

Performulus

Project Lifeline for Sports: A Lifeline for Athletes, Teams, and Coaches During the COVID-19 Pandemic



Project Lifeline

PROJECT LIFELINE NEEDS YOUR HELP

Performulus, Inc. (“Performulus”) is seeking financial contributions from donors in support of our Lifeline for Sports initiative (“Project Lifeline”). Project Lifeline’s mission is to help athletes, teams, and coaches cope with the far-reaching effects of the COVID-19 pandemic. Donor funds will be utilized to support the subscription and distribution costs of our transformational athlete relationship management platform to help athletes emerge from their extended off-seasons physically, emotionally, and mentally prepared to compete and win in their sport, and in life.

PARTNERSHIP WITH MISSION EDGE

Performulus has partnered with Mission Edge to create a tax-deductible program to maximize the impact that Lifeline will have in helping young athletes around the world.

Mission Edge is a 501(c)(3) company specializing in fiscal sponsorship services and providing nonprofit and social enterprise communities with the resources and knowledge necessary to make business processes easier and maximize social impact.

Mission Edge will act as the umbrella organization for Lifeline, taking legal responsibility for funds received, ensuring that funds are used for charitable purposes, and meeting all donor-reporting requirements to provide assurance to our project sponsors that their donated funds will be tax deductible, applied in accordance with the stated philanthropic purposes, and utilized in compliance with IRS regulations.

IMPACT OF PROJECT LIFELINE

Project Lifeline will support athletes, coaches, teams, and schools that participate in team sports ranging from club level to colleges and universities. There are currently more than 9,000,000 high school athletes, 525,000 college athletes, and 3,000,000 club athletes participating in amateur sports throughout the USA and Canada. These stakeholders face extended off-seasons, cancelled or postponed competitive seasons, massive budget shortfalls, and the challenges of conducting practices and maintaining team cohesiveness in the post-Covid-19 world.

PROJECT LIFELINE BACKGROUND

The COVID-19 global pandemic struck in early 2020 and changed everything. The virus spread around the globe causing tragic human loss. Major global population bases went into lockdown, resulting in the largest global recession in history. Stock markets crashed, thousands of businesses were wiped out almost overnight, unemployment ballooned, schools were shut down, and all sports were put on hold.

In the face of these forced off-seasons, athletic coaches have struggled to keep their athletes encouraged and focused, spending countless hours emailing and texting personalized training plans, trying to keep their teams connected, motivated and inspired. Many athletes, whose personal outlets, and often their very identities, are tied to participating in sports, have become frustrated and even depressed, desperately missing the comradery they so badly need during these times of extreme isolation. Young people's social, emotional, and mental well-being have been severely impacted. The traumas they are facing during this developmental life stage can affect them across their lifespans.

Our platform helps mitigate the pandemic's terrible impact by providing coaches with tools that create community when in-person interaction isn't possible. Coaches and teammates use it to check-in on each other daily, which is so desperately needed in these trying times. Coaches use it to provide personalized training and development plans, and assign daily activities designed to develop confidence, discipline, motivation, character, and other values that help build strong athletes and well-rounded people.

As we continue to spread the word about our platform to the athletic community, we see the same reaction – coaches want to subscribe immediately to start helping their players NOW. Unfortunately, most athletic organizations have little to no financial resources to draw on as a result of the pandemic. Not only have most sports seasons been postponed to later periods, the lack of ticket sales has decimated the revenues used to fund their athletic programs.

In spite of these financial challenges, we have vowed to deliver our platform to any team that needs it, regardless of their ability to pay. As a result, some teams are subscribed at discounted prices, and some even for free. This approach is not economically sustainable and we also need additional resources to reach more young athletes struggling to navigate the COVID-19 world. Consequently, we are actively seeking donors to fund the annual subscription costs of teams in need of our platform. Sponsors' donations will provide the financial bridge we need to continue distributing our transformational platform to athletes and their teams everywhere.

PROJECT LIFELINE DETAILS

Donations will help supplement the budgets of teams that need our platform but lack the funding to pay for the subscription costs. This subscription support will give teams a full year's use of the platform while they develop more comprehensive strategies for responding to the challenges of COVID-19, including closing the budget gaps so many teams are experiencing today.

Any team can subscribe to our platform at price levels it can afford to pay. These prices will be self-determined by the management of each participating team. Once a self-determined price is identified, the gap between that and the applicable annual subscription price levels will be covered with donor funding. By partnering with donors, and Mission Edge in this way, we can maximize the number of teams our platform can help in these challenging times.