



2019 FC CINCINNATI & FC CINCINNATI FOUNDATION  
**COMMUNITY REPORT**



COMMUNITY OVERVIEW

Since FC Cincinnati’s launch in 2015, a key tenant of the club has been being engaged with the community.

With the expansion invitation to Major League Soccer in May 2018, FCC increased their community investment, both through the club’s community relations programming and through the launch of the FC Cincinnati Foundation, an independent 501(c)(3) that formed in December 2018.

FC Cincinnati and the FC Cincinnati Foundation have invested more than \$1.5 MILLION in the Greater Cincinnati area in 2019, with a focus on youth enrichment utilizing soccer and participation in key platforms guided by MLS WORKS, Major League Soccer’s community arm. While this work extends across the region, a focus is placed on our neighbors in the West End.

FC CINCINNATI FOUNDATION MISSION

The FC Cincinnati Foundation aims to improve the lives of children in the Greater Cincinnati region through the game of soccer.

FC CINCINNATI FOUNDATION BACKGROUND

The FC Cincinnati Foundation was launched in December 2018 to support transformational change for Cincinnati-area children and impact positive differences in children in underserved communities. The FC Cincinnati Foundation offers programming to support character development, and both physical and mental well-being, while also focusing on community service. Key FC Cincinnati Foundation programs include an in- and after-school soccer programs, the West End Pride, Mini Pitch builds and Learning Is Cool. With these programs, FC Cincinnati Foundation directly impacted more than 33,000 children in 2019. Through these programs and others, FC Cincinnati Foundation invested more than \$1 million into the community in its first year.

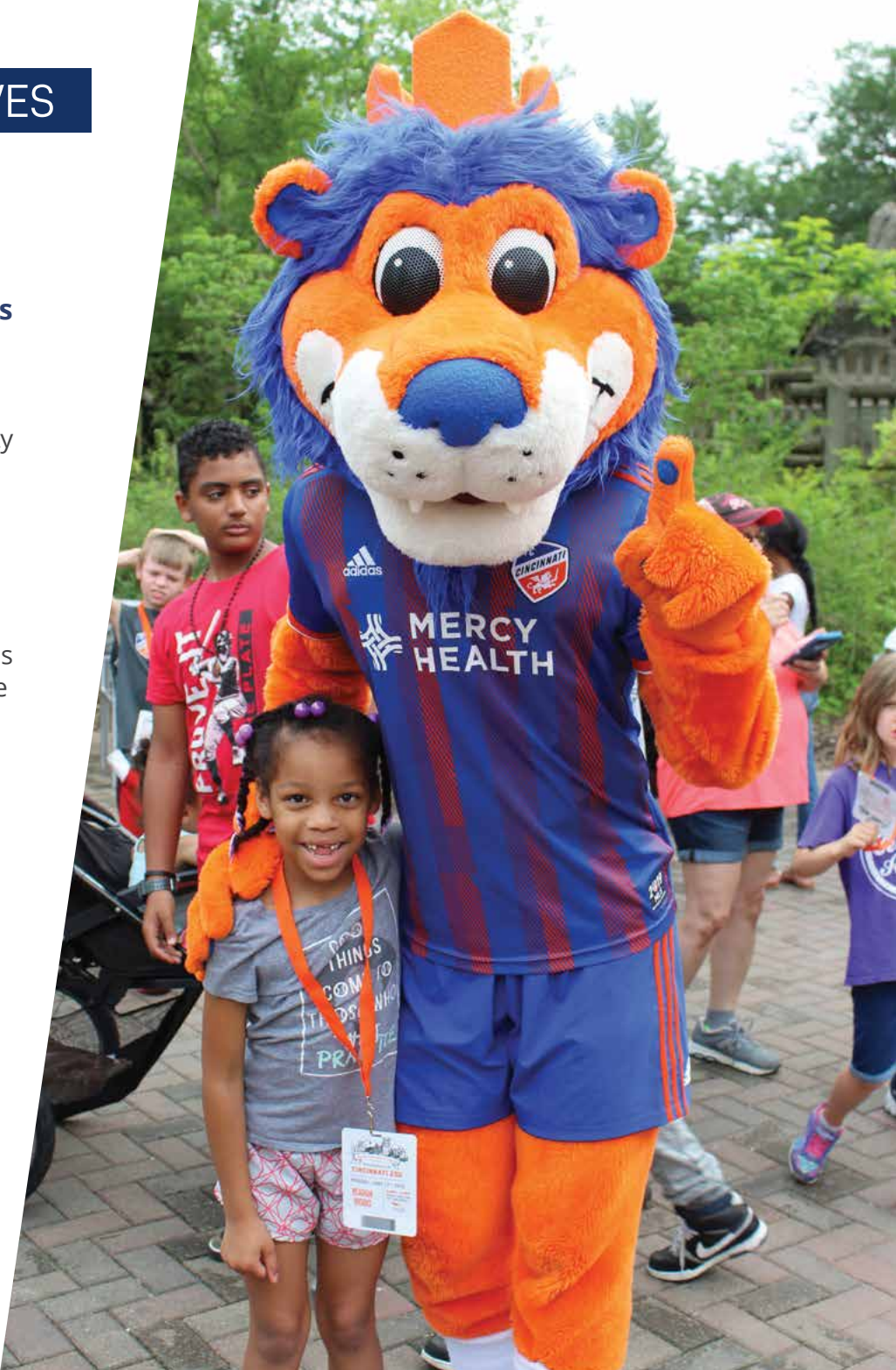


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FC CINCINNATI FOUNDATION BOARD OF DIRECTORS

Jeff Berding (President)	Tabitha Lindner	Dr. Lakshmi Sammarco (Vice President)	Steve Wanamaker
Keith Blake	Sandra Mackey (Chair)		Bonnie K. White
Dennis Carroll (Treasurer)	Mark Mallory	Nicholas L. Simon (Secretary)	
Karl Kadon	Mary Miller	John Stanton	
Martha Lindner	David Pepper		



COMMUNITY RELATIONS STAFF

- Kate Lackey Solomon  
Vice President and Executive Director
- Natalie Anderson  
Assistant Director
- Theresa Salerno  
Community Relations Manager
- Kate Olding  
Community Relations Coordinator
- Omar Cummings  
Club Ambassador
- Kyle Seigel  
Community Relations Associate
- Austin Gullett  
Community Relations Associate



# LEARNING IS COOL

**Learning Is Cool recognizes and rewards students in Cincinnati Public, North College Hill and Covington Independent for making the “A” Honor Roll (3.51 GPA) during the academic school year.**

The program started back in 2008 by the Marvin Lewis Community Fund (MLCF) with a simple message: earn rewards for making the Honor Roll. Over the years, these rewards, no matter how large or small, have had a profound impact on students’ self-esteem and motivation. After holding focus groups with the students MLCF learned that they feel good when someone important like an FC Cincinnati player recognize them for their accomplishments. Students reaching the “A” Honor Roll two or more times are invited to the Academic Achievement Celebration held at the Cincinnati Zoo. This event was the transition point from MLCF to FCCF in 2019. FCCF is honored to take on this project and to continue the legacy Marvin Lewis created with the program.

- 3 School Districts / 66 Schools / 27,500 Children Enrolled / 1,800 Attendees at Academic Achievement Celebration in 2019



# MINI PITCH BUILDS

**FCCF works with partners to revitalize underutilized tennis or basketball courts, turning them into mini soccer pitches, and providing kids with a safe space to play the sport.**

These mini pitches are utilized for FCCF and other programming along with free play for kids (and adults!) in the neighborhoods they serve.

- 2 Mini Pitches Built in 2019 / 10 Mini Pitches Pledged by 2024



# SOCCER PROGRAMS

## CLUB AMBASSADOR PROGRAM

FC Cincinnati Club Ambassador Omar Cummings visits schools throughout the region for gym class take-overs where he and FCCF staff teach kids to play soccer and build upon programming as kids improve. Visits take place once per week for a 4-6 week period.



- 25 Schools Reached / 23 After School Programs / 6,400 Children Engaged

## SOCCER FOR SUCCESS

This nationally run program through the U.S. Soccer Foundation now operates in Cincinnati through FCCF. In partnership with CRC and YMCA, kids participate in a twelve week curriculum and receive free soccer equipment while learning to play the game and live an active lifestyle.

- 10 Recreation Centers Enrolled / 160 Children Served



# WEST END PRIDE

**The West End Pride gets kids from the West End involved in SAY East soccer.**

With coaches, equipment and team management provided by FCCF staff, kids are able to participate in rec league soccer with their peers from other areas in our community.

We are thrilled to see the excitement and growth in the players with two undefeated teams during the spring session.

- 235 Children Participating / In Spring 2019, 2 Undefeated Teams





# WEST END COMMUNITY GRANTS

FC Cincinnati pledged to invest a minimum of \$100,000 into the West End community annually for 30 years as part of the club’s landmark Community Benefits Agreement.

This commitment is fulfilled through FC Cincinnati Foundation with grants provided to West End non-profits and/or non-profits supporting community development in the West End. In 2019, grants were awarded to the following organizations:

- **BRIGHT STAR COMMUNITY CHURCH:** To support their summer camp program, including field trips and transportation
- **CAMP JOY:** To support the participation of kids from the West End in the program
- **CARL LINDNER YMCA:** To support the senior wellness program Silver Sneakers
- **CHRISTMAS PROGRAM THROUGH WEST END COMMUNITY COUNCIL:** To provide food and activity vendors in support of bringing the community together around the holidays
- **CINCINNATI MUSIC AND ARTS PROGRAM:** For new instruments
- **EZZ FEST:** To support the event’s activities vendors and food



COURTESY OF JUNIOR ACHIEVEMENT OF OKI



COURTESY OF QKIDZ DANCE TEAM



COURTESY OF WEST END REDS BASEBALL



COURTESY OF STUDENTS BLOSSOM

# WEST END COMMUNITY GRANTS

- **FAMILIES FORWARD:** For incentives to increase family involvement in the classroom at Hays Porter School
- **JUNIOR ACHIEVEMENT OF OKI PARTNERS:** To bring their financial literacy and business introduction classes to eight classes in West End schools
- **MINDPEACE:** To expand mental health programming at Taft High School
- **MY WHY:** In support of a sports vehicle used to assist with youth sports transportation for various teams in the West End
- **Q-KIDZ DANCE TEAM:** To support dance competition expenses
- **SAINT JOSEPH SCHOOL:** To support the facility upgrades including a security entrance, lights and an awning to allow for more events to take place at the school
- **SATURDAY HOOPS:** To provide soccer equipment for programming
- **SISTERHOOD 360:** To support Taft’s Girls Basketball team travel
- **STUDENTS BLOSSOM:** In support of the construction of an edible garden in the West End for children
- **SUMMER CAMP READING:** To support third- and fourth-grade students struggling with reading
- **WEST END REDS BASEBALL/SOFTBALL:** To support equipment upgrades and maintenance
- **YORK STREET UMC:** For a youth field trip to Columbus



## FCC3

The FC Cincinnati Foundation partnered with the Flying Pig Marathon for the first FCC3, a 3-mile race and FCC away-game watch party, which took place at The Banks.

More than 3,000 fans participated in the inaugural event and stuck around to enjoy the Orange and Blue's win over the Chicago Fire. The second-annual event in 2020 will take place on Saturday, June 13.



## SERVED BY THE PROS

FC Cincinnati players put their bartending and server skills to the test when fans came together for the first "Served by the Pros" event, presented by Turner Construction, at Eddie Merlot's to support the FC Cincinnati Foundation. This year's event will take place on Sunday, March 22, and will help kick off the 2020 season.



## THE BAILEYS

FC Cincinnati rolled out the orange carpet for the The Baileys, presented by Keating Muething & Klekamp and Nehemiah Manufacturing. The end-of-season awards ceremony benefited the FC Cincinnati Foundation and celebrated individual player accomplishments, as well as FC Cincinnati and the Foundation's work in the community. The 2020 Baileys will take place on Wednesday, Sept. 30.



## LADIES LACE UP

This women-only soccer 101 event brought the club's female fans together to learn more about the beautiful game. With dinner, drinks and shopping intermingled with soccer activities and a chalk talk led by FCC's coaches and technical staff, the FC Cincinnati Foundation hosted a perfect ladies' night at the Mercy Health Training Center. This second-annual event will be held on Thursday, Sept. 3.



## MEMBERSHIP CLUB

The Membership Club brings together individual donors in support of FC Cincinnati Foundation programming. With special perks including an FC Cincinnati Foundation scarf, collectible pins and special event invitations, members are recognized for their support of FCCF at a high level.





## MLS WORKS INITIATIVES

**MLS WORKS** is Major League Soccer's (MLS) social responsibility platform, which focuses on four key pillars: sustainability, diversity and inclusion, youth enrichment and pediatric cancer awareness. With its move to MLS, FC Cincinnati took on new initiatives in 2019 to support these pillars.

### GREENER GOALS

Highlighting the importance of sustainability, FC Cincinnati players, staff and fans participated in MLS WORKS' Greener Goals Week of Service with several service projects. The club led a clean-up project at a recreational park in the West End, worked alongside People Working Cooperatively on two West End home refurbishment projects, and partnered with The Newport Aquarium to organize a single-use plastic bag collection that resulted in more than 6,000 bags being collected.



## MLS WORKS INITIATIVES

### SOCCER FOR ALL

Soccer for All encourages inclusion through soccer, and FCC's programming was locally supported by First Financial. FC Cincinnati coordinated numerous player appearances throughout the region to support acceptance and inclusion, and staged a Soccer for All game day platform during which FC Cincinnati Foundation programming was highlighted.



### SPECIAL OLYMPICS AT MLS ALL-STAR

Athlete Matt Grafe and partner athlete Lindsay Bartsch represented FC Cincinnati at the sixth-annual Special Olympics Unified Sports All-Star Soccer Showcase, which was played during MLS All-Star Week presented by Target.

FC Cincinnati will expand its local program in 2020 with a partnership with Special Olympics Hamilton County to support a full Unified team which will play Columbus' Unified team annually.





MLS WORKS INITIATIVES

COMMUNITY MVP CONTEST

PRESENTED BY WELLS FARGO

FC Cincinnati nominated Ken Dubuc, a 25-year supporter of CCYSL where he has contributed as both a volunteer and board member, helping to introduce the game of soccer to more than 22,000 children.

FCC fans voted for Dubuc in a league-wide contest that saw the winner earn a \$25,000 donation for CCYSL.



SALUTE TO SERVICE

To show appreciation for first responders in our region, FCC players visited Cincinnati-area police stations, fire stations and emergency rooms, and also made a special trip to Wright Patterson Air Force Base in Dayton. Stations were presented with FCC flags or autographed jerseys, and emergency room staff were treated to dessert during the players' visits.



KICK CHILDHOOD CANCER

FC Cincinnati supported several area organizations that support pediatric cancer research and family services. These partners included Cancer Free Kids, Dragonfly Foundation, The Cure Starts Now and Ronald McDonald House. FCC players made special visits and the club offered unique game day experiences to families impacted by pediatric cancer.



OTHER FC CINCINNATI COMMUNITY INITIATIVES

PLAYER APPEARANCES

FC Cincinnati players supported the club's commitment to the community by making more than 200 community visits in support of FC Cincinnati and FC Cincinnati Foundation initiatives and special requests.

STAFF SERVICE PROJECTS

FC Cincinnati staff participated in multiple service projects throughout 2019. Project partners included Keep Cincinnati Beautiful (Sands Playground clean-up) and People Working Cooperatively (home refurbishment projects) during Greener Goals Week of Service; St. Vincent de Paul in Dayton (tornado relief), City Gospel Mission and St. Vincent de Paul in the West End (Christmas programming).

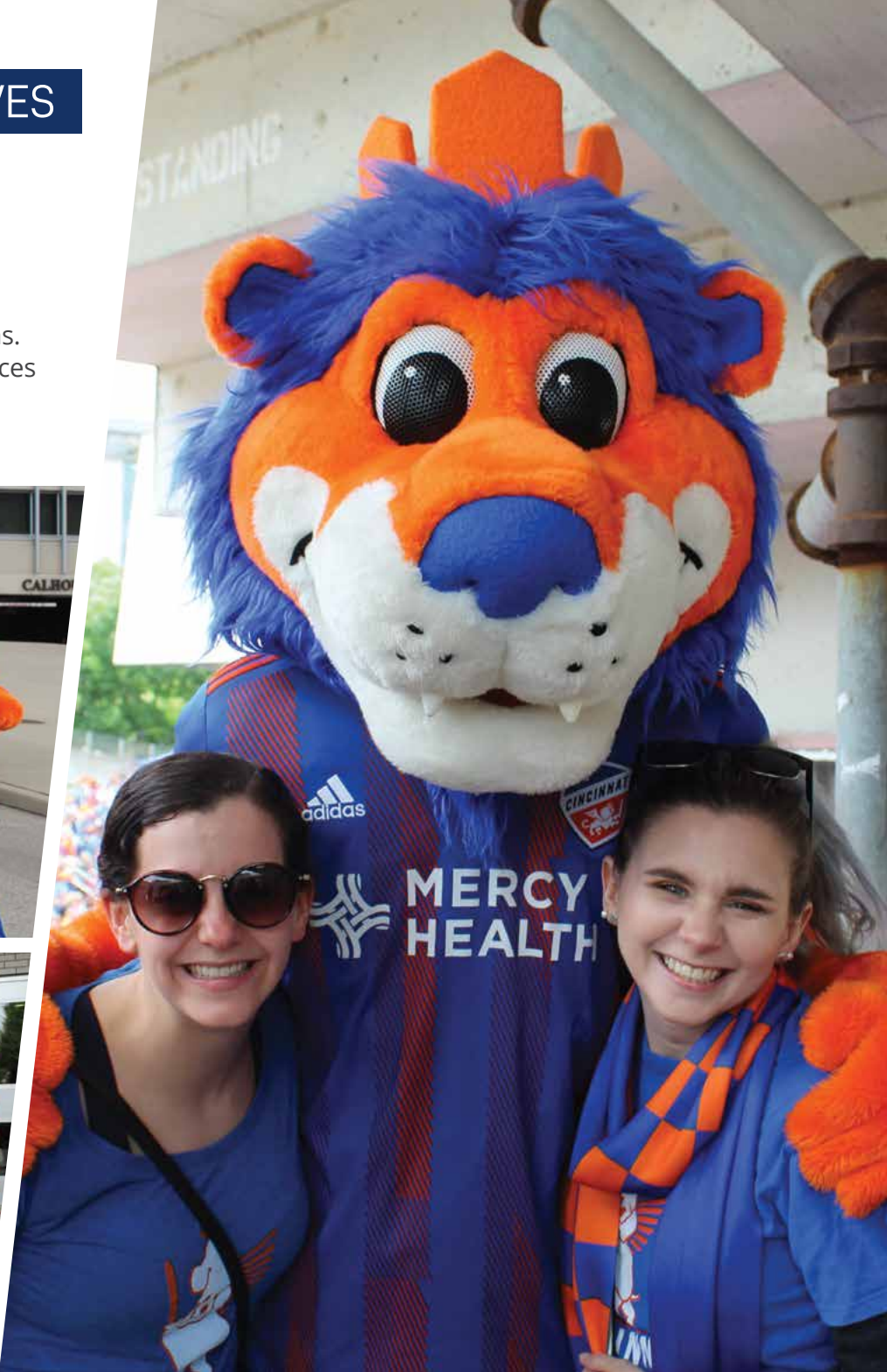




OTHER FC CINCINNATI COMMUNITY INITIATIVES

GARY THE MASCOT

Gary, FC Cincinnati's beloved mascot, was introduced in February 2019 to further support community programming, especially with our youngest fans. In addition to activities on game days, Gary made more than 130 appearances in 2019. Keep an eye out for our furriest friend at community events throughout the region in 2020.



OTHER FC CINCINNATI COMMUNITY INITIATIVES

COMMUNITY ALL-STARS

The First Financial Bank Community All-Stars are highlighted at FC Cincinnati home games once a month. Selected by First Financial and FC Cincinnati, these six organizations are highlighted at halftime.



20,000 BLOOMS PROJECT

In appreciation of surpassing 20,000 Season Ticket Members in 2019, FC Cincinnati donated 20,000 orange and blue blooms to 55 non-profit organizations throughout the Greater Cincinnati region to help beautify the region. FC Cincinnati players and staff assisted with a planting project at St. Vincent de Paul in the West End.



COMMUNITY PARTNER OF THE MATCH

FC Cincinnati and Home City Ice recognize a non-profit organization from the region at every regular-season FC Cincinnati match. Each organization receives 30 tickets to share with their staff or constituents and messaging during the game to help raise awareness about their mission.

FC CINCINNATI DONATIONS

FC Cincinnati continued to support non-profit organizations throughout the region by offering more than 1,300 donation packages, which included more than 2,400 match tickets, in 2019.



OTHER FC CINCINNATI COMMUNITY INITIATIVES

WEST END COMMITMENT

FC Cincinnati is committed to being good neighbors in the West End. The club has fulfilled many of the commitments outlined in the club’s landmark Community Benefits Agreement with The Port and the West End Community Council. The agreement identifies community priorities that aim to improve the quality of life in the West End and FC Cincinnati is on track to meet or exceed these commitments. Highlights include:

- On-track to meet economic inclusion construction goals of 30% MBE, 7%WBE, 30% SBE
- Exceeded \$100,000 commitment with West End Youth Soccer through the West End Pride, in- and after-school programs and annual Mini Pitch builds
- Contributed \$100,000 to a West End emergency housing fund
- Provided \$150,000 in funding for a West End housing study and study-related community outreach
- Distributed the first of an annual \$100,000 in grant commitments to West End organizations and non-profits working in West End
- Contributed more than \$10 million to Cincinnati Public Schools to build the new Stargel Stadium
- Launched the Construction Connection training program and First Source job referral program
- Club staff, players and fans logged over 1,000 volunteer hours in the community
- Made a \$20,000 contribution to support MORTAR’s entrepreneurship program
- Ongoing engagement with West End Community Coalition and Design Committee
- Offered support for the neighborhood’s West End Day
- Supported the completion of a traffic study
- Partnered with the African-American Chamber to contract an inclusion consultant for the West End Stadium project



OTHER FC CINCINNATI COMMUNITY INITIATIVES

FIRST SOURCE HIRING PROGRAM

**FC Cincinnati partnered with CityLink Center, Turner Construction and Jostin Construction on a two-pronged approach to workforce development.**

The FirstSource hiring program helps connect individuals directly to job openings from contractors on the stadium site. Recognizing that many individuals interested in the field could get a strong start through training and equipping, CityLink also launched Cornerstone Construction Training. Graduates completing the 20-day program earn OSHA-10 and NCCER Core certificates, financial education, connectivity to private transportation, and the opportunity to interview with construction companies.

In 2019, two classes completed with 100% certification and job offers for 26 graduates. The third Cornerstone Construction class begins February 2020 with future classes scheduled every other month through November. Not only does the program connect individuals with the West End Stadium project, but more importantly, a career.

Hearing from one graduate:

*“The people from Lithko Contracting were overjoyed by my enthusiasm and offered me a job! Little did I know they were contracted for work on the FCC stadium, which is where I’m working now. How does someone go from homeless to making \$1,500 a week? This is nothing I’ve achieved, but all blessings from the Lord.”*

- Randy





OTHER FC CINCINNATI COMMUNITY INITIATIVES

BUFFALOVE CANNED FOOD DRIVE

FC Cincinnati partnered with the Buffalove Foundation – Buffalo Wings & Rings’ charitable arm – and St. Vincent de Paul to run a canned food drive at FCC’s match against New York City FC on August 17. The fans’ contributions resulted in enough donations to provide more than 1,200 meals to area residents in need. The Buffalove Foundation’s mission is to give every child the food they need to flourish.

HOXWORTH FC CINCINNATI BLOOD DRIVE

Hoxworth Blood Center partnered with FC Cincinnati again in 2019 to encourage FCC fans to donate blood and save lives. In 2019, the blood drive continued to be one of Hoxworth Blood Center’s most successful blood drives of the year.



FC CINCINNATI FOUNDATION DONORS

ORGANIZATIONS

84.51	Business Courier	Dempsey-Siders Insurance Agency	Heidelberg Distributing	Keating Muething & Klekamp	Nothing Bundt Cakes	Rumpke	The Psalms Foundation
A Savannah Nite	Catholic Cincinnati Foundation	Dick’s Sporting Goods	Hilton Cincinnati Netherland Plaza	Keurig Dr Pepper	Outback Steakhouse	Schawlk, Inc.	Touchstone
Adidas	Chemed Foundation	Distinctive Signs	InstaPro Photo	Knockerballs	P&G - Always	Skyline Chili	Trophy Awards
Allegiant Air LLC	Chick fil-A	Eddie Merlot’s	Interbrand	LaRosa’s Pizzeria	P&G Global Finance Org	SUM Beyond the Stands	Turner Construction
Ameristop 29401	Cintrifuse	Entrepreneurs Organization	International Rhett Syndrome Foundation	Medical Mutual	Pepsi	Sweaty Bands	U.S. Soccer Foundation
Anheuser-Busch	City Barbeque	FC Cincinnati	Jacob G. Schmidlapp Trust	Mercy Health	Prestige AV & Creative Services	Taste of Belgium	Village of Evendale
B.K. White & Associates	D&K Gilman LLC	Flo FC	Jaguar Land Rover of Cincinnati	Mitchell’s Day Spa	Prime Time Event Rental	Teleties	Vonderhaars Catering
BalloonWorks	Dan Beard Council: Boy Scouts of America	GameWorks	Jancoa	MSA Design	PromoSpark	The Benevity Community Impact Fund	WKRQ-Q102
Bonnie K. White & Associates	Danro Enterprise LLC	Government Strategies Group	Jostin Construction	Nehemiah Manufacturing Company	Richter & Phillips	The Courier Company	
Brown Forman		Graphic Village		Norton Outdoor Advertising		The Frame Shoppe	

INDIVIDUALS

Jeff Acuff	Shana Brafman	Brett Eldridge	Christina Kasle	Christopher & Tabitha Lindner	Tom Niehaus	Cynthia Ryan	Brandon F. Terrizzi
Sue Amend	Lindsey Braun	Kimberly Eppert	Leah Kattus	Robert Lindner, Jr.	Sara Nielsen	Dr. Lakshmi Sammarco	Kate Thess
Kathy Arar	Jennifer Braun	Soctt & Mary Farmer	Jennifer Kaufman	Martha & Carl H. Lindner, III	Esther Norton	Susan Schapiro	Mary Thress
Edward Baker	Denise Brodsky	Sarah Farmer	Olivia Kirry-Fuqua	Mark Mallory	David Pepper	Julia Schrand	Kelley B. Tracy
Shannon Bannerman	Liz Brown	Amer Ghanem	Kirk Knotts	Brian Malone	Thik Phou	Emily Schwartz	Jason Tyson
Janice Barr	Paula Brunn	Joshua Gilbert	Carly Knue	Anne Menkhaus	Gil Pulliam	Chad Scott	Kristin Vaught
Judy Bauer	Dennis Carroll	Kara Goodwin	Aaron Kohlhepp	Scott Mersmann & Ginger Riley	Amanda Pylate	Anne Sesler	Allison Vendely
Gerald & Jacque Berding	Gary Cates	Marianne Gribbs	Carol Kosarko	Nancy Meyer	Jackie Reau	Isaac & Annie Shelton	Kristy VonDerHaar
Jeff & Lindsay Berding	Maria Childs	Gary & Dina Gruber	Alex Kuhns	Dan Michel	JoAnn Reber	Nicholas L. Simon	Steve Wanamaker
Melissa Bingle	Donna Ciclet	Kyle E. Hackett	Cathy Lamping	Mary & Anthony Miller	Lisa Reinhard	Kate & Stuart Solomon	Vince Weseli
Keith Blake	Melissa Clapp	Cheryl Hill	Geoggoery G. Leader	Eric Miller	Megan Rice	John Stanton	Meredith White
Linda Bolt	Ray Compagna	Linda Jacobs	Lisa Lee	Rosa Miller	Beth Rigg	Michael Sullivan, Jr.	Christopher Wieland
Tracy and Jeffery Bond	Deb Cowan	Christy Jacobs	Susan Leonard	Nicole Morrison	Ann Roberts	Sarah Swartz	Suzy Wilson
Krista Boyle	Chase Daoud	Karl Kadon	Katie Leonard	Robert Muro	Jen Rollins	Kevin Tanner	Donna and Christopher Wolfer
	D. Brock Denton	Michael Kahan	Patsy Lett		Tom Rose		Cara Yaeger
	Sheila Drury	Micah Kamrass	Sarah Leverage		Mary Ann Rose		



# 2020 FC CINCINNATI FOUNDATION COMMUNITY EVENTS & IMPORTANT DATES

**SUNDAY, 3/22**

Served by the Pros

**SUNDAY, 4/5**

Greener Goals Game Platform  
(FCC vs Atlanta United)

**SUNDAY, 4/26**

Greener Goals Game Platform  
(FCC vs San Jose Earthquakes)

**SATURDAY, 5/30**

Soccer for All Game Platform  
(FCC vs Nashville SC)

**SATURDAY, 6/13**

FCC3

**TUESDAY, 6/23**

Learning Is Cool Academic Achievement  
Ceremony

**SUNDAY, 7/26**

FC Cincinnati Fan Fest

**SATURDAY, 8/1**

Salute to Service Game Platform  
(FCC vs Orlando City SC)

**SATURDAY, 8/29**

Kick Childhood Cancer Game Platform  
(FCC vs Montreal Impact)

**THURSDAY, 9/3**

Ladies Lace Up

**WEDNESDAY, 9/30**

The Baileys End of Season Awards

*VOLUNTEER WITH FC CINCINNATI AND FC CINCINNATI FOUNDATION - [FCCINCINNATI.COM/VOLUNTEER-FORM](https://fcccincinnati.com/volunteer-form)*

**Fans can follow the FC Cincinnati Foundation's community work through its social media channels:**

@FCC\_Foundation on Twitter | /FCCincyFoundation on Facebook | @FCCFoundation on Instagram

