



# KEEP OUR KIDS ON THE RIGHT TRACK

## MISSION:

The **MISSION** of the Murphey Track Club is to empower Memphis youth to pursue healthy lifestyles through track & field competition and **no-cost** clinics and coaching! The annual Ed Murphey Classic gives youth athletes in the Memphis area an opportunity to meet and be inspired by World-class athletes. Ultimately, we aim to *Keep Our Kids On The Right Track!*

## ED MURPHEY CLASSIC 2017 - 2024



### 25<sup>TH</sup>

RANKED IN THE WORLD 2023



### 5<sup>TH</sup>

RANKED IN THE U.S.A. 2023



27<sup>TH</sup>

2022

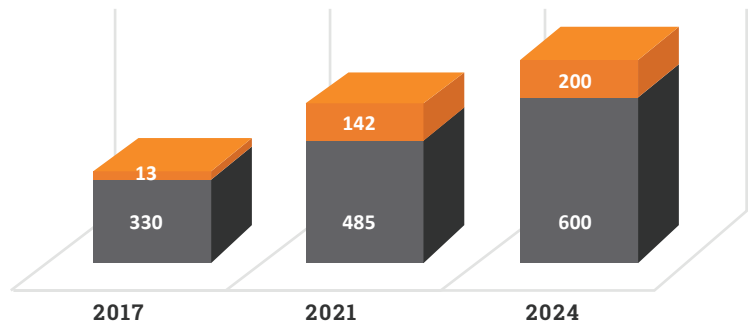


71<sup>ST</sup>

2021

## PARTICIPATION GROWTH

■ Youth Athletes ■ Pro Athletes



### ↑ 82%

Youth Athlete Participation

### ↑ 133%

Total Athlete participation

### ↑ 7,592%

Costs

## MURPHEY TRACK CLUB



Launched in 2023, the Murphey Track Club provides **FREE** coaching, uniform/shirts/footwear, drinks/snacks, competitive registration, and many opportunities for mentorship from coaches and guest professional athletes. Our practice sites are in low-income areas of Memphis to facilitate access by removing transportation barriers.

## FORECASTED GROWTH

### ↑ 167%

Athletes

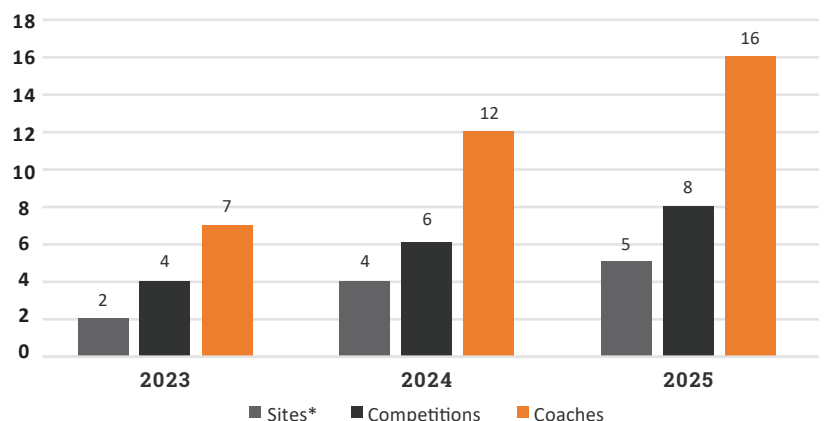
### ↑ 129%

Coaches

### ↑ 202%

Costs

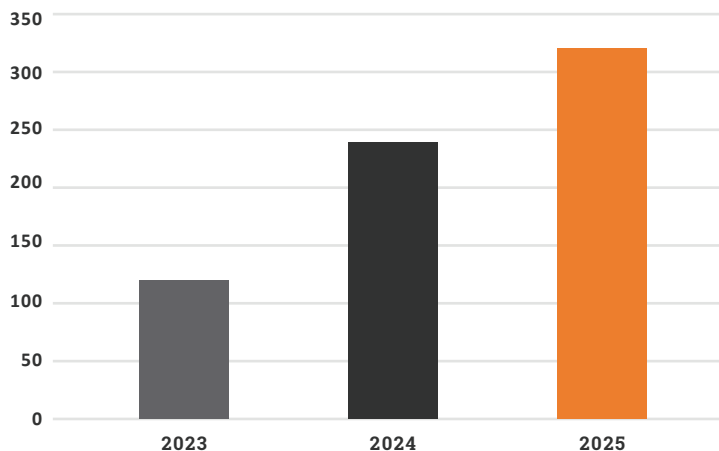
## SUPPORT STRUCTURE GROWTH



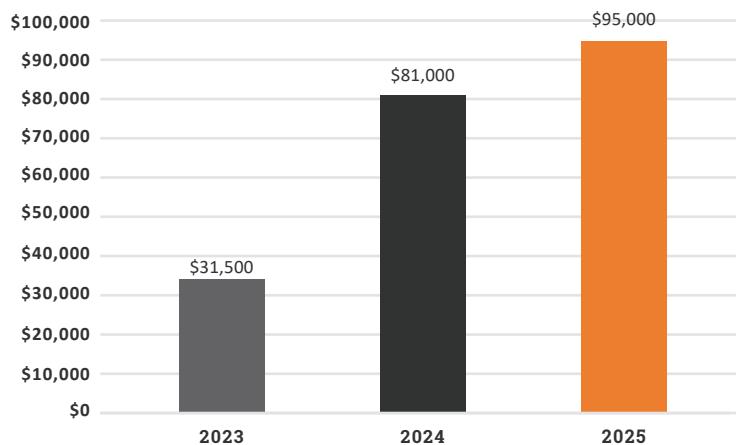
# MURPHEY TRACK CLUB CONT.



## PROJECTED GROWTH IN YOUTH ATHLETES



## PROJECTED RISE IN COST



## TRACK AND FIELD CLINICS

**↑ 297%**

Attendees

**↑ 202%**

Costs

No cost opportunities for local youth to explore new disciplines and improve skills through expert and professional coach engagement

## AAU TRACK AND FIELD MEET

In 2024 we will host the first ever Murphey Youth Invite which will be an AAU sanctioned event hosted at one of the Shelby County School Systems. This event will serve as a fundraiser for our club. We will bring in guest pro athletes to meet youth athletes. All income from this event will be used to support Murphey Track Club programs and events.

## OUTREACH



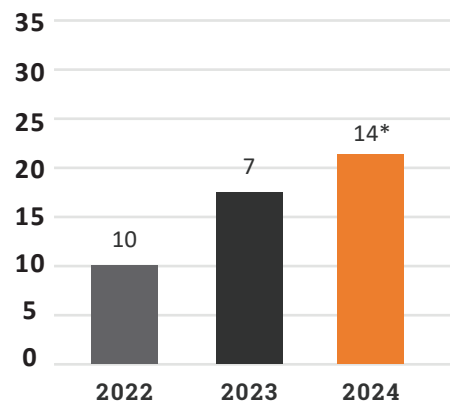
**↑ 119%**

Costs

All proceeds from the Ed Murphey Classic (professional event) are used to support outreach efforts in addition to the Murphey Track Club. We have provided team tents for local schools that cannot afford them, we have hosted the first ever Shelby County School Systems Track & Field camp and we have supported a number of local events.

## DONATED TENTS

35 SCHOOLS IN NEED OF TENTS



\*Projected amount