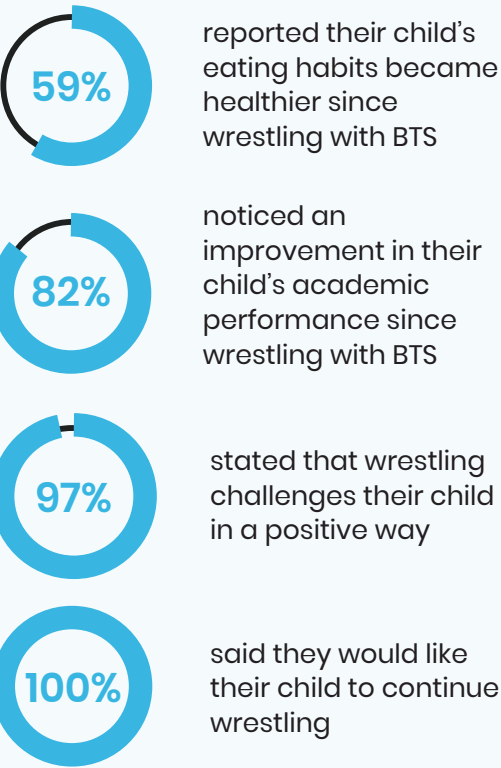
PSAL High School Boys & Blended

- 68 Boys Teams
- 10 Blended Teams
- 1575 Boys
- 275 Girls
- 27 Tournaments Sponsored by BTS

PSAL High School Girls

- 28 Teams
- 303 Girls
- 8 Tournaments Sponsored by BTS

Of Junior League parents surveyed:



COMMUNITY-BASED PROGRAMS

Training Centers

Five locations serving K-12th Grade
Brooklyn, Bronx, Queens, Manhattan,
Staten Island

 1047

 311

Competition

- 21 Competitions Attended
(Regional 17, National 4)
- 464 Competition Opportunities
Provided

Elite Competitions	Top Eight Place- Winners
Eastern States Classic	6
NY-USAW Girls State Championships	35
NY-USAW Youth State Championships	45
NY-USAW Freestyle & Greco Roman State Championships	13
Girls National Championships	3
Girls US Marine Corps Cadet & Junior Nationals	6
Boys US Marine Corps Cadet & Junior Nationals	1

Clinics.
Camps.
Competition.
Community.

Camps & Clinics

October Clinic
44 Student-Athletes
Featured Gene Zanetti of Wrestling
Mindset & Olympic coach Valentin Kalika

November Clinic
45 Student-Athletes
Featured NCAA champion Royce Alger
and Olympic coach Valentin Kalika

Winter Break Training Camp
242 Student-Athletes

Spring Break Training Camp
277 Student-Athletes

May Annual Benefit Clinics
54 Student-Athletes
Featured Olympians Kaori Icho (Japan)
and Jake Herbert (USA)

Summer University Camps
112 Student-Athletes

- 26 Girls Gannon University
Erie, PA
- 71 Boys Edinboro University
Edinboro, PA
- 15 Boys C-Brand Wrestling Camp
Brockport, NY

Top of the Podium Summer Camp
115 Student-Athletes
T.O.P. Camp is Beat the Streets’ annual
fusion of wrestling and life skills training.
This year’s camp was once again held at
Seward Park Campus in Manhattan and
was staffed by coaches of all levels as
well as BTS alumni.

OFF-THE-MAT



COLLEGE EXPOSURE

School Visits
142 Student-Athletes

September	Hofstra University and Stevens Institute
October	Rutgers University
January	New York University
February	Columbia University
April	Nassau Community College

Summer Tour
16 Student-Athletes
(8 boys / 8 girls)

Our most engaged student-athletes were taken on a week-long trip to tour some of the nation’s top universities. The group, led by BTS coaches Penn Gottfried and Emma Randall, made stops at six institutions – University of Pennsylvania, Drexel University, University of Maryland, American University, United States Naval Academy, and Princeton University – while also connecting with other Beat the Streets organizations in Philadelphia, D.C. and Baltimore.

SAT PREP

183 Student-Athletes
787 Combined site visits
1,574 Total hours

Average Score Improvement
Overall – 100 points
Student-Athletes who logged 10+ hours – 135 points

SOCIAL EMOTIONAL LEARNING

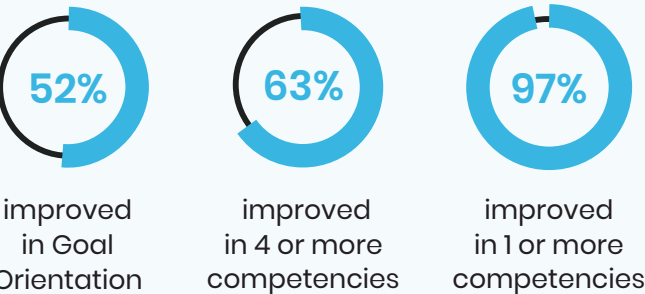
Beat the Streets measures the SEL growth of its student-athletes in a variety of ways and has seen substantial improvement in several SEL core competencies.

SEL Competencies

- Self-Management**
Ability to make choices, take positive risks and persist through life’s challenges
- Contribution**
Capacity to give energy and time to help their family, community and society
- Academic Self-Efficacy**
Motivation and confidence in their academic performance
- Social Skills**
Ability to take others’ perspectives into consideration, as well as express caring and empathy

- Positive Identity**
Internal sense of positive self-worth and self-efficacy as they explore who they are
- Social Capital**
Positive bonds with people who can provide advice, counsel and access to what they need to succeed
- Goal Orientation (sports-specific)**
Ability to develop strong goal management skills, such as goal setting, pursuing various strategies and adaptability

Among our Junior League student-athletes:



Social and Emotional Learning (SEL) is the process through which children and adults acquire and effectively apply the knowledge, attitudes, and skills necessary to understand and manage emotions, set and achieve positive goals, feel and show empathy for others, establish and maintain positive relationships, and make responsible decisions.



VARONIS INTERNSHIPS & SCHOLARSHIPS

Varonis Systems, Inc., a tech company that specializes in cybersecurity, has become one of Beat the Streets’ strongest partners in its quest to provide as many life-changing opportunities off the mat as it does on the mat. Varonis has created the following programs exclusively for BTS student-athletes:

Financial Skills Program
7 Student-Athletes

Summer Internship
8 Student-Athletes

Summer Internship College Scholarship
3 Student-Athletes

Math/English Tutoring
20 Student-Athletes

BECOME YOUR OWN DREAM SCHOLARSHIP

2018 Become Your Own Dream Scholarship Winner:

Yusif Noori
Robert F. Kennedy Community High School, Queens
Hunter College, New York

Previous Winners:

2017 Brandon Nunez	2013 Rosemary Flores
2016 Leonard Merkin	2012 Amanda Jackson
2015 Nathanael Rose	Ahmed Elsayed
2014 Konstantin Parfiryev	2011 William Vera



SINCE 2011

the Become Your Own Dream Scholarship has been awarded annually to a New York City student-athlete who has overcome hardship, graduated high school, and plans to wrestle in college.

YEAR IN REVIEW

September 22

Coaches Seminar
45 Coaches

December 10

Junior League City Championships
250 Student-Athletes

January 20

Cliff Keen Wrestling Championships
240 Student-Athletes

A BTS-sponsored tournament that brought together the best high school wrestlers from NYC's public, Catholic and independent schools to battle for the title of "Best in the City."

Junior League All-Star Match
32 Student-Athletes

The inaugural All-Star Match pitted the best Junior League middle school wrestlers, regardless of weight class, against each other in a dual meet style format.

February 17

PSAL Girls State Championships
95 Student-Athletes (59 PSAL)

The first-ever tournament was sponsored by the Public Schools Athletic League (PSAL), one of the four high school athletic governing bodies in the state of New York, making it the first sanctioned New York Girls State wrestling tournament.

February 23-24

NYSPHSAA Wrestling Championships

BTS wrestler Terry Adams (Monsignor Farrell) became the second straight Beat the Streets student-athlete to earn a Division I state title, following Brandon Nunez of John Bowne in 2017.

April 9

Beat the Streets Honored by NYU

The NYUSPS Preston Robert Tisch Institute for Global Sport presented BTS and Executive Director Brendan Buckley with the Lauren Beam Philanthropy Award at the 11th Annual NYU School of Professional Studies (NYUSPS) Sports Business Society Awards.

April 21-22

Gotham City Girls Open Championship
Over 500 Student-Athletes

The fifth year of this highly-anticipated tournament saw its largest turnout ever, as competitors from over a dozen states and three other countries came together at Pratt Institute for two days of elite girls wrestling.

May 17

Annual Benefit: Rumble on the River at Pier 17/Seaport District NYC

The largest fundraiser for Beat the Streets and a signature event for the international wrestling community, the latest Annual Benefit helped christen the newly-built Pier 17 venue and raised over \$1 million to support BTS' efforts.

June 9

Inaugural Junior League Banquet
75 Student-Athletes

July 5-8

Top of the Podium Camp
115 Student-Athletes

July 12-20

USMC Cadet & Junior National Championships
20 Student-Athletes



BTS had seven student-athletes earn All-American honors at Fargo:

Joanna Jones
Fourth Place (Cadet 180) | Eighth Place (Junior 180)

Naomi Henry
Second Place (Cadet 127)

Jayson Gomez
Fourth Place (Greco 220)

Nia Crosdale
Sixth Place (Junior 200)

Natalie Dunn
Sixth Place (Cadet 127)

Kai Poux
Sixth Place (Cadet 152)

Tays Pascual
Eighth Place (Cadet 138)

July 27

Emma Randall Joins Beat the Streets Staff

August 25

Coaches Seminar
50 Coaches

August 26-30

Summer Tour
16 Student-Athletes

SPECIAL EVENTS

Tailgate and Tonics

September 28, 2017
80 Guests | \$10,000 Raised

Step Into the Circle: Adult Wrestling Tournament

March 11, 2018
56 Participants | \$70,000 Raised

The third annual Step Into The Circle was the most successful one to date, raising more than double the amount from the 2017 event.

Rumble On The River: USA vs Cuba & Nigeria at Pier 17/Seaport District NYC

May 17, 2018
\$1,260,000 Raised

The 2018 Annual Benefit, Rumble On The River, was arguably the most exciting in Beat the Streets' history. The United States men's and women's lineups defeated their Cuban and Nigerian counterparts, Harry Truman High School repeated as PSAL Girls Champions, and Jordan Burroughs edged out Frank Chamizo in one of the most anticipated matches of the year.

PARTNERS AND SUPPORTERS

The work of Beat the Streets would not be possible without the generosity of our supporters. We extend infinite thanks to our foundation, corporate, and individual donors, who help us in our mission to encourage and inspire the young people of New York City through the sport of amateur wrestling. Listed below are the names of all those who gave during the fiscal year of September 1, 2017 to August 31, 2018.

\$50,000+

David, Kyra and Michael Barry
Cliff Keen Athletic
The New York Community Trust
Mike and Sukey Novogratz
Vranos Family Foundation
Corey Wright

\$25,000 – \$49,999

Andrew and Avery Barth/Beat the Streets LA
Citi
Jamie Dinan
Lynn and Wes Edens
Fortis Lux Financial
Sonia and Paul Jones
John and Tina Novogratz
Shawn and Suzanne Rubin
Gary Sagui
Jack Stephenson
Richard and Leanne Tavoso

\$10,000 – \$24,999

Alsop Louis Management, LLP
ASICS America Corporation
Ray Barczak
Scott Beck
James and Amy Bennett
Brad Beutter
Stuart Bohart

Devon and Pete Briger
Derek Capanna
Lisa and Dick Cashin
Cyrus Capital Partners
Dentons US LLP
Deutsche Bank
Glenn and Eva Dubin
Yaki Faitelson
Michelle and Jeff Feig
Nicholas Giannuzzi
Harris Family Foundation
David Heller
Vivian and Daniel Hyman
Kowitz Family Foundation
Ann Malavet and Time Reusing
Edward McBride
Moore Charitable Foundation
Jaqueline Novogratz
Michael Patterson
Resilite Sports Products
John Ripley
Jason Schwartz
Michael Shaffer
Rahul Sharma
John Smith
Morgan Stanley
Igor Tulchinsky/World Quant Foundation
George W. Wellde
Amit Yoran

\$5,000 – \$9,999

Joseph and Gail Barry
Westray Battle
Foundation Inc.
Robertson Foundation
Joseph Scoby
Frank Seminara
Allison Turner/UBS AG
United Parcel Service
USA Wrestling
Varonis Systems Inc.
Vita Sports Partners

\$2,000 – \$4,999

Matthew Baird
Giancarlo Camerana
David Cannizzo
Michael Child
Samuel Cole
David Crisanti
Michael Deehan
Andrew Dempsey
Duane Morris LLP
Alexander and Patricia
Farman-Farmaian
Gregory Fortunoff
The GE Foundation
Richard Glacken
GP Summit Associates LLC
Heidecorn Family Foundation



Henry E. Niles Foundation Inc.
Matt Hesse
Robert Jackson
Journal Square Plaza
Carrie Karabelas
Andrew Keller
Chad Klinghoffer
Robert Lentini
Clinton Matter

Susan McDermott
Pradeep Mehra
Michael Piccirillo
Philipp Pieper
James Ribman
Anthony Rinella
Rosenblatt Securities
Scott Schundler
Scott Smith

Sunshine Charitable
Foundation
Louis Taylor
Nicholas Tiller
United World Wrestling
John Vincent
Laura B. Vogler Foundation
Wells Fargo Securities LLC
Brian and Suzie Zachman

PARTNERS

Beat the Streets National
Boys Clubs of New York
Charter, Private, Public, and Catholic
Schools
Cliff Keen
Duane Morris LLP

National Wrestling Coaches Association
NYC Department of Education
Public Schools Athletic League
United Parcel Service
USA Wrestling
Varonis Systems, Inc.
Vita Sports Partners
Youth Inc.



FINANCIALS

	2018	2017
Support and Revenue		
Contributions and Grants	837,560	837,560
Donated Goods and Services	118,369	118,369
Other Income	19,452	19,452
Special Events (Net)	765,452	765,452
Total Support and Revenue	\$1,740,833	\$1,740,833
Expenses		
Program Services	773,397	773,397
Support Services:		
Management and General	465,803	465,803
Fundraising	172,176	172,176
Total Expenses	\$1,411,376	\$1,411,376
Change in Net Assets	329,457	329,457
Beginning Net Assets	353,804	353,804
Ending Net Assets	\$683,261	\$683,261

YOUR RESOURCES AT WORK

FALL JUNIOR LEAGUE | 36 TEAMS
OCTOBER-DECEMBER

Direct Costs Per Team

COACH

\$2,700

MAT LOAN DELIVERY

\$700

SHIRT, SHORTS &
WRESTLING SHOES

\$850

COMPETITIONS

\$700

Covers officials, competition managers, athletic trainers, equipment, awards, three tournaments and three match nights

TOTAL

\$4,950





BEAT THE STREETS
NYC WRESTLING

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