



HOUSTON
DYNAMO FC

CHARITIES



2020

COMMUNITY IMPACT REPORT



Signature Events & Fundraisers

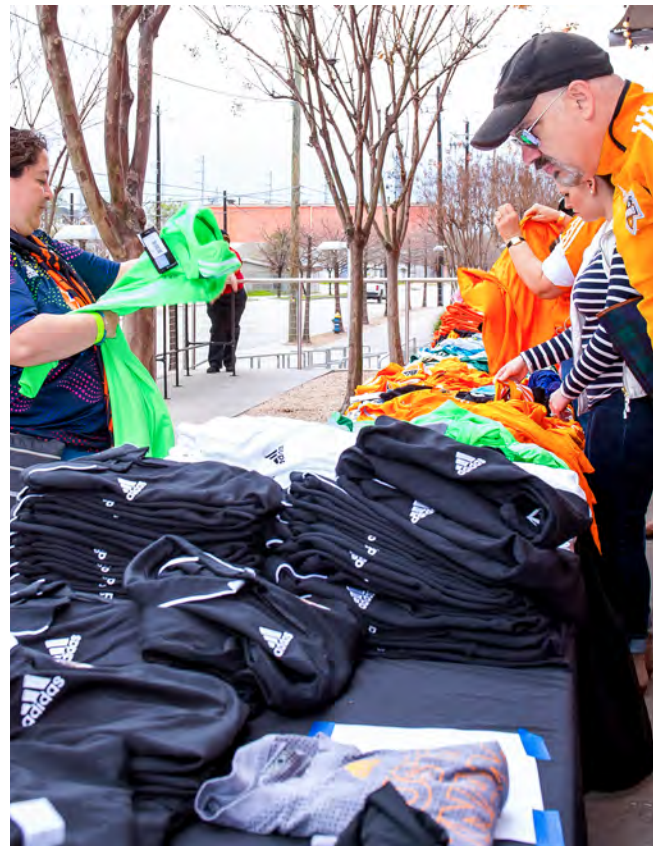
Dynamo Fan Fest

Prior to the kick-off of the 2020 Houston Dynamo Season, the team hosted its annual Fan Fest event. The open practice session gave fans the opportunity to get their first up-close look at the team and new head coach Tab Ramos. Fans enjoyed pre-practice festivities, watched the team in action for the first time and received autographs and photos from some of their favorite players afterward.



Dynamo Fire Sale

Each year, Dynamo Charities provides Dynamo & Dash fans the opportunity to purchase new and player-worn gear including jerseys, warm-up tops, jackets and much more, at the annual Dynamo Charities Fire Sale. This year's Fire Sale helped Dynamo Charities raise more than **\$30,000** for community programs throughout the Houston area.



Dynamo & Dash Auctions

In 2020, Dynamo & Dash fans raised more than **\$11,000** by bidding on unique game-worn gear and memorabilia supporting several initiatives such as the MD Anderson Boot Walk to End Cancer.

Money from the auctions also went to help the Houston Dash support local small businesses that were impacted by the COVID-19 pandemic.



Dynamo Charities 50/50 Raffle

During each regular season Houston Dynamo home match, fans can participate in the 50/50 Raffle.

Fans purchase raffle tickets, and at the end of the evening one lucky fan takes home 50% of the net proceeds for that night, with the other 50% going to Dynamo Charities.

This year we were only able to host one 50/50 raffle, but it was a successful one, raising **\$3,000** to help support community programs throughout the city.



Community Events

Mini Pitches

The Houston Dynamo, Houston Dash and Dynamo Charities built seven new mini-pitches in 2020. Each mini-pitch is an outdoor hardcourt surface, roughly the size of a basketball court and lined similar to a soccer pitch; and it provides a safe place for children to play year-round.

The first four mini-pitches opened in January 2020 at Hermann Brown Park. These pitches were the result of the Kick In For Houston charity soccer match hosted by former player Stuart Holden in 2017 following Hurricane Harvey. In the summer of 2020, the Dynamo and Dash opened 3 other mini-pitches at FM Law Park, Sutton Elementary and Pederson Elementary. These pitches were built to provide a safe place for kids to play soccer in the Houston Community. The Dynamo/Dash will look to open 12 more mini pitches over the next 4 years.



Food Distribution/ Kids Meals Houston

When BBVA Stadium was unexpectedly forced to close its doors in March of 2020 due to the COVID-19 pandemic, the stadium and its in-house catering company Levy Restaurants took it upon themselves to make sure that food items that had already been purchased for games did not go to waste. Items were donated to a variety of organizations including community food pantries, the Emergency Aid Coalition and Kids Meals Houston.

For the last three years the Houston Dynamo and Dash have supported Kids Meals Houston by volunteering to pack lunches and distribute them throughout the city. This year was no different. Kids Meals saw the number of children they help in the city double over the course of the year due to ongoing pandemic.

In April, Houston Dash players volunteered to help deliver meals to kids in Houston. In May, Dynamo Charities made a monetary donation of **\$10,000** to Kids Meals Houston to help them meet the increase in need from families in Houston. Then in June, Dynamo and Dash players and coaches teamed up with Kroger and their employees to pack more than **5,000** lunches at BBVA Stadium to donate to Kids Meals.





Houston Food Bank Food Drives

During this unprecedented year, our Forever Orange Family came together to help support the Houston Food Bank. The combination of a global pandemic and an unprecedented hurricane season saw the Food Bank experience an overwhelming increase in demand for food, and the Houston Dynamo and Houston Dash responded to the need by hosting a pair of food drives. The first came in late August after Hurricane Laura hit eastern Texas and western Louisiana. During this drive more than 13 tons of food were collected from fans and sponsors such as Pepsi and Patria. A second food drive was held in conjunction with ABC 13's annual Share Your Holidays food drive. Dynamo defender Zarek Valentin led the charge, encouraging fans to drop off items as well as making monetary donations to purchase food. Between the two initiatives, more than 15 tons of food and more than \$20,000 was donated by fans, players, Club ownership and Dynamo Charities to help support the Houston Food Bank.

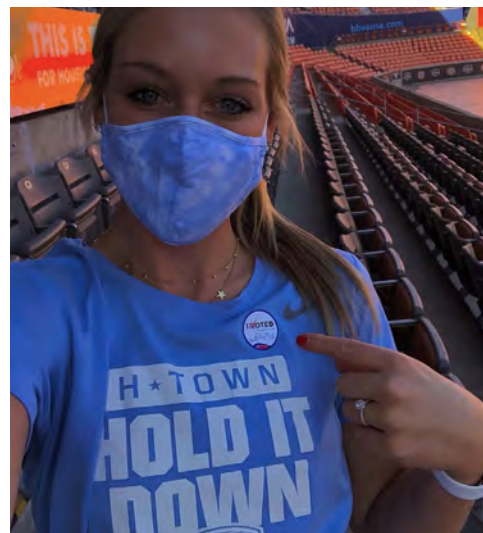
Blood Drives

The Houston Dynamo, Houston Dash and BBVA Stadium partnered with the Red Cross and the University of Texas MD Anderson Cancer Center to host three blood drives this year. Hospitals across Houston saw a shortage in blood donations, and our staff and fans stepped up to help. In total, we collected enough blood to help more than 400 patients at MD Anderson facilities as well as other hospitals throughout the city.



Vote Center

The 2020 presidential election saw unprecedented turnout across the country, causing local officials everywhere to look for new polling locations to meet the demand. BBVA Stadium was selected as an official Vote Center for Harris County, and on Tuesday, November 2 we opened our doors to help hundreds of our neighbors participate in the most fundamental aspect of our democracy. Prior to election day, BBVA Stadium, The Houston Dynamo and Houston Dash worked with local and national organizations to educate and encourage everyone on how to not only register to vote, but also when and where they could vote. Many fans, staff and players took advantage of BBVA being a vote center and turned out to cast their ballots in the 2020 election.



NAACP Donation

During the second half of the 2020 NWSL season, teams competed in the Verizon Community Shield. Not only were clubs playing for bragging rights and a league championship, but they were also playing to represent a local non-profit in their community and the chance to win a monetary donation to the organization of their choice. The Houston Dash unanimously selected the NAACP of Houston as their beneficiary. After placing second in the Verizon Community Shield, the Dash won **\$10,000** for NAACP Houston. On December 8, Dash co-captain and goalkeeper Jane Campbell met with members of NAACP Houston to present them with the donation.



MD Anderson Boot Walk

Houston Dynamo and Dash staff, fans and players joined in on the annual MD Anderson Boot Walk to End Cancer, doing so remotely this year in order to keep everyone safe. Discoveries at MD Anderson lead to new treatment standards everywhere, giving all those touched by cancer the best chance for survival. Team Hold It Down raised **\$15,600** to help fund groundbreaking research, improvements in cancer care delivery and development of better diagnostic tools and tests to improve early detection.

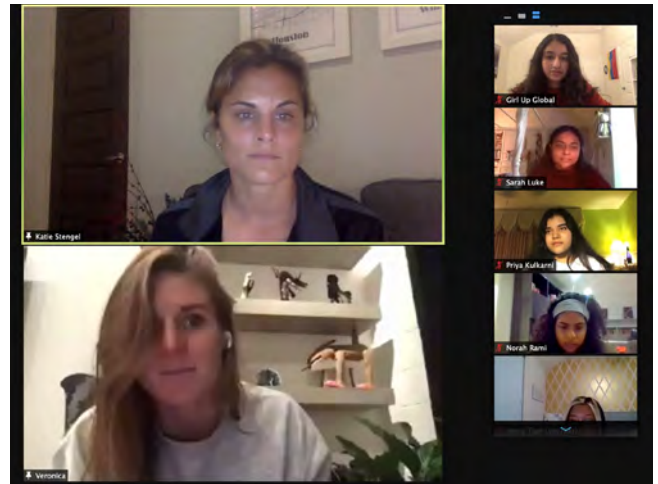




Youth Enrichment, Health & Wellness

Dynamo & Dash GOALS

Dynamo & Dash GOALS is a school program designed to educate students about the importance of staying healthy through the integration of academics and soccer. Through this program, students learn about the importance of eating healthy and staying fit and the importance of education. Students are asked to set goals for themselves in each of these areas and work with their classmates to complete their goals throughout the school year. With students being forced to participate in virtual schooling for most of the year, the Houston Dynamo and Dash were able to shift the GOALS program into a virtual environment as well. Players and staff hosted more than 15 virtual school visits with students and teachers throughout the Houston community.



International Women's Day

On March 4, female students from the Houston ISD's ROSES (Resilient Outstanding Sisters Exemplifying Success) program, as well as juniors and seniors from other local Houston-area high schools, visited BBVA Stadium for a unique International Women's Day event. The visit included a behind-the-scenes tour of the stadium followed by lunch and a career panel that consisted of women who currently work in the Dynamo, Dash and BBVA Stadium front office including Dash defender Satara Murray and former Olympian Carol Lewis. Panelists shared their experience as students and professionals, provided advice on how to achieve goals and overcome challenges and answered questions directly from the students.



Science of Soccer

The Dynamo & Dash Science of Soccer program is an educational curriculum aimed at encouraging middle-school students to learn about Science, Technology, Engineering and Math (STEM) concepts with a focus on using soccer as an educational tool.

Teachers from 15 Houston ISD schools participated in a Science of Sport Teacher Training at BBVA Stadium where they received a complete Science of Soccer toolkit which included all of the classroom materials and sporting equipment needed to implement the program at their schools.

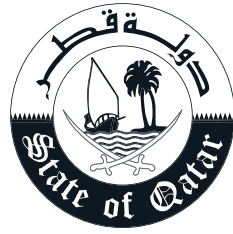
Youth Soccer

Every Save Makes a Difference

Every Save Makes a Difference is an equipment donation program presented by MLS WORKS, UniMás and AllState. Every save made by Houston Dynamo goalkeepers during games televised on UniMás raises **\$500** for local soccer teams to receive equipment needed for the season. This year, Dynamo goalkeepers raised **\$8,500** which benefited 100 soccer players from Stephen F. Austin High School, Boys and Girls Clubs of Houston and Jack Yates High School. Each soccer team received a soccer equipment donation to help them continue their programming. Donations included everything from uniforms to soccer goals.

Dynamo Charities, the Houston Dynamo & Houston Dash in partnership with adidas and Bumpboxx helped to relaunch the men's and women's soccer programs at Jack Yates High School in Houston's Third Ward. Equipment was provided by Dynamo Charities through the Every Save Makes a Difference program, while adidas committed to providing cleats, balls and other game gear for the students. Bumpboxx and Houston Rapper and philanthropist Trae tha Truth joined in as well to donate a Bumpboxx to the teams and speak to them on the importance of sports and community coming together. The Dynamo organization and adidas are committed to supporting the Yates Soccer teams over the next few years.





Kick It with the Boys and Girls Club and the Embassy of Qatar

Dynamo Charities partnered with Embassy of the State of Qatar in the United States to host two large soccer events for kids at the Boys and Girls Clubs of Greater Houston. The first event took place on February 12, 2020, as a part of National Sport Day for the State of Qatar. Dynamo and Dash Youth Programs coaches provided a free soccer clinic for more than 150 kids at Boys and Girls Club Spring Branch. Kids participate in different skills activities with Dynamo and Dash players and youth coaches and then received gift bags and autographs from players.

In October, when the Boys and Girls Clubs of Greater Houston re-opened, the Dynamo, Dash and Embassy of Qatar started the Kick It Program at nine different Boys and Girls Clubs throughout Houston. Participants at each Boys & Girls Club location received weekly two-hour coaching sessions, and the program will culminate with a final tournament to be held at Houston Sports Park in early 2021.





Partners in Development

Partners in Development is a collaborative and educational platform created by Dynamo Charities and the Houston Dynamo Academy in which motivated and progressive soccer clubs, directors and coaches from the Greater Houston area work more closely together with the focus on coaching education and player and club development. These monthly programs bring coaches together to learn and share ideas at the Houston Sports Park (HSP), BBVA Stadium, and other various Partners in Development locations, creating a unique and dynamic network for coach education, club collaboration, mentorship, and learning opportunities. The focus is on improving the quality of development of the youth, through coach education.

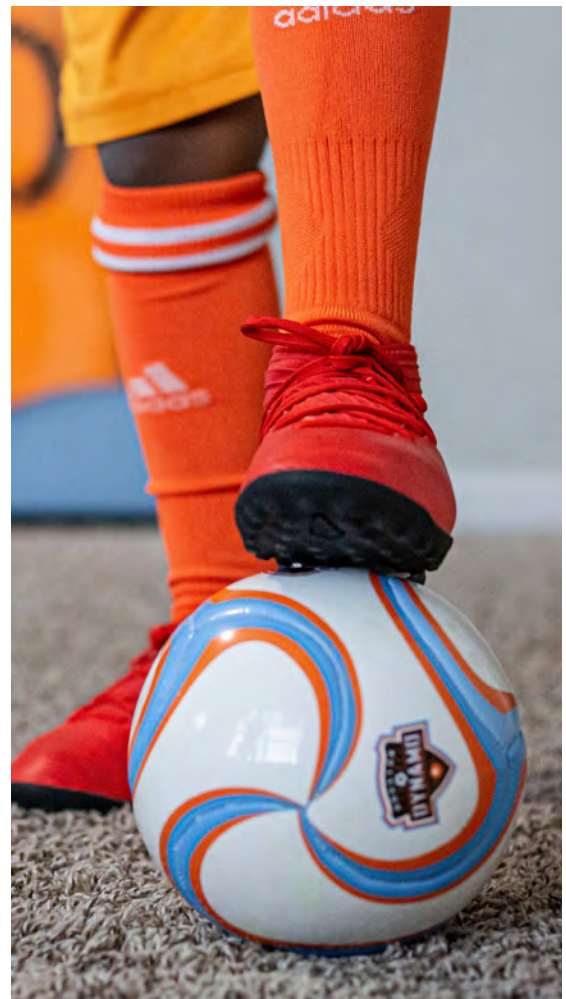
During the current Covid-19 pandemic, the Partners in Development program has taken place through the Coaches Collaborative, monthly zoom presentations with top youth developers from around the world who share their experiences and insights. More than 200 coaches from various clubs and teams have joined into the events in the recent months, with guests such as Dynamo assistant coach Omid Namazi, world-renowned youth development expert Tom Byer, former Manchester United assistant Rene Meulensteen and Royal Antwerp FC talent coordinator Zeb Jacobs, among many others. The Partners in Development is free and open for all motivated coaches and clubs.



Soccer Starts at Home™

Soccer Starts at Home™ is an innovative new program based on the philosophy of world-renowned youth developer Tom Byer targeted at children ages 2-8 – and their parents. The Houston Dynamo and Dash made history as the first club in the United States to implement this revolutionary program on a large scale throughout its home market. The Club partnered with educational leaders in Houston Independent School District, Spring ISD, Fort Bend ISD, Avance, and KIPP Schools, and the Houston Parks and Recreation Department to develop Soccer Starts at Home™ programs for thousands of young kids, families and educators throughout Great Houston.

At each session, the students learned basic soccer skills designed to help young children develop balance, coordination and agility in a fun way. This program differs from other youth soccer programs, as there is a request for parent involvement. After each session students were given “homework” – to practice the skills they learned with mom & dad using the Size 1 soccer ball given to them. Students are taught skills such as working on keeping the ball close rather than kicking it away and encouraging creativity and experimentation, but most of all, have fun! Research has shown that developing new skills – whether those are athletic, musical, or artistic – at an early age jump-starts the cognitive development in young minds.







Houston Dynamo Unified Team presented by 76®

Signing Day

While we weren't able to host a traditional signing day for our team, the Dynamo and Dash wanted to make the Unified Team know they were a part of the Forever Orange Family. In May Dynamo goalkeeper Cody Cropper and Dash defender Katie Naughton made personal visits to each Unified Team player's house to deliver their official jersey as well as their official club contract. Players received team uniforms and training gear and other goodies compliments of 76®.

Unified We Play Tournament

While the team was unable to travel to play games against other MLS Clubs this year, the Dynamo took part in the Virtual Unified We Play Tournament. The Dynamo Unified team competed against other MLS Clubs around the country virtually to take second place in the tournament. Athletes completed a variety of soccer skills as well as minute to win it challenges. They were also given the opportunity to meet other unified MLS Players during zoom team meetings each week.



Kick Childhood Cancer

Every day, 40 children are diagnosed with cancer, and across all ages, ethnic and socio-economic groups, cancer remains the number one cause of death by disease in children. Each September, Major League Soccer, the Houston Dynamo & Houston Dash intensify the effort to create awareness for children battling cancer, raise funds for research and provide special opportunities both children and adults alike. Despite the global pandemic, this year was no different.

Jersey and Honorary Team Members

The Houston Dynamo and Dash were unable to host our Kick Childhood Cancer honorary team members in person this year, but that did not stop us from recognizing these courageous kids and letting them know that we care. Prior to the Houston Dynamo home match on Saturday September 5, the Dynamo Starting XI walked onto the field for pre-match ceremonies wearing the names of our 11 honorary team members on the back of their jerseys. After the match, each jersey was signed by the player who wore it and was added to a special gift bag for each child. Some of our team members received a special visit from Dynamo defender Zarek Valentin, who personally delivered their gift bag, jersey and an honorary contract to them.

Virtual Bingo and Art Classes

During the month of September Dynamo and Dash Players joined patients at the University of Texas MD Anderson Cancer Center to participate in virtual art classes as well as some thrilling games of Bingo.



Community Service



Throughout 2020, Club employees, players and fans all came together to complete more than 700 hours of community service throughout the Houston community. Dynamo Charities worked with organizations such as the Houston Food Bank, Alianza Contigo, Kids Meals and many more.



2020
BY THE NUMBERS



700+ HOURS

of hours of community service
provided by fans, players and staff



300+ YOUTH

impacted through free
soccer clinics



150 PLAYERS +
LEGENDS

COMMUNITY APPEARANCES



\$90,000

Donated to different charities
through grants and in-kind donations



15

tons of food

collected for the Houston Food Bank



over 150,000 kids reached
the programming of

**SOCCER STARTS
AT HOME[®]**



free coaching education provided to

**75 teachers
& coaches**