



**ED SNIDER**  
YOUTH HOCKEY  
& EDUCATION

**BUILDING LIVES AND UNITING COMMUNITIES**

**IMPACT  
REPORT**



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## A MESSAGE FROM OUR PRESIDENT/CEO

Ed Snider often asked me: "What more can we do?" He invariably followed up this question with a familiar call to action: "You see so many kids in our city failing in school, committing violent crimes, going to jail, doing drugs ... how can we not do more to help?"

We've responded by doubling down on our commitment to **DEEPEN OUR SERVICES AND BROADEN OUR REACH!**

**MORE** for our students ... **MORE** for our families ... **MORE** for our community!

We're providing our youth with **MORE** educational support, **MORE** scholarship opportunities, and a **MORE** comprehensive life skills program - all of which help ensure the social & emotional development of boys and girls, while empowering them to be physically and mentally healthy - ready to become productive citizens. Our programs have deepened to include a continuum of care and support for our students, families, and communities through advocacy, early intervention at the first sign of trouble, crisis counseling, prevention, and long-term services.

As you will discover within this Impact Report, we've added **MORE** college and private secondary school scholarships, **MORE** opportunities for leadership development, **MORE** workforce internships, and have built a pathway for **MORE** of our student-athletes to join the workforce and launch successful careers.

We've broadened our outreach and access within our communities via the delivery of crucial services, which include out-of-school-time programming and mentoring. And - it's important to note - these services are provided not just to Snider families but to our communities at-large.

I think Ed would be pleased by our response to his call for **MORE**.



Scott Tharp, President/CEO  
Ed Snider Youth Hockey & Education



# OUR CORE VALUES

These six Ed Snider Youth Hockey & Education core values are foundational to our long-term success:

## ACCOUNTABILITY

Take ownership of our commitments to ourselves, team, and community.

## EXCELLENCE

Never settle for less than our best. Encourage staff and participants to always strive for excellence in all facets of their daily lives.

## INCLUSIVENESS

Build a meaningful community by welcoming people from all racial, ethnic, socioeconomic, and cultural backgrounds.

## INTEGRITY

Do the right thing, even when nobody's watching.

## OPPORTUNITY

Enable youth to explore new experiences, learn new skills, face challenges, and reach their full potential.

## TEAMWORK

Honor one another knowing that all of us are better than just one of us.



## Repositioning to Amplify Impact



*Building Lives and Uniting Communities*

In 2022, the organization went through a strategic evolution, unveiling a new name and logo to strengthen the mission statement. The foundation has amplified its commitment to academic achievement by changing its formal name to **Ed Snider Youth Hockey & Education** and adding a graduation cap to its signature stickman logo.



**OUR MISSION:** To create opportunities for under-resourced youth of the Greater Philadelphia Region to prosper in life.

**OUR VISION:** Building Lives & Uniting Communities

Snider is an out-of-school time program that positively impacts the life trajectories of Philadelphia youth through daily age-based sessions that include: academic support; hockey; fitness training; life skills lessons; postsecondary readiness; and career exploration.

# OUR MODEL: AGE-BASED DELIVERABLES

Snider deliverables support the changing needs of our students as they advance through their stages of life, targeting windows of opportunity where long-term impact will be achieved.

## Ages 5-9 PLAY TO LEARN

Children are welcomed into a nurturing environment where they learn how to skate and play ice hockey. They gain confidence, develop social & emotional learning skills, make friends, and are inspired to embrace a lifetime love for reading.

## Ages 10-14 COMPETE TO GROW

Youth learn from being part of a team; competition is used to accelerate positive character development. As school becomes more intensive, Snider helps youth navigate through changes and prepare for high school. Accountability and respect are emphasized during this stage.

## Ages 15-18 LEARN TO LEAD

Competitive hockey helps teens learn to manage emotions that accompany stressful situations. Students receive direct support/guidance to navigate high school and postsecondary education. Students build employability skills and form a strong self-identity.

## Ages 18+ PARTNER TO SUCCEED

High school graduates are given assistance to launch and complete postsecondary plans and build a pathway to successful careers.

**MEASURING OUTCOMES:** To measure evidence-based outcomes, Snider utilizes a *Theory of Change* methodology that allows us to evaluate select indicators related to specific organizational goals and objectives. The *Theory of Change* is our *North Star*, guiding strategic choices about where Snider is best positioned to impact students.



PLAY TO LEARN

COMPETE TO GROW

LEARN TO LEAD

PARTNER TO SUCCEED

**Ed Snider Youth Hockey & Education**  
FROM CRAYONS TO CAREERS



Building Lives and Uniting Communities

## GAME CHANGERS: ON & OFF THE ICE

40+

Full-Time  
Employees

170+

Part-Time  
Employees

50% of staff are **Program Alumni** who have returned to the organization and teach Snider core values to a new generation of youth.

Snider's staff fosters whole-child development and includes:

- ✓ **Neighborhood Leaders** serve as liaisons between neighborhoods and programs and lead recruitment efforts in their community.
- ✓ **Rink & Age-Based Coordinators** at each program site are dedicated to providing impactful programming at every stage of life.
- ✓ **A Full-Time Scholarship Team** is devoted to helping our students achieve both secondary and postsecondary success.
- ✓ **External Resource Support** includes a team devoted to the research and compilation of data necessary to evaluate and measure the success of our programs. A full-time Community Resource Specialist is able to connect students and families with appropriate services that may be outside of Snider's expertise.





## OUR DAILY IMPACT

The After School Excellence & Postsecondary Prep Programs focus on educational enrichment initiatives, life skills, career exploration, and service learning and are complemented by a first-rate hockey program. Hockey is just the “hook” used to foster academic success, personal development, and citizenship. Programs are delivered to **1,900+** students and **130+** Alumni at no cost.

HOCKEY

EDUCATION

LIFE SKILLS

SCHOLARSHIPS

CAREER EXPLORATION

**PROSPEROUS LIVES**

MENTORSHIP

BLENDED LEARNING

FULL-DAY SUMMER CAMPS

24 HOUR SUPPORT / 7 DAYS A WEEK

YEAR-ROUND PROGRAMS

### ACADEMIC SUPPORT

Educational services are a priority. Homework Help, Targeted Grade Boost, and Reading Challenges are proven to keep youth on track for on-time graduation.

**99**

percent of students  
matriculate to the  
next grade level

**757**

mins. average student  
reads per year

### SECONDARY & POSTSECONDARY COUNSELING

Counselors are assigned to each student for individualized support throughout their academic careers. Support services at both the high school and college level help students optimize financial aid opportunities. Students are given guidance on selecting schools that



are best suited for their respective wants and needs.

- To date over **\$8,000,000** has been invested in scholarships earned by Snider students at partner high schools and colleges.
- **300+** individual students have received scholarships to attend high-performing high schools or colleges, preparing them for postsecondary life, and relieving them of carrying the burden of debt - a clear driving factor in emotional well-being and academic success.

### HOCKEY & FITNESS

A player development model includes Learn to Skate, Learn to Play, Snider Hockey League (SHL), and Travel Hockey. Introductory and skill sessions, and competitive games occur daily. The SHL is an intra-city league where teams from different neighborhoods compete in spirited competition.

- Touchpoints are one method of scoring program participation. A total of **38,000** touchpoints are accumulated each year.
- **25** teams of various competitive levels across five sites compete throughout the season.
- **100%** of our students get the recommended daily **60** minutes a day of physical activity.

[Learn More About Our Player Development Model](#)

### LIFE SKILLS & LEADERSHIP

Lessons are blended into hockey practices; coaches lead intentional

conversations tailored to each age group. Students acquire critical life attributes that aren't taught in a classroom.

- On average, **70** Junior Coaches annually complete over **100** hours of service-learning.
- Coaches are trained to deliver team activities designed to facilitate group discussion and advance character development.

### CAREER EXPLORATION

Students gain access to unique learning opportunities and learn marketable, job-embedded skills, while networking with partner organizations.

- Internships are facilitated with Comcast, Comcast-Spectacor, Exelon, J. Wood Platt, partnering Universities, and more.
- **10+** career-focused sessions are offered annually.

### SOCIAL & EMOTIONAL SUPPORT

Individualized support is available for those navigating troublesome situations. A Community Resource Specialist monitors, evaluates, and connects students to appropriate intervention services.

- Collaboration with **35** nonprofit organizations assure that Snider families have access to critical services.
- More than **180** families have received support from Snider's Community Resource Specialist.

# SNIDER SCHOLARSHIPS

## Enabling Dreams: Funding Futures

Snider provides scholarships for deserving students to attend secondary and postsecondary institutions.

### HIGH SCHOOL

**Breakaway Scholarships** cover scholarships to Snider's vast network of high-performing private and vocational secondary schools. Advisors guide eligible middle school students throughout the application process.

Since the program inception in 2016, **370+** scholarship years have been funded by Snider. An average of **50** students are Breakaway scholarship recipients each year.

### POSTSECONDARY

**The Goals & Assists Postsecondary Scholarship Program** aims to help Snider students, who may not have previously considered education after high school as an achievable option, receive the support they need to complete a postsecondary degree. In partnership with nine universities and trade schools, Goals & Assists awards recipients with scholarships to cover tuition, room and board, and fees. Students also benefit from leadership development opportunities and ongoing mentoring from the Snider Education team to ensure they remain on track for four-year graduation.



To date, Snider has awarded **198** Goals & Assists scholarships.

**Game Ready Scholarships** provide Snider Alumni with a \$1,500 annual scholarship to help defray the cost of books, tuition, and other expenses related to attending colleges outside of the Goals & Assists networks. This award is given annually to every eligible Snider student throughout their postsecondary career.

**815** semester awards have been distributed since 2016.

**Snider Hockey Over Time (SHOT) Scholarships** foster and support a student's love of hockey. This scholarship covers costs associated with playing club hockey at the collegiate level.

**85** SHOT scholarships have been awarded since 2018. On average, **14** student athletes receive SHOT Scholarships each year.





# KEY METRICS

## Snider's Track Record: Proven Effectiveness

**Access to Enriching Activities:** Such access is highly dependent upon family income; only 59% of school-aged children from low-income families are financially able to participate in sports, compared with 84% of children from wealthier families (those with annual household income of \$75,000 or more).

*At zero cost to families, Snider provides out-of-school safe havens that foster academic success, physical fitness, citizenship, and valuable life skills for thousands of youth since 2005.*

**On-Time Matriculation:** The overall four-year high school graduation rate in Philadelphia is reported to be 75%, but this rate falls to just 56% of designated "off track" ninth graders who largely come from the communities that we've targeted to serve.

*99% of Snider students graduate high school on time.*

**Chronic Absenteeism:** An alarming 46% of all Philadelphia School District students are "chronically absent," meaning they missed more than 10% of their school days.

*Snider advisors track students' school attendance. 88.5% of Snider youth attend 90% or more of instructional days; with just 11.5% missing more than 10% of their school days.*

**Continuing Education:** Just 48% of Philadelphia high school graduates enrolled in college the following fall.

*75% of Snider graduates enroll in postsecondary education.*

**Postsecondary Readiness:** All schools within the School District of Philadelphia have a School Progress Report (SPR) score that measures performance in academic achievement, progress, school climate, and college and career readiness. According to the School District, schools with a score from 25-49% need "intensive support to improve." On average, Philadelphia high schools received an overall SPR score of 44%.

*Upon entering 6th grade, Snider students are assigned a counselor who helps individually prepare them for the rigors of college and continues to work with them through graduation.*



# TOGETHER, OUR IMPACT IS IMMEASURABLE

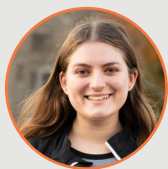
Meet Some of Our Outstanding Alumni



MARYAM  
BELGRAVE



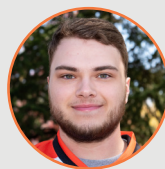
KASEIR  
ARCHIE



JASMINE  
MASINO



VICTORIA  
MALONEY



ZACH  
MARTIN



ROBERT  
CROSSFIELD



VIRLEN  
REYES



ISA  
ABDUL-RAHMAN



NICOLE  
DEYOUNG



JASMINE  
MARTINEZ

## MARYAM BELGRAVE, Duke University '24

- B.S. Computer Science
- Conducting Research at Duke & Instructor for Course she Designed
- Volunteer Teaching Assistant, Girls Who Code

## KASEIR ARCHIE, Drexel University '20, Howard Law '25

- J.D. Candidate at Howard University School of Law
- Bachelor of Business Administration (BBA)
- Friends of Snider Leadership Committee Member

## JASMINE MASINO, Villanova University '25

- Seeking B.S. Civil Engineering
- "I am driven to increase female representation in the STEM field and in male-dominated sports, and motivated by my identity as a first-generation college student."*

## VICTORIA MALONEY, Neumann University '22 & '23

- B.S. Business Administration, M.S. Sports Administration
- Associate Financial Analyst at Exelon
- Snider Girls Programming Coach

## ZACH MARTIN, Atlantic Cape Community College '23

- Culinary Arts & Food Service Management
- Completed a Culinary Internship at the Grand Hotel in Rimini, Italy

## ROBERT CROSSFIELD, United States Military Academy at West Point

- United States Army Field Artillery Officer

## VIRLEN REYES, West Chester University '13

- B.A. Philosophy
- Pledged \$5,000 annually to Scholarship Programs
- Inaugural Ed Snider Youth Hockey & Education Scholar
- Friends of Snider Leadership Committee Member

## ISA ABDUL-RAHMAN, Elizabethtown College '23

- B.S. Graphic Design
- Works as a Motion Graphics Coordinator for the Lehigh Valley Phantoms, while assisting Snider part-time in a Graphic Design capacity

## NICOLE DEYOUNG, Saint Joseph's University '26

- Seeking B.S. Neuroscience
- Pre-Med Track
- "Snider blessed me with the Goals & Assists Scholarship, enabling me to attend Saint Joseph's University to study neuroscience on near full scholarship."*

## JASMINE MARTINEZ, Neumann University '22 & '23

- B.S. Sports Management, M.S. Sports Administration
- Inaugural Comcast Spectacor/Ed Snider Leadership Fellow
- "If it wasn't for the organization, I wouldn't be where I am today,"* said Jasmine Martinez, who started playing through Snider at age 5.

# DEEPER SERVICES / BROADER REACH

## Snider Distributes More Than 175 Thanksgiving Meals

Snider distributed over 175 turkeys and Thanksgiving dinner items to under-resourced Philadelphia families who need it most. With each meal large enough to feed a family of six, 1,050 total individuals were impacted by the giveaway.



## U.S. Embassy Ottawa & Embassy of Canada Partners With Snider

Over 20 Snider students attended a career panel at the Wells Fargo Center featuring a group of foreign ambassadors. Members from U.S. Embassy Ottawa and the Embassy of Canada to the U.S. shared their career experiences, answered questions, and networked with students.

## The Philadelphia Inquirer

### Brandon Graham Shares With Philly High School & College Athletes the Power of Choices in Sports

"It's all about how you talk to yourself, how you motivate yourself," the veteran DE told students at an Ed Snider Youth Hockey & Education "Fit to Lead" event at Neumann University.



## Student-Athletes Skate At White House

It was a historic day for 30 Snider students as they traveled to Washington, D.C. to tour the National Mall and were granted the opportunity of a lifetime to skate on the South Lawn of The White House.

## 10 PHILADELPHIA

### Ed Snider Youth Hockey & Education, the Flyers, and Flyers Charities Open New Street Hockey Rink in Kensington

The project expands Snider's year-round structured recreational, academic, and life-enrichment services and amplifies its commitment to the surrounding community. "We're so excited to get this started and to be able to enhance and deepen the services we provide to the children, youth, and families of this neighborhood," Snider President/CEO Scott Tharp said.



## The Philadelphia Inquirer

### Neumann University Teams Up With Snider

Neumann University President Dr. Chris Domes and Snider President/CEO Scott Tharp announced plans to build a multi-million-dollar ice hockey arena on the Neumann campus. The new building, called the Ed Snider Ice Arena, will include

two ice rinks, one for Neumann's ice hockey teams and another rink will be designated as the official home for Snider programming for over 300 new students. The collaborative effort will expand educational programs for under-resourced youth, while honoring the legacy of Ed Snider.

## Snider Alumni Game Welcomes Home 100+ Students

The 10th Annual Snider Alumni Game took place in December 2023 at the Class of 1923 Arena. Over 100 Ed Snider Youth Hockey & Education Alumni spent the evening competing in two on-ice games and mingling with teammates, friends, and staff.



## SNIDER PROGRAM SITES

Ed Snider Youth Hockey & Education's open enrollment policy reflects the diversity of the Greater Philadelphia Region. We ensure that our youth have the opportunity to develop a passion for the game of hockey, regardless of demographics, zip code, or socioeconomic status.

**Philadelphia Parks & Recreation:** A unique private/public partnership has given Snider a long-term license to operate its programs at the City of Philadelphia's public ice rinks. Snider continues to invest resources to ensure a first-rate rink experience.



**Neumann University:** Snider announced a \$15 million matching gift to Neumann University in October 2023 to build an on-campus ice hockey arena, allowing us to expand our services to the Chester region. The arena will be named the Ed Snider Ice Arena and is anticipated to open in 2026.



**Scanlon Street Hockey Rink:** Snider teamed up with Flyers Charities in Spring 2023 to unveil a new outdoor street hockey rink and playground area in Kensington to grow the game of hockey.

## SUMMER CAMPS

Snider hosts over 500 students over 25 week-long summer camps at Pennsauken, Wissahickon, and other rinks from June through August. Camps feature enriching themes, on-ice skill sessions, dryland training, educational activities, life skills lessons, games, field trips, and guest speakers. Camps are offered at no cost and include transportation and lunch.



**UPenn Class of '23:** In 2019, an \$8.2 million renovation project at the University of Pennsylvania Class of '23 Rink was made possible by collaboration between Snider, the Flyers Alumni Association, National Hockey League, and University of Pennsylvania. The facility is an epicenter for Snider and is the home rink for our travel teams.



The Inspiring Our Youth mural by Jared Bader and Mural Arts Philadelphia was unveiled at 10th and Snyder in South Philadelphia in October 2019. Spanning the entire city block, the mural celebrates the life and legacy of our founder, Ed Snider.

## MEET OUR FOUNDER

Ed Snider was the iconic founder of the Philadelphia Flyers, an entrepreneur, a philanthropist, a risk-taker, and a true visionary in the sports and entertainment industry. He was widely respected and admired for his passion, vision, and ability to lead others.

Ed cared deeply about children, whom he saw as the leaders of tomorrow who will be entrusted to build a better future for our society. One of Ed's proudest accomplishments was the creation of the Ed Snider Youth Hockey Foundation in 2005.

Prior to his passing, Ed wrote, "After witnessing what goes on today . . . I always thought, 'what can I do?' There were all kinds of groups trying to help these kids. What could I do to try and help them? And . . . I felt that I could do it through hockey, and that's why I started Ed Snider Youth Hockey & Education. My commitment to the Ed Snider Youth Hockey & Education is unwavering."

*"This program will one day produce an NHL player - of this, I am sure. And this will be great! But - more important are the thousands of kids that come through Ed Snider Youth Hockey & Education who have learned the importance of staying in school, staying out of trouble with the law, and turning out to be productive citizens in our society."*



## HOW WE ARE FUNDED

### ED SNIDER'S 2:1 MATCH

Prior to his passing, Ed Snider had the foresight to create a Support Organization to continue his policy of **matching all donations 2:1** - a rarely seen return on investment for Snider stakeholders and supporters. For the 2:1 match to be released from the Support Organization, funds must be raised by the Snider Development Team.

### LONG-TERM, BROAD-BASED SUPPORT

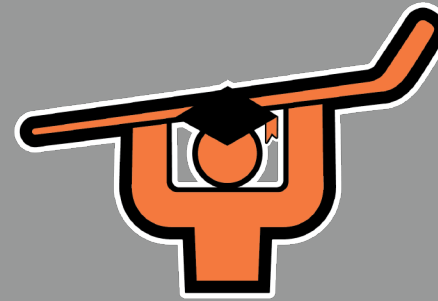
The organization consistently fosters long-term, broad-based support for program development to advance its mission. Funding comes from private donations, foundation grants, corporate contributions, and public support - all of which is subject to the 2:1 match. Sustaining current revenue streams, while aggressively developing new funding opportunities, allows us to expand annual operating budgets.

**The foundation has experienced robust growth. Snider's operating budget has matured from \$400,000 to \$9 million since its inception in 2005.**



Learn more about Ed Snider Youth Hockey & Education, get involved, and make a donation.

See All the Ways You Can Support



*Building Lives and Uniting Communities*

## ED SNIDER YOUTH HOCKEY & EDUCATION





*Building Lives and Uniting Communities*

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