

Cover:

US Quidditch
2013-2014 Annual Report

Title page

Include name/logo and following text:

US Quidditch Inc. is a 501(c)3 nonprofit organization dedicated to promoting, governing, and developing the real-life sport of quidditch and motivating young people to lead physically active and socially engaged lives.

Please note: During the timeframe of this annual report, US Quidditch Inc was called the International Quidditch Association. US Quidditch rebranded in July 2014 to focus its resources on fulfilling its mission within the United States and to foster greater autonomy for the sport in other countries. USQ is used in this report for the sake of consistency. We are working with other national organizing bodies to incorporate a new IQA that will serve as an international congress dedicated to maintaining international rules standards and organizing international competitions. To learn more, visit iqaquidditch.org.

US Quidditch is not affiliated with Time Warner, Warner Bros, or J.K. Rowling.

Annual Report prepared by US Quidditch staff

Formatted and designed by Crystal Hutcheson

To learn more about US Quidditch, visit usquidditch.org

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LEFT PAGE 1

Dear players, captains, coaches, officials, fans, supporters, and donors,

On behalf of the staff, volunteers, and board of directors of US Quidditch, it's our honor to present the 2013-2014 annual report.

This has been a huge season for us, with the sport of quidditch and our league growing bigger and more established than ever. We've seen tremendous changes and improvements this year that have advanced the sport exponentially in program quality and reach.

Some of our notable achievements over the past season include:

- Rolling out the first individual membership program, which successfully met its first-year goal by surpassing 4,000 members, and provided accident and liability coverage for the entire league.
- Organizing nine regional championships, which served over 160 teams - more than any past season.
- Hosting the most successful and well-organized World Cup to date, with 79 teams, 1,559 players, and 402 volunteers.
- Increasing our operating budget to \$350,000, proof of the increasing stability and organization of our sport.
- Hiring our first five paid staff members to spearhead the fulfillment of USQ's mission to promote, develop, and govern the sport of quidditch.
- Rebranding our organization from IQA to USQ to refocus our mission and resources on serving all 170 of our member teams in the United States.

With a successful year behind us, we look forward to a strong season ahead. We are fortunate to have more teams, players, and supporters than ever, and quidditch is still showing great potential for ongoing growth and the exciting tournaments and events that come with it. The sport continues to have a positive impact through building healthier lives and challenging conceptions about gender and sports, as well as building lasting relationships and teamwork experience.

We have a number of new initiatives for the 2014-2015 season. First and foremost, we seek to expand our board of directors by identifying and recruiting new board members from a variety of business, nonprofit, and sports backgrounds to bring outside perspectives and new experience to our organization's leadership. Secondly, we plan to work with current and new board members, along with staff, volunteers, players, and supporters to create and publish a three-year strategic plan for the league. Thirdly, we aim to diversify and expand our budget by increasing traditional nonprofit fundraising and individual donor solicitation. And of course, we plan to continue our tradition of organizing fantastic large-scale championship events, and to grow and enhance our sport with new programs and member courses like tournament director certification and coach memberships and training.

We want to close this letter by thanking our volunteers. Whether you work tirelessly year-round or join us for two days of dedicated effort at a regional or World Cup, we could not do this without you. We hope that every player, fan or supporter tries their hand at volunteering at some point for the sport. Volunteers are able to learn more about the organization, provide value for their fellow players or fans, and hopefully gain our same deep respect for volunteerism and quidditch in general. If you are interested in learning more about volunteering, please check the volunteer section of our website, usquidditch.org.

Thank you all very much for being a part of our league and sport, and we look forward to seeing you on the pitch again soon.

Brooms up!

Alex Terry
USQ Board Chair (2013-2014)

Jacob Adlis
USQ Board Chair (2014-present)

Alex Benepe
USQ CEO

Alicia Radford
USQ COO

LEFT PAGE 1 SIDEBAR: BOARD OF DIRECTORS

Alex Terry, Chair
Jacob Adlis, Treasurer
Alicia Radford, Secretary

Alex Benepe, Director**
Dan Hanson, Director
Harrison Homel, Director***
Aimee Howarth, Director*
Kristen Howarth, Director*
Xander Manshel, Director*
Katie Stack, Director

Updates to the board in the 2014-2015 season:

**The individuals with asterisks have reached the end of their terms as board members and will be joining our board alumni group.*

***In order to follow bylaws and nonprofit best practices, CEO Alex Benepe is now occupying a non-voting ex officio seat on the board.*

****Harrison Homel is now the Executive Director of the new International Quidditch Association, and to avoid a conflict of interest he has resigned from his USQ board seat.*

RIGHT PAGE 2

“I am passionate about quidditch because I have been an athlete my entire life. I have been playing organized sports since I was five years old. For me, quidditch is an athletic outlet and a way to keep myself driven and in shape throughout college. I have always loved competition in the sports arena and quidditch has provided that for me during the past four and a half years.

I am also passionate about the sport because I was a part of it when it was a fledgling sport and we were all still using capes. Being a part of the growth and development of the sport in multiple capacities has kept me wanting to keep playing all of this time.”

- A Baton Rouge, LA player

Put quote on USQ dark blue background next to a picture of Brad Armentor.

About US Quidditch

US Quidditch, Inc.* is a 501(c)3 nonprofit dedicated to governing the sport of quidditch and inspiring young people to lead physically active and socially engaged lives. Quidditch was adapted in 2005 at Middlebury College in Vermont and is now played at over 300 universities and high schools throughout the world. USQ was founded in 2010, and annually hosts or sanctions around 25 events, including nine regional championships, the World Cup, Global Games, and QuidCon.

CORE VALUES

- We establish the foundation for long-term sustainability through innovation, regulations, and expansion.
- We provide competitive opportunities for every level of athlete.
- We build a safe, inclusive, and respectful community.
- We strive to be a leader in gender inclusivity for all age groups.
- We create meaningful community partnerships.
- We develop and empower future leaders.

THE THREE C'S

USQ fulfills our mission through a holistic policy called “the Three C’s.” These represent the three pillars of USQ’s work: competition, community, and creativity.

USQ facilitates **competition** through regional championships, the World Cup, and other tournaments; comprehensive referee and snitch training programs; maintaining league-wide standings; and developing USQ rules.

USQ ensures that quidditch has an inclusive and welcoming **community** through policies like the four-maximum gender rule; teaching quidditch to children; community service events and partnerships; QuidCon, the only quidditch convention; and the mentor and penpal programs.

Although it sounds abstract compared to competition and community, **creativity** is an important force in our organization. Starting and maintaining a quidditch team requires a lot of creativity, entrepreneurship, and dedication, and USQ aims to always have a culture that fosters creativity.

**As of July 1, 2014, the International Quidditch Association legally changed its name to US Quidditch, Inc., with the purpose of focusing resources and efforts on the development and governance of quidditch within the United States.*

“I met so many wonderful people and made lots of really good friends through quidditch. The sport itself is fabulous as it combines so many different kinds of sports, like rugby and basketball. Playing quidditch makes me feel extraordinarily good and healthy. It brings me to my limits and I love to stretch my limits.”

- A Long Beach, CA player

PROGRAMMING

Membership

The 2013-2014 season was USQ's first season with an implemented individual membership program. USQ provided identification cards to each individual member, and the league was covered for the first time under general liability and accident insurance policies.

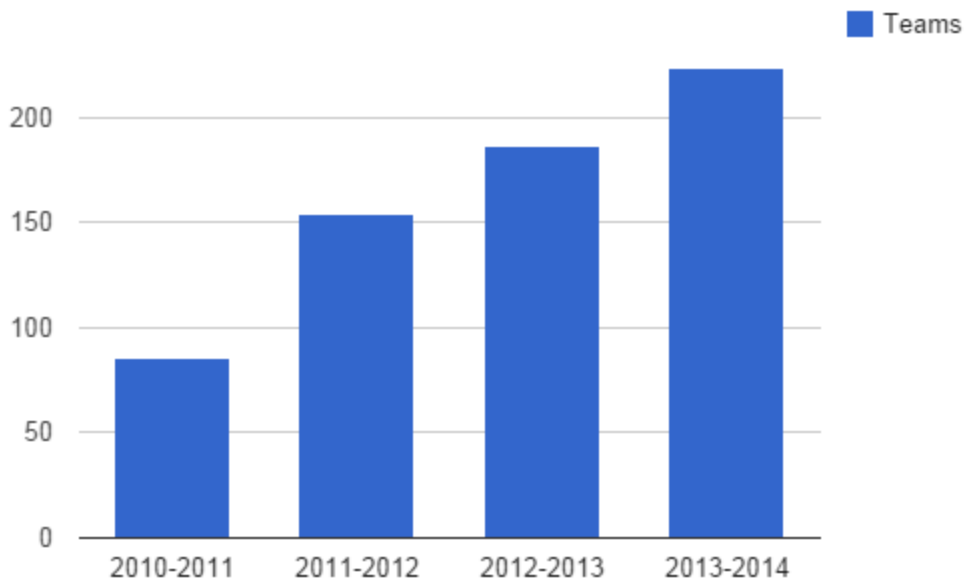
The team membership structure was altered slightly from the season before, with a lowering of team fees from \$350 to \$150, and basic and tournament tiers to acknowledge recreational and competitive traveling teams. USQ used this year of changes to give back to the teams as well, with two equipment grants available to new teams. The 2013-2014 equipment grant winners were the Thundercats from California and the University of Montreal.

TEAMS

"I am passionate about quidditch because it's the first sport that I've actually enjoyed playing. It originally got my interest because it was a sport that I could be a total nerd in and it was accepted. I love it because everyone who plays it is really friendly, and it feels like I have a second family with everyone who is involved. It has a special place in my heart because I'm the one who founded the quidditch team at my school, and to watch it grow into what it is now is amazing."

- A Toronto, CA player

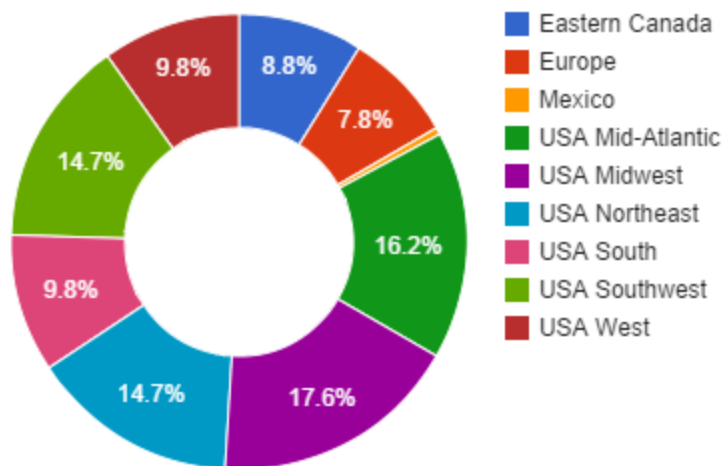
Official Member Teams Growth



Add exact number on each bar: 86, 154, 186, 223

Add fact bar: US Quidditch has averaged a 40% annual teams growth rate since 2010.

2013-2014 Regional Team Distribution



2013-2014

Canada: 18 teams

Europe: 16 teams

Mexico: 1 team

USA Mid-Atlantic: 33 teams

USA Midwest: 36 teams

USA Northeast: 30 teams

USA South: 20 teams

USA Southwest: 30 teams

USA West: 20 teams

2011-2012:

USA Mid-Atlantic: 22 teams

USA Midwest: 18 teams

USA Northeast: 46 teams

USA South: 12 teams

USA Southwest: 18 teams

USA West: 8 teams

RIGHT PAGE 6 and LEFT PAGE 7

Alfred University Saxons

Annapolis Annihilators

Anthena Lesparre Quidditch
Appalachian Quidditch
Appoquinimink High School Hippogriffs
Arizona State University - Sun Devil Quidditch
Arkansas Tech Quidditch Club
AState Redwolf Quidditch
Austin Quidditch
Avada Keeledavra
Ball State Cardinals
Barcelona Eagles Quidditch Team
Baylor University
Belgian Beerters
Belgian Qwaffles
Binghamton Quidditch
Black Snitches - Lille Muggle Quidditch
Boggarts Quidditch Club at Colorado State University
Boise State Abraxans
Boston University Quidditch
Boulder Basilisks
Bowling Green State University
Brandeis Quidditch
Cal Quidditch
Canada's Finest Quidditch Club
Carleton Conspiracy Quidditch
Carleton University Quidditch
Carnegie Mellon Quidditch Club
Central Florida Quidditch
Chanticleers
Clark University Quidditch
Club de Quidditch de l'University de Montreal
CNU Captains of Crucio
College of Charleston Quidditch
Cougar Quidditch
Crimson Fliers
Crimson Warhawks
Denison Deatheaters
Denver Dementors
Derby Union Quidditch Club
Dickinson College Dirigible Plums
Downriver Dragons
Duke University Quidditch
Eastern Florida State College Titans
Eastern Michigan Flying Squirrels
Emerson College Quidditch
Falcon Warriors Quidditch Club

Florida Gulf Coast Quidditch
Florida International University Panthers
Florida State Quidditch
Florida's Finest
Franklin and Marshall Quidditch
Gee-Gees Quidditch
Grand Valley Grindylows
Grove City College
Guelph Quidditch
Harvard Horntails
Hofstra University Flying Dutchmen
Hopkins Hallows
Horn Tailed Horcruxes Quidditch Team
IIT Quidditch Team
Illinois State University Firebirds
India Point Ashwinders
Indiana University South Bend Titans
Iowa State Quidditch
Ithaca Community Quidditch Team
Ives Pond Quidditch Club
Kansas Quidditch
Kutztown University Quidditch
La Serna High School
Lafayette Club Quidditch
LHU Quidditch
Lone Star Quidditch Club
Louisiana State University
Loyola University Chicago Quidditch
Loyola University New Orleans
Macaulay Honors College Marauders
Marquette University Quidditch
Maryland Quidditch
McGill University Quidditch
McMaster Quidditch
Miami University Lionhawks
Michigan Quidditch Team
Michigan State University Spartan Quidditch
Minnesota Quidditch
MIT Marauders
MTSU Threstrals
Nantes Quidditch
New Haven Nightmares
New York Badassilisks
New York University Nundu
Northern Arizona University Narwhals

Northwestern Kneazles
Norwegian University of Science and Technology Athletics Quidditch
NYDC Capitalists
Ohio State Quidditch
Ohio University Flying Bobcats
Oklahoma Baptist Univeristy
Oklahoma State University
Osos De Muerte
OSU The Mighty Bucks
Ottawa Maple Rush
Oxford University Quidditch Club - Oxford Quidlings
Oxford University Quidditch Club - Radcliffe Chimeras
Paris Frog Quidditch
Paris Phenix Quidditch
Penn Quidditch
Penn State University Nittany Lions
Philadelphia Honey Badgers
Purdue Intercollegiate Quidditch Association
Q.C. Boston: The Massacre
Q.C. Pittsburgh
Queen's Quidditch Club
Quidditch at the University of Virginia
Quidditch Club of Central Michigan
Quidditch Club of the Carolinas
Quidditch Club of West Virginia University
Raging Ridgebacks
Red Cedar River Monsters
Rice Quidditch League
Richland Rangers
Ringling College of Art and Design
RIT Dark Marks
Riverside Quidditch
Rollins College
RPI Remembralls
Rutgers Nearly Headless Knights
Ryerson University
San Jose State University Owls
San Marcos Sharknados
Santa Barbara Blacktips
SHSU Quidditch
Silicon Valley Skrewts
Silicon Valley Skyfighters
Sin City Quid Pro Quo
Sir Sandford Fleming College
Skidmore Quidditch

Southampton quidditch club
Southern Illinois University Quidditch
Stanford Quidditch
Steel City Quidditch Club
Stony Brook Quidditch
SUNY Cortland Red Dragons
SUNY Geneseo
Syracuse University Quidditch Club
Tarleton Honeybadgers
Taunus Thestrals Quidditch
TC FROST
TEC Quidditch
Tennessee Tech Quidditch
Texas A&M Quidditch
Texas State University- San Marcos
Texas Tech Quidditch
The Charles School Chimeras
The Flying Knights Quidditch Club
The Long Beach Funky Quaffles
The Lost Boys
The Nightmarchers
The Silver Phoenix
The Toledo Firebolts
The University of North Carolina at Chapel Hill Quidditch
The University of Texas at Austin
Thundercats Quidditch
Tufts University Tufflepuffs
Tulane University
UAFS Quidditch
UBC Quidditch
University of Arizona Quidditch
University of Arkansas Razorback Quidditch
University of California Los Angeles
University of Chicago Phoenixes
University of Dayton Quidditch Club
University of Florida Quidditch
University of Leicester Quidditch Club
University of Massachusetts Amherst
University of Miami
University of Missouri
University of North Carolina at Greensboro
University of North Texas Quidditch
University of Northern Colorado
University of Oklahoma
University of Rhode Island

University of Richmond Spiders
University of Rochester Thestrals
University of South Alabama
University of South Carolina
University of South Florida Quidditch
University of Southern California
University of Southern Indiana Quidditch
University of Southern Mississippi
University of Texas at San Antonio Club Quidditch
University of Toronto Quidditch (St. George Campus)
University of Vermont Quidditch
UTSC Phoenix
Valhalla
Villanova Community Quidditch
Virginia Tech Phoenixes
Waterloo Ridgebacks
Wichita State University
Winthrop University Quidditch Team
Wizards of Westwood
Wizengamot Quidditch of VCU
Wooster Scottish National Quidditch Team
YorkU Aurors

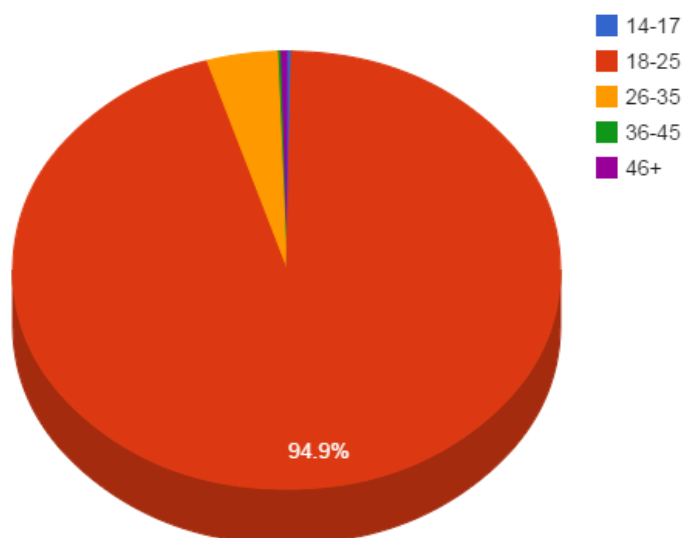
RIGHT PAGE 8

INDIVIDUALS

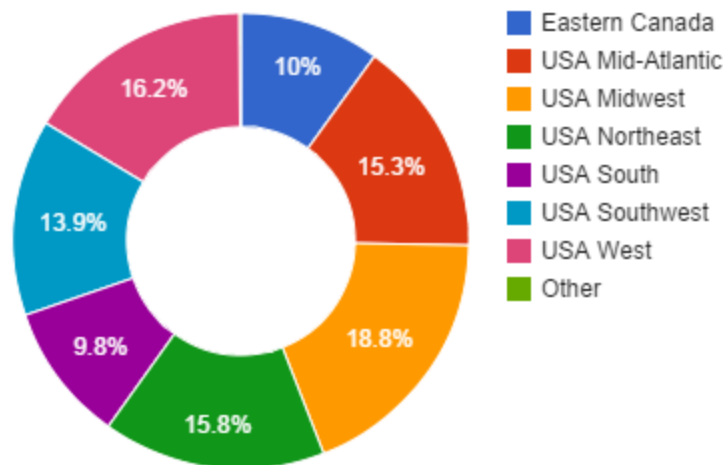
“The sport brings together athletes from all sporting backgrounds, and non-athletes. It is literally a sport for all to enjoy.”

- A Columbus, MO player

2013-2014 Individual Member Age Distribution



2013-2014 Regional Individual Member Distribution



[PIE GRAPH OF REGION DISTRIBUTION-
show percentages, too]

Canada: 421 members
USA Mid-Atlantic: 648 members
USA Midwest: 794 members
USA Northeast: 667 members
USA South: 416 members
USA Southwest: 588 members
USA West: 685 members
Other: 6 members

(Raw charts [here](#) for reference)

LEFT PAGE 9

Events

“The growth over the past few years has been amazing to watch. The increasing level of competitiveness makes me confident that this sport will not die out. I like the many different athletic aspects that come from different sports that all contribute to our game.”

- A Charleston, SC player

This year, USQ hosted the World Cup, nine regional championships across the globe, and QuidCon. These events would not be possible without the support of host cities, who provide the infrastructure and financial support necessary to make these large-scale events a reality.

USQ regional championships and the World Cup are the largest events of the year, with hundreds of players and thousands of spectators. City hosts have the benefits of bringing a brand-new, dynamic sport to their regions, while attracting a college-aged player base that, combined with our Stay and Play policy, results in a tangible economic impact.

RIGHT PAGE 10 - ??? (not sure how many pages this info will take up)

REGULAR SEASON

223 teams, 4,037 players, 1,177 games
160 head referees, 329 assistant referees, 154 snitches

CHAMPIONSHIP EVENTS

USA Midwest Regional Championship

October 26-27, 2013 • Rockford, IL

26 teams, 96 games
15 head referees, 20 volunteers

Champion: Bowling Green State University

Eastern Canada Regional Championship

November 9, 2013 • Toronto, ON

16 teams, 336 players

Champion: Ottawa Gee-Gee's Quidditch

USA Northeast Regional Championship

November 16-17, 2013 • Rochester, NY

25 teams, 87 games
16 head referees
9 event planning volunteers
87 on-site volunteers

Champion: Boston University

USA Mid-Atlantic Regional Championship

November 23-24, 2013 • Leesburg, VA

22 teams, 453 players, 73 games
12 head referees, 72 volunteers

Champion: University of Maryland

USA West Regional Championship

November 23-24, 2013 • Tempe, AZ

19 teams, 354 players, 58 games
12 head referees
6 event planning volunteers
99 on-site volunteers

Champion: The Lost Boys

Oceania Regional Championship

November 30-December 1, 2013 • Parramatta, New South Wales

12 teams

Champion: Perth Phoenixes

Europe Regional Championship

February 8-9, 2014 • Brussels, Belgium

12 teams, 178 players, 37 games

10 head referees, 7 snitches

14 event planning volunteers

20 on-site volunteers

Champion: Oxford Chimeras

USA South Regional Championship

February 15-16, 2014 • Rock Hill, SC

12 teams, 232 players, 30 games

12 head referees

9 event planning volunteers

55 on-site volunteers

Champion: University of Miami

USA Southwest Regional Championship

February 22-23, 2014 • Tulsa, OK

20 teams, 62 games

6 head referees

8 event planning volunteers

20 on-site volunteers

Champion: Texas A&M University

World Cup VII

April 5-6 2014 • North Myrtle Beach, SC

79 teams, 1559 players, 203 games

54 head referees

36 event planning volunteers

402 on-site volunteers

Champion: University of Texas at Austin (include team photo and/or logo)

Community

“My teammates: I know they'll always be there for me and I would do anything for them in return. We laugh that we don't need Greek life or any other club/activity because we are all so close and such good friends. My team is my family, something I never had in soccer or volleyball, and I love it.”

- An Oxford, OH player

RIGHT PAGE

QUIDCON

QuidCon is the only leadership conference in the world dedicated to the sport of quidditch. The event, which started in Chicago in 2012, rotates around the United States and features three days of programming focused on developing leaders, players, and teams, as well as making friends with quidditch players around the world.

Seattle - July 11-15, 2013

QuidCon 2013 served almost 100 players from around the US and Canada and featured over 34 sessions from coaching 101 to the quidditch playbook to team management and first aid training. In the first Quidditch World's Fair, six attendees entered creative projects meant to further the sport's progress, with the winner -- Fleet carbon fiber brooms -- winning \$500 and a year-long partnership offer with the league. Sunday featured a day-long tournament between teams in Tukwila, WA.

Washington, DC - June 27-29, 2014

QuidCon 2014 kicked off with a keynote address from the Positive Coaching Alliance. Other formal sessions included referee training, snitch development, team management, tournament planning, and branding and marketing your team. Informal sessions included a city-wide scavenger hunt, a pizza picnic, and a moonlight tour of the monuments. The weekend finished with a quidditch tournament at George Mason University.

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CONVENTIONS

USQ spreads the word about quidditch and the league through its presence at various conventions throughout the year. From merchandise to presentations to exposition matches, convention attendees have the opportunity to experience real-life quidditch for themselves in some way.

This season, over 70 volunteers assisted at seven different conventions throughout the United States and Canada.

Wizard World Chicago

Chicago, IL • August 9-12 • About 80,000 attendees

Four volunteers ran a fan table.

Edmonton Expo

Edmonton, Canada • September 28-29 • 25,700 attendees

Ten volunteers ran a merch booth and led a panel on starting a quidditch team.

New York Comic Con

New York, NY • October 10-13 • 130,000 attendees

Five volunteers ran a fan table.

Camp 9 ¾

Marble Falls, TX • October 11-15 • About 150 attendees

Five volunteers from the University of Texas ran games and how to play sessions.

Chicago Comic & Entertainment Expo (C2E2)

Chicago, IL • April 25-27 • 63,000 attendees

Fourteen volunteers ran a fan table, demo games between college teams, and games for the audience.

Calgary Comic & Entertainment Expo (Calgary Expo)

Calgary, Canada • April 26-28 • 75,000 attendees

Fifteen volunteers ran a merch booth, panel on how to start a team, and how to play sessions.

VidCon

Anaheim, CA • June 26-28 • 18,000 attendees

Eighteen volunteers ran learn to play sessions and games for attendees.

RIGHT PAGE

EVENT SANCTIONING

“As a transfer student who didn't know anyone at their new school, I was just looking for something to do. I didn't realize that I would be sucked into the crazy world of quidditch, but the friendships I've built just in my rookie year have been more than enough to overcome the loneliness I felt when I first transferred to SJSU.”

- A San Jose, CA player

USQ was proud to offer the first year of event sanctioning in order to standardize tournament play and provide a higher standard of quality and safety for players worldwide.

In the inaugural season of the event sanctioning program, the league supported 20 events in seven regions throughout the world, including Canada and Australia. These events reached close to 80 quidditch teams.

CERTIFICATION AND TRAINING

Every quidditch match is officiated by six referees: a head referee, two assistant referees, a snitch referee, and two goal referees. These referees work together to ensure that each game is run safely and effectively. USQ's referee training program aims to certify referees to ensure the highest standards worldwide. Referee certification is an ongoing process, consisting first of a written and practical test, and supplemented by referee training programs, online resources, and a system to continually review referee performance.

This year 20 volunteers worked year round on increasing the quality of quidditch referees. About 250 individuals were tested at 40 different certification opportunities.

LEFT PAGE

TITLE 9 ¾

“My favorite part about quidditch is the fact that it is a mixed sport. I think it is great that there is finally a real opportunity for men and women to play together on equal terms in a highly competitive sport, especially given that this extends from local community events to international competitions.”

- An Oxford, UK player

Title 9 ¾ is an advocacy and awareness branch of USQ that ensures the policies implemented by USQ promote gender equality and inclusivity. Title 9 ¾ gets its name from both the fictional platform to get to the Hogwarts Express and the US law that seeks to prevent gender discrimination in sports, Title IX.

When all genders are able to compete equally on the pitch, they will learn to respect and value each other's abilities regardless of gender identity. It is well researched that sports participation improves the lives of those who identify as or are perceived as female, and levels the “playing field” not only in sports but in every aspect of society. Quidditch takes those benefits a step further by promoting a sport that is truly free of gender-based restrictions, rather than evenly segregated between men and women (as it currently exists under Title IX). Title IX additionally continues to exclude those who do not identify with the binary gender system. Through Title 9 ¾, USQ is more inclusive to trans* individuals by using gender as opposed to sex in policies. We understand that the process of transition is a very personal (and expensive) decision, and is influenced by many factors, none of which are, or should be, because a sport requires it. USQ hopes to be a positive example for other sport leagues, as well as a way to positively influence how players view other genders.

This past season, the Title 9 ¾ volunteer team created a series of resources for coaches, captains, and referees. These resources educated quidditch leaders on gender, sex, and sexuality, and best practices on how to navigate gender politics on and off the playing field.

**This asterisk was not intended to be a footnote. “Trans*” with an asterisk included is an umbrella term that refers to all of the identities within the gender identity spectrum.*

RIGHT PAGE

KIDDITCH

Physical activity is an important tenet within the league, and this season's events gave youth the opportunity to participate. Regular physical activity helps to improve strength and endurance, reduce stress and anxiety, boost self-esteem, build muscles and healthy bones, control weight, and improve overall health. If children can pick up healthy habits now, they can carry the habits with them into a healthy adult life.

The Southwest Regional Championship and the Mid-Atlantic Regional Championship both supported kidditch events, with over 50 participants. World Cup VII had great success with its youth participants, and the Sunrise Spellcasters encouraged many local players to give quidditch a try at the Scottish Highland Games in Florida.

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AWARENESS

“Quidditch has opened some amazing new doors in my life. Because our sport is ‘new’ and so unique, having a passion for it can attract some serious attention. Spreading the good name of quidditch has been a favorite activity of mine.”

- A Fayetteville, AR player

Internet

Website www.iqaquidditch.com*

AVERAGE MONTHLY STATS

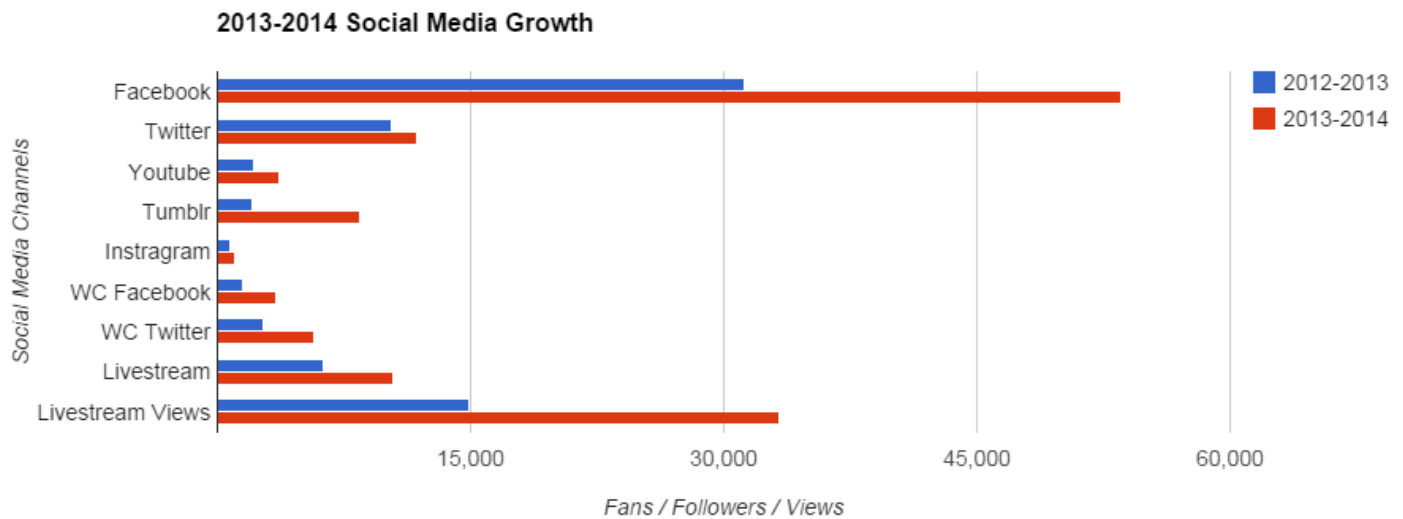
1,251,609 hits
275,156 page loads
38,214 unique visitors

**Now usquidditch.org*

WORLD CUP VII WEEKEND

2,841,557 hits
489,607 page loads
23,139 unique visitors

Social Media



Add fact bar: Average growth across all social media channels was 103%

While the IQA and USQ had a great year on social media, no account grew more than our Tumblr account. This is because we managed to be selected by Tumblr staff to be featured on the website's sidebar! Our volunteer social media team leader Meaghan Prenda, who has been running USQ's social media channels since 2011, explains how this happened and what it means for the sport *[design suggestion: maybe include a headshot of meaghan next to the quote]*:

"Tumblr staff members select blogs to feature on the side bar of Tumblr and within the dashboards of millions of Tumblr users. Being featured greatly increases your blog's visibility and reach for a few days. Blogs are chosen based on the quality and originality of their content."

The USQ Staff Tumblr was featured as a Tumblr trending blog on April 7, 2014 as a result of the promotional material the marketing team created and published for World Cup VII. Our Tumblr following grew from 800 to over 6,000 throughout the time our blog was trending. It was so exciting!"

(Design suggestion: include sample of #myworldcupjourney campaign photo?)

Social Media Changes:

Please note that all of our social media accounts had their names or URL's changed to reflect the company branding change from International Quidditch Association to US Quidditch. The only two exceptions are Facebook (facebook.com/internationalquidditchassociation) and twitter (twitter.com/iqaquidditch) which have been transferred and rebranded to the new IQA logo and organization.

You can find US Quidditch's new national league accounts at these new web addresses:

facebook.com/unitedstatesquidditch

twitter.com/usquidditch

usquidditch.tumblr.com

OPERATIONS

Employees

This year, USQ hired its first five employees. In November, CEO Alex Benepe and Events and Development Director Sarah Woolsey were hired as full-time employees, and COO Alicia Radford and Membership and Finance Director Katie Stack were hired as part-time employees. In June, the paid staff was extended to include Officials Manager Brandon Kreines on a part-time hourly basis.

This important step for the league, made possible by the inaugural season of the individual membership program, allowed staff to be readily accessible to city partners, volunteers, and members throughout the year. The league was able to produce events of a higher caliber than before, and the number of member teams increased by 25%. With regular, paid hours each week allotted to the development of the membership program and the sustainability of the nonprofit business, USQ has been able to strengthen city and CVB connections and ensure future growth.

Volunteers

As always, USQ runs on and because of its loyal and hardworking volunteers. In the 2013-2014 season, USQ had 90 year-round volunteers, all working virtually and donating a minimum of five hours of their time each week (many helping out more, especially during season peaks). Roughly 800 individuals assisted in the league's 11 events.

Manager Training

In January, the 20 manager-level USQ volunteers began a manager training and development process through a series of textbook readings, exercises, and small group sessions. These 20 volunteers are those who direct the projects and actions of additional volunteer coordinators. One of USQ's goals is to create an inclusive learning environment for volunteers; not only do volunteers have the opportunity to give back to and effect change in the quidditch community, they learn invaluable professional and personal skills that will hopefully serve them well in future endeavors.

PEOPLE

STAFF

Alex Benepe, CEO — commissioner@usquidditch.org

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https://docs.google.com/a/usquidditch.org/spreadsheets/d/16ol4lk8417wcZWT3dr7LT6pG9kezBL_O2li9pRKZXP2o/edit#gid=281433311

Include P&L and graphs.