



Sports for All | East Palo Alto

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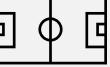
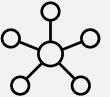
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BAHC SPORTS FOR ALL HUBS

Developing **nine** interconnected sports hubs across **every county**, transforming access, inclusion and development in the Bay Area.



Included in every BAHC Sports for All Hub:

- 1  Community-led and owned sports space
- 2  Year-round programming from expert sport-for-development partners
- 3  Sports Community leader upskilling trainings (coaches, referees, NGO leaders, teachers, etc.)
- 4  Participant capacity-building (financial literacy, health, transportation, etc.)
- 5  Interconnectivity to other Sport for All Hubs and activation and engagement opportunities around major sporting events coming to the Bay

Layered Partnership for Neighborhood Transformation

Safe Space/Delivery Partner

Utilize a backbone community development partner that engages underserved communities to design, develop, and sustain recreational spaces that transform neighborhoods. Driven by meaningful community involvement, the neighborhood, partners and participants take ownership over the sustainability of the sport space.

Programming Partner

Collaborate with a community-, sport(s)- and culturally-specific expert sport for development partner to provide ongoing sport for social change and leadership development programming. Each partner will be unique to the neighborhood served, fulfill a distinct community need and drive neighborhood transformation through sport.

Community Partner

Identify and collaborate with a sustainability partner to manage, oversee operations and ensure the sustainability of the space. A community partner maintains the space and develops a plan for equitable usage at the site, these may include experts in youth development such as the Boys and Girls Club, public schools, professional teams and alike trusted community partners.



Sports for All | San Francisco



- MLK Middle School and SFUSD
- Bay Area SCORES
- Transformed two-concrete lots into four basketball courts, volleyball court, turf mini-pitch, and large field lined for track, baseball/softball, soccer, and flag football

Early Findings and Impact

- Serving ~360 Students and 120 athletes
- Introduction of ongoing 49ers Flag Clinics
- GENYOUth activation, school nutrition and flag football equipment donation
- Students' 'Feeling of Belonging' up 26% from 45% to 71% in 2025



East Palo Alto

Project Snapshot

Los Robles Ronald McNair Academy

- Borders schools and Boys & Girls Club with active programming
- East Palo Alto is home to seven current NFL players

By the numbers

- Only football-sized field for 28,000 residents
- 90% of students qualify for free and reduced lunch
- 40% of students across district are considered homeless





Sport for Development

This partnership is about more than a field. It provides year-round connection to programming and impact for a community that needs it most. Events leading up to Super Bowl LX and FWC2026 provide a unique opportunity to celebrate the power of sport.



Ongoing Youth Sports Programming

Designed in collaboration with local community leaders, the Ravenswood School District, Mastodons Youth Football and BAHC Foundation, providing year-round sport for social change programs.

NFL Super Bowl LX & 49ers Foundation

Site for 49ers and GENYOUth Flag Football, with potential tie-ins featuring NFL legend Steve Young or other 49ers greats; Super Bowl Week activations including NFL-specific programming and on-site events.

Additional Youth Sports + Soccer Programs

Collaboration with community partners to provide ongoing soccer and multi-sport programming in addition to football.

Current State and Next Steps

Safe Space/Delivery Partner

Ravenswood School District

Programming Partners

LRRM Athletics
Mid Peninsula Mastodons
49ers Flag Football
B&GC

Community Partner

Ravenswood School District
B&CG

- **Design:** Completed
- **Review:** Completed
- **Contractor and Turf:** RFPs issued, bids received and groundbreaking 9/25/25.
- **Prep and Install:** Tentative construction timeline: 9/15/25 through 1/23/26. Weather dependent.

Community-changing Support from San Mateo County

Support of \$800k from San Mateo County to support the \$4.2M Sports for All site creates opportunity for investment into:

- Culturally-specific sport for development programs that operate year-round
- Coach, referee and mentor upskilling and training opportunities
- Wrap around social and community services offerings from BAHC partners
- Community celebrations that 'bring SBLX, FWC26 and future events to the youth of East Palo Alto'

Project Cost Total: \$4.2M

Additional Funders include:

- City of East Palo Alto and Federal Funding (\$1.6M)
- Ravenswood Education Foundation
- Chan Zuckerberg Initiative
- 49ers Foundation
- NFL Super Bowl LX Legacy Grant
- Bay Area Host Committee



**BAY AREA
HOST
COMMITTEE**

