

End of Year Report  
2024/25 Season



USA Youth & High School Rugby

# Inspiring a Rugby Revolution



About Us

# Who We Are



USA Youth & High School Rugby (YHS) is a 501(c)(3) non-profit organized in Washington, D.C and an affiliate of USA Rugby.

We are the sole Sanctioned Governing Body for all rugby for players aged 4–18 in the United States.



Official Sanctioned Partner



About Us

# Our Core Purpose

## Mission

Inspire a rugby revolution, establishing it as the premier, fun-filled, and safe youth sport that captivates players, families, and communities alike.

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## Vision

One million youth playing rugby by the USA Rugby World Cup in 2031 and 2033.

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## Values

Respect

Passion

Accountability

Transparency

Inclusivity

Integrity



# Our Constituents

Cultivating a dynamic rugby community where connections between constituents generate sustainable growth and impact that transcends individual player development.

Volunteers

Parents & Guardians

Partners

Media

Clubs



Players

Coaches

Referee

State Youth Rugby Organizations (SYROs)

Schools

Elevating Rugby in America

# Grassroots to Greatness

YHS is uniquely positioned to lead the charge in growing grassroots rugby with support from the key stakeholders in the U.S.

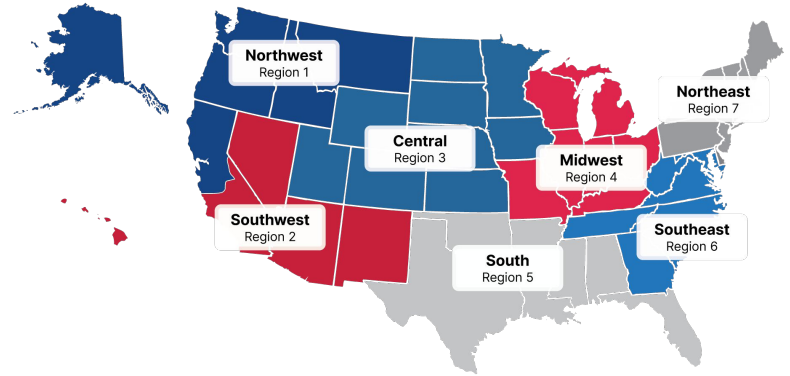


# Key Stakeholders

With a strong presence through its State Youth Rugby Organizations, YHS is able to deliver the strategic plan and growth initiatives at a grassroots level.



## 7 Regions, 47 State Youth Rugby Organizations (SYRO)





# State Youth Rugby Organization (SYRO)

Northwest								
Southwest								
Central								
Midwest								
South								
Southeast								
Northeast								



2024/2025 Year in Review

# Building the Future of American Rugby

In 2024/25, USA Youth and High School Rugby saw continued growth in participation across both flag and tackle formats, driven by expanding community engagement and stronger collaboration with key stakeholders across the game. Building on this momentum, YHS is focused on shaping the future of youth and high school rugby by advancing state-level recognition, expanding female participation, developing better resources and opportunities for players and coaches, and strengthening support for clubs and schools. These initiatives aim to create sustainable structures, broaden opportunities, and ensure the long-term growth of the game nationwide.

Increased Participation

Strategic Plan Development

Coach & Player Development

High Performance Partnership

Targeted Partnerships  
& Growth Initiatives

Community Engagement





Registration Numbers

# USA YHS Registration Growth



**9%**

Growth in 2024/25  
Year over Year



**19%**

Female Growth  
Year over Year



**17%**

8-14 Year Old Growth  
Year over Year



**117**

New Clubs Added  
2024/25 Season



**56,225**

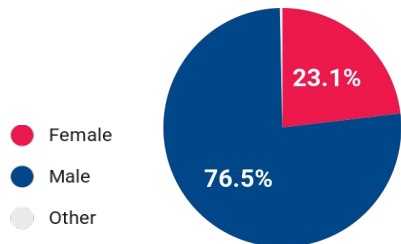
2024/25 Season  
Total Registrations

## Registration Numbers

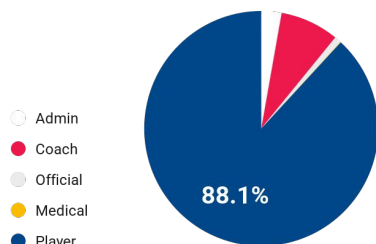
# 2024-2025 Registration

56,225 Total Members - Growth of ~9% from last year

### Gender



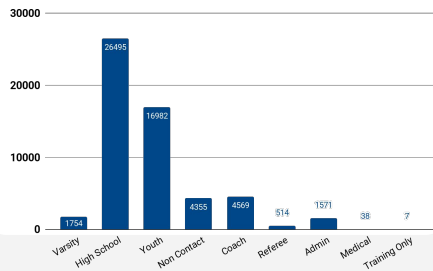
### Role



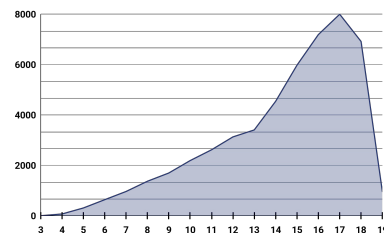
### SYRO

Alabama: 1	Kentucky: 42	Ohio: 2,391
Alaska: 150	Louisiana: 262	Oklahoma: 243
Arizona: 787	Maryland: 1,625	Oregon: 580
Arkansas: 49	Massachusetts: 783	<b>Pennsylvania: 2,827</b>
<b>(Socal) California: 4,980</b>	Michigan: 840	Rhode Island: 152
<b>(Norcal) California: 5,649</b>	Minnesota: 485	South Carolina: 628
<b>Colorado: 2,881</b>	Missouri: 467	Tennessee: 1,110
Connecticut: 884	Mississippi: 0	<b>Texas: 2,801</b>
Delaware: 81	Montana: 796	<b>Utah: 3,909</b>
Florida: 1,130	Nebraska/South Dakota: 114	Vermont: 0
Georgia: 403	Nevada: 0	Virginia: 1,238
Hawaii: 909	New Hampshire/Maine: 284	Washington: 2,027
Idaho: 1,777	New Jersey: 655	Wisconsin: 1,467
Illinois: 1,920	New Mexico: 317	Wyoming: 0
<b>Indiana: 2,760</b>	New York: 1,602	
Iowa: 885	North Carolina: 1,929	
Kansas: 464	North Dakota: 0	

### Registration Type



### Age





Registration Numbers

# SYRO Growth Highlights



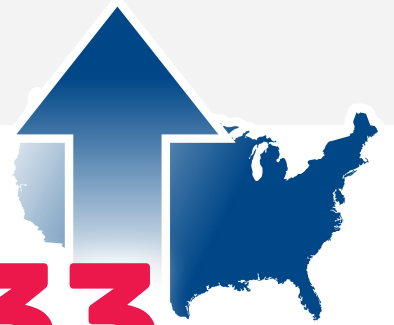
**10**

With 10-20% growth



**9**

With 20% or higher growth



**33**

Number of Registrations Increased in 33 SYROS

# Annual Marquee Tournaments

## Girls National Invitational

This year's event marked the second consecutive year that both the high school club and single-school championships were held concurrently.

### Champions

#### Single School

Eagle HS (ID)

#### Club Tier 1

Belmont Shore (SoCal)

## Boys National Invitationals

The tournament featured **24** elite teams from across the United States, competing in three divisions: Single-School Tier 1, High School Club Tier 1, and Tier 2.

### Champions

#### Single School

Saint Ignatius (OH)

#### Club Tier 1

SD Mustangs (SoCal)

#### Club Tier 2

South Orange County Raptors (SoCal)

## Urban Rugby Championships

The 4th Annual Urban Rugby Championship hosted in New Orleans, was the biggest and best yet!

### Champions

#### 1st Place Girls

Memphis Inner City

#### 2nd Place Girls

New York

#### 1st Place Boys

Chicago

#### 2nd Place Boys

Cincinnati



# Integrated Growth Plan



## Visibility

Increase the visibility of rugby as a premier youth sport, captivating families and communities nationwide.



## Collaboration

Establish & collaborate on initiatives that will increase the number of participants coming into the rugby ecosystem.



## Development

Focus on nurturing well-rounded athletes, empowering coaches, and enhancing referee development to build a strong foundation for the future of rugby.



## Conversion

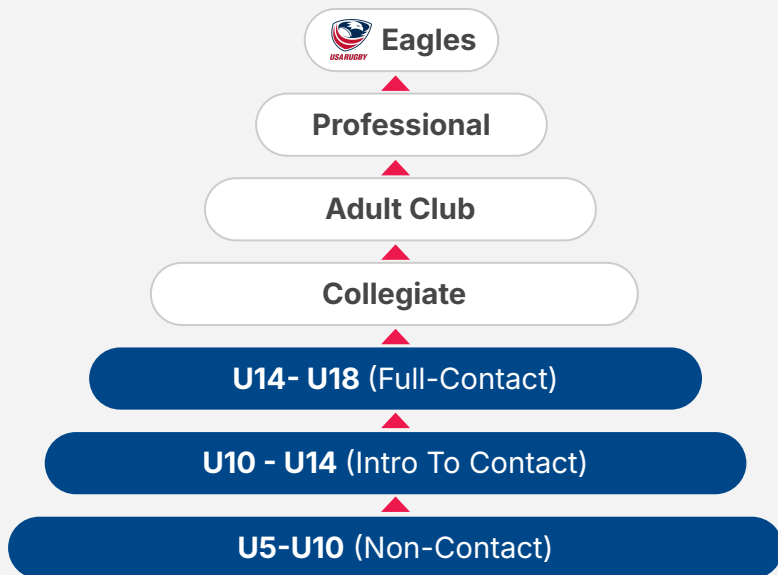
As demand is generated by the growth initiatives, capitalize by providing a seamless journey into our community.



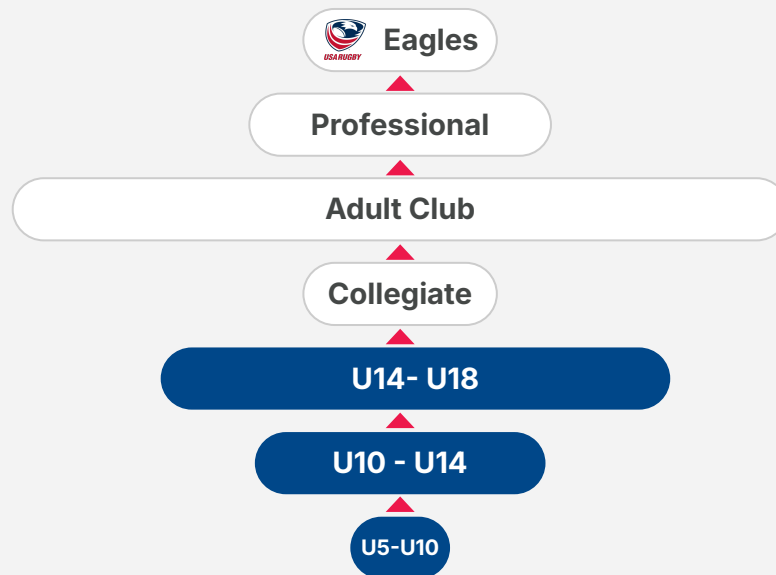
# Pathway of American Rugby Players

The current participation levels reveal an opportunity to grow rugby in America by investing at the grassroots level, and that is what the YHS growth plan is designed to achieve

## Ideal Pathway



## Current Pathway\*







# Marketing Initiatives

## Social Media



### Objective

To fuel the rugby revolution by showcasing the fun, safety, and community spirit of youth rugby through compelling visual stories and engaging content that attracts new players and families while building a vibrant digital footprint that amplifies our communities journey.

**Timeline:** October 2024 - August 2025

**Channels:** Facebook & Instagram

**1,189,628**

Views

**406,413**

Profile Reach

## Email

### Objective

To strategically nurture the growth of youth rugby participation by delivering essential program information, developmental resources, and community success stories that empower clubs, coaches, and families to expand their local rugby footprints, directly supporting our mission to make rugby the premier youth sport in America

**45.7%**

Open Rate

**42,562**

Subscribers



Integrated Growth Plan: Visibility

# Content Highlight: Get Into Rugby

This social media campaign was a three episode mini series geared towards introducing rugby to new youth audiences through the success of the U.S Eagles Bronze medal success at the 2024 Paris Olympics.

## Campaign Stats

Posts: 3

Views: 88,751

Reach: 59,695

Interactions: 3,573

Watch Time: 123.9 Hours

Growth



Safety



Culture





## Overview

URA creates transformative rugby experiences, delivers pro-bono organizational consulting and provides catalytic financial investments to a national network of organizations leveraging rugby for social change.

United around a commitment to diversity, access and the research-backed benefits of sport, the URA exists to fundamentally change the landscape of empowering opportunities available to youth in low-income communities, while redefining the future of American rugby.

## How YHS and URA are working together

### 31 x '31

Build a national network of 31 mission-aligned programs across 31 U.S. cities by the year 2031. Currently supporting 11 programs, URA will expand its reach by launching 3–5 new initiatives annually—focused on serving at-risk youth.

### Community Enrichment

Through established programs, URA brings new players into the rugby ecosystem who may not otherwise have access.

### Local Competition

For players who want to continue their rugby journey more competitively, our collective mission is to provide an avenue through URA programs or local clubs in order to do so.



Integrated Growth Plan: Collaboration

# Partner: Imagine Rugby



## Overview

Imagine Rugby strives to make rugby available to the youth of North America by working in partnership with schools, recreation departments, nonprofits and MLR teams. Youth players learn leadership development, mentorship and healthy lifestyles through the power of sport.

## Programming

PE Flag Rugby

After School Rugby

Flag Rugby Leagues

### Fall 2024/Spring 2025

**21**  
States

**507**  
Schools

**200,000**  
Students

### Since Program Launch in 2021

**26**  
States

**966**  
Schools

**476,000**  
Students



Integrated Growth Plan: Conversion Example

# Houston Flag Rugby League



## Overview

A strategic partnership between the Houston Sabercats, Houston Independent School District, and Rugby Texas is bringing rugby directly to middle school students, establishing a crucial foundation for the sport's growth in American schools.

## Outcomes

- Introduced rugby to **150 kids** aged 11-14
- Trained **80 teachers** to coach and curate a positive first experience with rugby
- Built a **replicable model** that introduces rugby to kids and teachers with no prior knowledge of the sport into lifelong players and advocates of the game.
- Established **2 new clubs** in Houston to continue their interest in the sport through collaboration with 2 Club teams
- **198 adopted** Houston Independent School District (HISD)

Teacher Training



Pilot Program



League Format



Season Finale



# 6 Degree Coaching Education Platform



## Overview

Coaches receive an extensive **free** core curriculum that provides the appropriate skills, drills and games to utilize in practices. We are dedicated to providing the best training, which is accessible to all community members.



## Continued Education Use

- A virtual “tool” that provides an avenue to continuously train coaches
- Built in curriculum for all coaches to have a uniformed structure from top down
- Deliver key coaching goals & philosophies
- Drive the improved standard of coaching
- Fills a void whereby coaches are provided critical content that is desired

## Features

- Customization of core YHS curriculum with over 400 videos
- In video communication tailored to specific groups or individuals, timecode to exact points in the video
- In game feedback with coaching points
- Own site administration for messaging, adding own activities, upload of game video





Integrated Growth Plan: Development - Players

# YHS Skills Development Platform

Co-developed by two-time World Cup Winning Skills Coach Mick Byrne, The Skills Development Platform is a cutting-edge online training system designed to help players of all levels develop elite, game-ready rugby skills—anytime, anywhere.



## Development & Goal-Driven Motivation

Address all six pillars:  
Physical | Technical |  
Tactical | Mental | Nutrition  
| Leadership & Wellness

Track real progress toward your goals with data-backed improvement metrics.

## Rugby-Specific Skill Mastery

Develop precision and consistency in every skill area, from passing, contact skills to individual & position-specific skills.

From core fundamentals to advanced techniques, the platform supports your entire development

## Pathway to the National Stage

Same program structure as USA Rugby's Virtual Academy with professional standards.

Strong performance can lead to an invitation into the **USAR HP Pathway Group**, offering national exposure and elite-level opportunities.

## Physical & Mental Performance

Develop the speed, strength, agility, endurance, and collision readiness needed for peak performance, while significantly reducing the risk of injury.



Integrated Growth Plan: Development - Players

# High Performance Pathway

## Program Launch and Progress in 2024/25 Season

In 2024, USA Youth & High School Rugby advanced its partnership with USA Rugby High Performance from concept to execution, building a clear and accessible pathway for young athletes. The year began with the launch of an online application and vetting process, followed by a series of Talent ID Camps that brought players together from across the country. From these efforts, athletes were identified and placed directly into the High Performance pathway, where they are now engaged with the new player skills platform and receiving consistent training and support from HP coaches. This marks a significant step forward in aligning the youth game with national team development and preparing the next generation of USA Rugby players.

530 Online Applications

10 Talent ID Camps

Over 1000 kids through ID Camps

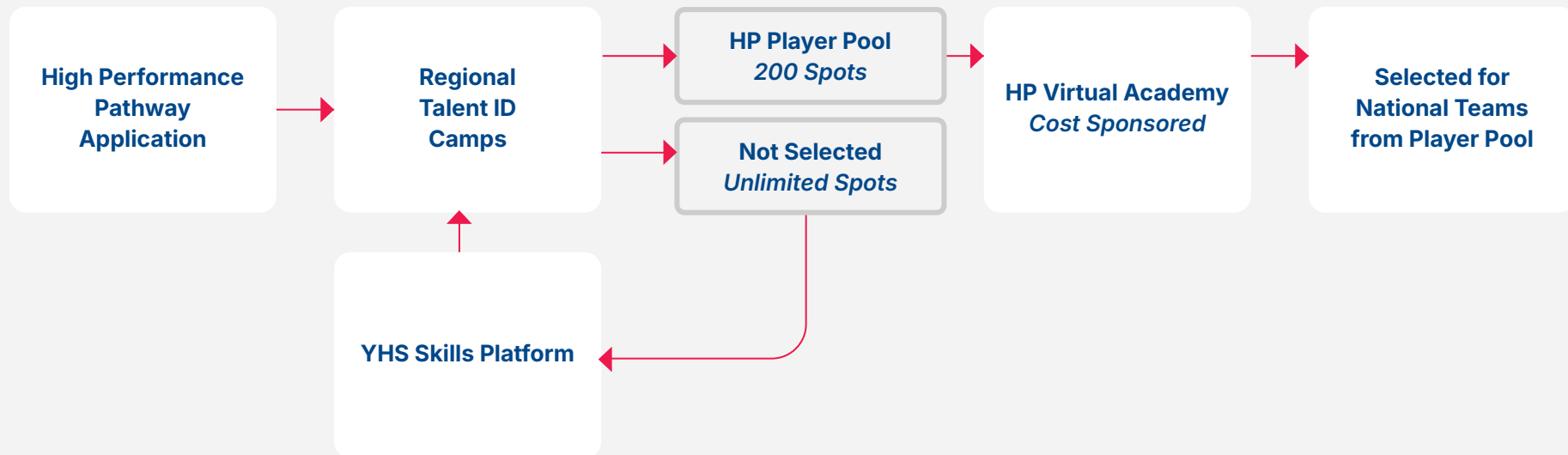
250+ Players in HP Player Pool





# High Performance Pathway

Through collaboration with USA Rugby High Performance, we're building a stronger player pathway that casts a wider net for talent identification and begins at a younger age, ensuring long-term development and progression toward national age-grade teams.



# Who We Are

## Staff

**Giovanni Vaglietti**

Executive Director

**Sarah Dunbar**

Membership Coordinator

## Partners

**Omega**

Social Media

**Madak**

Strategy & Website

## Board of Directors

**David Pool**

President, USA Rugby  
Audit & Risk Committee

**Jason Divine**

Vice President

**Matt Persanis**

Northeast Representative

**Erin Detterbeck**

Central Representative

**Bill Stevens**

Youth Director,  
USA Rugby Board of Directors

**Kat Aversano**

Nominations & DEI  
Committees, USA Rugby

**Greg Foreman**

South Representative

Elevating Rugby in America

# Governing Body Partners



Elevating Rugby in America

## Strategic Partners



## Programming Partners







[www.usayhs.rugby](http://www.usayhs.rugby) →