



MAKE A PLAY
FOUNDATION

2020-21

HALF-TIME

REPORT

"By athletes...for athletes."

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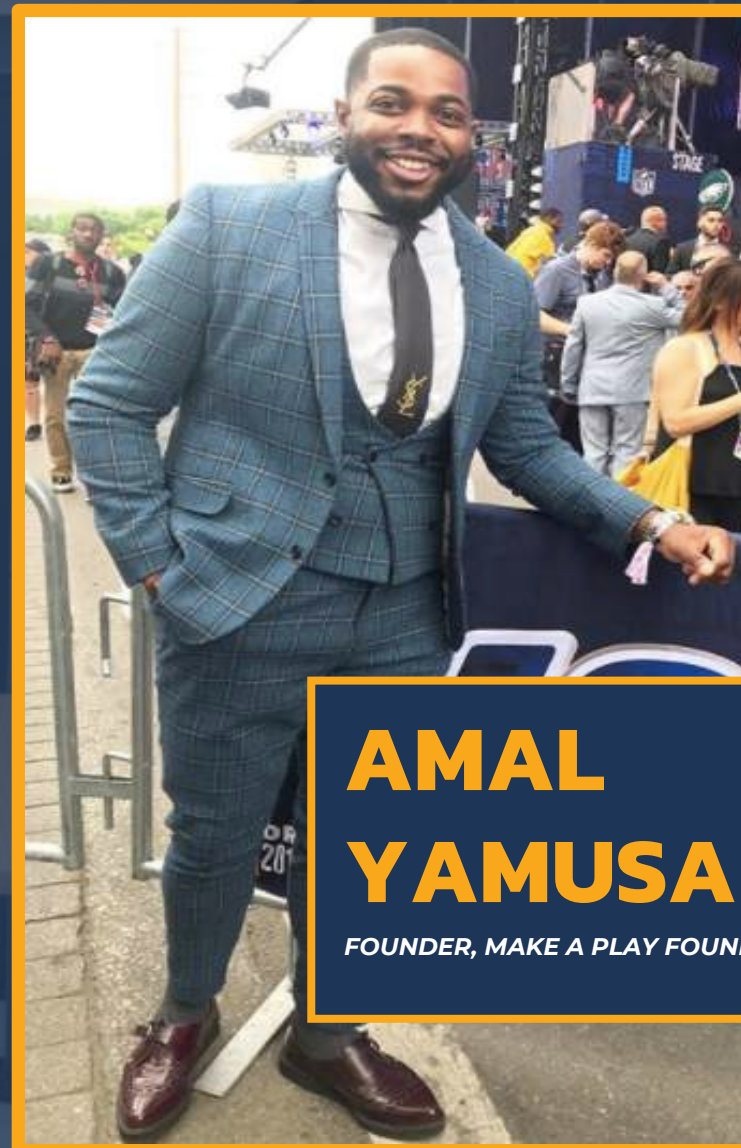
DEAR MAKE A PLAY FAMILY,

I'm pleased to present to you **The Make A Play Foundation's 2020-21 Half-Time Report**. Launching an organization during a global pandemic has offered its fair share of challenges—for the Make A Play Board, for our partners, and most importantly, for our students. However, in the face of extreme uncertainty, we came together as a team to **#MakeAPlay**. And isn't that what sports are all about?

We are excited to continue building our model that provides structure, strategy, and support to underrepresented students with athletic backgrounds—to ensure that they leverage their unique skillsets to make plays on the field and in the boardroom. We are grateful that you are a part of our journey and look forward to your continued support.

Best,

Amal Z. Yamusah



**AMAL
YAMUSAH**

FOUNDER, MAKE A PLAY FOUNDATION

MAP'S BOARD OF DIRECTORS



Adisa Yamusah
Andre Hal
Arrin Richards
Artis "AJ" Redmond
Baheejah Crumbley
Bria Townsend
Cameron Weathers
Charles Webb

Chigbo Anunoby
Chris Burrell
Chris Evans
Chris Gooding
DeAndre Jones
Fred Clark
Isis Freeman
Jordan Lindsay
Jordan Watters

Joshua Austin
Malcolm Farrar
Marvellous Iheukwumere
Micah Pellerin
Mikal Driver
Nicholas Holland
Nicolette Sullivan
William Everett



**MICAH
PELLERIN, MBA**
Vice Chair

**Current
Occupation**
*Investment
Manager, 3M
Ventures*

Education
*M.B.A., Indiana
University
B.A., Hampton
University*

**Athletic
Experience**
NFL, 4 years

I can confidently say on behalf of the MAP Board that we are proud of the progress that we have made in such an abbreviated time frame. As we look forward, we are encouraged by the significant strides of our organization and confident in our ability to continue to positively impact the lives of our fellows whilst assisting corporations in their search for rising talent. We would be remiss if we did not share our appreciation for all of our corporate partners as well as our inaugural class of students for believing in this program. From the bottom of our hearts, thank you. Wishing everyone continued health and safety throughout 2021.

WHO ARE WE?

Make A Play Foundation, Inc. is a nonprofit 501(c)(3) organization that prepares underrepresented students with athletic backgrounds for executive careers in highly competitive industries, including sports, entertainment and beyond.

WHY ARE WE DOING THIS?

Our research indicates that the overwhelming majority of corporate executives played a competitive sport, but that less than 5% come from underrepresented communities. We searched but soon realized that there was no definitive resource for underrepresented students with athletic backgrounds interested in executive career paths (front office executives, head coaches, athletic directors, Fortune 500 CEOs). So, we decided to make a play for students off the field.

WHAT IS OUR SOLUTION?

We have created a comprehensive program that leverages technology, one-on-one mentorship, in-person programs, and professional work experience to further our mission. Our year-round career training program serves as a resource for students looking to build competitive professional profiles for executive careers and leverage their athletic experience as a professional skill.

THE DISPARITY GAP: WHAT WE'RE CHANGING

94%

of **Fortune 500 Executives** played competitive sports in high school or above



66%

of **NCAA athletes** come from underrepresented communities



5%

of **Fortune 500 CEOs** come from underrepresented communities



MAP'S FALL-FORWARD PLAN

CURRENT CONDITIONS

Due to the lack of diversity in industry-agnostic C-Suite positions—and the absence of a clear strategy to reach racial and gender parity in competitive industries—underrepresented students with athletic backgrounds lack the direction to reach the C-Suite level.

STRATEGIES

- Cohort Learning
- Curriculum
- Coaching
- Career Training

ACTIONS

- Blended in-person and online learning that uses sports as a framework to ensure our students successfully navigate the recruiting and retention processes for entry-level roles
- 12-month curriculum designed to build competencies in pre-professionalism, problem-solving, management, communication, leadership and innovation, sales and marketing, and negotiation
- Monthly engagement with expert coaches to provide tangible feedback and on-going support

TACTICS


- Place students into full-length internships with top companies that value community involvement, diversity, and inclusion in competitive industries
- Place students into full-time entry level roles with employers in competitive industries
- Connect students to mentors and coaches in C-Suite and Mid-Level roles.

GOALS

Where C-Suite Levels across industries are as diverse as the people they attract and the problems they aim to solve.

"As far as I'm concerned, a fallback plan concedes defeat before you've even started—it implies that you should take attention away from your primary goal "if" it doesn't materialize. We don't believe in fallback plans or taking backward steps. We believe in moving forward, and in that way, our program provides students with a fall-forward plan for "when," not "if," they succeed on the field and in the boardroom."

— **Amal Yamusah, Founder**



*“MAP’s Fall Forward Plan gave me the confidence and skills to secure a full-time role with IBM after graduation! Each month, I worked in a six-person **cohort** to develop a new skill through the **curriculum** and receive **career training** through our **coaches** and mentors. I can’t wait to return to the D-League in March as a coach myself!”*



MYLES DAVIS

COLUMBIA FOOTBALL, IBM





MAKE A PLAY
FOUNDATION

MAP'S **BIG 3**



Intermediate

Pre-Professionalism Training



40 Fellows in 2021-22

Advanced

Industry-Agnostic Professional
Development



120 Fellows in 2021-22

PREMIER

Expert

Industry-Specific Skills Training



40 Fellows in 2021-22

McKinsey
& Company



Bank of America.



100%

PLACEMENT PERCENTAGE

BULGE BRACKET
BANKS

BIG FOUR
CONSULTING

FORTUNE
50, 100, 500

THE S&P 5
TECH GIANTS

MAP PLACEMENTS

IN SIX MONTHS

Alex Washington

Harvard Football, Accenture

Antaures Jackson

U. Penn Track & Field, Morgan Stanley

Autumn Leak

U. Penn Volleyball, Covington & Burling LLP

Brielle Smith

Stanford Track & Field, McMaster-Carr

Brodie Holmes

Columbia Track & Field, McMaster-Carr

Cameren Carter

Columbia Football, Anheuser Busch

Cameron Brown

Columbia Football, UBS

Chimenum Tasie-Amadi

Columbia Wrestling, Fidelity Investments

Christen Conley

Northwestern Field Hockey, Goldman Sachs

Colin Anderson

Vanderbilt Football, McMaster-Carr

Deja Dade

Howard Track & Field, HubSpot

Dorien Simon

Stanford Track & Field, Google

Elijah Mason

U. Washington Track & Field, JLL Capital Markets

Elisha Guidry

UCLA Football, Bank of America

Gabby Donaldson

Harvard Basketball, Covington & Burling LLP

Isaiah Rice

Vanderbilt Basketball, McKinsey & Company

Jayla Thornton

Howard Basketball, NFL

Jonathan Melvin

U. Penn Football, McMaster-Carr

Jordan Beverina

Columbia Soccer, Bank of America

Kennedy Suttle

U. Penn Basketball, Citi Bank

Kori Locksley

Auburn Soccer, Jordan Brand

Kyric McGowan

Northwestern Football, Ga. Tech Graduate School

Malachi Rice

Georgia Tech Basketball, Deloitte

Malcolm Strickland

U. Penn Football, Ford Motors Credit Company

Marquis Hubbard

Columbia Football, Bank of America

Matt Tynes

Harvard Football, McMaster-Carr

Max Siegel II

Notre Dame Football, Covington & Burling LLP

Megan Olomu

Stanford Track & Field, Covington & Burling LLP

Miles Grayson

Morehouse Baseball, UBS

Morgan Johnson

U. Penn Track & Field, Covington & Burling LLP

Myles Davis

Columbia Football, IBM

Naomi Grace-Jennings

Harvard Basketball, McMaster-Carr

Nia Caldwell

U. Penn Track & Field, UBS

Nyla Pollard

William & Mary Basketball, Anheuser Busch

Olayinka Braimah

Stanford Track & Field, Stanford Investment Group

Paola "Blue" Ellis

Vanderbilt Soccer, Syracuse Graduate School

Paul Akere

Columbia Football, Bank of America

Roosevelt Barnes

Morehouse Baseball, Fifth Third Bank

Ryan Glover

U. Penn Football, Morgan Stanley

Sydney Wood

Northwestern Basketball, Capture Sports Agency

Tatah Njoka

Glenville St. Football, Towson Graduate School

Tiffany Bautista

Columbia Track & Field, Bank of America

Tyler Milliner

Howard Football, Deloitte

Zuri Godfrey

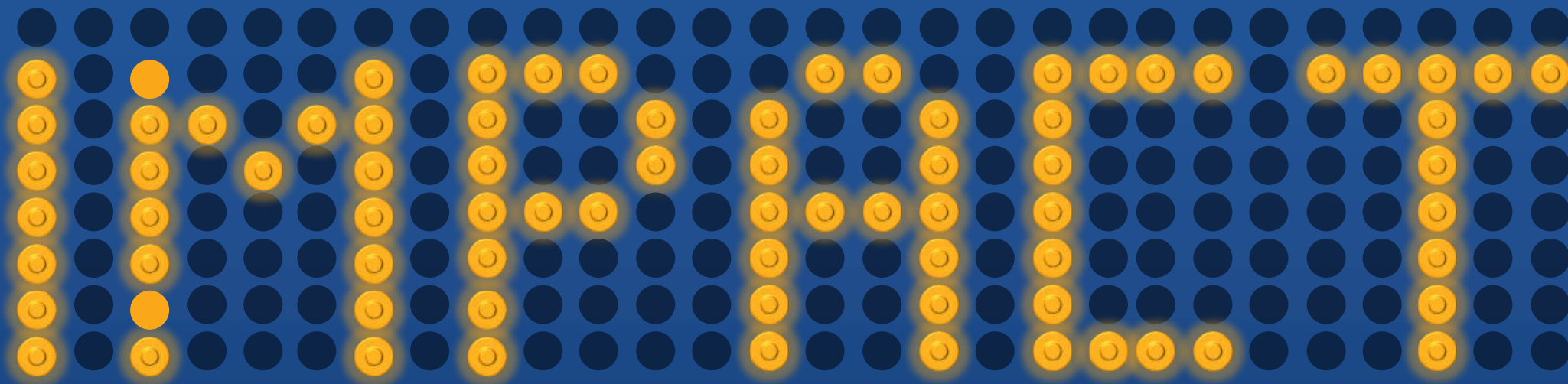
Howard Football, Google

5%

50%

75%

90%



of MAP Fellows
interned at a
Fortune 500
company or its
equivalent before
joining MAP

of MAP Fellows
hadn't heard of the
company they'll be
interning at next
summer before
joining MAP

of MAP Fellows will be
interning or working
full-time at a Fortune
500 company or its
equivalent next
summer

of MAP Fellows hadn't
spoken to a rep. from
the company they'll be
interning at next
summer before joining
MAP

STUDENT TESTIMONIAL



1. COMMUNITY LEADERSHIP



2. ATHLETIC LEADERSHIP



3. CORPORATE LEADERSHIP



4. THOUGHT LEADERSHIP

NAME	Elisha Guidry
SCHOOL	UCLA, <i>Junior</i>
SPORT	Football, <i>Starting Cornerback</i>
MAJOR	Economics
GPA	3.6
MAP PROGRAM	D-League, <i>Team West Coast Offense</i>
INTERNSHIP	Investment Banking, <i>Bank of America</i>

Accomplishments: Position Captain (UCLA Football Team); Founder, We Are United Coalition; Athletic Director's Honor Roll (6x Recipient); 2019 Pac 12 Honor Roll; Iron Bruin Award for outstanding work ethic in the weight room

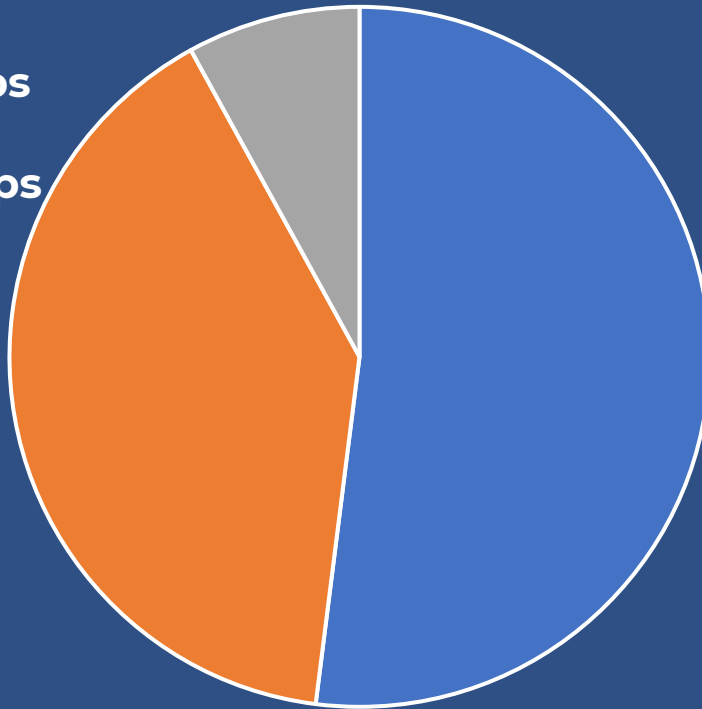
"When I was first selected to represent my football team on CNN, I was nervous. But as soon as I was asked a question, everything slowed down. MAP gave me the skills and confidence to speak with clarity and conciseness...and articulate my concerns about player safety to a national audience. Less than two months later, I carried that same confidence into my interview with Bank of America and secured the offer!"

FINANCIALS

APPROXIMATE OPERATIONS BUDGET OF \$100,000

REVENUE

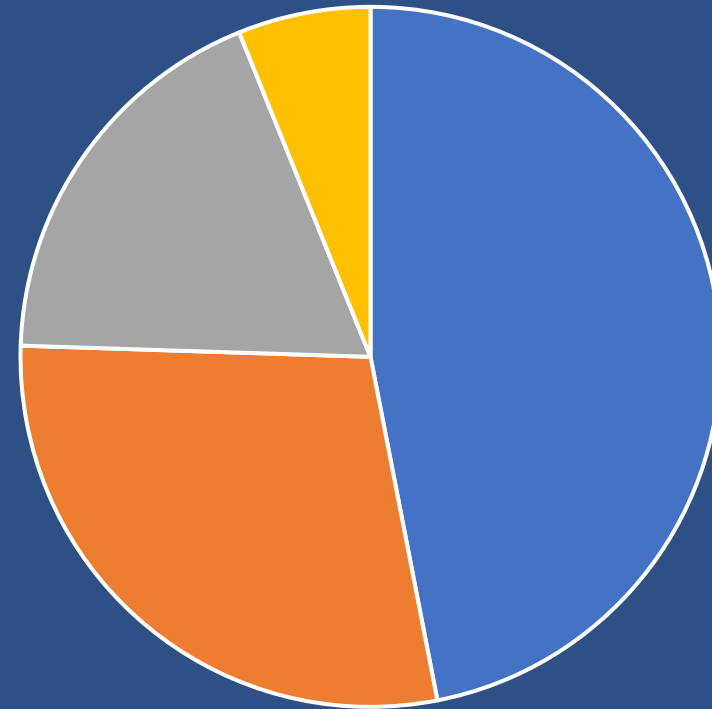
60% Partnerships
30% Sponsorships
10% Other



■ Partnerships ■ Sponsorships ■ Other

TOP EXPENSES

60% Training
20% Technology
15% Marketing
5% Management



■ Training ■ Technology ■ Marketing ■ Management

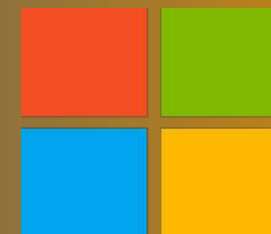


Bank of America.



Morgan Stanley

MAP PARTNERS



MAP 10-YEAR **GROWTH STRATEGY**

2020-21	62 Fellows
2021-22	200 Fellows
2022-23	260 Fellows
2023-24	300 Fellows
2024-25	340 Fellows
2025-26	380 Fellows
2026-27	420 Fellows
2027-28	460 Fellows
2028-29	500 Fellows
2029-30	540 Fellows



150 APPLICANTS IN 2020-21



350 APPLICANTS IN 2021-22



500+ APPLICANTS PROJECTED FOR 2022-23

THANK YOU, COVINGTON & BURLING LLP!



AUTUMN LEAK



GABRIELLE DONALDSON



MAX SIEGEL II



MEGAN OLOMU



MORGAN JOHNSON



NAOMI GRACE-JENNINGS

Congratulations to our six Fellows who have been selected to participate in the inaugural pre-law fellowship between the #2 ranked sports law firm in the country, **Covington & Burling LLP**, and MAP—the first of its kind! Together, they carry a 3.75 GPA and represent some of the country's top universities, all while splitting their time as students and athletes.

As Covington Pre-Law Scholars, they will receive legal instruction from industry experts, a senior-mentor at Covington's NYC & DC Offices, twelve months of fully sponsored LSAT preparation, and the opportunity to interview for positions as 2022 undergraduate-associates next summer.

Autumn Leak – Sophomore, *U. Penn Volleyball*
Gabrielle Donaldson - Sophomore, *Harvard Basketball*
Max Siegel II - Junior, *Notre Dame Football*
Megan Olomu – Sophomore, *Stanford Track & Field*
Morgan Johnson – Sophomore, *U. Penn Track & Field*
Naomi Grace-Jennings – Sophomore, *Harvard Basketball*

COVINGTON

COVINGTON & BURLING LLP



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THANK YOU!

“Unity is strength.”

The MAP Board would like to thank our friends, family, and partners for continuing to support our training programs. However big or small, your donations enable us to continue delivering the best professional development to underrepresented students with athletic backgrounds.

Despite navigating a global pandemic and an unrelenting period of social unrest in our country, the Make A Play Foundation has been able to place 100% of our MAP Fellows into full-length internships, graduate programs, or full-time roles in six short months—all thanks to your belief and contribution! We ask that you continue to support our efforts as we welcome in a new class of incoming student-athletes on Sunday, March 21!

We’d like to recognize the following donors in particular:

Adam Kirsch

Amalia Pensky

Dashmeet Sahi

Dave Pitt

Debra Owen

Geoffrey Morris

Jeffron Smalls

Leslie Rodriguez

Malvin Ross Williams

Marquerite McDowell

Nancy Weathers

Peter Ellingboe

Sarah Pendegast

Teresa Freese

“Individual
commitment to a
group effort—that is
what makes a team
work, a company work,
a society work,
a civilization work.”

