The Little League® Urban Initiative was established in 1999 as a new component of Little League Baseball and Softball.

Across the United States, The Little League® Urban Initiative currently operates within 220 leagues in nearly 90 cities.

The Little League® Urban Initiative has stimulated the participation of 4,000 teams, which equals out to approximately 52,000 players, participating in nearly 30 field renovation and development projects around the country.

This League provides assistance packages for eligible leagues that aid the local volunteer group with equipment acquisition, capital improvement cash grants, field development and renovation, access to Little League Baseball and Softball Education and Training programs, advocacy, and networking.
TRAINING AND EDUCATION:
The Little League Urban Initiative actively promotes recruitment and retention for local leagues through Little League Training and Education programs. At various times throughout the year, Little League provides a variety of clinics at its five regional centers and at Little League International in Williamsport. The clinic topics include instruction for managers, coaches, umpires and league administrators, with emphasis on safety, child protection, and parent orientation. Any volunteer involved with a local Urban Initiative league can attend any of the clinics at no charge and receive resource materials free or at a reduced cost.

THE PRESENT, THE FUTURE:
Other aspects of the Little League Urban Initiative include a Summer Baseball Camp Scholarship for players ages 10-14; The Howard & Gail Paster Urban Initiative Volunteer of the Year Award given annually during the Little League World Series; and the numerous Urban Initiative Jamboree events that take place across the country each spring. Additionally, the Little League Urban Initiative plans to continue to help renovate and develop Little League fields for Urban Initiative leagues.

NETWORKING / ADVOCACY:
Because many of the Little League Urban Initiative leagues and other independent organizations operating in these environments face the same problems, networking opportunities are crucial to the growth of a volunteer based organization. Little League encourages mentoring relationships with other Urban Initiative leagues, working toward positive relationships with appropriate municipal agencies, developing assessments of their program’s budgetary needs and concerns, as well as compiling lists of funding opportunities in their own communities.

THESE COMPANIES AND ORGANIZATIONS HAVE SUPPORTED AND CONTRIBUTED TO THE LITTLE LEAGUE® URBAN INITIATIVE:
- The Conrad N. Hilton Foundation
- Easton
- Major League Baseball
- The American Honda Motor Company
- Bank of America
- The Torii Hunter Project
- The Walt Disney Company
- Popular Mechanics Magazine
- The Baseball Factory
- The Softball Factory
- Comcast / The Comcast Foundation
- The Annie E. Casey Foundation
- The 25th Century Foundation
- The Tampa Bay Rays
- The Los Angeles Dodgers
- The San Diego Padres
- The Houston Astros
- The Atlanta Braves
- The Chicago White Sox
- The New York Mets
- The Milwaukee Brewers
- The New York Yankees
- Got Bustos?

FOR MORE INFORMATION ABOUT THE URBAN INITIATIVE CONTACT:
Demiko Ervin, Director of the Urban Initiative
570.326.1921 ext. 2245 | dervin@littleleague.org

539 U.S. Highway 15 | P.O. Box 3485 | Williamsport, PA 17701-0485 | 570.326.1921 | LittleLeague.org