



# ISFA

**IOWA SPORTS FOUNDATION**

**2023-2024 ANNUAL REPORT**



Providing sports, recreation, health and wellness opportunities for Iowans of all abilities.



# OUR VISION

*To be the statewide leader in providing opportunities for all Iowans to live a healthier lifestyle by motivating, encouraging and supporting lifelong wellbeing through sports, recreation, and competition.*





## LETTER FROM THE CEO



As we reach the end of our 38th year as an organization, it is my pleasure to take a look back and celebrate all of our many accomplishments. In addition to a successful year for all our pillars, I know there were many challenges, and I'm so appreciative of everyone's incredible commitment, effort, and positivity!

Here are a few highlights:

- Over 150 companies competed in the Corporate Games
- Over 17,000 athletes, coaches, and spectators were part of the Iowa Games
- Live Healthy Iowa participants reported nearly 15 million minutes of activity
- The oldest Iowa Senior Games athlete is 95 years young
- Adaptive Sports Iowa hosted the Northern Conference tournament featuring teams from all around the midwest

If the numbers *below* are any indication, we continue to be on the right path in providing active opportunities through events, programs, and challenges.

**1987-1989: 43,598 participants**  
**1990-1999: 167,438 participants**  
**2000-2009: 747,113 participants**  
**2010-2019: 2,266,089 participants**  
**2020-2024: 476,639 participants**

We are so grateful to all of our sponsors, donors, supporters, commissioners and volunteers for their unwavering commitment to our organization. *Your* commitment as engaged board members, enables us to continue providing the *best* opportunities for Iowans to live a healthier lifestyle. We sincerely thank you for your support and look forward to continuing our relationship for many years to come.

Sincerely,

A handwritten signature in black ink that reads 'Chuck Long'. The signature is written in a cursive, flowing style.

Chuck Long



## WHO WE ARE



The Iowa Games, a statewide Olympic-style competition, is the most well-known of the Iowa Sports Foundation pillars. Beginning as a one weekend event in 1987, the Iowa Games now includes over 40 sports and events, with participants from all corners of the state.

- Over 17,000 athletes, coaches and spectators
- 323 teams
- Host communities: 21
- Soccer reigns as the Iowa Games top sport with over 250 teams

Live Healthy Iowa (LHI) was launched in 2002 as a strategic health initiative for Iowans. Since its creation, LHI has worked diligently toward its mission to challenge all Iowans to improve their well-being through purposeful engagement.

- Nearly 15 million activity minutes reported through adult challenges
- 97 of 99 Iowa counties represented
- Collaborated with nearly 40 communities to host local events, connecting with over 4,200 participants
- Engaged with 87 families through the annual Family Wellness Challenge, sharing healthy recipes and fun physical activity opportunities..



## WHO WE ARE



The Iowa Sports Foundation is in its thirteenth year of building the Adaptive Sports Iowa (ASI) program. ASI's mission is to provide statewide leadership in the planning, promotion, education and organization of sports and recreational activities for Iowans with physical and vision disabilities.

- 56 cyclists and staff participated on the ASI Cycling Team presented by Iowa Farm Bureau during RAGBRAI and group rides throughout central Iowa
- Over 70 athletes with disabilities participated in the wheelchair tennis program
- In February, we hosted the 2024 Northern conference tournament which included 12 wheelchair basketball teams from around the Midwest.

The Iowa Senior Games, developed to promote lifelong health and wellness, offers several Olympic-style competitions for Iowans age 50 and over.

- Over 2,100 medals awarded in nearly 100 events
- Record number of athletes in 2024 at 1,052
- Participants from 30 states
- Oldest participant was 95 years young

The Iowa Sports Foundation (ISF) introduced the Des Moines Corporate Games in 2016, the Corridor Corporate Games (Cedar Rapids/Iowa City) in 2019, and added the Quad Cities Corporate Games in 2021. The Corporate Games is a company-based competition that enables and supports teamwork, company pride, and corporate wellness through healthy competition.

- 154 companies took part in the Corporate Games
- Over 80 sports, recreational activities, and challenges were held
- More than 32,000 employees participated



## FACTS



- The only National Congress of State Games (NCSG) member organization in the country to host Summer Games, Winter Games, Senior Games, Adaptive Sports and Corporate Games
- The Iowa Games hosts competitions in more cities throughout the state than any other State Games
- Live Healthy Iowa is the largest statewide wellness initiative in the country
- Iowa Sports Foundation has participation in all of Iowa's 99 counties
- Iowa Sports Foundation hosted events in 63 communities across the state



## HISTORY



## Iowa Sports Foundation participation through the decades

1987-1989: 43,598 participants

1990-1999: 167,438 participants

2000-2009: 747,113 participants

2010-2019: 2,266,089 participants

2020-2024: 476,639 participants



## BOARD OF DIRECTORS



## EXECUTIVE BOARD OF DIRECTORS

Julie Middleswart, Chair, Ernst & Young  
Michael Boussetot, President, State Senator  
Chris Verlengia, Vice President, Wellmark  
Lynn Walz, Treasurer, retired  
Mac O'Brien, Secretary, Nyemaster Goode Law Firm  
Jess Vilsack, Past Chair, Summit Carbon Solutions

## BOARD MEMBERS

Taylor Anderson, Iowa Girls High School Athletic Union	John Hartung, Retired
Barb Baker, Grinnell Mutual	Troy Henrich, Corteva
Tavian Banks, YMCA of Greater Des Moines	Todd Jacobus, Iowa Department of Veteran Affairs
Blake Boldon, Drake Relays Director	Steve Jordison, Retired
Kevin Bourke, Discover Ames	Tom Keating, Iowa High School Athletic Association
Rob Bradley, Pella Corporation	Jackie Kleppe, University of Iowa Health Care
Lydia Caraveo, Grinnell Mutual	Dave Lubbers, Assistant Professor - Drake University
Tony Dickinson, NCMIC	Jamie Pollard, Iowa State University
Zach Elsbecker, YMCA of Greater Des Moines	Steve Purcell, Mediacom
Megan Franklin, University of Northern Iowa	RJ Sumrall, Mid-Iowa Fellowship of Christian Athletes
Beth Goetz, University of Iowa	Patrick Tomka, Office of the Governor
Travis Gorsch, Iowa Foundation	Jenny Wood, Iowa Soccer Association
Tim Grabinski, MidAmerican Energy	Lydia Zerby, Iowa Food & Family Project
Norman Granger, State of Iowa/Board of Parole	
Brian Hardin, Drake University	



## OUR TEAM



### **Chuck Long**

CEO/Executive Director  
Team member since 2014



### **Nicole Kennedy**

Chief Operating Officer  
Team member since 2008



### **Cory Kennedy**

Marketing Director  
Team member since 2006



### **Kyle Wagner**

Director of Corporate Competitions  
Team member since 2019



### **Hannah Bowman**

Adaptive Sports Iowa Director  
Team member since 2019



### **Isaac Schafbuch**

Assistant Director of Corporate Competitions  
Team member since 2022



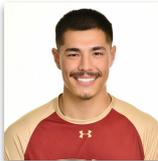
### **Cole Bollweg**

Assistant Director of Sports &  
Competitions  
Team member since 2023



### **Rob Goode**

Assistant Marketing Director  
Team member since 2024

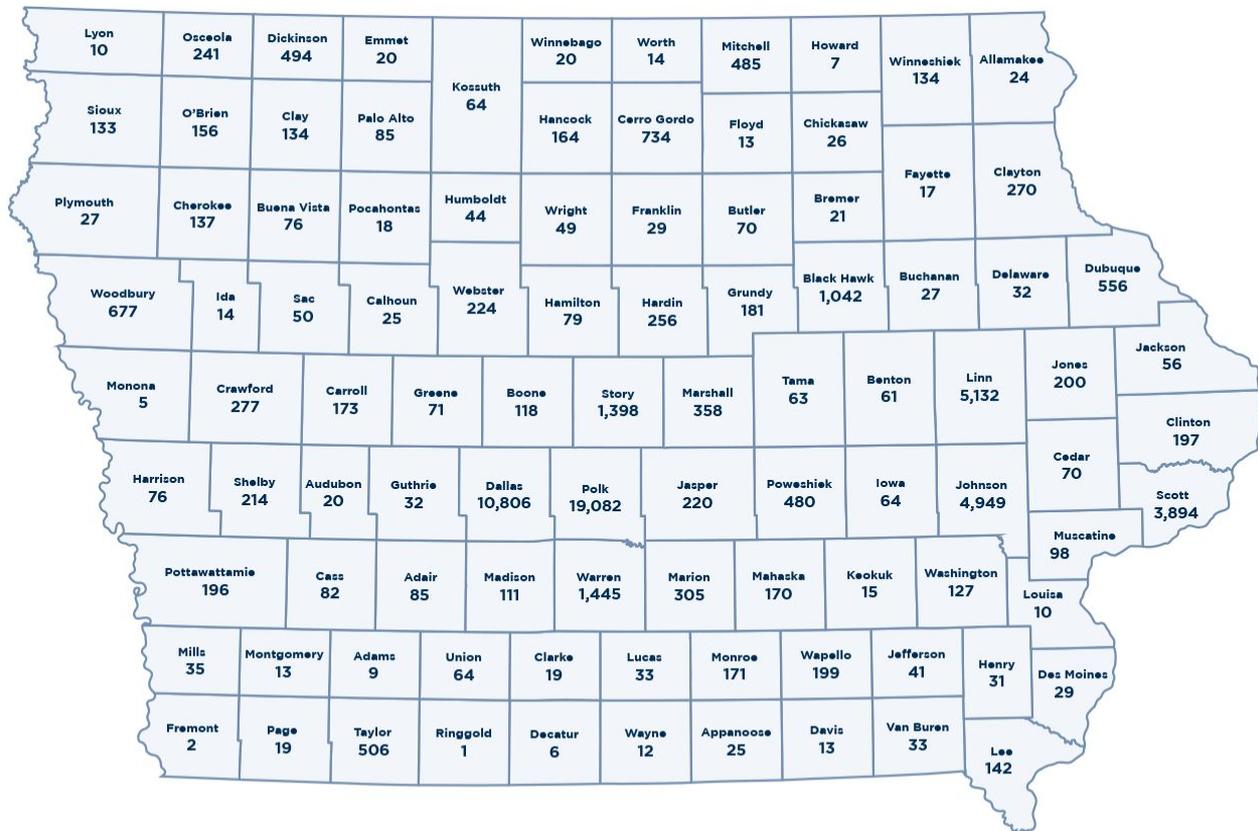


### **TJ Schnurr**

Sports & Competitions Coordinator  
Team member since 2024



# COUNTY PARTICIPATION

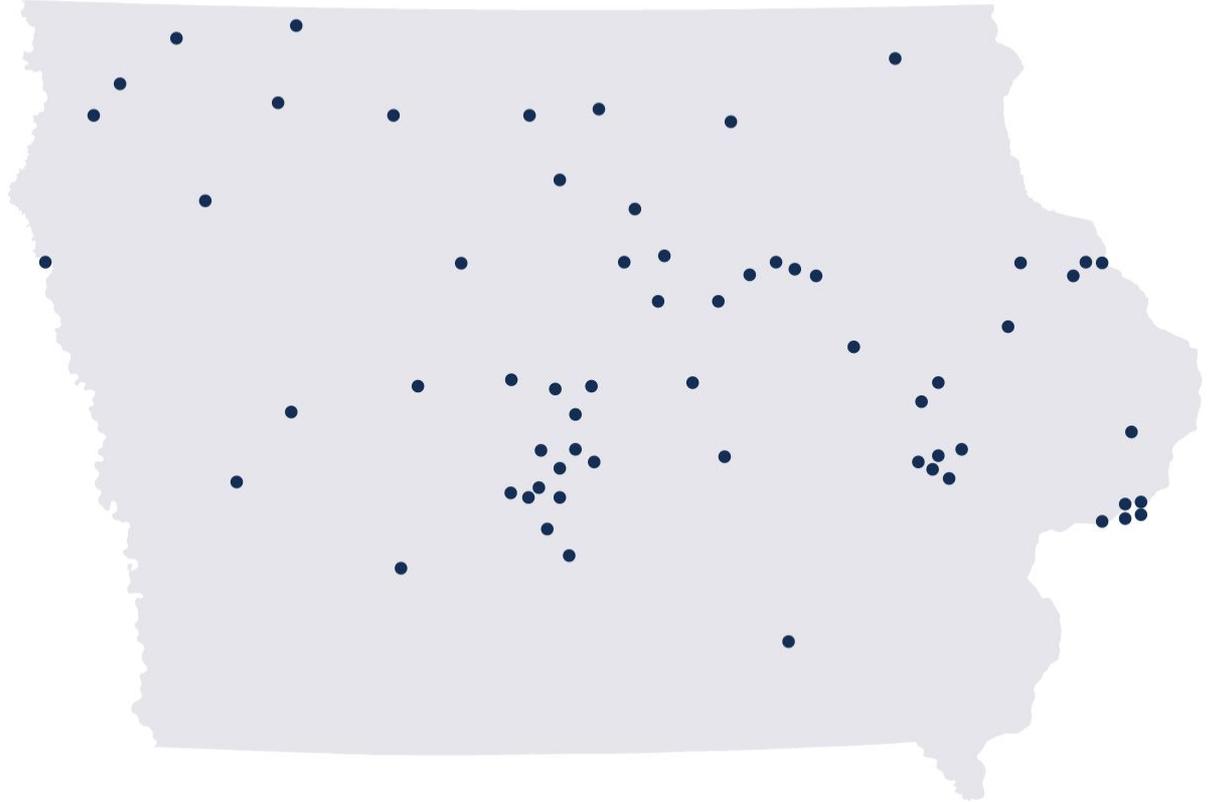


## TOP TEN:

Polk, Dallas, Linn, Johnson, Scott, Warren, Story, Black Hawk, Cerro Gordo, Woodbury



## HOST COMMUNITIES





## 2023-2024 PARTICIPATION



### **IOWA GAMES presented by Grinnell Mutual**

Summer Iowa Games

Winter Iowa Games

### **Participants**

7,291

2,631

### **LIVE HEALTHY IOWA**

10 Week Wellness Challenge

proudly sponsored by Iowa Food & Family Project

3,649

Burst Your Thirst Challenge

6,129

Family Wellness Challenge

303

Live Healthy Iowa 5K

548

Strut Your Pup Challenge

269

The Next Step Challenge

658

### **LIVE HEALTHY IOWA KIDS**

Go The Distance May

7,031

Live Healthy Iowa Kids Track Championships

sponsored by Spahn & Rose Lumber Co.

3,831



# 2023-2024 PARTICIPATION



## **IOWA CORPORATE GAMES**

Corridor Corporate Games  
Des Moines Corporate Games  
Quad Cities Corporate Games

## **Participants**

6,601  
20,138  
5,692

## **IOWA SENIOR GAMES**

Summer Iowa Senior Games

1,052

## **ADAPTIVE SPORTS IOWA**

8035 Adaptive Fitness  
Airgun  
Adaptive Sports Iowa Golf Classic  
Adaptive Sports Iowa Cycling Team  
presented by Iowa Farm Bureau  
Beep Baseball  
Outdoor Recreation Day at Easter Lake  
Sled Hockey  
Track and Field  
Adult Wheelchair Basketball  
Youth Wheelchair Basketball (Iowa Grizzlies)  
Wheelchair Tennis

4 (weekly)  
48  
108  
56  
15  
24  
26  
46  
24  
233  
72

## **TOTAL PARTICIPATION**

**66,557**



## SOCIAL & DIGITAL REPORT



### SOCIAL MEDIA NETWORK PERFORMANCE SUMMARY

**Impressions:** 4,190,089

**Total Audience:** 68,084

### WEBSITE PERFORMANCE SUMMARY

**Pageviews:** 2,296,258

**Website Users:** 263,068

**Event Count:** 4,998,363

### EMAIL MARKETING PERFORMANCE SUMMARY

**Emails Delivered:** 2,183,532

**Open Rate:** 29.06%

**Click Rate:** 22.07%

**Total Audience:** 127,499

### DIGITAL ADVERTISING PERFORMANCE SUMMARY

**Impressions:** 2,992,391

**Clicks:** 28,182

**Click Through Rate:** 3.92%

### TOTAL SOCIAL/DIGITAL IMPRESSIONS AND ENGAGEMENTS

**Impressions:** 11,917,892

**Engagements:** 6,259,681



## AWARDS & RECOGNITION



### **Brian Pearson Memorial Scholarship**

In honor of former ISU basketball player Brian Pearson, who died of brain cancer in 1997, the Iowa Games began awarding the Brian Pearson Memorial Scholarship in 1998. Each year, the Iowa Games awards a \$1,000 scholarship to one female and one male who exemplify the spirit of Brian Pearson.

2024 Female recipient: Aleksys Gannon, Osceola

2024 Male recipient: John White, Centerville

### **Marty McHone Iowa Games Athlete of the Year**

In 2003, the Iowa Games Athlete of the Year award was renamed after Marty McHone who was the 1996 Iowa Games Female Athlete of the Year, and had competed in the Iowa Games track meet for 16 years. The award is given annually to two Iowa Games athletes who best exemplify the qualities of outstanding integrity, citizenship and athletic achievement.

2024 Female Athlete of the Year: Ryleigh Wilken, Track & Field (Oskaloosa)

2024 Male Athlete of the Year: Joe Soderberg, Billiards (Hampton)

### **Iowa Games Official of the Year**

The Iowa Games relies heavily on its sports officials. In most cases, officials receive minimal reimbursement, but continue to come back year after year to the Iowa Games because of the tradition.

2024 Summer Iowa Games Official of the Year: Sreenav Naveen, Soccer

### **Iowa Games Volunteer of the Year**

This award was designed to reward our volunteers and give them the praise and recognition they deserve for effortlessly giving their time and talents year after year. For many of our volunteers, it is the feeling of accomplishment, sharing in others' success, or just having fun that keeps them returning.

2024 Summer Iowa Games Volunteer of the Year: Brad Niles, Martial Arts

2024 Winter Iowa Games Volunteer of the Year: Brian Snyder, Swimming



## AWARDS & RECOGNITION



### **Character Counts! Coach of the Year**

The Character Counts! Coach of the Year award, sponsored by The Robert D. and Billie Ray Center and the Iowa Games, is awarded to a coach who displays great character traits in the school and community.

2024 IHSAA recipient: Sam Anderson, Urbandale High School

2024 IGHSAA recipient: Darcy Fair, Riceville Community School District

### **Iowa Senior Games Hall of Fame**

The Iowa Senior Games Hall of Fame was established in 2006 (the 20th anniversary of the Iowa Senior Games) to recognize and honor outstanding athletic performances by our senior athletes, as well as outstanding contributions made to the success of the Iowa Senior Games by athletes, board members, and volunteers.

2024 Hall of Fame Inductees:

Ann Hegstrom, De Soto

Tim Phillips, Hiawatha

### **Jim Hallihan Sportsmanship Award**

The Iowa Games encourages all Iowans to practice sportsmanship, trustworthiness, respect, responsibility, fairness, caring and citizenship, while striving to be a champion on and off the field of play. In 2015, the award was renamed to the Jim Hallihan Sportsmanship Award, in honor of the former Iowa Sports Foundation Executive Director.

In 2024, 498 athletes received the Jim Hallihan Sportsmanship Award.

### **Sean Runyan Adaptive Sports Iowa Athlete of the Year**

Named in memory of Sean Runyan, a central Iowa wheelchair athlete who was the first in the nation to compete in a sanctioned high school athletic event.

2024 Sean Runyan Adaptive Sports Iowa Athlete of the Year: Jayden Stafford, Kalona



## SPONSORS & CONTRIBUTORS



### IOWA GAMES PRESENTING SPONSOR

Grinnell Mutual

### PROUD LIVE HEALTHY IOWA SPONSOR

Iowa Food & Family Project

### GOLD SPONSORS

Discover Ames

Hy-Vee

Iowa State University

Mediacom

MidAmerican Energy

University of Iowa Health Care

Wellmark

### SILVER SPONSORS

Access Systems

Atlantic Coca-Cola Bottling Company

Bankers Trust

EMC Insurance Companies

Nyemaster Law Firm

### BRONZE SPONSORS

Capital City Fruit

Casey's

Express Signs powered by Sigler

Hunziker & Associates Realtors

Winnebago Industries

### CORPORATE SPONSORS

The Des Moines Register

Iowa Newspaper Association

Mary Greeley Medical Center

Trophies Plus

WHO Radio



## SPONSORS & CONTRIBUTORS



### **\$6,000-\$25,000**

ChadMark Inc.  
Chevron (REG)  
City of West Des Moines  
Fareway  
GreenState Credit Union  
Iowa Farm Bureau  
Ken and Kathy Waller  
Move United  
Pella Corporation  
Riverside Casino  
Schaal Plumbing, Heating & Cooling  
Spahn & Rose Lumber Co.  
Travel Dubuque  
University of Iowa Athletics  
Variety - The Children's Charity

### **\$2,500-\$5,999**

Absolute Group  
Brad Waller  
DICK'S Sporting Goods  
Sheri Horner  
Central Iowa Power Cooperative  
Fitness Sports  
Jack Pray Compassion Fund  
McFarland Clinic  
NCMIC  
Pearson Family  
Visit Quad Cities  
VGM Group

### **\$1,000-\$2,499**

Accura HealthCare  
Collins Aerospace  
Crawford Company  
Don & Margo Blumenthal  
Hansen Company  
Fitness Sports  
IMT Insurance  
Independence Village  
Iowa Association of Track Coaches  
Iowa Pork Producers Association  
MediGold  
Midwest Heritage Bank  
Molina Healthcare  
Price Electric  
Ric & Carol Jurgens  
The Elements  
Think Iowa City  
Trinity Health  
United States Tennis Association  
VGM Group  
Village Cooperative  
Zirous



## SPONSORS & CONTRIBUTORS



### **\$500-\$999**

Accumold  
Accurate Development  
Beisser Lumber Company  
Bob Brown Auto Group  
CIT Signature Transportation  
Gilbert & Cook Private Wealth Management  
Goodwill of Central Iowa  
Happe Homes  
HealthPartners  
Kruse Financial Group  
Midwest Heritage Bank  
People's Bank  
Stew Hansen  
Ted Lare Design Build  
The Metropolitan Group  
Van Wall Equipment  
Vero Health Centers  
Wealth Advisors of Iowa - Jay Pearson  
Windstar Lines  
Xtreme Services

### **\$250-\$499**

Archer Appliance Electronics  
Businessolver  
Clark & Associates Prosthetics and Orthotics  
Kepros Physical Therapy & Performance  
Rick Conrad Hypnosis  
Washington TV & Appliance

### **\$249 AND BELOW**

21st Century Rehab  
CBRE Hubbell Commercial  
Dentons Davis Brown  
Des Moines Orthopaedic Centers  
Edward Jones – Andy Leech  
Hartung & Schroeder Law Office  
Homemakers  
Hy-Vee Medicare Aisle  
Kum & Go  
McCormick & Associates  
Pella Regional Health Center  
People's Bank  
Peterson Contractors  
Shull, Shrom, McClafin, & Co., Inc.  
Vibrant Insurance Group  
West Bank



## SPONSORS & CONTRIBUTORS



### IN-KIND & OTHER CONTRIBUTORS

- Ames Community Schools
- Ames Figure Skating Club
- Ames Parks & Recreation
- Ames Soccer Association
- Anamosa Community School District
- Ankeny Community School District
- Ankeny Parks & Recreation
- Augustana College
- Belmond-Klemme Community School District
- Best Western Plus Hotel (Dubuque)
- Bettendorf Parks & Recreation
- Boji Splash
- Bondurant-Farrar Community School District
- Boone County Hospital
- Boone County Sheriff Department
- Boone Police Department
- Boyden-Hull Community School District
- Brown's Shoe Fit Corporation
- Brown's Shoe Fit Fort Dodge
- Business Record
- Cedar Rapids Metro Economic Alliance
- Cedar Rapids Metro YMCA
- Cedar Rapids Parks & Recreation
- Cellular Advantage/U.S. Cellular
- Central DeWitt Community School District
- Charles City Whitewater Park
- City of Ames
- City of Ankeny
- City of Buffalo
- City of Des Moines
- City of DeWitt
- City of Dubuque
- City of Grundy Center
- City of Hull
- City of Iowa Falls
- City of Johnston
- City of Monticello
- Clive Parks & Recreation
- Clive Running Festival
- Comfort Inn and Suites (Ames)
- Coralville Parks & Recreation
- Corridor Business Journal
- Corteva Agriscience
- Davenport Parks & Recreation
- Decorah Community School District
- Decorah Parks & Recreation
- DeGowin Blood Center
- Des Moines Park and Recreation
- Do Life Well
- Doerder Family Farms
- Drake University
- Dubuque Chamber of Commerce
- Dubuque Community Schools
- Dubuque Telegraph Herald
- Eastern Iowa Figure Skating Club
- Employee and Family Resources (Johanna Dunlevy)
- Finley Hospital (Dubuque)
- Forest City Community School District
- Forest City YMCA
- Fun City
- Greater Des Moines Partnership
- Greater Iowa City
- Greene County Community School District
- Grinnell Parks & Recreation
- Grinnell-Newburg Community School District
- Grundy Center Community School District
- Hardin County Fairgrounds
- Hilton Garden Inn (Ames)
- Holiday Inn Downtown (Dubuque)
- Hunziker Youth Sports Complex (Ames)
- Hy-Vee (Ames Locations)
- Hy-Vee (Dubuque Area Locations)
- Hy-Vee (West Des Moines Location)
- Impact Life



## SPONSORS & CONTRIBUTORS



### IN-KIND & OTHER CONTRIBUTORS (cont.)

Indianola Community School District  
Indianola Parks & Recreation  
Iowa Beef Industry Council  
Iowa Bowhunters Association  
Iowa Bowling Proprietors Association  
Iowa City Parks & Recreation  
Iowa Department of Natural Resources  
Iowa Falls Community School District  
Iowa Hawkeye Horseshoe Pitchers Association  
Iowa High School Athletic Association  
Iowa Junior PGA  
Iowa Parks & Recreation Association  
Iowa Pork Producers Association  
Iowa Racquetball Association  
Iowa Soccer Association  
Iowa State University Extension & Outreach  
Iowa Turkey Federation  
Iowa Veterinary Medical Association  
Iowa's News Now  
Jefferson Parks & Recreation  
Jester Park  
KDSM-FOX 17  
Legacy Financial Group  
LifeServe Blood Center  
Marshalltown Community School District  
Marshalltown Parks & Recreation  
Meals from the Heartland  
Moline Parks & Recreation  
Montgomery County YMCA  
Monticello Community School District  
Mount Mercy University  
Mount Mercy University  
Myrtue Behavioral Health (Katie Sandquist)  
Ninja U  
Nishna Valley YMCA  
North Liberty Recreation  
Norwalk Parks and Recreation

Oskaloosa Community School District  
Oskaloosa Optimist Club  
Peosta Community Centre  
Prairie's Edge Nature Center  
RAGBRAI  
Retrieving Freedom  
Rise Up & Shine Coaching (Arianne Steenblock)  
RMH Systems  
Rock Island Parks & Recreation  
Scheels  
Scornovacca's Ristorante Italiano  
Sibley Recreation Department  
Sibley-Ocheyedan Community School District  
Sioux Center Community School District  
Sioux Center Parks & Recreation  
Sioux City Community School District  
Sioux City Parks & Recreation  
South Winneshiek Parks and Recreation  
Spirit Lake Community School District  
Spirit Lake Noon Kiwanis  
Stoney Creek Hotel & Conference Center (Moline)  
Story County Conservation  
Story County Sheriff Department  
Strand Associates  
Sundown Mountain Resort  
Trophies Plus  
University of Dubuque  
University of Iowa Recreation Services  
Val Lanes (West Des Moines)  
Vinton Parks & Recreation  
Vinton-Shellsburg Community School District  
Waukee Community School District  
Waukee Parks & Recreation  
Wellmark YMCA (Des Moines)  
West Des Moines Community Schools  
West Des Moines Parks & Recreation  
Willow Creek Golf Course  
YMCA of Greater Des Moines



# NSF

**IOWA SPORTS FOUNDATION**



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