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 Company/Vendor Passback Collections

Step 1 - Registration:
• Visit www.passback.org and register your company or organization to become an Official Passback Collector.

Step 2 – Collection:
• Passback is a collection of new and/or gently used soccer equipment and apparel.
• Equipment we accept: jerseys, shorts, shinguards, goalie jerseys, goalie pants/shorts, goalie gloves, socks, cleats, soccer balls, and bags.
  o The Foundation prefers jersey sets; however, non-matching logos, numbers, or names are acceptable.
  o Balls do not have to be deflated.
  o Cleats, socks, shinguards, and goalie gloves are only accepted in pairs.
• Unsold, irregular, or returned apparel and equipment make for great donations.

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

Step 4 – Contact the U.S. Soccer Foundation
• Let us help to determine the best distribution plan for your collection:
  o Please contact Shaina Ross, Programs Coordinator, at sross@ussoccerfoundation.org for any and all assistance.
  o The Foundation is dedicated to identifying groups in need and connecting Official Passback Collectors with these groups for an easy and local donation and distribution process.

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 group 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 (@ussoccerfndn).
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 collectors:

1. **Plan your Passback collection around specific types of events, such as:**
   - One-time events (company outings)
   - In conjunction with a fundraiser or sponsored event
   - On-going collections (at a store, within an office, etc.)

2. **Target Potential Equipment:** It is important to identify what, if any, apparel or equipment may be available before beginning your collection or donation. You are the best judge as to what apparel or equipment is expendable for donation, or what apparel or equipment is reasonable to expect to be donated at a collection event or on-going collection.

3. **Outreach/Advertisements:** To make sure your collection is successful, advertise well in advance of the start of the collection so people know to save their gear.
   - **Local Outreach:**
     - Consider contacting your local media (newspapers, radio stations) to see if they will cover your collection and/or event. The Foundation may also help with similar media attention.
   - **Online Outreach:**
     - Create or use your own collection website (Facebook, Twitter, etc.) or use the 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.

   Also, our Passback logo can be provided to use in any additional notices you wish to send out. Please contact the Foundation if you request any other materials to assist 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.

5. **IMPORTANT - 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!