



The uniform changes, the mentality doesn't.

Make A Play Foundation (MAP) is a not-for-profit 501(c)(3) organization founded in 2019 to prepare underrepresented students with athletic backgrounds—high school, college, and post-undergraduate school—for executive careers in competitive industries. While **athletes from underrepresented communities make up 50% of North American sports**, there is a stark contrast between the players on the field and those in executive positions off the field.

WE STARTED MAKE A PLAY TO HELP FILL THAT GAP.

94%

OF C-SUITE EXECUTIVES AT FORTUNE 500 COMPANIES HAVE PLAYED COMPETITIVE SPORTS

54%

OF WOMEN CEOS PLAYED SPORTS AT THE UNIVERSITY LEVEL OR HIGHER

5%

OF C-SUITE EXECUTIVES ARE FROM UNDERREPRESENTED COMMUNITIES

1%

OF C-SUITE EXECUTIVES AT FORTUNE 500 COMPANIES ARE AFRICAN-AMERICAN

OUR APPROACH

Our Fall Forward Plan reflects our 4 "C" approach to professional development—**Curriculum, Coaching, Career Training, and Cohort Learning**. We provide our students with a game-winning formula that utilizes sports as a framework to develop skills in problem solving, management, interpersonal communication, presentation, leadership, and innovation.

PROGRAMMING

MAP's highly integrated programs have been designed to impact the personal and professional development of our students, helping them meet the expectations of competitive industries, and develop as future leaders on and off the field.

Our premier programs include:

- **Front Office Internship Program** - Providing internships for students
- **MAP Training Camp** – Providing resources for students of all backgrounds
- **MAP D-League** – Developing high-performing student athletes for executive careers

Become a supporter.

Join the Make A Play family and help us empower our youth on and off the field. Visit our website, follow us on social media, and stay engaged with us.

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@WeMakeAPlay

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