



THE  
**Dave  
Krache**  
FOUNDATION



# ANNUAL REPORT

A year of keeping local kids in need playing the sports they love

# 2025



# LETTER FROM the Executive Director

When a child gets the chance to play sports, something important begins.

For many of the kids we serve, sports are not just an extracurricular activity. They are a stabilizing force during seasons of uncertainty or hardship.

In 2025, The Dave Krache Foundation helped 478 boys and girls across 41 teams, schools, and recreational organizations stay on the field, court, or track. That support goes beyond registration fees. It means practice after school, positive role models, and families who feel supported without being singled out.

This work is possible because of coaches, teachers, social workers, and community advocates who are often the first to recognize when a child wants to participate but cannot afford the fees. By working through these trusted partners, DKF can direct support where it is genuinely needed while protecting family dignity.

Because the Foundation is 100% volunteer-run, nearly every dollar entrusted to DKF goes directly to program support. In 2025, almost 98% of funds raised were used to help kids play the sports they love.

As we look ahead, DKF is also entering an exciting new chapter. I am passing the torch to Donna Krache, who will serve as Executive Director beginning in January. Donna has been deeply involved in the Foundation's work and brings heart to this role. I will continue supporting DKF in an Operations Support capacity to ensure continuity and momentum. Scott McNally will step into the role of Board Chair, and his commitment to the mission and thoughtful leadership will serve the Foundation well.

This report tells the story of what happens when a community shows up for its kids. Thank you for being part of that story.

Sincerely,  
Allison K. Giddens  
Executive Director



## About Us

The Dave Krache Foundation was founded in 2012 to help local kids play in their community league sports in and around metro Atlanta – even if his or her family is not in a financial position to afford the application or park fee. The Foundation focuses on boys and girls playing softball, baseball, football, basketball, and more.

The Foundation currently relies on support from small businesses and individual donors. We learn of kids in need through park volunteers, coaches, and word of mouth. A check is cut directly to the park and credited to the individual child's account. We only ask that one day, that family pay it forward – whether it be financially, or volunteering time.





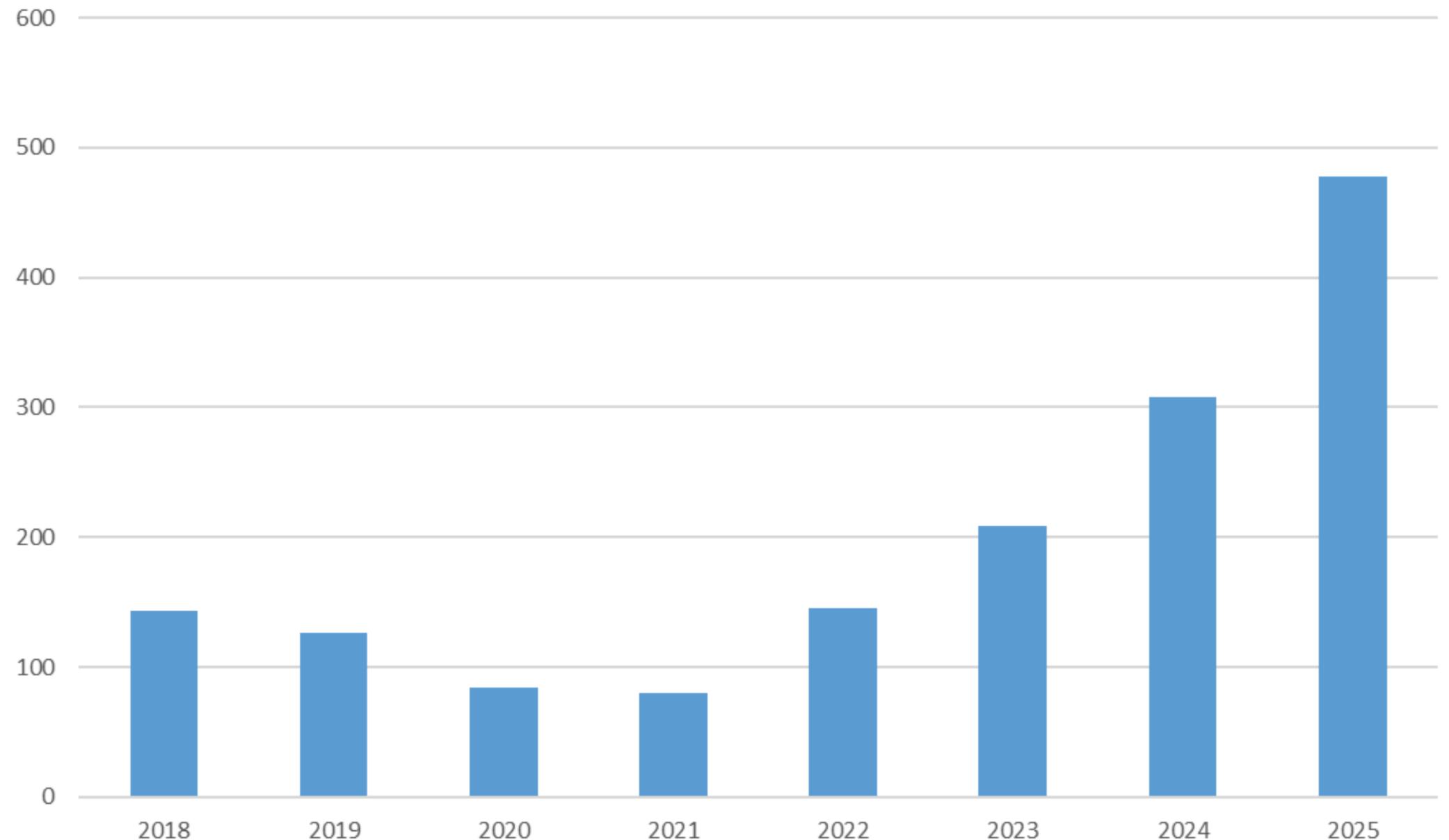
# *Impact at a Glance*

The DKF partnered with **41 teams**, schools, and recreational organizations to help **478 boys and girls** in need could play the sports they love.

Donor dollars were able to support a **55% increase** in the number of children helped: **170 more kids** received registration support in 2025 than the previous year!

Dollars supporting girls' in sports saw an increase of **62%**!

Number of kids helped, 2018-2025





# PERSONAL STORIES FROM THOSE YOU HAVE HELPED

We learn of kids in need through park volunteers, coaches, and word of mouth. A check is cut directly to the park, school, or organization, and credited to the individual child's account. Our community members are the eyes and ears, looking out for those who need the help the most! The DKF has an individual request application and starting in 2024, offers limited organization grants where dollars can impact the most kids in need.

## Coaches and social workers share the stories of those families in the most need, and the families DKF dollars supported in 2025:

🏠 One single-parent family we serve includes a mother who cannot work due to a heart condition and three very active children. With help from DKF, two of the children were able to participate in a local soccer program and are doing exceptionally well. Access to sports has made a meaningful difference for this family, providing stability and opportunity that would otherwise be out of reach.

⚽ Families in some lower-income apartment communities have continually expressed their thanks for helping keep their children occupied after school and out of trouble, along with teaching them a new sport. One of these communities sees constant presence of police cars, and thanks to the DKF's support, a coach shares: "We have been able to keep the fields active, the kids engaged, and the community connected through soccer."

🕒 A recreational baseball director shared: "We had a mom who was not going to let her two special needs children participate in our fall season due to financial issues. She was so happy to find out that the DKF was paying for both children to play. She literally cried because she was so happy."



## ...MORE FROM THOSE YOU HAVE HELPED

👟 One parent reflects on a running program that her daughter participated in: “She doesn't second guess herself anymore. Now she goes in to any situation both hard and easy with the attitude she can do anything.”

🏀 A single mom shared: “I am writing to express my sincere request for financial assistance to help support my son’s involvement in his basketball team. ... my current financial situation makes it incredibly difficult to cover the costs on my own... Basketball has given him a positive outlet and something to look forward to. It’s more than just a sport, it’s a lifeline that keeps him engaged, disciplined, and surrounded by role models and teammates who uplift him. Thank you for investing in families like mine who are working hard to overcome challenges and stay on the right path.”

♂️ One teacher shared that DKF scholarship dollars helped a family that suffered a house fire. The student was offered a college scholarship, partially due to the DKF support allowing the student to run track and field his final year of high school.

🏈 A football coach shared: “I have a player who came to us who had just been relocated here into a group home. His mother is in the area, but he isn't allowed to live with her (she's also homeless). He couldn't pay the fees, nor could his mother and the group home doesn't do that type of thing. As a result of your grant, he was able to play here this season.”



# WHERE THE MONEY GOES



## Mission spend ratio

The Dave Krache Foundation is committed to maximizing the impact of every dollar entrusted to us. In 2025, nearly 98% of all funds raised went directly to program services that support youth participation in sports. This reflects our focus on keeping overhead low and mission impact high. The organization is 100% volunteer run with no paid staff, requiring only a small amount covering overhead expenses like website hosting and software licenses.

## Average cost per child

This year, The Dave Krache Foundation provided more than \$77,000 in scholarships. On average, each child received \$161.34 towards the sport registration fees. Some sports (such as football) are more expensive. We saw some program fees cost \$400+. For other programs, such as recreational basketball, fees were much lower.

The DKF does not cover 100% of the fees. Instead, it asks the family (or the team) to pay a portion so that there is a demonstrated commitment to play.



# COMMUNITY AND PROGRAM HIGHLIGHTS

2025 has been an action-packed year! Here are just a few of our favorite memories.



***From left to right:***

Nothing Bundt Cakes, Kennesaw celebrated their birthday by donating a portion of the proceeds back to the DKF (March); DKF Chair Donna Krache and Vice Chair Scott McNally accepted a donation from the North Georgia State Fair Foundation (June); DKF Vice Chair Scott McNally and Board Member Matt Giddens pose at the Marietta Wine Market DKF Derby Day Wine Tasting Fundraiser (May)



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***From left to right:***

DKF Board Members attended the Walk-On's Battery Atlanta grand opening and accepted a generous donation from Walk-Ons and the Braves Foundation (June), DKF Chair Donna Krache and Resource Development Chair Dennette Thornton smile at the DAB Pickleball Tournament, with silent auction proceeds benefiting the DKF (June); the DKF met nearly 300 families at the City of Kennesaw Back to School Bash (July)



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***From left to right:***

DKF Treasurer Fran Friedrich attended the Cobb County School Social Work Resource Fair (August), DKF Board Member Jessica Lee smiles at the Glover Park Brewery Give Back Wednesday Fundraiser (October), DKF Board Chair Donna Krache says 'thank you!' as the DKF was presented with a donation and a home plate that represented the Leadership Cobb Class of 2025 (May)



# OUR DONORS AND SUPPORTERS

While it isn't possible to list every individual and organization who supported The Dave Krache Foundation this year, we are deeply grateful for each and every contribution. Every gift - large or small - played a role in helping kids access opportunities they otherwise might not have had.

Every contribution made a meaningful difference in advancing our mission and supporting the children we serve.

Can't help financially but still looking to support? Sharing and engaging with our social media posts, stopping by events, and connecting us to those who may need us are all ways you can help.



# PARTNERS, COACHES, AND ADVOCATES



## WHY TRUSTED PARTNERS MATTER

A few years ago, when we were overwhelmed with the need of support, we noticed a trend: Where there was one child in need, there were often many.

Our board directors and volunteers began connecting the DKF to coaches, social workers, teachers, and team parents. These relationships allowed the DKF to make a bigger impact by understanding the communities better.

At The Dave Krache Foundation, we don't find families in need by chance: We rely on the people who know them best. Coaches, teachers, and social workers are often the first to see when a child wants to play but can't afford the fees. They understand the full picture, and they help us ensure support goes where it's truly needed.

By working through trusted partners, we protect families' dignity, remove barriers quietly, and reach kids who might otherwise fall through the cracks. This approach allows us to focus on impact, not paperwork - and on kids, not red tape.

Thank you to those partners, coaches, and advocates. You are the real MVPs.

**THANK  
YOU**



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