



ANNUAL REPORT

2019



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LETTER FROM THE PRESIDENT & CEO AND CHAIRMAN

Dear friends of the U.S. Soccer Foundation,

When we think about how to best describe the last year, our 25th anniversary as a foundation, the word synergy comes to mind. When we work together, the combined effect is greater and more impactful than when we work alone.

Over the last 25 years, our partners, grant recipients, coach-mentors, donors, and supporters have done far more for the progression of the game while working together towards a common goal than we each could have achieved individually. Without you, we could not have awarded grants in all 50 states and the District of Columbia; we could not have served close to 740,000 youth to date; we could not have built more than 1,200 *Safe Places to Play* in communities nationwide; and we could not have created and implemented a transformative program that ensures children in underserved communities can benefit from our game.

Soccer has the power to change lives. That is our core belief. That is why it is called the beautiful game. Soccer brings people of all backgrounds together to inspire meaningful change on and off the pitch. We leverage the game of soccer to improve lives and communities thanks to the commitment of our national and local partners, the dedication of our facilitators and coach-mentors across the country, and the contributions of donors like you who believe in the difference soccer can make in young lives.

We have accomplished so much in the last quarter of a century. But we are just getting started. Next year, we aim to engage more than 120,000 youth in *Soccer for Success*, place an intentional focus on getting more girls and female coach-mentors involved in the game, and create 100 new mini-pitches. Thanks to you, we are well on our way to engaging one million children and creating 1,000 new safe places for them to play by 2026.

Sincerely,

Ed Foster-Simeon
President & CEO

Charles "Cully" Stimson
Chairman

2018

JULY

Learn more
on page 14

- U.S. Soccer Foundation hosts its annual *Soccer for Success* National Training in Washington, D.C. for 130+ individuals representing 46 *Soccer for Success* programs. These trainers will train more than 4,000 coach-mentors who will engage more than 88,000 youth during the 2018-2019 program year.

AUGUST

- U.S. Soccer Foundation unveils a mini-pitch in its own backyard with DC Department of Parks and Recreation, DC SCORES, D.C. United, and Musco Lighting in conjunction with the opening of D.C. United's Audi Field.

OCTOBER

- U.S. Soccer Foundation opens 10 mini-pitches in New York City, marking a total of 20 mini-pitches that have come to all five boroughs through the New York City Soccer Initiative.
- A new mini-pitch—the fourth to be completed as part of the Newark Soccer Initiative—is unveiled at Luis Muñoz Marin School. Developed by engineers at Musco Lighting, this first-of-its-kind prototype mini-pitch comes complete with lighting, fencing, goals, benches, and lockable storage.

NOVEMBER

- U.S. Soccer Foundation partners with Downtown United Soccer Club in New York City to expand *Soccer for Success* programming to thousands of students across the city.

DECEMBER

Learn more
on page 8

- U.S. Soccer Foundation celebrates the one-year anniversary of *It's Everyone's Game*.

JANUARY

- U.S. Soccer Foundation celebrates the opening of South Florida's first two mini-pitches at South Dade Park with Target and Miami-Dade Parks.

MARCH

- U.S. Soccer Foundation's 13th annual Urban Soccer Symposium hosts the nation's leaders in the sports-based youth development field. Attendees from 183 organizations and 31 U.S. states participate in workshops and presentations centered around the theme "Sport Without Barrier: Changing the Narrative."

APRIL

- U.S. Soccer Foundation celebrates its 25th anniversary with 500 supporters at LAFC's Banc of California Stadium in Los Angeles.

MAY

- Eleven Members of Congress and 15 professional athletes participate in the 7th annual Congressional Soccer Match at D.C. United's Audi Field.

JUNE

- Ahead of the FIFA Women's World Cup, the U.S. Soccer Foundation and Johnson & Johnson award grants to five organizations working to increase opportunities for girls to play soccer. The awarded organizations plan to nearly triple the number of participants collectively impacted over the three-year grant period.
- U.S. Soccer Foundation announces its *United for Girls* initiative aimed at doubling the number of girls impacted by the Foundation's programs and the number of female coach-mentors who lead them over three years. As part of its *She Breaks Barriers* initiative, adidas joins *United for Girls* as a founding partner.

Learn more
on page 23

2019

Twenty-five years ago, with surplus funds from the 1994 World Cup, the U.S. Soccer Foundation was created. In celebration of the Foundation's 25th anniversary, partners, supporters, professional athletes, and soccer fans came together at LAFC's famed Banc of California Stadium to recognize collective achievements and honor those who have demonstrated their commitment to making soccer **everyone's game**.



U.S. Women's National Team members Becky Sauerbrunn, Crystal Dunn, Mal Pugh, Lindsey Horan, and Julie Ertz arrive at the celebration.



U.S. Soccer Foundation ambassador and artist Geoff Gouveia works on a live art installation at the celebration.



adidas freestylers welcome guests.



Members of the 1999 World Cup-winning U.S. Women's National Team accept the Trailblazer Award.

At our 25th Anniversary Celebration, we presented **five** awards:



VISIONARY AWARD
Target



IMPACT AWARD
Major League Soccer



GAME CHANGER AWARD
National Women's Soccer League

1999
U.S. WOMEN'S NATIONAL TEAM
TRAILBLAZER AWARD
1999 U.S. Women's National Team

2019
U.S. WOMEN'S NATIONAL TEAM
INSPIRATION AWARD
2019 U.S. Women's National Team

THROUGH THE YEARS



"Soccer gave me a chance to believe in myself and my future. When I felt like giving up, my coaches always encouraged me to be strong and push through. They told me good things will soon come afterwards."

- ARIELLE, SOCCER FOR SUCCESS PARTICIPANT

"The U.S. Soccer Foundation program grant that Segundo Barrio Futbol Club received helped us enormously as an organization. It not only helped us become financially stable, but put us on a sustainable path to establish ourselves as a viable program. Being awarded the grant also gave us credibility in the community, and encouraged local organizations to support the work that we do."

- SIMON, EXECUTIVE DIRECTOR, SEGUNDO BARRIO FUTBOL CLUB



"Ever since I joined this program, I have been taught so many things. This includes the meaning of teamwork, how to communicate with others better, and more...I can't express how thankful I am to have been given this opportunity to learn and to help develop my personality, and little did I know that along with this journey I would discover my true passion for soccer."

- KAREN, SOCCER FOR SUCCESS PARTICIPANT

25 YEARS

BY THE NUMBERS

700+
partners

738,600+
children engaged

\$125 million
invested

IT'S EVERYONE'S GAME



In December 2017, the U.S. Soccer Foundation started a movement aimed at increasing access to soccer for children who might not otherwise have the resources to play. To achieve this goal, the Foundation pledged to engage **one million children** in high-quality soccer programming and build **1,000 Safe Places to Play** mini-pitches by 2026.

In December 2018, the U.S. Soccer Foundation celebrated the first anniversary of the launch of the *It's Everyone's Game* movement.

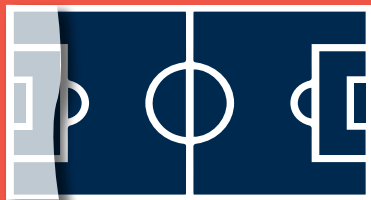
PROGRESS TOWARD OUR 2026 GOALS

227,000



children engaged in Soccer for Success all-time

196



mini-pitches created

Paramount to the success of this movement has been the creation of a national network of partners including corporations, municipalities, and regional and local organizations.

Check out how the Foundation's national partners—adidas, Major League Soccer, Musco Lighting, and Target—contributed to making soccer *everyone's game* this year:



Together with **Target**, the Foundation created mini-pitches in Atlanta, Dallas, Houston, Miami, Orlando, Phoenix, and Tampa.



With **adidas**, the Foundation expanded access to the game in New York City and Los Angeles and launched the *United for Girls* initiative.



Musco Lighting debuted an innovative mini-pitch system in addition to providing lighting systems for *Safe Places to Play* grantees.



Major League Soccer helped the Foundation expand Soccer for Success and create mini-pitches in MLS club markets.

SOCCER FOR SUCCESS



The U.S. Soccer Foundation partners with community-based organizations to run *Soccer for Success*. The evidence-based program, offered free to participants and led by trained coach-mentors, incorporates nutrition education and helps kids develop critical life skills in addition to teaching soccer fundamentals.

The result? Kids are healthier, more active, and have the tools they need to succeed both on and off the pitch.

2018 - 2019 IMPACT



4,100

coach-mentors
participated



88,000

children engaged in
Soccer for Success



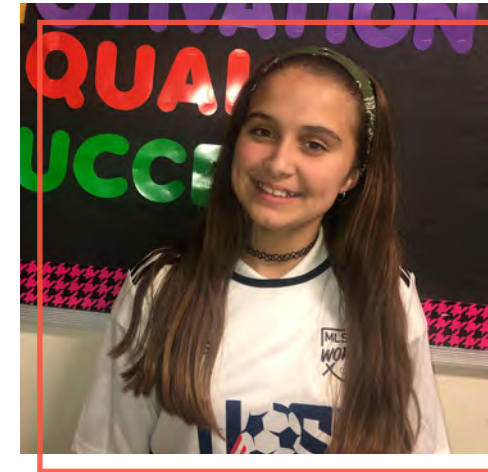
2.85 MILLION

granted to implement
Soccer for Success



375

communities ran
Soccer for Success



"In the beginning I didn't know how to play soccer and I wanted to quit but then I decided to give it a try and I found out that I actually had something special in me."

-YENEISI

Soccer for Success participant



"I'm just thankful to have a soccer team and a place where I can just share my feelings."

- KEVIN

Soccer for Success participant



"Soccer for Success has allowed me to provide an opportunity to create a vision instead of a dream for those that were unable to see beyond their surroundings."

- EMMANUEL

Soccer for Success coach-mentor



"I have three kids and all three have been in the Soccer for Success program. I am now a true advocate of the program as it has taught me so much."

- LUZ

Parent of Soccer for Success participants and volunteer

SOCCER FOR SUCCESS PARTNERS



Active Children Portland
Portland, OR

After-School All-Stars Newark
Newark, NJ

After-School All-Stars South Florida
Miami, FL

America SCORES Bay Area
San Francisco, CA

Better Tomorrows
Marlton, NJ

Boston Scores
Jamaica Plain, MA

Boys & Girls Club of Alameda
Alameda, CA

Boys & Girls Club of Durham and
Orange Counties
Durham, NC

Boys & Girls Clubs of America
Atlanta, GA

Boys & Girls Clubs of Mercer County
Trenton, NJ

Boys & Girls Clubs of Metro Atlanta
Atlanta, GA

Boys & Girls Clubs of the East Valley
Mesa, AZ

Boys & Girls Clubs of the Peninsula
East Palo Alto, CA

Boys & Girls Clubs of Wake County
Raleigh, NC

Brotherhood Crusade
Los Angeles, CA

Chester Upland Youth Soccer
Media, PA

Chicago KICS Community Academy
Chicago, IL

Chicago Parks District
Chicago, IL

City of Columbus Recreation
and Parks Department
Columbus, OH

City of Fresno PARCS Department
Fresno, CA

City of North Miami Parks and
Recreation Department
North Miami, FL

City of Philadelphia Parks and
Recreation Department
Philadelphia, PA

City Year – P.S. 83
New York, NY

Colorado Rapids Youth Soccer
Club
Denver, CO

DC SCORES
Washington, DC

Detroit Police Athletic League
Detroit, MI

El Monte Community Building
Initiative
El Monte, CA

Energy Assist Foundation
Oklahoma City, OK

FC Cincinnati
Cincinnati, OH

FLIPANY
Fort Lauderdale, FL

George H.W. Bush Elementary
School
Addison, TX

Give Every Child A Chance
Manteca, CA

Greater Philadelphia YMCA
Mt. Laurel, NJ

Houston Parks and Recreation
Department
Houston, TX

Illinois Youth Soccer Association
Arlington Heights, IL

Independent Health Foundation
Buffalo, NY

ISANA Academies
Los Angeles, CA

JT Dorsey Foundation
Harrisburg, PA

LA's BEST
Los Angeles, CA

Liberty City Optimist Club
Miramar, FL

Mattie Rhodes Center
Kansas City, MO

National 4-H Council
Washington, DC

Newark Public Schools
Newark, NJ

NYC Department of Education
Office of School Wellness
Programs
New York, NY

NYC Department of Youth and
Community Development
New York, NY

Oakland County Sheriff PAL
Pontiac, MI

QC Scores
Charlotte, NC

Roads to Success
New York, NY

Sacramento Chinese Community
Service Center
Sacramento, CA

San Mateo County Sheriff's
Activities League
Redwood City, CA

Scientific Research (SR1)
Ridgeland, MS

Soccer in the Streets
Atlanta, GA

Stanislaus Union School
District
Modesto, CA

The Simple Foundation
Omaha, NE

The Skills Center
Tampa, FL

THINK Together
Santa Ana, CA

Troy Boys & Girls Club
Troy, NY

Washington Youth Soccer
Foundation
Tukwila, WA

YMCA of Bucks County
Fairless Hills, PA

YMCA of Silicon Valley
Santa Clara, CA

YMCA of South Florida
Miami, FL

YWCA of Syracuse and
Onondaga County
Syracuse, NY

NATIONAL TRAINING

Over four days in July, **130** individuals representing **46** Soccer for Success programs across the country participated in the U.S. Soccer Foundation’s annual Soccer for Success National Training. Under the guidance of 25 facilitators, these individuals returned to their communities ready to collectively train more than 4,000 coach-mentors and engage more than 88,000 youth during the 2018-2019 program year.



“I learned more than I thought I would be learning. Discussing empathy and discussing finding your strengths in the community...I’ve been really pleased at how in depth we’ve been able to go.”

- VALERIE, ARKANSAS 4-H



“I learned many facilitation skills for the local trainings...I also can’t wait to implement the attention grabbers, whether it be for the local trainings or for Soccer for Success. I can’t wait to see my kids excited with these attention grabbers and have so much fun with all the kids at my site. I’m the most excited to hear the ‘OOOHH YEAA’ and the ‘WOOP WOOPs.’”

- ADRIAN, HOUSTON PARKS AND RECREATION DEPARTMENT



Above: Facilitators and Soccer for Success National Training attendees run through a series of lessons during the July 2018 event.

MINI-PITCHES: TRANSFORMING THE LANDSCAPE

Throughout the 2019 fiscal year, the U.S. Soccer Foundation created **82** mini-pitches across the country. Check out some highlights:



**BRYANT WEBSTER
DUAL-LANGUAGE SCHOOL**
Denver, CO

Denver Public Schools, the MLS Players Association, Soccer Shots, and the U.S. Soccer Foundation partnered to create a mini-pitch at Bryant Webster Dual-Language School in July 2018. The Colorado Rapids Youth Soccer Club runs Soccer for Success on the pitch.



LUIS MUÑOZ MARIN SCHOOL
Newark, NJ

In partnership with the New York Red Bulls, Newark Public Schools, and Wells Fargo, the U.S. Soccer Foundation unveiled its first lighted mini-pitch system—featuring a new design by Musco Lighting—at Luis Muñoz Marin School in October 2018. This mini-pitch marked the third of 20 to be completed by 2022 as part of the Newark Soccer Initiative.



GARRETT PARK
Dallas, TX

In March 2019, the U.S. Soccer Foundation installed a mini-pitch in partnership with Dallas Park and Recreation Department and Target at Garrett Park. This is part of Target's \$6 million pledge to create 100 mini-pitches across the country by the end of 2020.



EAST END PARK
Durham, NC

Funded by Blue Cross Blue Shield of North Carolina in November 2018, the U.S. Soccer Foundation installed two mini-pitches at East End Park, which host the Foundation's Soccer for Success program.



**BETHUNE MIDDLE
SCHOOL**
Los Angeles, CA

The U.S. Soccer Foundation partnered with adidas, Kaiser Permanente, Los Angeles Football Club, and the Los Angeles Unified School District to create a mini-pitch at Bethune Middle School in December 2018.

Mini-pitch projects like these would not be possible without the help of our partners:
Ace Surfaces, APT, AstroTurf, CHA, Kwik Goal, MTJ Sports, Musco Lighting, Sport Court, Stencil Masters, and TGI Worldwide.

GRANTS

PROGRAM GRANTS

To address the lack of representation of young women in soccer in underserved communities, the **U.S. Soccer Foundation** and Johnson & Johnson awarded grants to five organizations that will expand opportunities for girls in historically excluded communities and utilize impactful strategies to increase female participation in the sport. Throughout the three-year grant period, these organizations will work with the Foundation and a third-party evaluator to develop a report that highlights best practices for increasing female participation in soccer.

Johnson & Johnson supported this grant program through its Because She Can campaign to empower young girls across the country.



Adelante Mujeres, Forest Grove, OR
The Adelante Mujeres Chicas Soccer Academy was specifically designed to address the academic and social-emotional needs of Latina youth in grades 3-12 by using soccer as a tool to facilitate mentorship and leadership development. Since its inception eight years ago, the Academy has operated at no cost to its participants, as many Latina girls in this area are excluded from quality soccer programming due to financial limitations.



Bay Area Women's Sports Initiative, San Jose, CA
The Bay Area Women's Sports Initiative after-school program provides girls in grades 2-5 the opportunity to build coordination, improve fitness, and have fun through soccer and other sports. As soccer programming expands at all eight program sites, activities are continually led by female coaches and high school players from nearby girls' soccer clubs.



San Mateo County Sheriff's Activity League, Redwood City, CA
San Mateo County Sheriff's Activity League offers girls-specific soccer programs including league teams, club teams, lunchtime soccer, after-school programming, and girls-only soccer clinics. By removing financial barriers and recruiting female coaches reflective of the population served, San Mateo County SAL has doubled participation in their girls-specific soccer programming over the past three years.



South Bronx United, Bronx, NY
South Bronx United ensures a multi-disciplinary staff leads girls through on-the-field and in-school programming, including female-centric discussion groups, outreach, leadership development and community events. Serving girls who belong to different immigrant communities, they are focusing recruitment efforts on more diverse female participants, developing a soccer culture for girls in the Bronx, and adding an afterschool site for elementary-aged girls.



Starfinder Foundation, Philadelphia, PA
The Starfinder Foundation uses soccer to inspire social change and transform girls' lives, one-third of whom are immigrants. In addition to soccer, female coach-mentors support girls through social-emotional learning, leadership sessions, life skills workshops, and Youth Council meetings. Building off its successful high school program, Starfinder is expanding programming to reach middle school girls and increase participants' capacity to coach as they get older.

Safe Places to Play irrigation grant recipient
Edwardsburg Sports Complex (Edwardsburg, MI)



SAFE PLACES TO PLAY GRANTS

In three cycles throughout the year, the U.S. Soccer Foundation offers field-building and field-enhancement grants to help cover the costs of lighting, irrigation, Sport Court, and synthetic turf projects.

BY THE NUMBERS

31
grants awarded in the 2019 fiscal year

\$642,718
in grant funding awarded in the 2019 fiscal year

51
fields to be enhanced through this grant funding

- | | | |
|--|--|--|
| Boys and Girls Club of Brockton
Brockton, MA | Eastmont Metropolitan Park District
East Wenatchee, WA | Mobile County Commission*
Mobile, AL |
| Burbank Reavis District 220
Burbank, IL | Give Merit, Inc.*
Detroit, MI | Monson Sultana Unified School District
Sultana, CA |
| Capital Futbol Club
Salem, OR | Golden Gloves Soccer
Turlock, CA | Our Holy Redeemer
Freeport, NY |
| City of Costa Mesa*
Costa Mesa, CA | Heritage Middle School-Cook County School District 104
Summit, IL | South Windsor Soccer Club
South Windsor, CT |
| City of East Ridge, TN
East Ridge, TN | Houma Terrebonne Soccer Association
Houma, LA | The City of Central Falls
Central Falls, RI |
| City of Las Cruces Parks & Recreation Department
Las Cruces, NM | LSU Eunice
Eunice, LA | The Salvation Army Kroc Center
Camden, NJ |
| City of New Brunswick*
New Brunswick, NJ | Manchester Parks and Recreation Department
Manchester, TN | Town of Camp Verde Parks & Recreation
Camp Verde, AZ |
| City of Orem Foundation
Orem, UT | Maria Regina High School
Hartsdale, NY | Wayne County Economic Development Foundation
Waynesboro, MS |
| City of Westbrook
Westbrook, ME | Milwaukee Board of Schools Directors (H.W. Longfellow School)
Milwaukee, WI | |
| Cristo Rey Philadelphia High School
Philadelphia, PA | | |

*Received multiple grants.

Special thanks
to the Foundation's grant partners — All Sports, Inc., AstroTurf, Hunter Industries, Musco Lighting, and Sport Court — without whom these projects would not be possible.

EVENTS

Urban Soccer Symposium

“Sometimes in order to be able to reach the individual, you have to take a step back,” former U.S. Men’s National Team captain Maurice Edu explained to 2019 Urban Soccer Symposium attendees. “Yes, there are team rules: everyone has to be on time, everyone has to put in one hundred percent effort. But from an individual standpoint...how do I reach the individual...We’re not all motivated by the same things. We don’t all go home to the same households. When you’re able to connect with the individual, you get a glimpse into what their life is like; you get a glimpse into what motivates them.”

“It’s not easy,” teammate Charlie Davies agreed. “Even the professional coaches struggle with connecting with players individually,” he said.

Maurice and Charlie were joined by fellow soccer greats Lorrie Fair, Danielle Fotopoulos, and Briana Scurry at the 13th annual Urban Soccer Symposium held in Washington, D.C. Over the course of two panels, the former soccer stars stressed how important it is for coaches to understand the youth they serve in order to effectively help them develop both as soccer players and as individuals.

Presented by Soccer Shots, the 2019 event hosted attendees from 183 organizations who came together to learn best practices in the sports-based youth development field.

Throughout the event, attendees were audience to a series of lectures and participated in workshops under the theme “Sport Without Barrier: Changing the Narrative,” including the first-ever gender equity track sponsored by Telemundo. Attendees also had the option to participate in the Urban Soccer Diploma, a collaboration between the U.S. Soccer Foundation and United Soccer Coaches that provides tools to coaches working in non-traditional soccer settings.

“Everyone was there with the sole intention of stronger engagement and better interactions with children and developing programs,” said Rachel Truckley of Greater Philadelphia YMCA. “I think that’s a really cool place to be at a conference.”



“Every player is different...Every player takes information different. So, to be able to connect with them and understand them — understand what’s happening in their off-the-field life — is massive.”
- Charlie Davies, former member, U.S. Men’s National Team

Capitol Hill Day

In conjunction with the 13th annual Urban Soccer Symposium, some Soccer for Success partners made the trip early to visit their representatives on Capitol Hill. Anna-Lesa Calvert of Algonquin Sports for Kids had a particularly eventful day on Capitol Hill, where she was joined by fellow Soccer for Success colleagues from the state of New York.

“Sometimes when you’re talking to senators, they really want to hear that the issues that are going on in one part of the state are the same issues that are happening in other parts of the state,” Anna-Lesa recalled. “The great thing about the U.S. Soccer Foundation and having been to the Symposium before is everyone sort of already knows each other and is friendly, so it was an easy ask to say, ‘Hey, do you want to do this together?’”

Throughout the day on the Hill, Anna-Lesa and other representatives from YWCA of Syracuse & Onondaga County, Steer for Student Athletes, and NYC Department of Youth and Community Development met at the offices of Senator Kirsten Gillibrand and Senator Chuck Schumer.

“I think the sport for youth development world or concept is building right now, so we wanted to make sure that the people we were talking to knew that the work wasn’t about wins and losses and who’s the best kid, but was really about creating change in our communities that support long-term growth for our areas,” Anna-Lesa explained. “For upstate that’s a little bit different than for downstate. We have different issues in those ways, but at the end of the day, what kind of draws everyone together is that Soccer for Success, specifically for this group, really hits and addresses issues that are happening in all of those communities.”



Far left: Former U.S. Men’s National Team members Maurice Edu and Charlie Davies address attendees at the 2019 Urban Soccer Symposium; top right and bottom: Soccer for Success colleagues visit their representatives on Capitol Hill during Capitol Hill Day.

EVENTS



Congressional Soccer Match

The 7th annual Congressional Soccer Match brought together embassy employees, Hill staffers, Members of Congress, professional athletes, and soccer fans in support of the Foundation’s programs benefiting children in underserved communities.

The event, the first to take place at D.C. United’s Audi Field, kicked off with the embassy tournament, where the Embassy of Denmark took the trophy after defeating the Embassy of Norway in the final match.

For the main event, 11 Members of Congress and 15 professional athletes participated in the match. U.S. Soccer Foundation ambassadors Charlie Davies, William Oluremi John, Cobi Jones, Brian McBride, and Ben Olsen all played goal-scoring roles, but in the end, it was the Republicans who came out on top, ending the Democrats’ three-year unbeaten streak.

Following the Congressional Soccer Match, Hill staffers and federal employees were able to take the pitch at Audi Field for the annual Staffer Tournament, which consisted of a friendly round-robin.



United for Girls Launch



adidas athlete McCall Zerboni helps attendees become creators on the pitch.

Ahead of the 2019 FIFA Women’s World Cup, the U.S. Soccer Foundation announced a new initiative, *United for Girls*, aimed at doubling the number of girls impacted by the Foundation’s programs and the number of female coach-mentors who lead them over three years.

Recognizing the initiative’s role in helping to combat the severe dropout rate and lack of participation of young girls in sports, adidas joined *United for Girls* as a founding partner.

On June 9, just days before the U.S. Women’s National Team’s first World Cup match in France, adidas and the U.S. Soccer Foundation celebrated the launch of *United for Girls* with 100 Los Angeles area girls. The event, part of adidas’ *She Breaks Barriers* campaign, transformed the outdoor space of Hoover Elementary School into nine soccer stations of creative fields of play. Through a series of soccer activities, participants became creators. From a sand pitch to using everyday objects to make goals to using tape as sidelines, the event showed young girls that, with creativity, they can play anywhere.

AMBASSADORS

U.S. Soccer Foundation ambassadors are dedicated to the Foundation's mission and believe in the positive power of soccer. This core group of champions for social change assists us in educating others about the value of soccer as a youth development tool and helps us raise awareness of the impact that our work is having in underserved communities across the country.

Jozy Altidore
Forward, U.S. Men's National Team and
Toronto FC

Kenny Cooper
Former member, Montreal Impact

Charlie Davies
Former member, U.S. Men's National Team

Todd Dunivant
Former member, Los Angeles Galaxy
General Manager, Sacramento Republic FC

Maurice Edu
Former member, U.S. Men's National Team

Fernando Fiore
Broadcaster and Sports Journalist

Carin Gabarra
Former member, U.S. Women's National Team
Head Coach, U.S. Naval Academy

Geoff Gouveia
Artist/Designer

Angela Hucles
Former member, U.S. Women's National Team
Former president, Women's Sports
Foundation

William Oluremi John
Member, Locomotive Tbilisi

Cobi Jones
Former member, U.S. Men's National Team

Kristine Lilly
Former member, U.S. Women's National Team
and Boston Breakers

Lori Lindsey
Former member, U.S. Women's National Team
and Washington Spirit

Brian McBride
Former member, U.S. Men's National Team

Roger McIntosh
Former NFL player
Philanthropist

Devon McTavish
Former member, D.C. United
Current Color Analyst, D.C. United Broadcast

Ben Olsen
Head Coach, D.C. United

Heather O'Reilly
Midfielder, North Carolina Courage
Former member, U.S. Women's National
Team

Logan Pause
Former member, Chicago Fire Soccer Club
Head Coach, Chicago FC United

Robbie Russell
Former MLS player
Current MLS consultant

Becky Sauerbrunn
Member, U.S. Women's National Team
and Utah Royals FC

Danielle Slaton
Former member, U.S. Women's National Team
Board member, U.S. Soccer Foundation

Lindsay Tarpley
Former member, U.S. Women's National Team

Saskia Webber
Former member, U.S. Women's National Team
and New York Power

Cat Whitehill
Former member, U.S. Women's National Team
and Boston Breakers

IN THE NEWS

The **U.S. Soccer Foundation** was featured in a host of major media outlets that spotlighted the Foundation's efforts to increase access to the game through quality soccer programming and safe places to play.

AJC

Atlanta. News. Now.

The Atlanta Journal-Constitution

Soccer soars as a spectator sport, but what about youth play?

On the heels of Atlanta United's MLS Cup victory, *Atlanta Journal-Constitution* reporter Jennifer Brett explores how organizations like the U.S. Soccer Foundation are working to remove barriers to play, including cost.

Roll Call

Bend it like Bacon

Ahead of the U.S. Soccer Foundation's 7th annual Congressional Soccer Match, *Roll Call*'s Kathryn Lyons sits down with Congressional Soccer Caucus Co-Chair Rep. Don Bacon to talk about the Caucus' work to support the growth of the game and increase access to sports-based youth development programs in underserved communities.



After Hours with Amy Lawrence - Heather O'Reilly, Former USWNT Midfielder and Gold Medalist

U.S. Soccer Foundation ambassador Heather O'Reilly joins CBS Sports Radio's Amy Lawrence to talk about her remarkable soccer career, the FIFA Women's World Cup in France, and her work with the U.S. Soccer Foundation to create access to the game for more kids.



U.S. Soccer Foundation's got a brand-new pitch

At the opening of a new mini-pitch in Washington, D.C.'s Petworth neighborhood, *The Undefeated*'s Mark Wright talks with local Soccer for Success participants and U.S. Soccer Foundation President & CEO Ed Foster-Simeon about how local programming and new mini-pitches create opportunities for kids in underserved communities to thrive on and off the field.

PASSBACK

In partnership with SOCCER.COM, the U.S. Soccer Foundation collects and redistributes soccer equipment to children and their families who may not have the resources to play the game.

This year, the Foundation established a partnership with U.S. Soccer Foundation ambassador **Jozy Altidore** and **FOOTYmarket**, an online marketplace for soccer players from around the world to connect and exchange new or pre-owned gear. FOOTYmarket designated *Passback* as its official partner for users who wish to donate gently-used gear.



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Thank you, U.S. Soccer Foundation supporters, for your generosity. Because of your continued support, we were able to improve the lives of young children across the country through soccer.

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“I can speak on behalf of LAFC what a pleasure it is to work alongside partners like U.S. Soccer Foundation.

- John Thorrington, EVP of Soccer Operations, LAFC

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FINANCIALS

Financial information for the fiscal years ending on June 30, 2019 and June 30, 2018.

Statements of Financial Position

	2019	2018
Assets		
Cash	\$ 557,430	\$ 798,414
Grants receivable	392,897	249,058
Contributions receivable	2,746,107	3,115,452
Investments	49,285,096	51,806,312
Property and equipment, net	1,194,943	1,355,662
Other assets	117,153	143,018
Total assets	\$ 54,293,626	\$ 57,467,916
Liabilities and Net Assets		
Liabilities:		
Accounts payable and accrued expenses	\$ 1,876,537	\$ 1,765,555
Margin line of credit	897,064	887,850
Refundable grants	99,924	262,589
Grants payable	4,398,498	2,712,861
Deferred rent	1,677,537	1,530,443
Total liabilities	8,949,560	7,159,298
Contingency (Note 13)		
Net assets:		
Without donor restrictions	37,116,046	38,995,019
With donor restrictions	8,228,020	11,313,599
Total net assets	45,344,066	50,308,618
Total liabilities and net assets	\$ 54,293,626	\$ 57,467,916

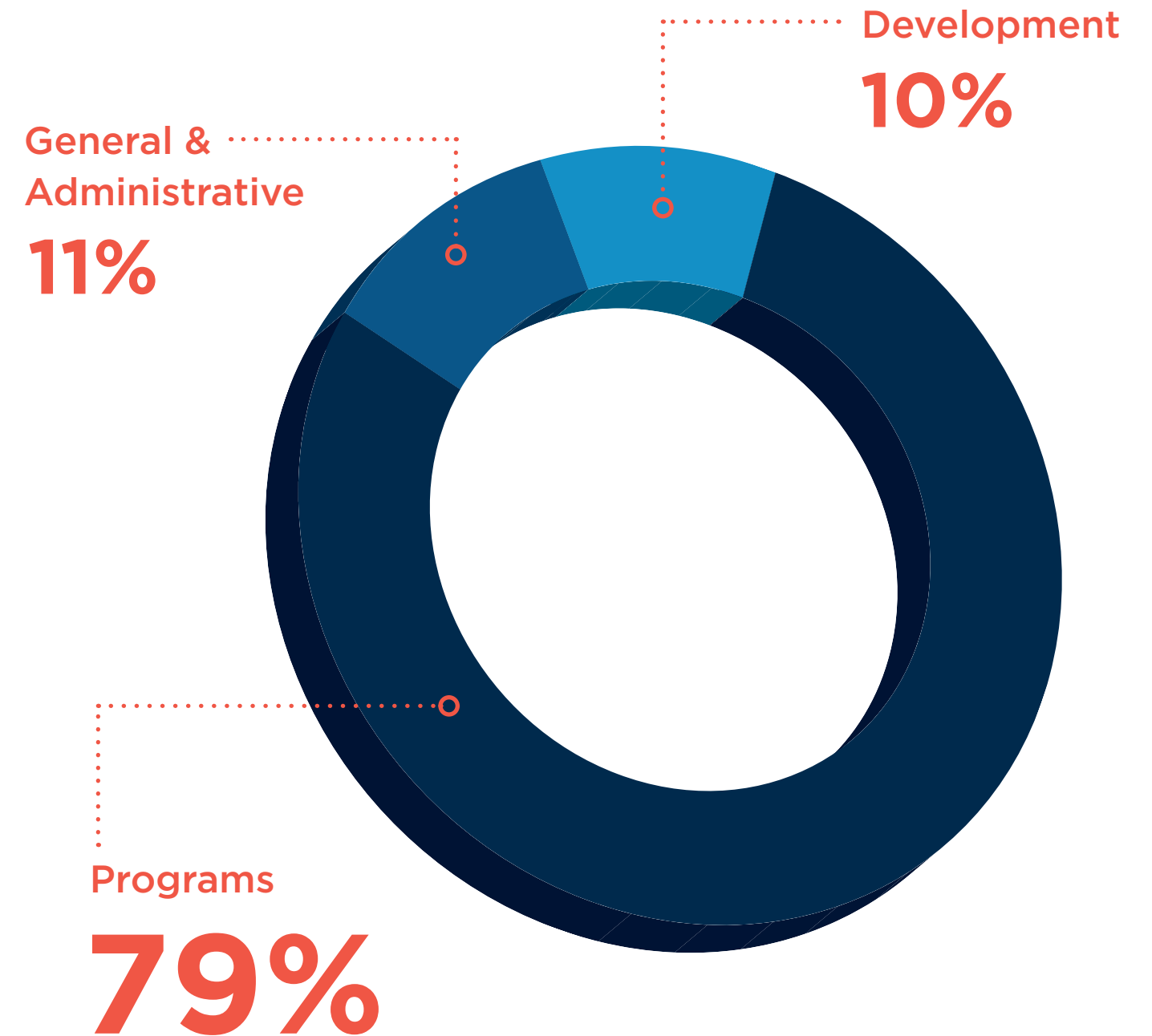
Statements of Activities

	2019			2018		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total
Revenue and support:						
Contributions	\$ 4,130,991	\$ 1,267,475	\$ 5,398,466	\$ 3,397,403	\$ 12,601,623	\$ 15,999,026
Federal grant revenue	1,697,942	-	1,697,942	1,505,103	-	1,505,103
Interest and dividends, net	1,057,532	-	1,057,532	1,099,865	-	1,099,865
In-kind contributions	3,310,577	-	3,310,577	906,349	-	906,349
Event revenue - 25th Gala	701,095	-	701,095	-	-	-
Other income	344,550	-	344,550	591,130	-	591,130
Net assets released from restrictions	4,353,054	(4,353,054)	-	1,687,147	(1,687,147)	-
Total revenue and support	15,595,741	(3,085,579)	12,510,162	9,186,997	10,914,476	20,101,473
Expenses:						
Program services:						
Programs and grants	14,130,997	-	14,130,997	7,882,745	-	7,882,745
Communications	1,070,704	-	1,070,704	1,314,829	-	1,314,829
Government relations	194,986	-	194,986	322,625	-	322,625
	15,396,687	-	15,396,687	9,520,199	-	9,520,199
Supporting services:						
Development	1,973,239	-	1,973,239	1,552,659	-	1,552,659
Management and general	2,182,749	-	2,182,749	1,089,988	-	1,089,988
	4,155,988	-	4,155,988	2,642,647	-	2,642,647
Total expenses	19,552,675	-	19,552,675	12,162,846	-	12,162,846
Change in net assets before market value adjustment on investments	(3,956,934)	(3,085,579)	(7,042,513)	(2,975,849)	10,914,476	7,938,627
Realized and unrealized gains on investments	2,077,961	-	2,077,961	2,685,037	-	2,685,037
Change in net assets	(1,878,973)	(3,085,579)	(4,964,552)	(290,812)	10,914,476	10,623,664
Net assets:						
Beginning	38,995,019	11,313,599	50,308,618	39,285,831	399,123	39,684,954
Ending	\$ 37,116,046	\$ 8,228,020	\$ 45,344,066	\$ 38,995,019	\$ 11,313,599	\$ 50,308,618

A SNAPSHOT OF HOW WE UTILIZE FUNDS

U.S. Soccer
Foundation

2019 Total
Expenses



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Left: U.S. Soccer Foundation board members Brian Weinstein, Danielle Slaton, David Nathanson, Dr. Dana Weintraub; top right: Kevin Payne, JoAnn Neale, Alan Rothenberg; bottom right: Dr. Jane Delgado

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