

Sports Backers

Sports Backers is working every day to build a vibrant community and achieve our nonprofit mission of inspiring people to live actively. By energizing the community through events, advocating for active living infrastructure, hosting group fitness programs, motivating youth through school fitness clubs, and creating a scholar-athlete leadership program, we are aiming to make a lasting impact on the Richmond region.

Thanks to supporters such as the Universal Leaf Foundation who share the vision of creating active living opportunities, Sports Backers is well

positioned to continue transforming the Richmond region into one of the best in the commonwealth to live, work, and play. We are committed to investing in our community in the following key areas:

- Growing and creating major events that serve as a gateway to active living, encourage corporate wellness, and promote Richmond as an active outdoor community
- Doubling the number of free group fitness classes offered in under-resourced communities
- Expanding the number of Kids Run Clubs and adding Kids Fitness Clubs
- Doubling the total miles of infrastructure for people walking and biking
- Engaging with and empowering over 1,800 volunteer leaders, including group fitness instructors, kids run club coaches, trained bike and pedestrian advocates, training team coaches, event committee members, our Presidents' Council, and our Board of Directors
- Awarding college scholarships to future active living leaders in the Richmond region





“Sports Backers does a great job advocating for active living in a way that benefits the entire region,” said Harvard Smith, Chief Compliance Officer for the Universal Corporation. “It is a really unique organization with a team that is fully dedicated to serving their mission, and we are proud to serve as a supporter in their efforts.”

Sports Backers believes that together we can create an amazing culture of active living in our region by offering training teams, celebratory events, kids run clubs, and fitness classes, and by advocating for safe, accessible walking and biking infrastructure.

Through contributions from thousands of passionate volunteers, a committed corporate community, and generous donors, this work is made possible. To join our efforts to inspire active living for all, visit www.sportsbackers.org to take part in an event, learn about volunteer opportunities, or see sponsorship and partnership opportunities.

