

Toyota and espnW Recognize 9th Class of Everyday Heroes at The espnW: Women + Sports Summit, 2024

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PLANO, Texas (Oct. 29, 2024) – Last night at The espnW: Women + Sports Summit in Ojai, CA, presented by Toyota, the ninth class of Toyota Everyday Heroes was announced and honored.

Toyota's Everyday Heroes program recognizes individuals making a difference for women and girls in their local communities through sports. The Heroes were surprised with grants in the amount of \$15,000 and recognized on-stage by Team Toyota Athlete and Olympic silver medalist BMX racer Alise Willoughby, along with ESPN's Julie Foudy. Toyota has been a presenting sponsor of The espnW: Women + Sports Summit for 12 years.

Throughout the three-day event, Toyota is giving attendees a firsthand look of the 2024 Land Cruiser and the first-ever 2025 Toyota Crown Signia and supporting "The Summit in 60 Seconds" daily recap videos that are shared throughout the event and on espnW social handles.

"Toyota is proud to honor Morgan Crawford and Tam and Brett Donelson as the 2024 Everyday Heroes who are making a profound impact by using sport to bring opportunity and empowerment to their communities," said Angie White, senior manager of media, Toyota Motor North America. "Their dedication to creating inclusive sports programs is opening doors for women and girls, providing them with the resources and support they need to thrive beyond their communities. We are inspired by their commitment and are thrilled to celebrate their achievements."

The 2024 Toyota Everyday Heroes are:

Morgan Crawford ([The Moxie League](#) – Mobile, AL) Morgan Crawford has been a beacon of empowerment in her community through her work with The Moxie League, an organization dedicated to fostering confidence, leadership, and teamwork in young girls through basketball mentoring and skills, as well as career mentoring. The Moxie League is a unique platform that combines athletic competition and one-on-one mentorship, offering a diverse community where pros, collegiate stars, former college players and enthusiastic amateurs come together to play, grow and inspire.

Morgan's passion for sports began at a young age and, recognizing the disparity in opportunities for girls, she founded The Moxie League to bridge that gap. The organization offers a variety of sports programs that focus not only on physical health but also on mental and emotional well-being. Morgan's tireless efforts have created a supportive environment where girls can thrive and develop essential life skills.

Tam and Brett Donelson ([The Cycle Effect](#) – Eagle, CO) Tam and Brett Donelson co-founded The Cycle Effect with the mission to empower young women through mountain biking. The Cycle Effect is a nonprofit organization that focuses on providing opportunities for underserved girls to experience the joys and challenges of cycling, fostering resilience, confidence, physical well-being and a sense of community.

With year-round programs in the Eagle region, The Cycle Effect provides bikes, gear, transportation, bilingual coaching and low-cost programming to eliminate barriers to entry. The organization champions equity by serving female-identifying and non-binary participants, with a focus on Latina, BIPOC and low-income individuals. Brett and Tam's dedication has not only introduced many girls to mountain biking but has also helped them build the confidence to overcome personal and academic challenges.

To qualify for a Toyota Everyday Heroes grant, a person and/or organization must:

- Have been operating as an active, sports-related organization for at least two years;
- Are currently creating sports opportunities for girls and women in their local communities, and making a meaningful, inspiring impact with quantifiable results.

Past Honorees:

- [2023](#) – Mechelle Lewis Freeman (TrackGirlz) and Peggy Turner (TIRR Memorial Hermann)
- [2022](#) – Liz Ferro (Girls With Sole) and Nzingha Prescod (PISTE Academy)
- [2018](#) – Cecelie Owens (G.I.R.L.S Sports Foundation), Liz Brieva & Megan Livatino (Girls Play Sports) and Melissa Clarke-Wharff (Courage League Sports)
- [2017](#) – Darlene Hunter (Lady Mavericks Wheelchair Basketball), Fartun Osman (Somali Girls Rock) and Mira Manickam (Brown Girl Surf)
- [2016](#) – Courtney Payne Taylor (Girls Riders Organization), Tracy Pointer (GROW/GROW Girl) and Beth Devine (Philly Girls in Motion)
- [2015](#) – Chrissy Lewis-Summers (Beyond Sticks) and Heidi Boynton (Mini Mermaid Running Club)
- [2014](#) – Dr. Kimberley S. Clay (Play Like a Girl!), Monica Gonzalez (Gonzo Soccer) and Claire Smallwood (SheJumps)
- [2013](#) – Barb Lazarus (Game On! Foundation), Justine Siegal (Baseball For All) and Mobolaji Akidoe (Hope 4 Girls Foundation)