

SPORTSABILITY ALLIANCE

Annual Report 2023



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SportsAbility Alliance

Mission

To enrich lives through accessible inclusive recreation for all

SportsAbility Alliance's goal is to advocate, educate, motivate and provide support for physical activity to achieve benefits in the following areas:

- Developmental
- Healing
- Physical and Mental Wellness
- Vocational and Economic
- Societal



To Our Members



Dear Members and Partners,

I want to thank you all for your support, guidance, patience, and laughter as I navigated this first year with SportsAbility Alliance. What a wonderfully welcoming group of people and it's been a pleasure getting to know you all.

It has been a great year. Miracle Sports athletes enjoyed baseball, kickball, and tennis. SportsAbility Expo was back in person in 2023 after two years of virtual activities. More than 600 people enjoyed the three-day event filled with activities, information, food and fun. We took our show on the road at the Family Café where our activity partners provided information and lots of opportunities to participate in recreational activities. And of course...the duck race which is always a crowd favorite.

We are only able to offer these and other programs because of the hard work of our board members, staff, and volunteers, and the generosity of our partners and sponsors. Everyone's contribution is essential to the success of SportsAbility Alliance and our programs.

This 2023 Annual Report details some of what we have achieved this year as we continue to strive to achieve our message of Active Leisure for Life!

Best Regards,

A handwritten signature in black ink that reads "Fran M. Gilbert". The signature is written in a cursive, flowing style.

Fran Gilbert, CAE

Executive Director

Message from Our Founder



I am happy to share a brief overview of the progress and accomplishments of the Sportsability Alliance through the challenging year of 2023. Despite the numerous obstacles posed by the Covid-19 pandemic and its aftermath, I am proud to share that our organization has demonstrated resilience and growth. Many organizations and businesses did not survive.

We have done amazingly well, and I believe we are even stronger as a result of these experiences. We are fortunate to have a very strong leadership team and a small but mighty staff that gets it done with very limited financial resources. Our secret sauce is really not a secret at all, it is our greatly under-recognized resource of the contributions and collaborations with our many valuable and loyal partners. My personal thank-you, again, to all of you for our great relationships and for all that you do for the cause.

Another major silver lining from these times has been the recognition of the very real appreciation for nature, and outdoor recreation and leisure activities. We have had a rush of folks eager to find and participate in nature-based recreation opportunities for their physical, mental, and emotional health and well-being. And that “includes” people with disabilities, many of whom must overcome significant barriers to participate.

Helping people to do just that is where our roots are, as SportsAbility Alliance is the same organization that was founded with that very mission. The Florida Disabled Outdoors Association (FDOA) was created in 1990, the same year that the ADA became a most important civil rights law. That law has changed lives forever - and so do we! We continue to advocate, educate, motivate, and support people of all ages and abilities, to have the opportunity to participate in accessible, inclusive recreation and leisure.

Take a look in this 2023 report at some of our programs and accomplishments that we have experienced through our SportsAbility Alliance efforts. I invite you to join us this coming year as we help people to help others to enjoy a better life.

Active Leisure for Life!

David Jones
Founder

Programs

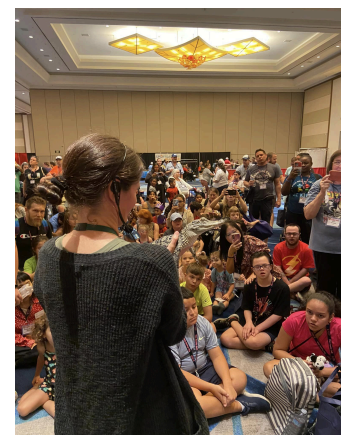


SportsAbility Alliance enriches lives of people with disabilities through accessible, inclusive recreation and active leisure. We provide hands-on access to resources and activities designed to encourage participation for individuals of all ages and all abilities.



In 2023, SportsAbility programs were once again offered as in-person events and activities, and more than 11,000 people attended the following programs:

- **SportsAbility Expo 2023:** More than 600 people attended the 3-day SportsAbility Expo event which included a baseball game at Miracle Field, a resource expo and indoor activities at Tallahassee Community College, and a day of outdoor fun at Maclay Gardens State Park.
- **SportsAbility Samper at the Family Café:** More than 12,000 attendees, vendors, and service providers took part in the 2023 Family Café in Orlando, FL. Our partners provided numerous hands-on activities, including tennis, SCUBA, archery and target games. Resource providers offered information on adaptive water-skiing, EcoRovers, accessible boating and more! In addition to the samplers and resources, GatorLand hosted live animal demonstrations.



- **Fitness Fridays:** We continued these weekly live workouts on the SportsAbility Alliance Facebook Page.
- **ALLOUT Adventures:** Through our partnerships with EcoRover Chairs, Bird Dog Boats, and grants from the Fish and Wildlife Foundation of Florida, MoveUnited, and the Christopher and Dana Reeves Foundation, we increased our EcoRover Beach and Trail Adventures/Boating and Fishing Adventures. We provided numerous opportunities for individuals to get out on trails and beaches, enjoy fishing and boating, and participate in hunting through FWC's mobility-impaired hunts. We also purchased two additional EcoRover Chairs in 2023—bringing our total number of EcoRover Chairs to five.
- **Hands Helping Anglers:** In September SportsAbility Alliance partnered with Rotary to hold the Hands Helping Anglers event. More than 30 anglers and more than 22 captains enjoyed boating and fishing in the Gulf of Mexico.



Through SportsAbility Alliance programs, participants of all ages and abilities learn about the benefits of recreation and active leisure. People learn about the latest in equipment, trends and resources. In 2023 we completed more than 94 outreach events during the year.

Volunteers and community and activity partners are integral to the success of our programs. In 2023:

- More than \$150,000 of volunteer help and training was donated.
- More than 30 community organizations partnered with SportsAbility Alliance on programs.



Miracle Sports in partnership with the City of Tallahassee provides Access to Athletics for people of all abilities. Games are adapted so that anyone can participate and be successful. The majority of our seasons are played on the Miracle Field, in Messer Park; this field provides a barrier free arena. Our game days are rich, inclusive environments where people of all abilities play together and encourage one another.



- We offered more than 50 opportunities for individuals to participate in Miracle Sports events (Kickball, Baseball and Tennis).
- Volunteer hours valued at more \$25,000.
- Miracle Sports partnered with Florida State University (FSU) Sport Management Service Learning Program with over 150 students and Seminole Athletics for programming.
- Miracle Sports has a valuable, long standing partnership with the Kiwanis Clubs of Big Bend.





This program, funded by the Florida Department of Health Brain and Spinal Cord Injury Program, provides an education and resource referral to assist people with brain and spinal cord injuries in pursuing recreation and leisure and related assistive services and technologies.

- SportsAbility Alliance provided over 25 outreach programs on the needs and benefits of physical activity and resources and recreation activities for individuals with a brain injury or spinal cord injury.
- Training sessions and in-service programs were provided to healthcare and recreation professionals across Florida throughout the year educating on to assist people with a brain or spinal cord injury in accessing recreation and leisure to improve physical and mental well-being.
- The iFind Recreation Resource Online Database provides improved functionality to search for accessible inclusive recreation programs, events, destinations and products. The database may be searched by type of activity or county.
- A quarterly e-newsletter provided information and resources on accessible inclusive recreation opportunities to over 9,000 people quarterly.

Resource Referral Network


SportsAbility Alliance maintains a Resource Referral Network of accessible inclusive programs and services, products, destinations and events. The database is accessible electronically at fdoa.org/resources. It is searchable by county or type of resource.

The database is a virtual liaison between providers and participants helping people of all abilities find the providers that meet their area of interest. The database currently has approximately 1,500 resources across Florida and beyond.

iFind Recreation Directory

You may sort by as many or as few categories as you wish. If you would like to know all things in just a particular county, please select only that county. You may also select by related activity (example baseball.) If you see something that should be corrected or would like to add a resource, please [contact us](#).

Here is a short video tutorial on how to use our system:



What are you looking for?

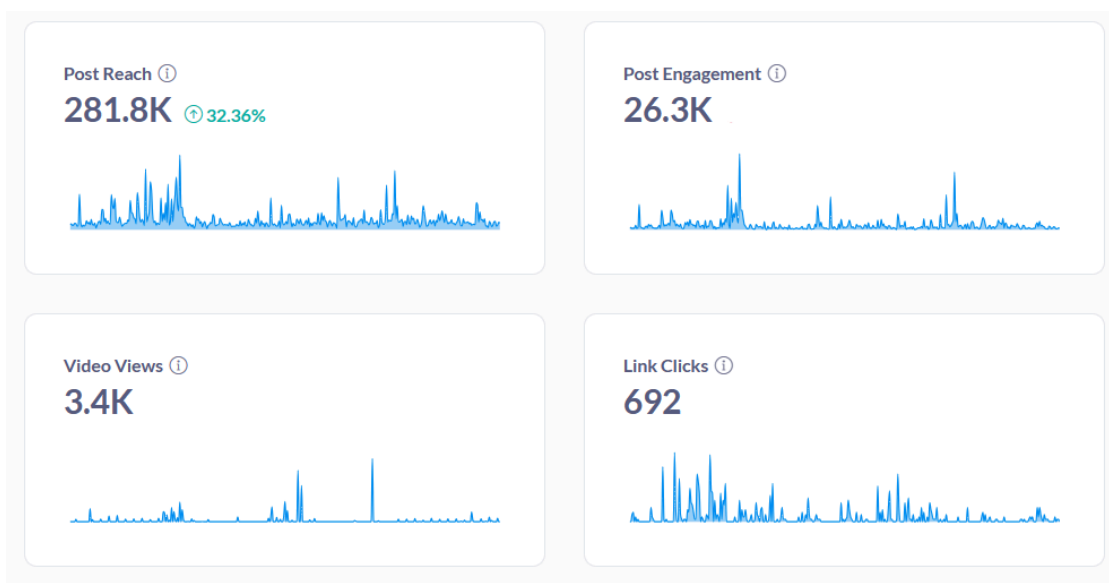
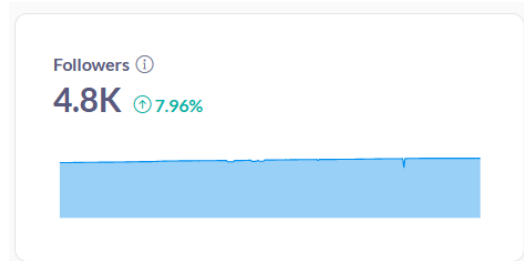
Name ▾ Related... ▾ Type ▾ City ▾ County ▾ 1. Name ▾

Social Media and Website

SportsAbility Alliance has social media accounts across multiple platforms, including Facebook, Instagram, LinkedIn, and YouTube.

In 2023, we paused posting on our Twitter account due to the controversy surrounding the platform causing issues with our social media management software. Twitter was our platform with the lowest following and engagement.

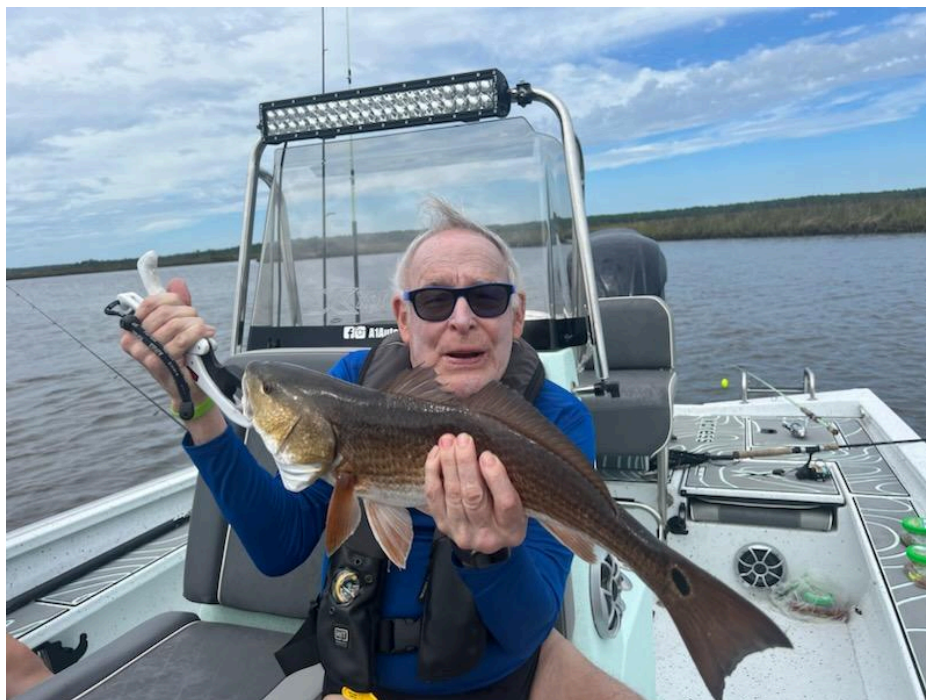
- Facebook continues to be our most popular platform with 3.9K followers.
- Over the past year, we have increased our following 7.96%, up to 4,800 followers across our active platforms.
- We have also seen an increase in engagement from our followers over the past year. In 2022, we had 24k engagements, for 2023 we had 26.3k.
- Our social media posts have reached over 281,000 users (32% increase).



Return on Investment

We leverage revenues to fulfill our mission. With an annual budget of \$240,000 from grants, state contracts, business sponsorships and donations; we are able to accomplish significant outcomes.

- We fostered a healthier, happier, more productive and inclusive society that produced cost savings for everyone.
- We deliver meaningful education and advocacy to the community.
- We strengthen the community through partnerships and collaborations.
- We supplement our funding sources with donated goods and services and utilizing the power of volunteers and student involvement.
- 2023 Grants: Christopher Reeves Grant, ARPA, Target Circle, REI Foundation Grant, Autism Services Grant, City of Tallahassee, Adults with Disabilities, Brain and Spinal Cord Injury Program, Move United, Visit Tallahassee, Fish and Wildlife Foundation of Florida.



Board of Directors / Advisory Board

2023 Board of Directors

David C. Jones, Founder & Past President

Gordon Palmer, President

Kristy Carter, Vice President

Ned Campbell, Treasurer

Bliss Wilson, Secretary

George Coaker, Director at Large

Jeff Douglas, Director at Large

Advisory Board

Michael Isaacson

Bill Redmon

Curtis Richardson

Sheila Williams



Partners

SportsAbility Alliance gratefully thanks these partners and all of our other important contributors.



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