MESSAGE FROM THE PASSBACK TEAM

A cornerstone of the U.S. Soccer Foundation, the Passback program has collected and redistributed over 900,000 pieces of soccer equipment to children in underserved communities since 2002. The dedication of Passback’s diverse group of collectors, which includes individuals, soccer clubs, community organizations, and private businesses, has allowed the Foundation to enrich the lives of many by providing desperately needed equipment.

The process of registering as a collector, organizing a collection, and donating soccer equipment is a simple process. Our hope is that this Passback manual will provide the information necessary to set up a successful Passback project in your community. This manual will walk you through the step-by-step process, as well as provide some helpful tips and best practices from other collectors. If more information is needed, do not hesitate to contact the U.S. Soccer Foundation.

Thank you again for your interest in the Passback program. We truly appreciate your hard work and dedication! Remember, every goal starts with a pass.

Thank you,

The Passback Team
U.S. Soccer Foundation
Step-by-Step Guide for Soccer Club Passback Collections

Step 1 – Register as an Official Passback Collector:
- Visit [www.passback.org](http://www.passback.org) and register your team/club to become an Official Passback Collector.
  - Once registered, the Foundation will send an email reply with further instruction.
- “Like” the U.S. Soccer Foundation on Facebook and “follow” the Foundation on Twitter (@ussoccerfdn).

Step 2 – Hold a Passback Collection:
- A Passback collection may consist of new and/or gently used soccer equipment.
  - Gently used refers to any equipment that is not ruined, torn, or excessively dirty – really anything that could be used again.
- Equipment we accept: jerseys, shorts, shinguards, goalie jerseys, goalie pants/shorts, goalie gloves, socks, cleats, soccer balls, and bags.
  - The Foundation prefers jersey sets; however, non-matching logos, numbers, or names are acceptable.
  - Balls do not have to be deflated.
  - Cleats, socks, shinguards, and goalie gloves are only accepted in pairs.

Step 3 – Organize Your Collection:
- Your club or organization must take inventory of your collection.
  - Please place a hard copy of the inventory in the box(es) before shipping.
    - Additionally, save a copy of the inventory for your records.
  - Organize your collection by equipment type.
  - When packaging shoes, please make sure to wrap a rubber band around pairs, or tie pairs together with shoelaces.

Step 4 – Donate Your Equipment:
- Once you have completed your collection, you have two options on how to distribute your collected equipment:
  - **1. Donate Locally:** The U.S. Soccer Foundation has a database of organizations across the United States that need equipment. All approved requests can be found on the Passback website using this link: [http://www.usoccerfoundation.org/our-programs/search-passback-equipment](http://www.usoccerfoundation.org/our-programs/search-passback-equipment). If you have trouble locating an organization please contact the Passback Team ([passback@ussoccerfoundation.org](mailto:passback@ussoccerfoundation.org)) and include your zip code, inventory, and specific distribution needs in your email.
  - **2. Donate to the Passback warehouse:** We guarantee that the equipment you send us will be redistributed to a worthy cause. When choosing this option, you will ship your collection directly to this address: Passback Program, c/o Eurosport, 431 US HWY 70 A East, Hillsborough, NC 27278. Please note that you are responsible for all shipping costs when sending equipment to the Passback warehouse.

Step 5 – Share Your Success:
- Submit information about your collection and donation online. You will receive instructions for reporting your collection in the email received after you register as an Official Passback Collector.
- Submit pictures and videos of you and/or your team/club with your collection! You can upload them via the Reporting Form, send them to passback@ussoccerfoundation.org, or share them via social media. Once we receive your collection inventory and picture(s)/video(s), we may post them on Facebook and Twitter.
PERFECTING THE COLLECTION

In order to run a successful *Passback* collection, here are five best practices the U.S. Soccer Foundation recommends for all its team/club collectors:

1. **Plan your *Passback* collection around specific types of events, such as:**
   - One-time events (at a soccer game, tournament, league opening day, registration etc.)
   - In conjunction with a fundraiser, soccer clinic, or coach education course
   - On-going collections (at a school, field, business, local sports store, or concession stand over the course of a season, etc.)
     - Consider installing a stationary bin at your club’s home field or your organization’s home field
   - As part of a community service project

2. **Target Potential Donors:** In addition to family and friends, possible outreach opportunities include: your state organizations, local school leagues, and local athletic equipment stores. Be sure to target potential donors in the weeks before you begin the collection. Finally, use your competitive spirit and challenge other clubs in your area to see who can collect the most equipment!

3. **Outreach/Advertisements:** Advertise well in advance of the start of the collection so people know to save their gear:
   - Consider contacting your local media (newspapers, radio stations) to see if they’ll make an announcement about your collection. Try making an announcement during a game or tournament.
   - Create your own collection website (Facebook, Twitter, etc.) or use the U.S. Soccer Foundation to help advertise your collection. Share the link on our Facebook page or post it to our Twitter feed and we may share your page with all our friends.
     - Include your website, or a link to the Foundation’s *Passback* website, in your club’s e-newsletters or on the club website.
   - The U.S. Soccer Foundation can also provide the *Passback* logo to use in any additional notices you wish to send out. Please contact the Foundation to request any other materials to assist you in your *Passback* collection.

4. **Passback Containers and Shipping:** *Passback* collection bins can be anything from cardboard boxes to plastic containers. If you are using cardboard boxes in your collection, you can also turn them into your shipping containers. You can also contact local grocery, outlet stores, or books stores for donations of free boxes. Additionally, consider fundraising to cover shipping costs, or contact a local business or organization to help subsidize shipping.

5. **Letters/Certificates of Acknowledgement:** Upon submission of your reporting form, the Foundation will provide you with a U.S. Soccer Foundation Letter of Acknowledgement for your donation. We will provide a letter which states the number and types of items noted in your inventory form. We do not assign a value, as the IRS requires the donor to assign values. We can also send you a *Passback* Certificate of Acknowledgement. You could send a copy of these along with your personalized thanks to all of your supporters!