



You are the hero of this story

2021 IMPACT REPORT

More than ever, 2020 reminded us what it means to be All Star.

At the onset of the COVID-19 crisis, the USASF came together in new and unique ways — with our athletes, program owners, coaches and event producers — to address countless issues arising from the pandemic. Here are just a few of those remarkable outcomes.

Coming *together* to protect our athletes

While the COVID-19 crisis took much away from us, it gave us a moment to stop, restart and emerge smarter, more thoughtful and more intentional about the way we work, play and care for others. The USASF provided resources and guidelines to help members prepare for their safest return to All Star.

Redefining competitions to bring athletes *together*

With the wave of cancellations in Spring 2020 many sanctioned events sought new ways to reach athletes and spectators digitally for the 2020-21 season. Many competitions converted to virtual events while others remained in-person but with safeguards to promote the healthiest and safest possible competition environment.



sanctioned events
467 in-person competitions | **73** virtual competitions

cheer/dance rules & safety

With the pandemic accelerating constant change in our communities, the USASF used this momentum to address issues arising from the strain on our industry. The USASF Rules and Worlds committees were able to adapt and innovate in a short period to encourage greater participation during the 2020-21 season.

84 applicant bids approved

Through the Worlds Applicant Bid process, the USASF provided an alternate way for teams to earn bids to the Cheerleading and Dance World Championships.

308 senior extensions

The USASF extended eligibility for senior athletes in Senior Club divisions whose 2019-20 seasons were cut short due to COVID-19.

additional rules adjustments for the 2020-21 season

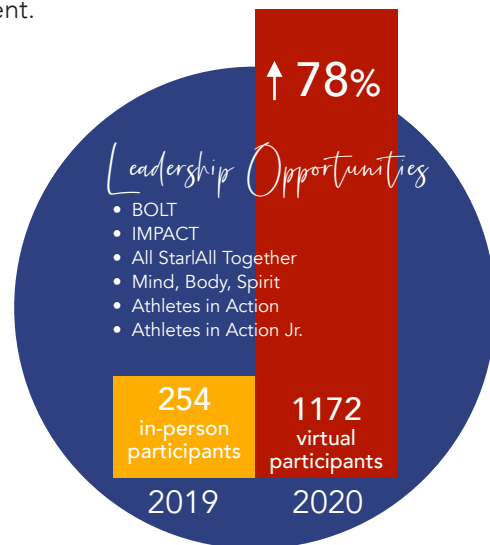
- Fall Prep season added.
- Non-Worlds Global divisions added with athlete crossovers to other tiers granted.
- Non-building divisions added.
- Cheer athlete Worlds bid limitations were increased to provide roster flexibility.
- Unplanned athlete replacement policy expanded
- Athlete crossovers between Cheerleading and Dance Worlds allowed.

42,061 skills reviewed

During the 2020-21 season, USASF legality officials continued to review videos of individual skills submitted by member teams to determine legality status.

3340 credentialing tests administered

USASF continued to provide opportunities for coaches to complete written and instructor-led practical tests required for building and tumbling credentialing.



Growing *together* in All Star

The pandemic, with an impact lasting far longer than initially expected, forced us to rethink how our members could collaborate from a distance.

1172 participants

Leadership opportunities

The USASF redefined leadership training for tomorrow's leaders who could not be together in ordinary ways.

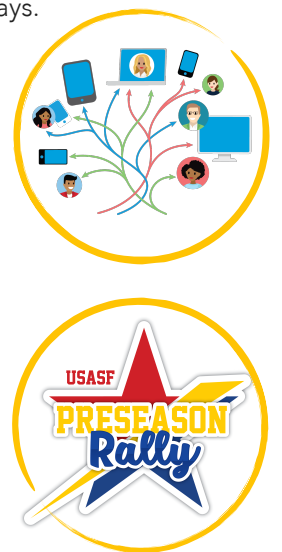
collaborating

736 all regions call participants

USASF regional directors began hosting monthly virtual chats with owners and coaches to provide opportunities for conversation, collaboration and discovery.

200 teams rallied

During the summer of 2020 the USASF offered preseason rallies: fun competition-style challenges for teams to virtually showcase their cheer and dance skills.



Fighting bias and racism, *together*



All Star is strongest when we embrace the full spectrum of humanity regardless of what we look like, where we come from, our abilities or who we love. The challenge lies in putting these values into meaningful actions so we collaborated with leaders and volunteers among our members to explore ways to take action now. The USASF Diversity, Equity, Inclusion and Sensitivity sub-committee was created to focus on issues of diversity and community within All Star. This group makes recommendations to promote a better understanding within membership to be a more inclusive sport for all.

usasf membership **131,453** athlete members

The USASF reimaged ways to connect and engage with athletes in new, mutually rewarding ways to add value to athlete membership.



member benefits

member perks program launched

The USASF launched the MEMBER PERKS PROGRAM in 2020 to provide everyday savings on hotels, restaurants movie tickets, oil changes, amusement parks and exclusive discounts from USASF's partners and affiliates.

reimagining

Working *together* today for a *stronger* All Star tomorrow

As we continue to deal with the COVID-19 pandemic and it's effect on All Star, the spirit of connection and collaboration is more important than ever. Let's come together today, and every day, for our All Star family.