

Little League® Background



Mission Statement

Little League® believes in the power of youth baseball and softball to teach life lessons that build stronger individuals and communities.



Little League® Strategic Plan

Areas of Focus



Access to
Program
*Grants, Financial
Resources,
Education*



Fun &
Community



Health &
Safety



Programming &
Resources
Digital & In-Person



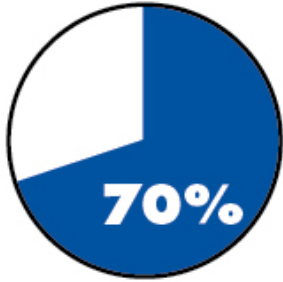
Diversity,
Inclusion,
&
Belonging

CORE STRATEGY

**UTILIZE LITTLE LEAGUE'S LEGACY
AND DISTINCTION TO CREATE A
PLAYER-CENTERED CULTURE AND
REMOVE CORE BARRIERS TO
PARTICIPATION**

Click to learn more about the [Little League Strategic Plan](#) and our [Five Year Plan](#)

Little League® Grassroots Reach



70% of All Youth Baseball
is Little League®



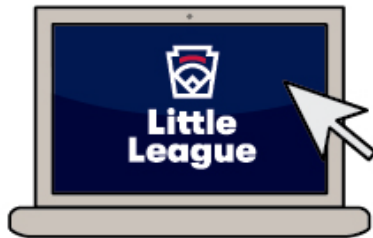
121,000 Teams
5,700 Leagues | 80% U.S.



Apx. 1.8 Million Players
Annually



1 Million+ Volunteers



2.2 Million Parents/Volunteers
in electronic database



151+ Million Impressions
ESPN Broadcast Platforms



35.1 Million Pageviews
May - August



Social Impressions
January - October

Facebook	239 Million
Twitter	23 Million
Instagram	30 Million
TikTok	21 Million

Little League® Volunteerism

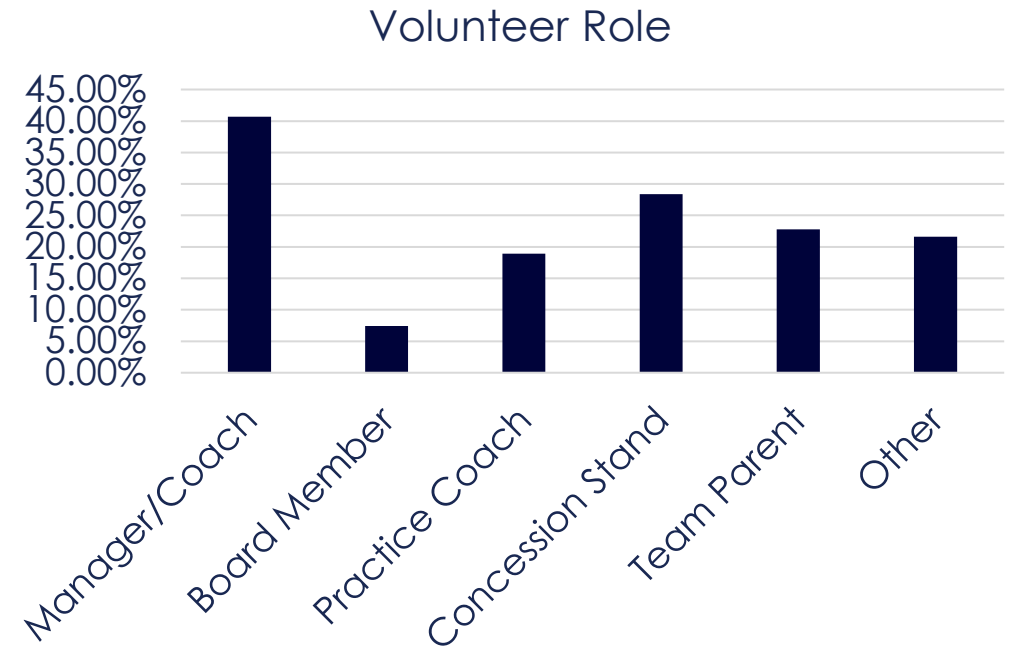


Volunteers make Little League®



Volunteerism: Current Volunteer Involvement

- Currently 50.9% of parents are volunteering within their local league
- Most common volunteer roles:
 - Manager/Coach
 - Concession Worker
 - Team Parent
 - Practice Coach
 - Board Member
- Our goal is to increase volunteerism and make it easier to administer the program



Local Little League Program Administration

Leagues are required to re-charter with Little League International every year

All Local League
positions are volunteers

