



FACT SHEET

IT'S EVERYONE'S GAME



INTRODUCING IT'S EVERYONE'S GAME

The U.S. Soccer Foundation views soccer as a powerful vehicle for youth development and social change. Today, too many kids are left out of soccer programs. Through municipal, corporate, and community partnerships, we create opportunities to access the game. Our goal is to reach one million kids annually and build 1,000 mini-pitches by 2026.

BUILDING ON A FOUNDATION

The Foundation was established in 1994 to serve as the major charitable arm of soccer in the United States. Since its inception, the Foundation has distributed nearly \$100 million to support soccer programs and field-building initiatives in all 50 states and the District of Columbia.

SOCCER AS A CHANGE AGENT

The Foundation believes soccer can be the difference between a child who grows up to change the world, inspired by a coach-mentor and encouraged by the community, or one who falls through the cracks. Therefore, in 2009, the Foundation shifted its focus to provide access to soccer programs for children who need it most—those living in underserved areas.

WE'RE JUST GETTING STARTED

In 2009, the Foundation launched *Soccer for Success* to create access to the game. The program is offered free to participants and proven to help children be more active and confident. To date, the Foundation has trained more than 6,000 coach-mentors and served more than 100,000 children nationwide.

TOO MANY YOUTH LEFT OUT

81% OF CHILDREN LIVING IN HOUSEHOLDS MAKING LESS THAN \$25K DON'T PARTICIPATE IN TEAM SPORTS.

Children living in underserved areas often lack access to organized sports opportunities and are left out of reaping the game's many benefits.

A GENERATION IN NEED OF ACTIVITY

71% OF TODAY'S YOUTH DO NOT GET THE AMOUNT OF PHYSICAL ACTIVITY RECOMMENDED BY THE CDC.

Children who are active are better behaved in school, display a greater ability to focus, and have lower rates of absenteeism.

EVERYONE DESERVES A PLACE TO PLAY

ONLY 20% OF FAMILIES IN URBAN AREAS LIVE WITHIN A HALF-MILE OF A PARK OR PLAYGROUND.

Children from urban areas don't always have the access to safe or enticing recreational facilities, such as fields and playgrounds, that are abundant in suburban communities.

IT'S MORE THAN JUST A SOCCER PITCH

CHILDREN FROM UNDERSERVED COMMUNITIES ARE LESS PHYSICALLY ACTIVE AND LESS EXPOSED TO HEALTHY EATING AND EXERCISE HABITS.

By changing the environments where children spend their time—and offering mentorship in a community setting—we can make nutritious foods and daily exercise easier to access.

For more information, please visit

ITSEVERYONESGAME.ORG

or contact info@ussoccerfoundation.org





OUR PROGRAM BY THE NUMBERS

A BLUEPRINT FOR SUCCESS

The *Soccer for Success* program currently provides children in 180 communities across the country with physical activity, nutrition education, and mentorship. The program teaches critical life skills that help them work better on a team, stay away from anti-social behavior, and try harder in school.

The numbers speak for themselves.

PARTICIPANTS IN *SOCCER FOR SUCCESS* SAW POSITIVE RESULTS ON A HOST OF HEALTH AND SOCIAL FACTORS:

83%

EXPERIENCED IMPROVED
HEALTH OUTCOMES

88%

WORKED BETTER ON
A TEAM

86%

STAYED AWAY FROM
ANTI-SOCIAL BEHAVIOR

90

HOURS OF PLAY FOR EACH
CHILD PER *SOCCER FOR
SUCCESS* SEASON

8

HOURS OF TRAINING
FOR EACH COACH-MENTOR

8,000

YOUTH AND ADULTS WITH ACCESS
TO EACH MINI-PITCH, ON AVERAGE,
IN DENSELY POPULATED AREAS

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