Athletes for Good Beijing Recipients

February 2022
P&G, the IOC and the IPC established *Athletes for Good* in 2020 to recognize the accomplishments and charitable work of Olympians, Paralympians, and Hopefuls. From protecting the environment, to mentoring disadvantaged children, to advocating for disability rights, Athletes for Good recipients are true role models – making a difference in the lives of others both on and off the field of play.

Learn more about what our Athlete for Good recipients are passionate about and how they support the charity with whom they partner.
Athletes For Good Recipients

Breakdown of 16 Recipients

- Olympians & Olympic Hopefuls: 11
- Paralympians & Paralympic Hopefuls: 5
  (20% of All applicants were Paralympians)
- Equality & Inclusion: 7
- Environmental Sustainability: 3
- Community Impact: 6
- Male: 4
- Female: 12

Awardees are from 9 different countries

Awardees per Country:

- United States of America – 6
- Canada – 2
- Great Britain – 1
- Nigeria – 1
- Ireland – 1
- Finland – 1
- New Zealand – 1
- Spain – 1
- US Virgin Islands – 1

Awardees are from 10 different winter sports and disciplines, representing 6 of the 7 winter International Federations
Simidele Adeagbo, Olympian

Country: Nigeria
Sport: Bobsleigh
Citizenship Pillar: Equality and Inclusion

Passion: Simidele is Nigeria’s first Winter Olympian and the most decorated African bobsled and skeleton athlete of all time. As a trailblazer who has broken down barriers to get to where she is today, she is focused on using her platform to inspire others and empower women and youth, and has created a signature master class designed to build leadership skills and uplift girls through the power of sport. She is passionate about supporting the next generation and inspiring African youth to reach for their full potential.

Charity Support: Simidele has teamed up with LeadMinds Africa, a non-profit organization whose core focus is equipping the next generation of accountable leaders. Their programming focuses on helping youth and young adults who are in high school, universities, or transitioning into the job market find their purpose, passion and contribute to change in their communities. The Athletes for Good grant will help ensure the continuation and growth of their work, including their Minds2Lead year-long leadership development program and mentorship program.
Cynthia Appiah, Olympic Hopeful

**Country:** Canada

**Sport:** Bobsleigh

**Citizenship Pillar:** Equality and Inclusion

**Passion:** As the daughter of Ghanaian immigrants, Cynthia was taught the importance of community, education and giving back at a young age. Her parents always made a concerted effort to lend their time and resources to their community. Now as a world-class athlete, she knows first-hand the power of sport to empower others and has used it to help young girls gain life skills.

**Charity Support:** Cynthia has teamed up with Fast and Female, an organization founded by Olympian Chandra Crawford, to help provide self-identified girls leadership, teamwork, and other skills through sport and physical activities. As a volunteer role model for the organization, Cynthia facilitates activities at the events and acts as a mentor answering questions and telling her story to inspire young girls to stay active. With the Athletes for Good grant, Fast and Female will be able to extend programming to remote and marginalized communities.
Brittney Arndt, Olympic Hopeful

Country: United States of America

Sport: Luge

Citizenship Pillar: Environmental Sustainability

Story: Brittney has always had a passion for preserving the environment, especially as a winter sport athlete. She advocates for climate change solutions and says that she has seen more rain races in the last four years than snow races. Brittney believes addressing climate change starts with improving policy change and developing a sustainable living approach in everyday life. As such, last year she partnered with U.S. House and Senate representative from New York to help get policies passed to promote more clean energy use in the state.

Charity Support: Brittney works with Protect Our Winters and joined its Athlete Alliance, a community of more than 150 athletes who inspire policies and actions to create a more sustainable society. POW activates its alliance to drive systemic change through lobbying and driving policy action. POW supports accelerating to a clean energy economy through reduced emissions, adding renewable energy to the grid and supporting worker transition to clean jobs. The Athletes for Good grant will be used to provide Athlete Alliance members with training tools and support to build, strengthen, inspire, and mobilize the 50+ million people in the United States who love the outdoors to act on climate.
Dan Cnossen, Paralympian

Country: United States
Sport: Para Biathlon
Citizenship Pillar: Community Impact

Story: Dan puts action behind his mission to empower children at a young age through social and emotional learning as a Classroom Champions mentor. He takes advantage of his unique perspective as a Paralympian, combined with his status as a role model, to make a positive impact on children that will last throughout their lives.

Charity Support: Dan has teamed up with Classroom Champions to provide lessons on topics such as perseverance, community, healthy living, and goal setting. He also hosts live virtual conversations with his assigned classrooms, answering questions and going over the lesson plans. Research shows that when students participate in the program their math and reading scores improve, attendance goes up, bullying decreases and 100% of teachers reported that the program improved student resilience in the face of obstacles. The Athletes for Good grant will enable 3,200 additional kids to participate in the program, helping Classroom Champions get closer to its goal of mentoring 1 million kids weekly by 2025.
Arlene Cohen, Paralympian

Country: United States of America

Sport: Para Snowboarding

Citizenship Pillar: Equality and Inclusion

Passion: Before she lost her leg, Arlene was determined that after the amputation she would return to her life as a fire fighter and a snowboarder. But as a new amputee in a predominantly two-legged world, she began to face challenges that set her back and realized she needed to set healthy new life goals with the encouragement and support from others. She has found passion and purpose in paying it forward to others through snowboarding coaching and mentorship.

Charity Support: In searching for ways to re-connect with snowboarding after her leg amputation, Arlene found Adaptive Action Sports (AAS). This organization provided her a safe community to get back to participating in her passion. Since its founding in 2005, AAS has been paving the way in bringing action sports to the disabled community. The Athletes for Good grant will go towards lessons for adaptive individuals who have never tried snowboarding and clinics for those who are working to improve their skills to move along the AAS pipeline continuum.
Ella Cox, Youth Olympian

Country: New Zealand

Sport: Luge

Citizenship Pillar: Equality and Inclusion

Passion: Ella is a luger from New Zealand and represented the nation at the Winter Youth Olympic Games in 2020. She has a sister with Cystic Fibrosis, a disorder that causes persistent damage to lungs and other organs in the body. Her sister relies on charitable funding for her essential healthcare, so Ella has taken it upon herself to give back and serve as a volunteer and advocate for disability rights, support, and accessibility.

Charity Support: Ella is involved in Cystic Fibrosis Association of New Zealand (CFNZ) where she participates in events that promote access to sport for people with disabilities. She also works with the organization to advocate for government change to ensure everyone living with cystic fibrosis in New Zealand has access to the best available treatments. The Athletes for Good grant will support CFNZ’s Breath 4 CF program, an initiative that helps remove the financial barrier so Kiwis with Cystic Fibrosis can engage in sport for their well-being, both mentally and physically.
Kendall Coyne Schofield, Olympian

Country: United States of America

Sport: Hockey

Citizenship Pillar: Community Impact

Passion: Kendall and her husband, NFL player Michael Schofield, hail from the suburbs of Chicago and are passionate about giving back and serving the communities around them. They have targeted five key areas that they support locally with their charitable efforts – first responders, military, families in need, youth sports, and education & research. Kendall recognizes there is so much need in the world and strives to eliminate some of that need through her community outreach support.

Charity Support: The Schofield Family Foundation was founded by Kendall and Michael in 2019 to provide funding, support, and awareness to improve the lives of others in local Chicago communities. There have also been three $5,000 scholarships granted to Kendall and Michael’s alma mater, Carl Sandburg High School, for senior student-athletes committed to playing sports in college. With the Athletes for Good grant, the Foundation will continue its community efforts. Additionally, a portion of the funding will go to the Kendall Coyne Dream Big Park and the Boys and Girls Club of Chicago.
Brendan Doyle, Olympic Hopeful

Country: Ireland

Sport: Bobsleigh - Skeleton

Citizenship Pillar: Community Impact

Passion: After being attacked while on duty as a police officer, Brendan struggled with insomnia, night terrors, panic attacks, and PTSD. Years later, a freak accident prevented him from his plan to end his own life, so he has since shared his story with the public to bring awareness to mental health struggles and advocate for how sport helped him find his passion again. He now speaks at secondary schools, on national TV and beyond, spreading awareness about the importance of caring for your mental health and highlighting how sport provided him with a new purpose in life.

Charity Support: Upon his first conversation with the organization, Brendan knew he was meant to volunteer with MyMind. Rooted in providing everyone with access to mental health support, MyMind is the first and largest blended model of mental healthcare in Ireland. Its fundamental goal is to work towards a day where every person in Ireland has equal access to mental health support early, affordably, directly, and without stigma or delay. The Athletes for Good grant will go a long way to further develop the reach and capacity of MyMind across Ireland and help make this vision a reality.
**Country**: Canada

**Sport**: Freestyle Skiing

**Citizenship Pillar**: Equality and Inclusion

**Story**: The youngest of three Olympian skiing sisters, Justine has always lived an active lifestyle alongside her siblings Chloe and Maxime. Together, they found not only success, but also strength and passion through sport. They are passionate about helping others, especially young women and girls, to find that same empowerment through physical fitness.

**Charity Support**: The Dufour-Lapointe sisters have been mentors in the FitSpirit program for three years, serving as ambassadors of FitSpirit’s initiative to keep teenage girls active and moving, be it through sport or other physical activity. In addition to their ambassador work in schools, the sisters took part in the organization’s largest fundraising event, Celebration, to enlist more supporting sponsors. The Athletes for Good grant will allow seven schools and approximately 250 girls to benefit from FitSpirit’s physical activity offering.
Sara Hurtado, Olympian

Country: Spain
Sport: Figure Skating
Citizenship Pillar: Environmental Sustainability

Passion: Throughout her sporting career, Sara has placed a strong emphasis on becoming the best version of herself, focusing on both her physical self and the space around her to help her succeed. This awareness expanded to not just her surrounding physical environment but the world and planet’s environment, when she realized the need to practice sustainable living habits to help not only herself, but her whole community and those who come after her.

Charity Support: Building on that passion and awareness, Sara partnered with Fundación Ecomar, a non-profit focused on environmental conservation through education, founded by two-time Olympic champion sailor Theresa Zabell. For Ecomar, Sara has led the charge for plastic and garbage cleanup efforts in Madrid while using these collection gatherings as an opportunity to educate others on best practices to live an eco-friendly life. Building on Sara’s work, this Athletes for Good grant funding will go towards Ecomar’s coastal cleanup efforts and educational activities.
Gus Kenworthy, Olympian

**Country:** Great Britain

**Sport:** Freestyle Skiing

**Citizenship Pillar:** Equality and Inclusion

**Passion:** In 2015, Gus made history when he became the first openly gay man in all of action sports. Before coming out, he was worried that he would be shunned by competitors, the judges, and sponsors, yet he knew that there must be other people like him - in sports and struggling in the closet - and he wanted to reach them. Since opening about his sexuality, he has been able to connect with many others and help show that sport is for everybody. Gus uses his platform to promote representation for the queer community and has taken on many charitable endeavours over the past few years. For example, in 2019 Gus raised $250,000 dollars to benefit the LA LGBTQ Center and the San Francisco Aids Research Center.

**Charity Support:** In July 2021, Gus founded the Worthy Foundation to help young queer kids understand their worth and provide them with mentorship opportunities to own their individuality. His Athletes for Good grant will help provide safe spaces for LGBTQ+ youth and provide resources to decrease feelings of alienation.
Oksana Masters, Paralympian

**Country:** United States of America

**Sport:** Para Cross-Country Skiing

**Citizenship Pillar:** Community Impact

**Passion:** Oksana believes in the importance of recognizing unsung heroes who lend a hand in their community because they can make a tremendous impact in the lives of others. For example, at the beginning of her own sports career, the Louisville Adaptive Rowing Club was formative in her development and helped her when she believes they didn’t have to. Their kindness and care for others allowed Oksana to break into adaptive sport, giving her the opportunity to compete, and ultimately make it all the way to the Paralympic Winter Games.

**Charity Support:** In collaboration with fellow athletes, Oksana founded Kindness Wins to celebrate and recognize acts of good on and off the field of play with Medals of Kindness. Oksana has awarded several Medals of Kindness for individuals doing their part to spread inclusivity and goodness throughout their communities. Athletes for Good grant funding will allow the organization to continue awarding Medals of Kindness and subsequent grants to individuals in communities across the country.
Christopher Mazdzer, Olympian

Country: United States of America

Sport: Luge

Citizenship Pillar: Community Impact

Passion: Chris is passionate about mentoring children in underserved communities, guiding them towards a positive future and encouraging them to give back. As a traveling athlete, he has worked for the past six years to connect with hundreds of children remotely, serving as a role model and sharing the wisdom he has learned on his own journey to the Olympic Winter Games.

Charity Support: Chris is currently mentoring eight classrooms with Classroom Champions, an organization that provides kids social and emotional learning (SEL) curriculum and mentorship programs to improve engagement, build growth mindsets, and inspire positive classroom culture. Research shows that when students participate in the program their math and reading scores improve, attendance goes up, bullying decreases and 100% of teachers reported that the program improved student resilience in the face of obstacles. The Athletes for Good grant will enable 3,200 additional kids to participate in the program, helping Classroom Champions get closer to its goal of mentoring 1 million kids weekly by 2025.
Sini Pyy, Paralympian

Country: Finland

Sport: Para Cross-Country Skiing

Citizenship Pillar: Environmental Sustainability

Passion: Growing up in the Finnish Lapland, Sini learned to appreciate and protect the environment from a young age. Now a cross-country skier, Sini’s passion for protecting the outdoors and ensuring its conservation and the longevity of winters for all to enjoy intersects with her life as a professional athlete. As such, she uses her sports platform to share the importance of environmental advocacy.

Charity Support: In joining Protect Our Winters Finland as an ambassador this year, Sini is eager to be with like-minded people on her quest to learn and educate others on how to live an eco-friendlier life, especially as a Para-sport athlete. While Protect Our Winters is a global movement, the Finland chapter currently operates with only one paid employee, alongside a host of volunteers. The Athletes for Good grant will be instrumental in expanding the education programming to teach a wider audience how to live more sustainably.
Katie Tannenbaum, Olympic Hopeful

Country: U.S. Virgin Islands
Sport: Bobsleigh - Skeleton
Citizenship Pillar: Community Impact

Passion: Katie is a proud Virgin Islander, bringing the winter sport of skeleton to the Caribbean islands and education about the islands to the world’s stage. As an ambassador for her home, Katie is driven to give back to her community, and has found her passion through supporting at-risk youth to find mentorship and opportunity.

Charity Support: Katie is an advocate and volunteer for My Brother’s Workshop, Inc., which was created to help at-risk youth through education support, employment programs, mentorships, and workshops. Additionally, the organization helps the close-knit USVI community with projects like making masks during the COVID-19 outbreak, providing meals to those in need and removing debris in the aftermath of Hurricanes Irma and Maria. As an ambassador, Katie conducts community outreach, participates in fundraising events, and helps with organizational planning to set the course for the future. The Athletes for Good grant will allow three trainees (ages 16-24, male or female) to go through My Brother’s Workshop holistic program, which includes earning their high school diploma, mentoring, counselling, on-the-job training, and job placement.
Danelle Umstead, Paralympian

Country: United States of America

Sport: Para Alpine Skiing

Citizenship Pillar: Equality and Inclusion

Passion: After losing her sight, Danelle found her passion and purpose at age 29 through skiing and the mentorship she experienced along the way. She was fortunate to find a small group of women and girls, who fiercely supported each other through the challenges. As an adaptive athlete, she has experienced what the power of sport and community can do to change lives, and she is dedicated to helping women with disabilities have the support needed to reach their full potential.

Charity Support: In paying it forward, Danelle launched her own charity, the Sisters In Sports Foundation to provide women and girls with disabilities the same type of support and mentorship she received. The Athletes for Good grant will enable the Foundation to provide scholarship funding and athlete mentorship to women with disabilities. The scholarship program provides financial support for women purchasing adaptive equipment and sponsors athletes interested in competing at an international level.