

YEAR IN REVIEW

Impact Report



Founder's Letter

Dear Respected Stakeholders -

This report represents a powerful reflection on an impactful year at First & Gold Foundation. It fills us with immense pride to witness the growth, achievements, and positive impact of our program on the lives of young athletes across Minnesota.

Since our inception, our mission has been clear: to provide a safe, inclusive, and empowering environment where youth athletes can develop their skills, build character, and cultivate lifelong values through the sport of football.

In our second season, despite the challenges posed by a lack of financial support, our dedicated team of volunteer coaches, and staff worked tirelessly to ensure that our athletes continued to receive the support and resources they needed to thrive.

Furthermore, our commitment to inclusivity and accessibility has remained unwavering. Regardless of socio-economic background, ethnicity, or ability, we have strived to create opportunities for all aspiring student-athletes to participate in our program, ensuring that no one is left behind.

As we look ahead to the future, we are excited about the possibilities that lie ahead. With the support of sponsors, donors, and partners, we are confident that we can expand our reach, enhance our program offerings, and make an even greater impact on the lives of youth athletes throughout the Midwest.

Together, we will continue to inspire, empower, and uplift the next generation of leaders, both on and off the football field.

Justin McDonald

Justin McDonald

Founder & Executive Director
First & Gold Foundation



Company Information

Company Name:

Minnesota Elite Football DBA
First & Gold Foundation

Date of Incorporation:

October 31, 2022

**Contribution
Deductibility:**

Yes

Public Charity Status:

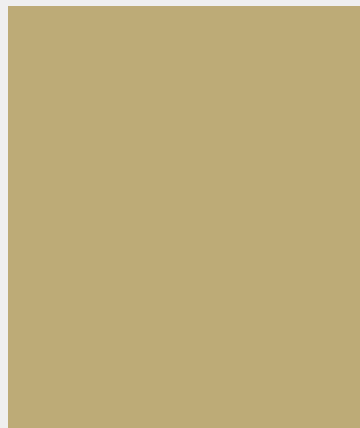
509(a)(2)

Employer ID number:

92-0874771

Accounting Firm:

Victory Business Solutions
2839 Lyndale Ave S
Minneapolis, MN 55408



Our Story

EMPOWERING YOUTH: OUR JOURNEY FROM THE SIDELINES TO LIFELONG SUCCESS

At First & Gold Foundation, our story is one of passion, commitment, and an unwavering belief in the potential of every young athlete. Founded to address barriers preventing youth from accessing the world of sports, our foundation has evolved into a beacon of hope for countless young players. We recognized the critical need for inclusive programs and resources that not only teach football skills but also build character and resilience. This drive has formed the bedrock of our mission to transform lives through sports. We are proud of our community-driven approach, where the support and generosity of donors like you enable us to provide life-changing opportunities.

Over the years, we have launched numerous initiatives that bridge both financial and personal development gaps for young athletes. By offering skill development programs, recruiting resources, and a nurturing environment, we ensure every athlete has the chance to step onto the field with confidence and self-belief.

Our journey continues as we strive to empower, improve, and unite our community, one young athlete at a time.



Business Strategy and Strategic Policy

Our mission is to provide a safe, inclusive, and enriching environment where youth athletes can develop their skills, character, and passion for football, while promoting values of integrity, sportsmanship, and leadership.

By adhering to these guiding principles and strategic objectives, we aim to empower youth, strengthen communities, and foster a lifelong love for the game of football.



Athlete
Development



Community
Engagement



Inclusivity and
Diversity



2023 by the Numbers Impact

5.2K

Miles Traveled

80+

Players Served

4.1K

Website Sessions

4

States Visited

2.2K

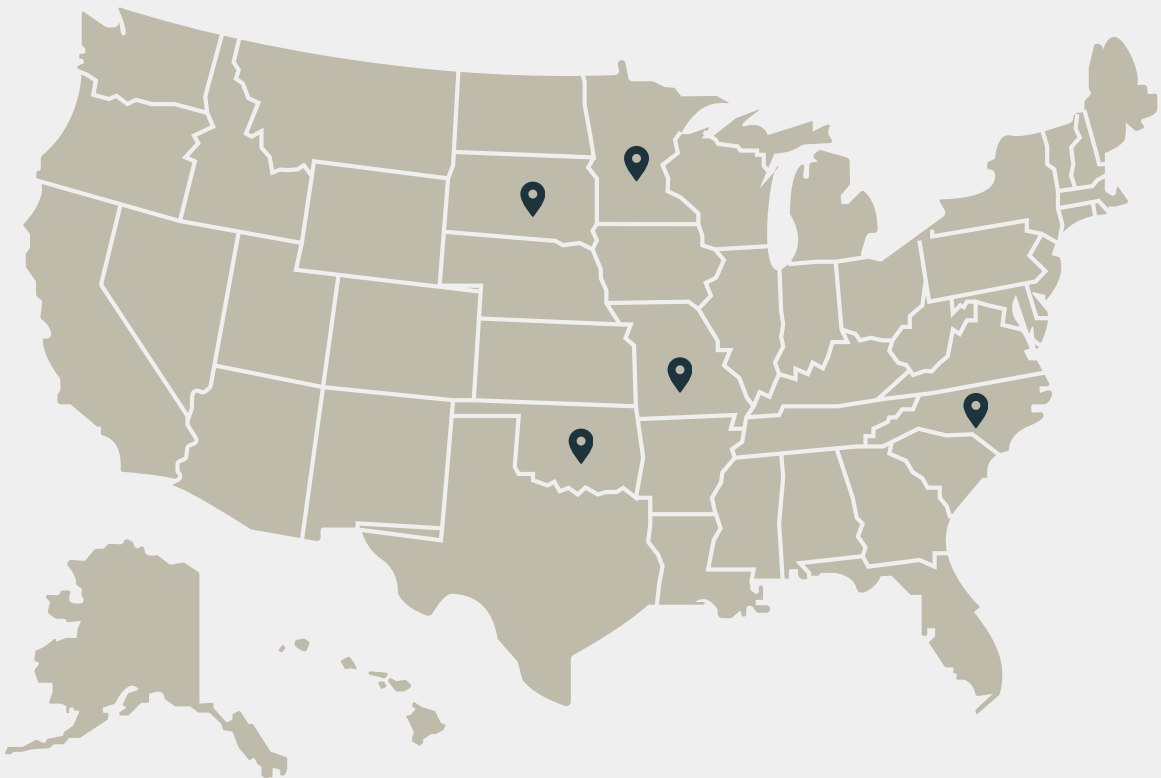
Social Impressions

2

Collegiate Athletes

2023 by State Impact

The exposure to national tournaments empowered our athletes from the Twin Cities and surrounding areas to showcase their talents and access future opportunities, broadening their horizons. Our dance of sports and community empowerment proved to be a winning combination, reinforcing the positive impact of our mission, one play at a time.



Consolidated Statements of Financial Position

- First & Gold Foundation maintains transparent financial management practices to ensure long-term sustainability and accountability to stakeholders.
- Transparent financial reporting and governance structures are in place to uphold the trust and confidence of donors, sponsors, and the broader community.
- Efforts are made to diversify revenue streams, optimize resources, and minimize operating costs while maximizing the impact of our programs and services.



Financial Activities

Operating Activities

January 1, 2023 -
December 31, 2023

FY2023

REVENUE

\$33,978

in Revenue

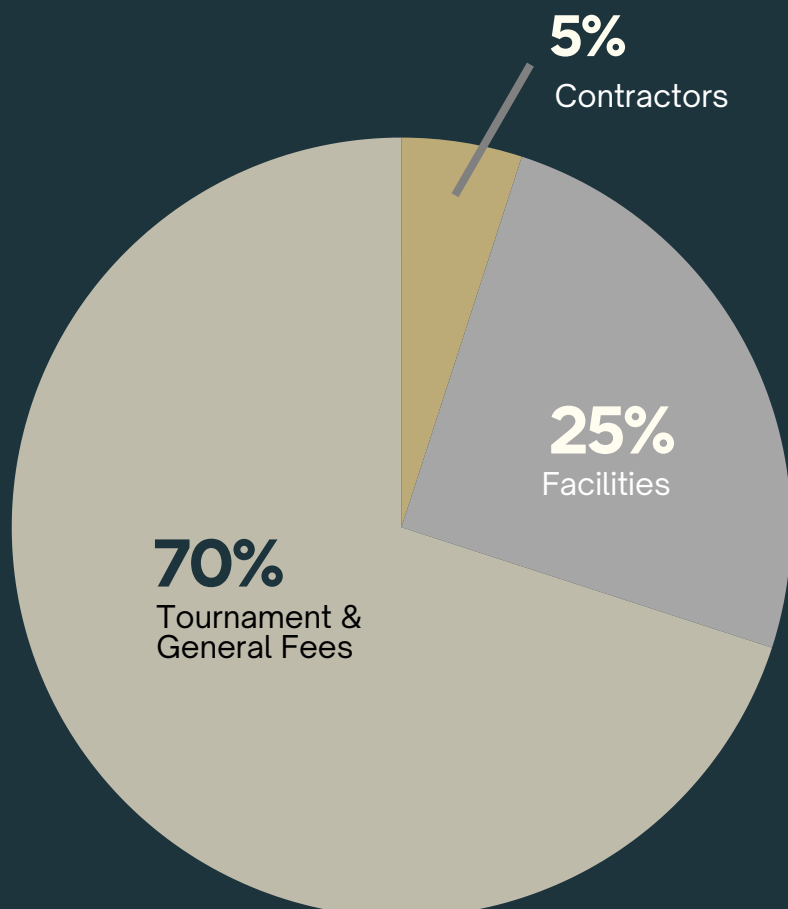
Our revenue is broken down into two categories: Donations and Program Service Fees.

EXPENSES

\$37,780

Total Expenses

Our expenses are broken down into three categories: General, Facilities, and Professional fees.



Board of Directors

Justin McDonald
Founder & Executive Director

Ebony Ivey
Director of FI Marketing Strategy

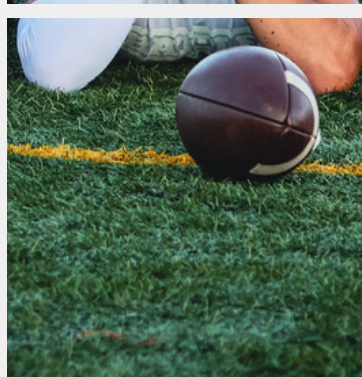
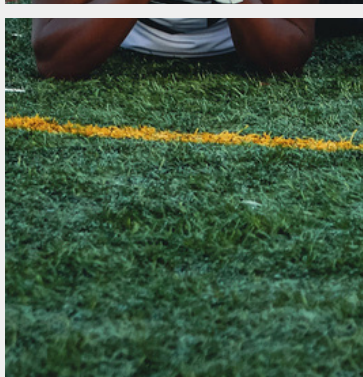
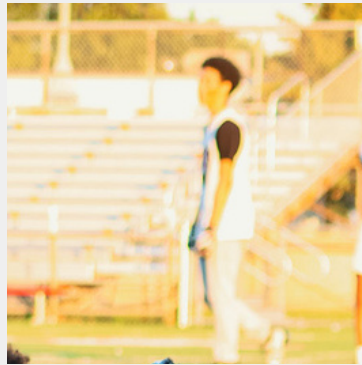
Steven Manno
Principal & Managing Director

Matthew Panzano
Executive Director and Educational & Leadership Consultant

Crystal Dawn Patterson
Grant Writer

“Carsten is really liking the program! And loves the reps he’s getting at QB...We’ll be continuing your program too.”





Thank You

We appreciate your interest in our organization's growth and contributions to the nonprofit industry and supporting underrepresented people. We hope individuals and companies like you will join us to support student-athletes in their academic and sports goals.



contact@firstandgold.org



2112 Broadway St NE Ste 225 #114 | Minneapolis, MN 55413



firstandgold.org