

FOR IMMEDIATE RELEASE

Gold Athletics Acquiring Accel Sports Fundraising to Accelerate Shared Mission of High-Impact Team Fundraising

[BOSTON, MA – May 21, 2025] — Gold Athletics is proud to announce the acquisition of Accel Sports Fundraising, a high-performing leader in the school and team fundraising space. This strategic move marks a major milestone in Gold Athletics' ongoing mission to elevate fundraising success across the country, combining the proven experience of Accel's team with the cutting-edge tools and infrastructure of Gold Athletics.

Bringing Together Leaders in Fundraising

Accel Sports Fundraising, known for their industry-defining approach that merges financial planning with fundraising strategy, has a proven track record of delivering fast, efficient, and high-performing campaigns. Their proprietary "6 Steps to Success" process has empowered groups to exceed their fundraising goals in record time. Now, with the acquisition and enhanced support from Gold Athletics—along with the integration of new technology—Accel is poised to increase overall sales and set a new standard for what fundraising can achieve.

"This partnership with Gold Athletics is a full-circle moment for Accel," says John Rudick, Founder of Accel Sports Fundraising. "With over three decades in service-driven business, I've always believed that integrity and community come first. Now, by combining Accel's hands-on approach with GA's powerful platform, we're raising the bar for what fundraising programs can do for youth athletics. The future is bright, and we're just getting started."

Gold Athletics and Accel Sports Fundraising share a deep-rooted commitment to supporting teams, coaches, and youth athletes. With this acquisition, Gold Athletics is welcoming Accel's experienced coaching staff and integrating their successful playbook into the GA ecosystem — powered by the Gold Athletics App and backed by a robust support infrastructure that scales results.

"We believe that fundraising should be personal, powerful, and results-driven. Accel's approach aligns perfectly with our values," says Matt Ross, CEO and National Sales Director at Gold Athletics. "By combining forces, we're accelerating what's possible for our programs and teams nationwide. We are sure Accel's impact will be positively felt immediately with effective team fundraising in New Jersey and upstate New York."

Expanding Sports Fundraising Services in New York and New Jersey with Gold Athletics

Gold Athletics is strengthening its presence in the Northeast by welcoming the Accel Sports team — a move that deepens our roots in key markets like New York and New Jersey. This

strategic expansion accelerates our fundraising growth plan and reinforces our position as the leading fundraising partner for youth sports teams, school groups, and community programs. As we expand coast to coast, our mission remains clear: to deliver the most effective, trusted, and results-driven fundraising solutions in the country.

Welcoming Accel's All-Star Team to Gold Athletics

Joining the Gold Athletics roster are the seasoned professionals who have built Accel into a household name in school fundraising solutions across New Jersey and New York:

- **John Rudick**, Fundraising Coach and Founder – Now serving as Regional Manager for the Capital District and New Jersey, John brings over two decades of leadership experience and a lifelong commitment to helping others achieve their goals.
- **Jeremy Friel**, Fundraising Coach – Capital District and Hudson Valley, NY. A former D1 basketball coach, Jeremy's competitive spirit and strategic mindset elevate every campaign.
- **Matt Henry**, Fundraising Coach – Northern NJ and Rockland County, NY. A former collegiate and professional athlete, Matt's hands-on approach and sports-first mentality make him a powerhouse in the field.

The entire Accel team brings a wealth of youth sports fundraising expertise, relationship-building skills, and a relentless drive to help schools and teams reach their full potential — values that are now amplified with Gold Athletics' national reach and digital capabilities.

Accelerating the Future of Fundraising Together

This acquisition ensures that Accel's legacy of excellence continues, now supercharged by Gold Athletics' top-rated platform and dynamic support model. Together, the two organizations will continue to provide personalized service, industry-best strategies, and game-changing results for teams seeking school fundraising solutions across the country.

As the home of *ACCEl*erated Fundraising Solutions, the partnership will usher in a new era of fundraising that is faster, smarter, and more impactful — all with no upfront costs to the schools and teams they serve.

For more information, visit www.goldathletics.com/accel

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