



FACT SHEET

IT'S EVERYONE'S GAME



INTRODUCING IT'S EVERYONE'S GAME

We view 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 play the game and reap its many benefits. Our goal is to engage one million children and build 1,000 mini-pitches by 2026.

BUILDING ON A FOUNDATION

The U.S. Soccer Foundation was established in 1994 to serve as the major charitable arm of soccer in the United States. Since our inception, we have distributed more than \$125 million to support soccer programs and field-building initiatives in all 50 states and the District of Columbia.

SOCCER AS A CHANGE AGENT

We believe 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, we shifted our focus to provide access to soccer programs for children living where the need is greatest—underserved areas.

WE'RE JUST GETTING STARTED

In 2009, the Foundation launched *Soccer for Success* to increase access to the game. The program is offered free to participants and proven to help children be more active and confident. To date, we have trained more than 7,700 coach-mentors and engaged more than 154,000 children in the program 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

1 IN 3 AMERICANS DON'T HAVE A PARK WITHIN A 10-MINUTE WALK FROM HOME.

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.

MORE THAN JUST A SOCCER PITCH

KIDS FROM UNDERSERVED COMMUNITIES ARE LESS PHYSICALLY ACTIVE AND LESS EXPOSED TO HEALTHY EATING 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 425 communities across the country with physical activity, health and wellness 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:

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

PEOPLE WITH ACCESS
TO EACH MINI-PITCH, ON
AVERAGE, IN DENSELY
POPULATED AREAS

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