

End of Year Report
2025/26 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 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.

Vision

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

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.

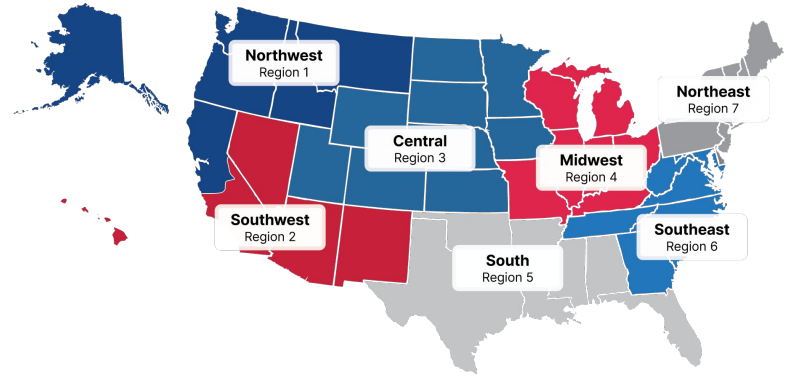


Key Stakeholders

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									



2025/2026 Year in Review

Building the Future of American Rugby

Dear USA YHS Rugby Family,

As the 2025/26 season comes to a close, the Board of Directors wants to say thank you. Every registration, practice, sideline cheer, and volunteer hour this season came from you — our players, parents, coaches, referees, clubs, schools, and State Youth Rugby Organizations. You are the reason USA Youth & High School Rugby keeps growing, and you are the reason we can look ahead with real confidence.

Reflecting on a Season Built Together

This season carried forward the momentum our community built in 2024/25 — a year that saw registrations climb past 56,000 members nationwide, with particularly strong growth among female players and our youngest age groups, dozens of new clubs joining the fold, and championship events, High Performance camps, and school partnerships reaching more young athletes than ever. In 2025/26, our community continued to build on that foundation: more players took the field, more clubs and schools opened their doors to the sport, and more coaches and referees got involved.

We also zoned in on how we tell our sport's story. Through a sharpened social media and email marketing effort, we brought new attention to the game from both longtime members and new families discovering rugby for the first time.



2025/2026 Year in Review

Building the Future of American Rugby

We put a greater spotlight on the people and communities that make this sport special — sharing the wins, the grit, and the character behind our SYRO and club stories, from state league fixtures to national championships.

Looking ahead to 2026/27

Building on this momentum, the Board is focused on turning this season's progress into lasting structure for the sport — expanding who plays, how they're supported, and how their stories are told. Our goals and ambitions are only reachable because of a membership that keeps choosing this sport, season after season. Thank you!

Grow Participation

Strengthen Development Pathways

Expand Coach Education

Deepen Stakeholder Partnerships

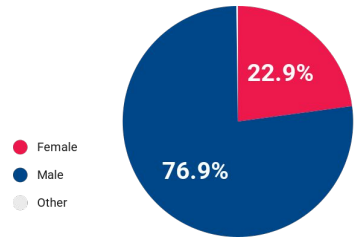
Advance State-level Recognition

Increase the Sports Visibility

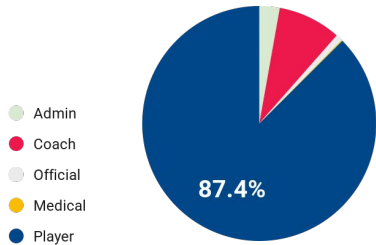
2025-2026 Registration

55,411 Total Members

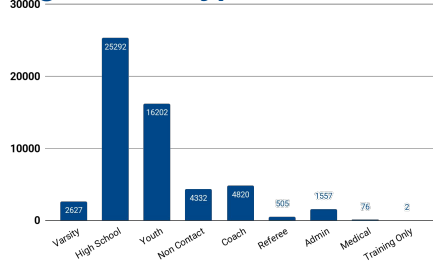
Gender



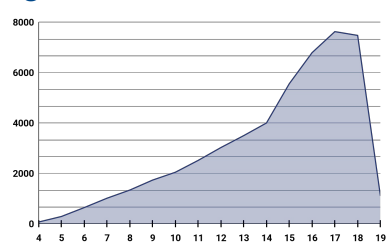
Role



Registration Type



Age



SYRO

Alabama: 11	Kentucky: 95	Ohio: 2,059
Alaska: 163	Louisiana: 247	Oklahoma: 139
Arizona: 729	Maryland: 1,595	Oregon: 731
Arkansas: 49	Massachusetts: 887	Pennsylvania: 2,534
(Socal) California: 4,796	Michigan: 897	Rhode Island: 177
(Norcal) California: 5,475	Minnesota: 549	South Carolina: 675
Colorado: 3,000	Missouri: 420	Tennessee: 969
Connecticut: 856	Mississippi: 0	Texas: 3,053
Delaware: 79	Montana: 1,036	Utah: 4,252
Florida: 944	Nebraska/South Dakota: 140	Vermont: 0
Georgia: 373	Nevada: 0	Virginia: 1,198
Hawaii: 676	New Hampshire/Maine: 350	Washington: 1,809
Idaho: 1,705	New Jersey: 581	Wisconsin: 1,425
Illinois: 1,897	New Mexico: 390	Wyoming: 0
Indiana: 2,523	New York: 1,569	
Iowa: 818	North Carolina: 1,745	
Kansas: 410	North Dakota: 0	

2025-2026 Member Management

Building More Than a Player Base:

Membership management is more than registration, data management, and responding to member issues and queries. It **supports the effective operation of the entire YHS Rugby membership network.**

Players → Families → Clubs → Coaches → Referees → Volunteers → SYROs → National Programs

Member & Participant Management

We're strengthening the accuracy and integrity of participant registration, including age verification, competition and event management, and optional grade verification. YHS is continuing to identify and refine the membership experience that compliments a robust and changing environment.

Safeguarding & Compliance

Through our continued work with SafeSport, regular audits and ongoing review of membership records, we identify opportunities to strengthen compliance processes and ensure required standards are being met across the membership network.

Systems & Process Improvement

Continued development of Rugby Xplorer as the central platform for registration, membership management and participant information has enabled greater consistency and efficiency in how clubs, SYROs and USA YHS Rugby manage membership nationwide.

Club & Network Management

YHS supports a network of 900+ (115 new clubs in 25/26), Alongside the ongoing review and audit of existing clubs, this work helps ensure the network remains active, compliant and viable as the organization continues to grow.



Events

Annual Marquee Tournaments

Girls National Invitational

For the second consecutive year, the Girls National Invitational brought together both high school club and single-school programs competing concurrently — celebrating the continued growth of girls' rugby nationwide.

Champions

Single School Tier 1

Eagle High School

Single School Tier 2

Wasatch

Club Tier 1

Belmont Shore

Club Tier 2

Wolverines Rugby

Boys National Invitationals

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

Champions

Single School

Herriman

Club Tier 2

Charlotte Tigers

Club Tier 1

Charlotte Cardinals





Content Highlight: Boys & Girls Nationals

The 2026 Boys and Girls National Championships drove significant growth and engagement across USA YHS Rugby's social and live-streaming platforms. The campaign extended the reach of the Championships beyond the event itself, with live coverage and short-form content continuing to generate engagement well after the final whistle.

Campaign Stats

New Followers **+1.7K**

Views **1.20M**

Interactions **41.1K**

Watch Time **11.9 Hours**





Events

Annual Marquee Tournaments

Urban Rugby Championships

The 5th Annual Urban Rugby Championship traveled to Dallas, Texas on March 21, bringing together the nation's top urban rugby programs to compete for championship honors. Throughout the day, teams showcased the talent, resilience, and community spirit that continue to define the URC and its mission to elevate rugby in under-resourced communities across the country.

Champions

1st Place Girls

Memphis Inner City Rugby

1st Place Boys

Play Rugby USA

2nd Place Girls

Eagles Rugby

1st Place Boys

Eagles Rugby

MVP

Girls

Antrice Jamison (Memphis Inner City Rugby)

Boys

Amir Haynes (Play Rugby USA)





Our Approach

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.





Looking Ahead: 2026/27 Objectives

T1 Rugby

World Rugby's T1 — a **non-contact, small-sided format already live in 91 countries** — as the unifying national entry point for U.S. youth rugby, scaling participation ahead of two Rugby World Cups on American soil.

Development Pathways

Create a consistent and aligned player and coaching pathway that provides clarity around the development of players at age level from entry point through high school and into college, adult and HP ecosystems.

Varsity Initiative

State-association recognition is one of the largest opportunities for sustained rugby participation. Where rugby has been approved as a varsity sport, programs **grow faster, retain athletes longer, and build long term growth.**

Marketing

Strategy that drives participation through highlighting the key areas of the YHS ecosystem and supports the growth initiatives. In addition, increasing broadcast capability, social media presence and storytelling of the community.

Girls Rugby

Move girls' rugby from organic growth to deliberate growth ahead of the 2033 Women's Rugby World Cup — developing players, coaches, and administrators as one connected pipeline, in coordination with USA Rugby and World Rugby's women's strategy.



Marketing Initiatives

Social Media



Objective

Showcasing youth rugby's fun, safety, and community spirit through compelling visual stories and engaging content that informs existing followers, while attracting new players and families.

Channels: TikTok, Instagram & Facebook

Email



Objective

Nurturing youth rugby participation by delivering essential program information, developmental resources, and community success stories that empower clubs, coaches, and families.

Platform: Mailchimp

YouTube & Live Streaming

Objective

Expanding reach and engagement by live streaming national championship events and publishing match highlights, recaps, and educational content on the official USA YHS YouTube channel.

Channel: YouTube

3.96M

Views

583K

Profiles
Reached

119K

Content
Interactions

650,474

Total Sends

45,795

Email Subscribers

280K

Views

13k

Watch Hours

5.7K

New Followers &
Subscribers



IMPLEMENTATION IN THE UNITED STATES

T1 Rugby

Summary

Delivered into schools through existing club infrastructure, T1 in the U.S. represents a significant opportunity to unify the game under a single national entry format, while aligning with World Rugby's strategic growth objectives in the lead-up to the Rugby World Cups. By creating a structured pipeline that funnels new participants into the rugby ecosystem T1 programming becomes the landing point for participants coming through various stakeholders and other. Thus, serving as the primary growth mechanism and conversion strategy across the nation.

Fun and dynamic game

Player Development through
game based activities

Build the legacy pipeline for
2031 / 2033 World Cup

Lower the barrier;
flexible field, mixed-gender

Deliver one consistent
national player experience

Standardize National
Non-Contact game





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 2025/Spring 2026

39
States

191
Schools

75,000
Students

Since Program Launch in 2021

39
States

966
Schools

476,000
Students

Who We Are

Staff

Giovanni Vaglietti

Executive Director

Sarah Dunbar

Membership Coordinator

Operational 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

Brent Meier

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 →