

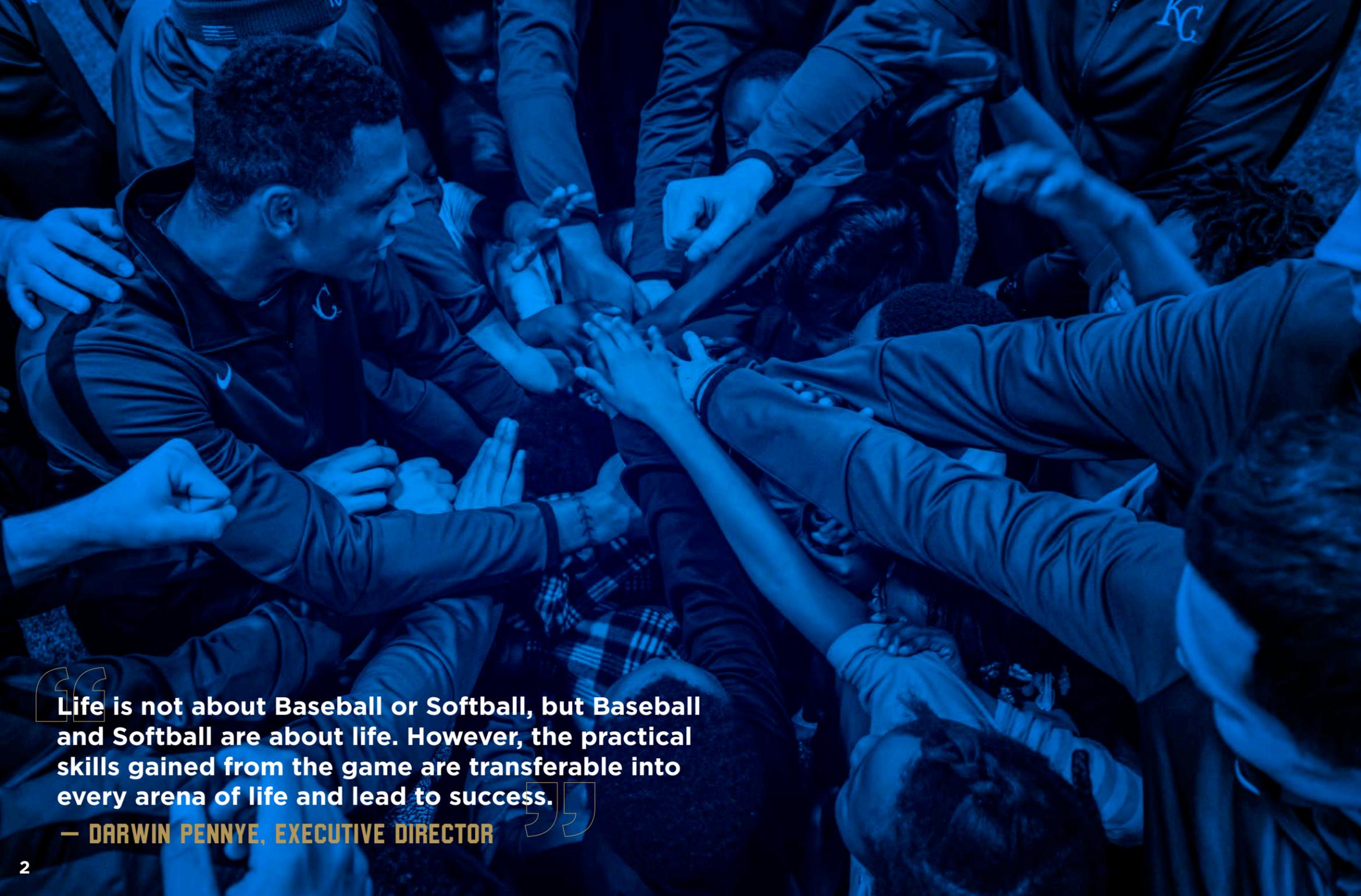


ANNUAL REPORT

..... 2019

KANSAS CITY • MO





“Life is not about Baseball or Softball, but Baseball and Softball are about life. However, the practical skills gained from the game are transferable into every arena of life and lead to success.”

— DARWIN PENNYE, EXECUTIVE DIRECTOR

MISSION

EMPOWERING KANSAS CITY’S UNDERSERVED YOUTH THROUGH BASEBALL AND SOFTBALL, AS WELL AS ACADEMIC AND SOCIAL OPPORTUNITIES, TO BE THE LEADERS OF TOMORROW.

The purpose of the Kansas City MLB Urban Youth Academy is to provide our community’s youth with a dual opportunity, to develop into high-character members of society and at the same time, learn the skills of our national pastime.

As an Academy, we are committed to providing a positive environment for our area youth. We will educate our players on what it means to be a “professional” while surrounding them with coaches, mentors and role models who can teach them how to play the games of baseball and softball and serve as examples of good citizenship.

Through our athletic-focused training, education and character development programs, we will build a strong foundation for Academy student-athletes, based on work ethic, leadership, responsibility, accountability and moral principles. This foundation will allow Academy student-athletes to acquire that unwavering strength of purpose that is the keynote of all individual success.



ACADEMY OVERVIEW

When the Kansas City MLB Urban Youth Academy opened its doors in 2018, our mission was to serve over 1,000 youth annually to introduce them to opportunities within the game, on and off the field. In 2019, those opportunities continued to expand as we began focusing on academic, vocational, and health & wellness programs to attribute to each student's success.

OVERALL PARTICIPATION FOR 2019



EDUCATION

3,769

Boys: 2,372
Girls: 1,397



OUTREACH/ CLINICS

2,012

Boys: 1,236
Girls: 776



WORKOUTS

11,354

Boys: 8,044
Girls: 3,310



VOCAATION

77

Boys: 44
Girls: 33

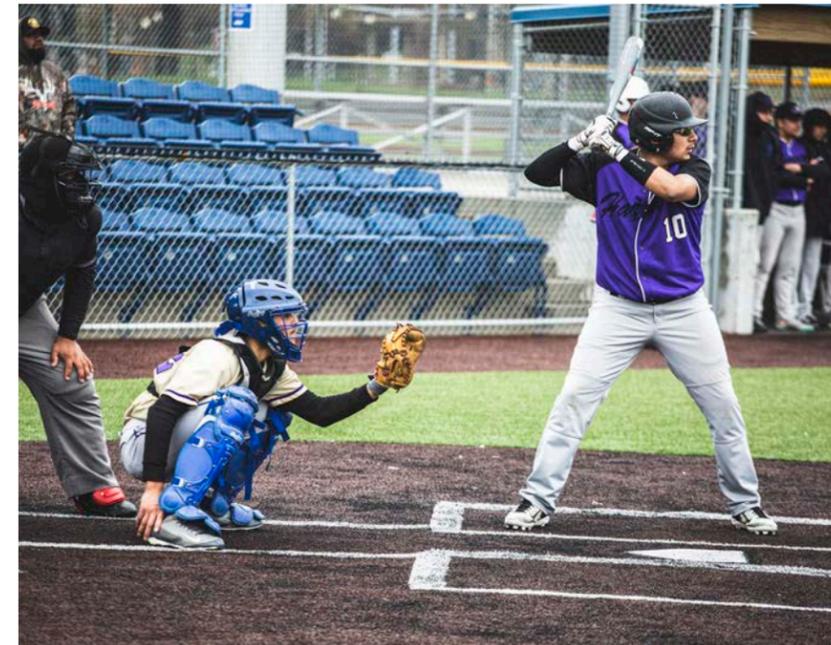


Over 2,100 families and youth participants are registered members of the Academy through the LeagueApps.com registration portal.

17,212 TOTAL

SWING INTO SPRING COMMUNITY OPEN HOUSE

To kick off the baseball season, the Academy celebrated its first birthday in March with the "Swing into Spring" inaugural community event. The day featured games played by KCMO RBI, Kansas RBI, Kansas City Public Schools and Kansas City, Kansas Public Schools baseball teams, a Sandlot League softball scrimmage, as well as baseball and softball instructional clinics, Royals Alumni appearances and free family fun activities.



BASEBALL AND SOFTBALL PROGRAMS

Sandlot League and Sandlot 2.0

Over 120 boys and girls, ages 6-9, participated in the Spring Sandlot League. This fun, developmental league focused on the basics of the game at three different levels - T-ball, coach pitch, and machine pitch. The Spring program ran for eight weeks in April and May, with practices on Wednesdays and games on Fridays. Sandlot 2.0 is a 6-week instructional and developmental Fall program that continues the basic fundamentals of hitting, fielding and throwing with advanced instruction for boys and girls, ages 6-8.



Royals Youth Elite Training

The Royals Youth Elite Training (YET) baseball and softball programs came back in full force in 2019 with a new Spring session, in addition to Fall. The YET program is designed to identify athletes who have the skills and desire to compete on a more competitive level. The Spring baseball session focused on a series of hitting, fielding and base running drills while the Fall session focused on individual positions, beginning with pitching and catching. The weekly softball sessions covered basic mechanics of the game, including offensive and defensive fundamentals. Over 300 boys and 100 girls participated in both sessions throughout the year.



SUMMER CAMPS

In partnership with the C You in the Major Leagues Foundation, over 240 scholarships were provided for players ages 9-18 to attend the two-week baseball camp in June at the Academy. The camp focused on the development of baseball skills, while growing the game of baseball among youth throughout the Kansas City area. In conjunction with the baseball camp, the C You in the Major Leagues Foundation also held a week-long softball camp which gave athletes the opportunity to learn and grow as softball players, as they worked on fundamentals for fielding, throwing, hitting and base running. Over 60 girls ages 6-18 participated in the camp.

The KCUYA created a new partnership with Operation Breakthrough for a unique summer camp that served 120 students in grades 2-6. The camp allowed students to take part in the Science of Baseball curriculum with both classroom and on-field components. Lessons covered over the six-week period included: Strike Zone, Baseball Statistics, Nutrition for Peak Performance, Physiology, Better Reaction Time, Base Running, Launch Angle, and Seat Pricing and Revenue.



CLINICS

Throughout the year, regular clinics are held at the Academy to introduce and enhance the skills of athletes on all levels, and to increase ongoing participation and interest within baseball and softball.

College Clinic Series

The Academy partnered with six local colleges and universities to host the College Baseball/Softball Clinic Series. Each college team held a winter practice in the indoor facility where they led a youth clinic afterwards for KCUYA athletes. The clinics covered offense, defense, pitching and catching fundamentals. The College Clinic Series also helps to recruit student-athletes to volunteer with other programs here at the Academy.



Pitching Clinics

The pitching clinic series was a part of the Spring and Summer calendar for both baseball and softball. In June, Pitching 101/201 focused on the fundamentals of baseball pitching for athletes ages 9-17. Softball held two pitching clinics in the Spring and Summer to teach beginner basics of softball pitching for girls ages 8-18.



Catching 101/Hitting Clinics

The Fall program also included Catching 101, a 4-part series focused on blocking, throwing receiving and footwork skills for athletes ages 13-18, in partnership with Park University coaching staff. Softball concluded its Fall programming with a 2-week hitting instructional hitting clinic for girls ages 9-18.



MLB Event Clinics

The Academy hosts an array of special MLB clinics each year including the Major League Baseball Players Alumni Association (MLBPAA) and the Legends for Youth clinics. Former Major League players and alumni are given the unique opportunity to serve as coaches for the day in teaching the game to youth ages 6-18.

Royals Futures Clinic

This past season, the Royals honored the 2019 Pitchers and Players of the Year from each of the Club's minor league affiliates, with an on-field pregame ceremony for Futures Night. Off the field, the players took part in a special clinic at the Academy where they led interactive stations with Academy participants. Prior to the clinic, all participants received a new glove from the Gloves for Kids initiative through Royals Charities, which is championed by Royals Broadcaster, Ryan Lefebvre.



COMMUNITY

Badges and Baseball

In its second year of partnership, the Academy hosted the annual “Badges and Baseball” event with the I Am King Foundation and the Kansas City Police Department. This event provides a unique opportunity for KCMO police officers to take part in various baseball drills and activities alongside youth participants. It also allows the youth to get to know the officers who patrol their community and see them as both a public servant and a friend. More than 100 youth participated in this event.

Mountain Top T-Ball League

2019 was the inaugural season for the Academy to host the Mountain Top T-Ball League in partnership with Macedonia Baptist Church for youth ages 4-6. Games began on June 1st and concluded at the end of July.

Coffee with Coaches

In October 2019, the first-ever “Coffee with Coaches” session was held to invite baseball coaches and individuals to meet once a month at the Academy with guest speakers to discuss the topic of player development, both on and off the field. Over 150 participants attended the sessions where keynote speakers included Tim Corbin, Head Baseball Coach (Vanderbilt University), Josh Holliday, Head Baseball Coach (Oklahoma State University), Darwin Penny, Executive Director (KCUYA), Alec Zumwalt, Director of Hitting Performance/Player Development (Kansas City Royals) and Ryan Maid, Director of Behavioral Science (Kansas City Royals).





I AM PROGRAM

Making its debut in April 2019, the I Am Program was designed to connect individuals from the urban, suburban and rural areas through the Sandlot League. Players from the Royals Scout Team and Team KC competitive amateur teams were among those to participate in the program. It gives an opportunity for players to share their individual stories while engaging with youth during Academy programming. To date, the program has connected over 100 youth ages 6-18 throughout the Greater Kansas City area.

IN THE CLASSROOM

Raising Royals After School Program

In 2018, the Raising Royals After School Program welcomed its inaugural class of 3rd & 4th graders from four different partner schools. This year, the program expanded to serve 3rd-5th graders from thirteen area schools, including public and charter schools. Daily programming provides the opportunity to further fulfill our mission while giving Kansas City youth an opportunity to learn and play the game of baseball and softball, as well as having access to educational components in a safe, team-oriented, and community-based environment at no cost to our scholar-athletes.

On the field, scholar-athletes learn the mechanics of how to properly throw, catch, hit and run, along with learning the rules and terminology of the game. In the classroom, scholar-athletes are introduced to the Science of Baseball curriculum to better understand the game from a Math and Science perspective. These lessons include hands-on math and literacy activities, to be completed on and off the field. Additional activities include a monthly community service project and exercises to build interpersonal skills, creativity, teamwork and adaptability.

Every week, Wednesdays are devoted to health and wellness. During “Wellness Wednesdays”, scholar-athletes learn about taking care of their bodies through activities focused on healthy eating, exercise, personal hygiene, and learning functions of the body.

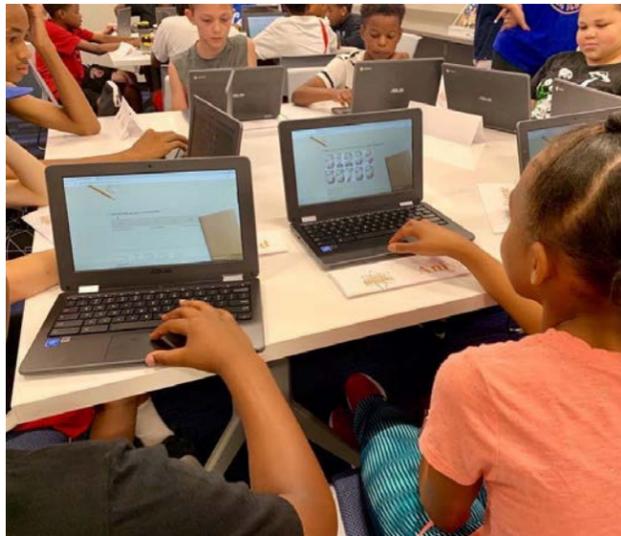


Science of Baseball Summer Camp

The KCUYA Science of Baseball Program provides a hands-on STEM curriculum and programming to 3rd through 8th grade students and teachers within the Academy and throughout the Kansas City area, through summer camps, the Raising Royals After School program, teacher workshops and field trips.

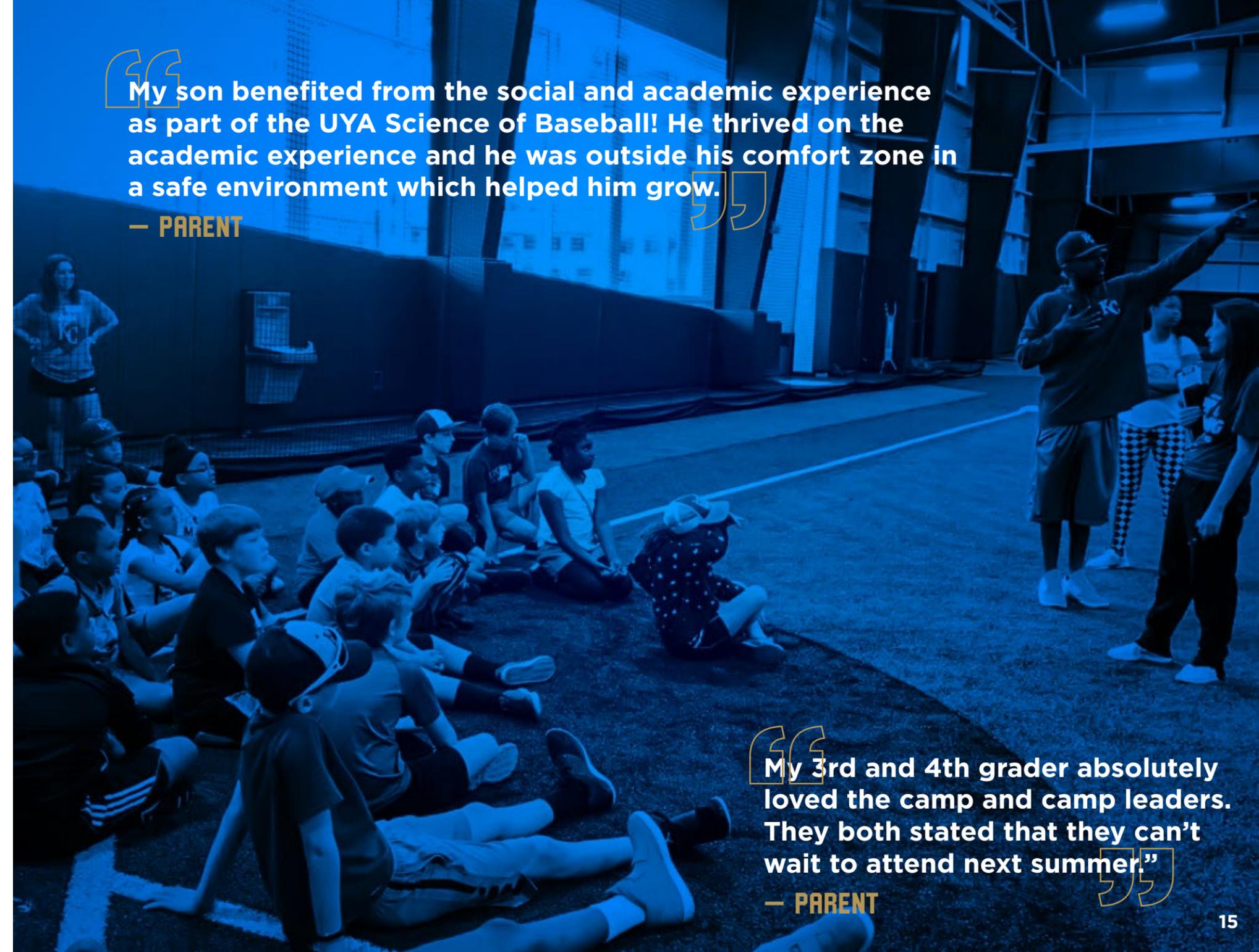
The KCUYA Science of Baseball camp is a two-week program that provides a mechanism for elementary and middle school students to improve their academic performance. It gives students the ability to learn and apply basic academic concepts that emphasize Science, Technology, Engineering, and Mathematics (STEM), using Royals baseball context through hands-on application. These hands-on experiences encourage continued involvement and enrollment in math and science classes that will promote academic and career pursuits in related fields. All curriculum lessons align with Math, Science, and Physical Education standards for Missouri and Kansas.

For the conclusion of the camp, students were required to develop a STEM project where they had to build their own stadium and develop in-stadium services and concessions. The final presentation included a field trip to Kauffman Stadium where they displayed their projects at the Outfield Experience and talked with fans about their project and camp experience, prior to the Royals game.



“My son benefited from the social and academic experience as part of the UYA Science of Baseball! He thrived on the academic experience and he was outside his comfort zone in a safe environment which helped him grow.”

— PARENT



“My 3rd and 4th grader absolutely loved the camp and camp leaders. They both stated that they can't wait to attend next summer.”

— PARENT

Science of Baseball Teacher Workshops

The KCUYA Science of Baseball program launched in 2019 and provides a mechanism for teachers to help students improve their academic performance through quarterly teacher workshops. The goal is to translate students' love of baseball into an appreciation, understanding, and passion of the science and mathematics underlying the sport. Through this approach, we aim to provide teachers the tools and resources that are critical to empowering students who may be underperforming academically by relating core curriculum topics to their athletic strengths, capabilities, and interests. Teachers receive the following materials to from the workshops:

- A full curriculum book with lessons and activities (Lessons are aligned with Missouri and Kansas state education standards)
- A Science of Baseball toolkit with all equipment needed to teach each lesson
- An online version of the curriculum for easier access to worksheets and resource links
- A Professional Development credit certificate for workshop completion

Over ten school districts, including public and charter schools, were represented by the teachers who attended the workshops in its first year.

“Thank you for a great learning experience. My kids have had more fun learning how to play baseball than nearly anything taught in the last four years at Emerson!” — LINDY BINNS, K-5 PHYSICAL EDUCATION TEACHER, EMERSON ELEMENTARY



Bases Loaded Field Trip Experience

The “Bases Loaded” Field Trip Experience is a free, one-of-a-kind opportunity for 3rd-5th grade students to learn about the game. The program is comprised of baseball/softball components, STEM educational enrichment, and health & wellness. The goal of the field trip experience is to promote an interest in baseball and softball, create an understanding of the science underlying the sport, and to empower youth to take care of themselves physically. The program is offered Wednesday-Friday during the calendar school year from September-May. In 2019, over 600 students from schools in Kansas and Missouri visited the Academy through the field trip program.

SPORTS MEDICINE | HEALTH & WELLNESS

Strength and Conditioning Programs

Under the direction of Dylan Wilson, KCUYA Manager of Sports Medicine, multiple sports medicine programs and seminars were implemented to promote health and wellness for athletes on and off the field. This year, two strength and conditioning programs were offered to aid athletes in the summer and fall/winter to accommodate age, level and seasonal play.

The summer program was introductory strength and conditioning course for boys and girls ages 13-18. Participants learned appropriate exercises and mechanics specific to the sports of baseball and softball. The program ran twice a week for 1 hour each session. This course was designed and implemented by our program partner, Joseph Potts, owner of Top Speed Strength and Conditioning and former minor league baseball strength and conditioning coach.

The fall/winter session provided an off-season strength and conditioning program for boys and girls ages 12-14. This program ran twice a week for 1 hour each session. Participants learned how to correctly execute simple movements required for various exercises and progressed them into more complex movements and exercises, within the program's progression. This program also taught participants the importance of taking time off from throwing a baseball or softball in the off-season, while working to get better and stronger on the field.



Pitchers Maintenance Program

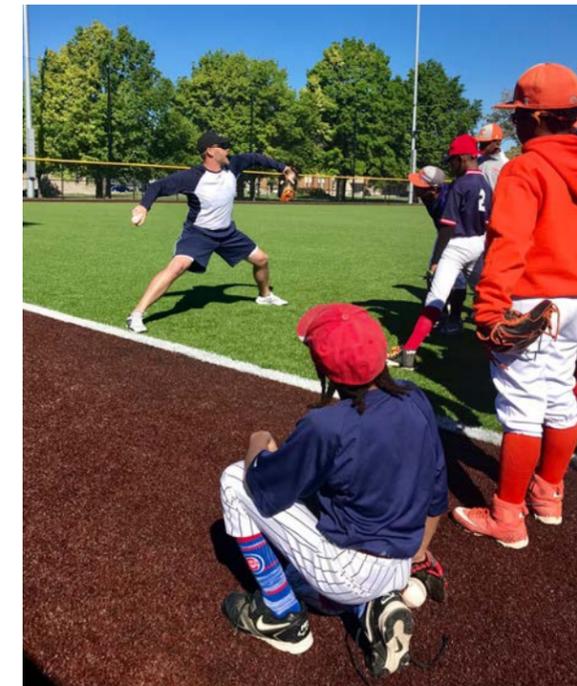
The Pitchers Maintenance program was designed for baseball pitchers ages 13-17 to help with the prevention of common injuries. Each participant underwent an Orthopedic Evaluation to identify potential problematic “areas” that were considered for a higher risk of injury. Individualized at-home exercise programs were created to correct the problem areas found on the orthopedic evaluations. Participants took part in an 8 week program, which focused on the prevention of overuse injuries. Upon completion, each participant went back through the orthopedic evaluation to see where improvements were made and areas that still needed improvement. They were also given various exercise programs to continue doing on their own to maintain injury prevention.

Sports Medicine Seminars

Various seminars were hosted throughout the year to engage players, parents and coaches on the topic of sports injury prevention for youth ages 18 & under. Guest speakers spoke about the overuse injuries in youth baseball to help them understand the overall magnitude and their role in helping to prevent/decrease overuse injuries in youth baseball. Featured guest speakers included Dylan Wilson, Manager, Sports Medicine – Kansas City MLB Urban Youth Academy & Kansas City Royals; Kyle Veazey, Physical Therapist – The University of Kansas Health System; Dr. Vincent Key, Head Team Physician – Kansas City Royals/Orthopedic Surgeon – The University of Kansas Health System; and Joseph Potts, Owner and Instructor – Top Speed Strength and Conditioning.

Yoga

The second annual Summer Yoga Program was led by another KCUYA partner Lori Archer, an experienced Registered Yoga Teacher who specializes in working with athletes. Boys and girls ages 13-18 were able to take part in 1 hour long sessions where they not only participated in the yoga class, but also learned the benefits of Yoga in Sport.



ACADEMY HIGHLIGHTS & EVENTS

Sharon Robinson “Breaking Barriers” Visit

Sharon Robinson, daughter of Jackie Robinson, made a special visit to the Academy in February, as part of the year-long celebration of the centennial of Jackie Robinson’s birth and Black History Month. The day originally featured a facility tour, along with Sharon helping students from Faxon Elementary School craft their essays for the Breaking Barriers: In Sports, In Life essay contest which is a bilingual program that is highlighted by an essay contest that encourages students from the United States, Canada and Puerto Rico to describe how they have overcome personal barriers through the example of Jackie Robinson.

MLB All-Star Week

Major League Baseball hosted the 2nd annual Jennie Finch Classic and Commissioner’s Cup in July as part of the 2019 All-Star Week festivities held in Cleveland, OH. Both events are semi-competitive youth baseball and softball tournaments for Major League Baseball Youth Academies. The Academy selected 14 boys and 13 girls, ages 14-17, to represent the KCUYA and showcase their talent on the field. Throughout the week, participants had the opportunity to compete in games, and take in MLB All-Star Week events such as the Celebrity Softball game and Futures game, a first-time memorable experience for all of the student-athletes.

Royals Spring Training Visit

The Academy hosted a group of athletes, representing KCMO and Kansas RBI programs, on a memorable 3-day trip to Surprise, Arizona, the Spring Training home of the Kansas City Royals. These student-athletes had access to Major League and Minor League coaching staffs in

learning about the “Royal Way” through skill and personal development, participated in workouts with Minor League players and attended two Major League games to give them the full Spring Training experience. For many of the athletes, it was their first time attending Royals Spring Training.

MLB Softball Breakthrough Series

Following 2018, and in partnership with MLB Youth Development, the Breakthrough Series once again made its way to Kansas City. The event is designed to promote softball as a viable collegiate option for girls from underrepresented and underserved communities. The event was completely cost-free for participants, who are selected by invitation only. The program focuses on developing players on and off the field through seminars, mentorship, gameplay, scout evaluations, video coverage and the highest level of instruction. In all, 60 participants from the class of 2019, 2020 and 2021 were selected from all over the country through league nominations. These athletes had the opportunity to work with U.S. Olympians, former National Team members and coaches for three days of on and off-field instructions and scrimmages.

MLB Jr. Homerun Derby

For the third year, the Academy hosted the Major League Baseball Junior Home Run Derby (JrHRD) Regional competition. JrHRD is a free national program for boys and girls 14 years of age & under and provides players across the country an opportunity to participate in an exciting home run derby contest. The program includes three levels of competition, with top performers from the Local level advancing to Regional level and ultimately, the National Finals prior to the Major League Baseball Home Run Derby during MLB All-Star Week.

MLB Pitch, Hit & Run

Major League Baseball Pitch, Hit & Run is a free, one-day event for boys and girls ages 7-14 which is held widely across the country. Pitch, Hit & Run invites youth to demonstrate their skills by competing in pitching, hitting and running competitions at local sites. Participants are given the opportunity to advance through three levels of play – local, regional, national – where winners compete in the Finals during MLB All-Star Week. Over 80 athletes participated at the Urban Youth Academy site this year.

Oklahoma State vs. Vanderbilt Exhibition Game

For the second time, the Academy hosted a NCAA Division I Men’s Baseball Exhibition game between Oklahoma State University and 2019 National Champions, Vanderbilt University. Over 400 fans were in attendance to see the teams face off in a double-header. Earlier in the day, local baseball coaches took part in “Coffee with Coaches”, a panel discussion featuring Tim Corbin, Vanderbilt Head Baseball Coach, and Josh Holliday, Oklahoma State Head Baseball Coach.



ACADEMY HIGHLIGHTS & EVENTS (CONTINUED)

MLBYA “Youth of the Year” Award

Jared Fulghem was selected as the 2019 Major League Baseball Youth Academy “Youth of the Year” to represent the Kansas City MLB Urban Youth Academy. Jared has been part of the Academy since its inception in 2018. He was also part of both 2018 and 2019 Commissioner’s Cup teams that competed during All-Star week in Washington, D.C. and Cleveland, Ohio. He currently serves as an Academy volunteer and participates in the C-10 Mentorship and Leadership Program, which is part of the C You in the Major Leagues Foundation. Jared, along with winners from fellow MLB youth academies, were all recognized in an on-field ceremony during Game 4 of the 2019 World Series in Washington, D.C.

Academy Tournaments

The KCUYA became the facility host to numerous league, conference and collegiate tournaments in an effort to expand and grow the games of baseball and softball. More than 140 teams ranging from ages 8U-14U, including local high school teams, participated in tournaments that were hosted at the Academy. The majority of the tournaments were free to the public to provide accessibility to the surrounding community and maintain the Academy’s mission.

Lincoln Prep Softball Inaugural Season

For the first time in over 20 years, Lincoln College Preparatory Academy became the first high school in the Kansas City Public School District to introduce a girls softball team. The team played all of its home games at the Academy and also received a \$10,000 donation of new equipment from Pro Athlete, Inc. Two LCPA players, Carmen Gudino and Malena Juarez, are current Academy volunteers who also played on the Jennie Finch Classic team that competed in Washington, D.C. during the 2018 MLB All-Star Week.



“Lincoln Prep girls’ softball would not have had the premier season we did without the support of KCUYA and their amazing staff. They are instrumental in our student athletes having access to a quality facility and a softball program and staff whose top priority is to help young women develop in the sport of softball. Without the opportunities through KCUYA along with the enthusiasm for the growth of the young women conveyed daily by the staff in this sport, the program would not be the same.”

— ELIZABETH FOWLER
HEAD SOFTBALL COACH, LINCOLN COLLEGE PREPARATORY ACADEMY

ACADEMY PARTNERS

American Jazz Museum

Avila University

Baker University

Boys & Girls Club of Greater Kansas City

C You In The Major Leagues Foundation

C-10 Mentorship and Leadership Program

Crossroads Academy

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I AM KING Foundation

Interscholastic League

Johnson County Community College

Kansas Christian College

Kansas City Athletics

Kansas City Girls Preparatory Academy

Kansas City Kansas Community College

Kansas City Knights Baseball Club

Kansas City Neighborhood Academy

Kansas City Public Schools

Kansas RBI (Reviving Baseball in Inner Cities)

KCMO RBI (Reviving Baseball in Inner Cities)

KC Parks and Recreation

KIPP Endeavor Academy

Literacy KC/AmeriCorps VISTA Program

Major League Baseball Players Alumni Association

Major League Baseball Youth Development Foundation

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 The Mike Swanson Family
 The Jin Wong Family



Royals™ COMMITMENT

The Kansas City Royals have pledged to contribute \$500,000 per year for 20 years to the KCUYA. With this ongoing gift, the Royals cover all of the management and general expenses of the Academy, so that every dollar fundraised goes directly towards helping kids through programming and furthering the mission.

Queens of the Diamond

On Thursday, August 29th, the Academy held its second annual fundraising event – a softball tournament for Kansas City’s women leaders, the KCUYA Queens of the Diamond. This unique women’s event featured featuring a three-game softball tournament with 30 teams, networking, delicious food and drink, amazing prizes and an opportunity to learn more about our mission. The event raised over \$140,000 with all proceeds going towards girls’ softball and academic enrichment programming at the Academy. The 2020 event will be held on Thursday, September 3, 2020.

Triple Play Fund

Introduced in 2018, the Triple Play Fund is an unrestricted fund that will serve as a long-term asset and operating capital fund. The fund establishes the “Triple Play” of funding for the Academy:

- Sustainability of Programming
- Fidelity to Mission
- Accountability to Community

Legacy Seat Program

The Legacy Seat Program was launched in 2019 as the final phase of construction of the Academy facility with the instillation of 784 stadium seats. The seats are located on the Motley Family Field (Field 2), the Salvador Perez Family Field (Field 3) and the Women of the Negro Leagues Field (Field 4). To fund the Academy’s mission, which is to empower Kansas City’s underserved youth through baseball and softball, academic and social opportunities to be the leaders of tomorrow, supporters can donate to name a seat through the Legacy Seat Program.

For a \$500 tax-deductible donation, you can personalize the seat name plate on a seat of your choice (within the remaining availability). Your personalized name plate will remain on the seat for the life of the seat. The proceeds of the Legacy Seat Program will go towards the Academy’s Triple Play Fund. For more information and to purchase, visit mlb.com/kcuya/legacyseat.

Donations

Our programs would not be possible without the generous support of individuals with a passion for our mission. Donations can be made online at mlb.com/kcuya/donate.



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