



2020 FC CINCINNATI & FC CINCINNATI FOUNDATION

COMMUNITY REPORT



COMMUNITY OVERVIEW

2020 was a year no one expected and while our community initiatives looked much different than anticipated, FC Cincinnati and FC Cincinnati Foundation remained committed to making a positive impact in our community.

Programs were converted to virtual and/or socially distanced options and new focuses including the West End Meals program and social justice initiatives in response to the current climate. For the second straight year, FC Cincinnati and FC Cincinnati Foundation invested over \$1 million into the community. We look forward to a brighter 2021 with growth of our community initiatives and the ability to connect with our fans and community at West End Stadium!

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 physical 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.



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FC CINCINNATI FOUNDATION BOARD OF DIRECTORS

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- Kate Olding
Community Relations Coordinator
- Omar Cummings
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- Kyle Seigel
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- Austin Gullett
Community Relations Associate

COVID-19 RESPONSE

COVID-19 RELIEF EFFORTS

Community programs and focus areas shifted at the start of the pandemic as we realigned to best support our partners and the children we work with. Through amended programming and monetary donations, FCC and FCC Foundation continued to work alongside our partners to improve the lives of children in our region through soccer.

UNITED WAY DONATION

FC Cincinnati and FC Cincinnati Foundation supported The United Way of Greater Cincinnati's COVID-19 Relief effort with a \$62,000 donation.

MERCY HEALTH NURSE DELIVERIES

FCC supported front line workers at Mercy Health hospital locations with a few tasty treats during the initial lockdown in the spring.

COUNCIL ON AGING

Nick Hagglund, Kekuta Manneh, Haris Medunjanin and Tommy McCabe volunteered with the Council on Aging of Southwestern Ohio to deliver essential items around the area to senior citizens who were unable to leave their homes.



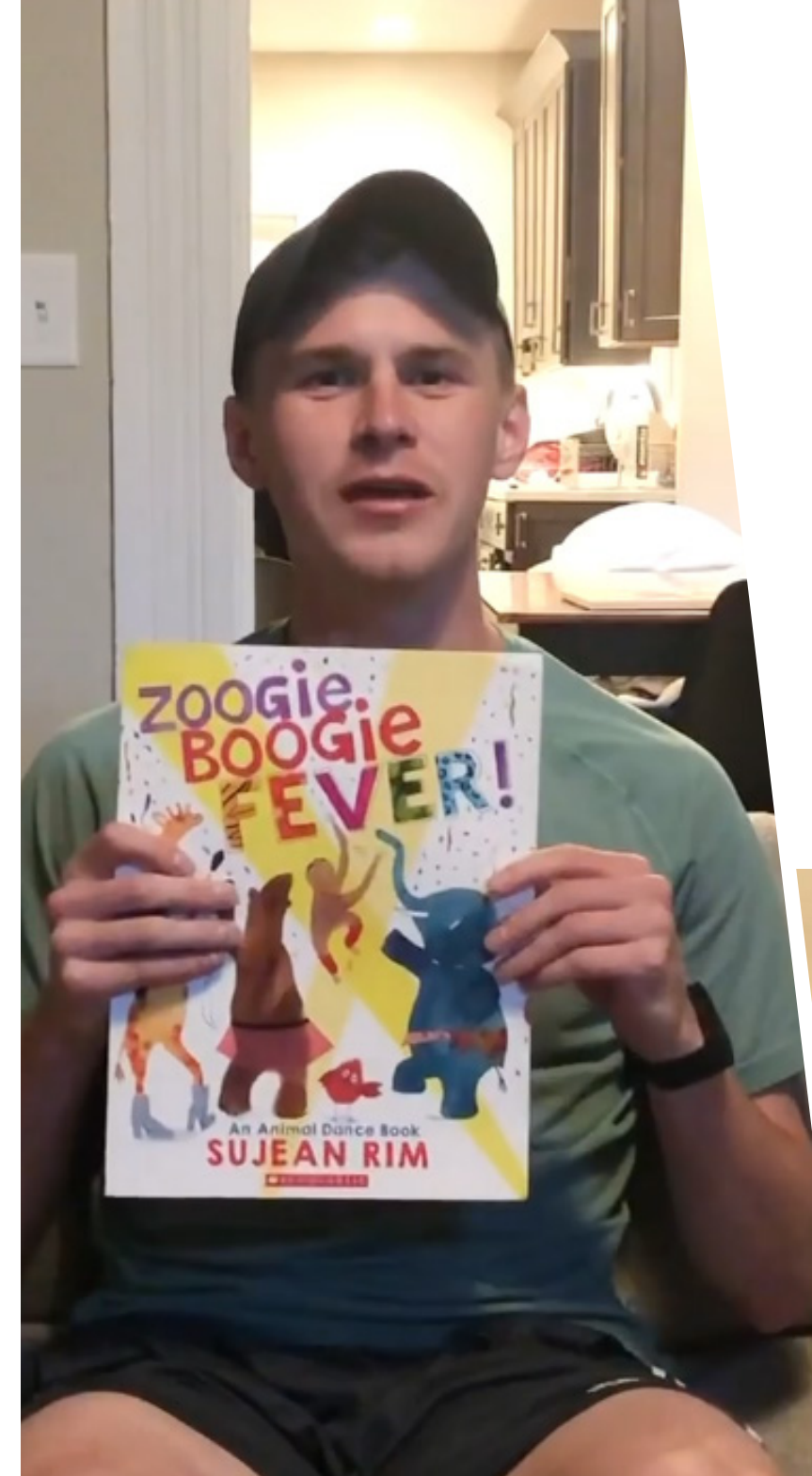
COVID-19 RESPONSE

STORY TIME WITH A SOCCER STAR

FC Cincinnati, YMCA of Greater Cincinnati and the Cincinnati and Hamilton County Public Library launched "Story Time with a Soccer Star," that streamed FCC players reading a book streamed on Facebook Live. Players included Greg Garza, Spencer Richey, Brandon Vazquez, Bobby Edwards and Jimmy McLaughlin.

WEST END MEAL PROGRAM

FCC fans, players and staff came together to support West End families who typically rely on school lunches during the COVID-19 crisis. Together, \$15,000 was raised to help fund student meal initiatives at Cincinnati College Preparatory Academy, Hays Porter Elementary and St. Joseph School during the Ohio-mandated school closures in the spring.



ONE CLUB COMMUNITY GOAL



FC Cincinnati is committed to leaving a legacy, creating something bigger than ourselves, and being the embodiment of a rising Cincinnati. But words without action are meaningless.

Our commitment to addressing racial disparities and social injustices in our community, city, and region will be demonstrated through dedicated actions. Through One Club, One Community, One Goal, FC Cincinnati has created both internally and externally facing actions to ensure we continue to build an inclusive club. Many of our FCC Foundation programs serve this goal in addition to the below initiatives.

SOCIAL JUSTICE FUND

FC Cincinnati owners contributed \$250,000 to form the FC Cincinnati Foundation Social Justice Fund.

These funds were distributed to local organizations with a proven record supporting racial inequities in the region. Recipients include: CityLink, Mortar, The Greater Cincinnati Urban League, The African American Chamber, Greater Cincinnati Microenterprise Initiative, The Greater Cincinnati Foundation, Cradle Cincinnati, High Achievers, United Way of Greater Cincinnati, Speak Up Speak Out, West End House of Hope Summer Youth Program and Activities Beyond the Classroom.

ONE CLUB, ONE COMMUNITY, ONE GOAL

STAFF EDUCATION & DIALOGUE SESSIONS

Along with our external work, FCC is working internally through a series of staff education and dialogue sessions.

FCC hired Janet Reid, CEO of BRBS World, LLC, a global management consortium focused on diversity and inclusion. Education and dialogue sessions have taken place with coaches, the team and staff. The goals of the sessions are to continue our journey in diversity, equity and inclusion to improve our community.



FCC FUTURES

Development through Sport.

This multi-tiered mentorship and professional development program designed for under-represented high school students from the West End and Greater Cincinnati Area will provide the opportunity for students to gain firsthand experience in professional sports. The mission of the program is two-fold: Create a clear path of opportunity for those interested in a career in sports, and to connect FC Cincinnati with diverse candidates for new job openings.



LEARNING IS COOL

Learning Is Cool is an education incentive program that rewards and recognizes students for strong academic performance.

We are proud to recognize the students from Cincinnati Public, Covington Independent, and North College Hill School districts and CCPA and St. Joseph School in the West End. Students reaching the “A Honor Roll” receive a quarterly reward and those reaching this milestone at least twice per year are invited to an Academic Achievement Celebration held inside of the Cincinnati Zoo & Botanical Garden.

While we could not meet in person at the zoo due to the pandemic, the FCC team and staff joined forces for a socially distanced drive thru celebration. We look forward to being able to celebrate together in person in 2021 as we move forward with another year of Learning Is Cool.

- 3 School Districts / 68 Schools / 25,792 Children Enrolled



MINI PITCH BUILDS

FCC Foundation built its third mini pitch at Common Ground at Makino Park, an all-inclusive playground in Mason, Ohio.

The playground and mini pitch will officially open in spring 2021 after a delay due to COVID-19. Organizations including Top Soccer will utilize the field which will also be open to the public.



SOCCER UNITES

FCCF Club Ambassador Omar Cummings, travels to different schools and recreation centers leading gym class programs.

Omar and FCCF staff members teach students soccer skills once a week for 4-6 weeks. After the program is complete the Foundation provides soccer equipment to participating locations, so they can continue soccer education programming throughout the year. The program was adapted to virtual options with full training videos available to gym teachers at recreation centers, a 'Training Tuesday' offering to partner locations and more broadly through social media, and we supported the YMCA's free Fitness Fun Virtual Workout program with a monthly soccer fitness program.

- 223 Schools Reached In-Person / 82 In-Person Appearances / 2,090 Students Reached In-Person / 31 Training Tuesday / 4 YMCA Free Fitness Fun Virtual Workouts



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. While the spring season was cancelled, participants joined a virtual player visit with Nick Hagglund. We saw record participation, up 500% from our first season in the fall of 2018, when SAY soccer resumed in Fall 2020.

- 170 Children Participating



WEST END COMMUNITY GRANTS

FC Cincinnati Foundation invested \$100,000 into the West End community through grants in support of community building initiatives.

This program will run for a minimum of 30 years with at least \$100,000 donated to West End organizations annually. In 2020, grants were awarded to the following organizations:

- BETTS-LONGWORTH HISTORIC DISTRICT GROUP:** To help repair the asphalt surface of the parking lot for a community gathering location

- CHILDREN’S HUNGER ALLIANCE:** To provide summer meals for the Lincoln Recreation Center in the West End
- CINCINNATI MUSIC AND ARTS PROGRAM:** To help launch the “Together Through Music” project to provide youth with a foundation in all instrumental areas
- CINCINNATI PARKS FOUNDATION:** To help erect a statue of Ezzard Charles within Laurel Park along Ezzard Charles Drive in the West End
- JEWISH CEMETERIES OF GREATER CINCINNATI, INC.:** To help restore the Chestnut Street Cemetery as part of the 200th anniversary of Jewish community life which formally began with the founding of this cemetery



COURTESY OF THE LIBRARY FOUNDATION OF CINCINNATI AND HAMILTON COUNTY



COURTESY OF PINK RIBBON GIRLS



COURTESY OF CINCINNATI MUSIC AND ARTS PROGRAM



COURTESY OF QKIDZ DANCE TEAM

WEST END COMMUNITY GRANTS

- JUNIOR ACHIEVEMENT OF OKI PARTNERS, INC.:** To cover the costs of having 10 classes of Junior Achievement programming offered in the West End during the 2020-2021 school year
- PINK RIBBON GIRLS:** To support food deliveries to Pink Ribbon Girl families in the West End
- Q-KIDZ DANCE TEAM:** To support dance competition expenses
- ROBERT A. TAFT HIGH SCHOOL EDUCATIONAL FOUNDATION:** To help purchase a scorer’s table for the gymnasium
- SEVEN HILLS NEIGHBORHOOD HOUSES:** To support the neighborhood Ezz Fest celebration

- TAFT HIGH SCHOOL:** To provide new uniforms for the football team
- THE LIBRARY FOUNDATION:** To support the Summer Learning program through the donation of laptops and storage carts
- WEST END COMMUNITY COUNCIL:** To support landscaping around neighborhood signage
- WEST END LIL SENATORS:** To help provide football and cheerleading equipment
- WEST END REDS:** To help keep fees affordable for players and to offset the cost of new equipment and safe storage

FC CINCINNATI FOUNDATION VIRTUAL EVENTS

FC Cincinnati continued to host fundraisers in 2020 to provide unique experiences to FC Cincinnati fans while raising funds for programming. We hope to return to our in-person events in 2021.

VIRTUAL EVENTS SERIES

FCC Foundation aimed to connect our fans with our coaching staff and team through our two-part virtual series presented by KMK Law. Attendees enjoyed Live Q&A sessions with coaches and players along with behind the scenes footage of friendly competitions between players at MHTC. Special thanks to supporting event sponsors; Head & Shoulders, Jostin Construction, Old Spice, Tide, and Turner Construction.

BALL DROP RAFFLE

The Foundation launched a raffle to take place ahead of the home opener at West End Stadium. The winning raffle balls will be dropped from above the field with the ball landing on the field closest to the target selected as the winner. The winner will receive a special package to the home opener at West End Stadium and \$2,500.



MLS WORKS INITIATIVES

KICK CHILDHOOD CANCER

During September, FCC supported the MLS WORKS campaign to support the pediatric cancer community. FCC works locally with Cancer Free Kids, The Dragonfly Foundation, The Cure Starts Now and Ronald McDonald House to raise awareness and provide special experiences. This year, pediatric cancer patients and survivors were able to participate in a virtual visit with Nick Hagglund and Spencer Richey and received Care Kits and FCC Kids Club packages

COMMUNITY MVP

FC Cincinnati selected Kent Wellington as our nominee for MLS WORKS' Community MVP program. Kent started mentoring vulnerable kids in Cincinnati over 25 years ago and continues to dedicate his life to helping provide opportunities for at risk youth in the Cincinnati area through an organization called Saturday Hoops. Wellington founded the Karen Wellington Foundation for LIVING with Breast Cancer (KWF) in 2007, in memory of his late wife, Karen Wellington. KWF sends women and families living with cancer on special vacations, spa days and other fun-only activities, including group outings to FC Cincinnati matches.



GARY THE MASCOT APPEARANCES

GARY THE MASCOT

Mask on and socially distanced, our favorite lion, Gary continued spreading cheer throughout the community. Gary supported the club at home games and made more than 40 visits in the community this year!



VIRTUAL PLAYER APPEARANCES

HOXWORTH BLOOD DRIVE

FC Cincinnati and Hoxworth Blood Center worked together to host the fourth annual FCC Blood Drive. Year over year this blood drive continues to be one of Hoxworth's most successful drives and brings awareness to how being a donor can save lives. Separate from the blood drive and throughout the year, FCC also promoted a number of Hoxworth's monthly donation incentives due to a heightened critical need for donors in response to COVID-19.

MAKE A DIFFERENCE MONDAY

Throughout the year, FCCF has highlighted local organizations to help increase awareness of the many non-profit organizations in our region. FCC has recognized over 30 organizations since the closures in March.

OTHER FC CINCINNATI COMMUNITY INITIATIVES

WEST END CBA & ECONOMIC INCLUSION

Throughout a year with new and compounded challenges for many people in our community, FC Cincinnati has continued to fulfill and exceed 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 enrich 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 with 25.3% MBE, 14.4% WBE and 30.6% SBE and total inclusion contracted of \$180,772,114 of \$257,464,355 total contracted as of December 30, 2020
- Continued soccer programs throughout the year with the Fall Season of West End Pride, in-person programming with schools and recreation centers, and virtual offerings when in-person programming was not possible due to Covid-19
- Distributed the second annual \$100,000 in grant distributions to West End organizations and non-profits working in the West End
- Created a Social Justice Fund from a \$250,000 contribution from FCC owners, \$100,000 of which directly benefited West End non-profit organizations
- Donated \$15,000 and staff volunteer hours to West End Schools as they served lunches and met the needs of students and families at the start of the closures in the spring
- Contributed \$200,000 to The Port for Affordable Housing
- FC Cincinnati staff participated in St. Vincent de Paul's Christmas Together Program, which donated over 125 Christmas gifts to West End families
- Supported the West End neighborhood Christmas Celebration
- Continued ongoing engagement with West End Community Coalition and Design Committee



OTHER FC CINCINNATI COMMUNITY INITIATIVES

STAFF SERVICE PROJECTS

FCC staff volunteered weekly to support the West End Meal donations during the spring months to pass out meals, learning packets, and activities to Hays Porter families.

For the second year FCC staff sponsored two large families through the St. Vincent de Paul Christmas Together program. Staff members purchased 90+ gifts for these West End Families to open this holiday season.



FC CINCINNATI PROGRAMS

SHOP LIKE A PRO

For the second year, FC Cincinnati Foundation has partnered with Dick's Sporting Goods to provide a Christmas shopping experience for children in underserved communities. Thirty students were selected to shop online. We hope to return to in-store shopping with FCC players and staff in 2021.



FC CINCINNATI FOUNDATION DONORS

ORGANIZATIONS

4th Floor Creative

Adidas

Audi

B.K. White & Associates

BodyArmor

Brown Forman

Chemed Foundation

Chick-fil-A Newport

Cincinnati Rotary Foundation

Cincinnati Zoo & Botanical Garden

City Barbeque

Dick's Sporting Goods

Donald D. & Lynn P. Larson Family Foundation

FC Cincinnati

GameWorks

Greater Cincinnati Foundation

Heidelberg Distributing

Jacob G. Schmidlapp Trust

Jostin Construction

Keating Muething & Klekamp PLL

Kereiakes Family Charitable Foundation

Kohlhepp Foundation

Kroger

Kroger Foundation

LaRosa's Pizzeria

Mercy Health

Norton Outdoor Advertising

Outback Steakhouse

Prestige AV & Creative Services

P&G

Scott & Molly Thomas Family Foundation

Skyline Chili

The Courier Company

The Farmer Family Foundation

The Frame Shoppe

The George & Amy Joseph Fund

The Motz Group

The Psalms Foundation

Trophy Awards

Turner Construction

U.S. Soccer Foundation Venue

Lifestyle & Event Guide

Walmart

Whitman Harsh Fund

WKRQ-Q102

FC CINCINNATI FOUNDATION INDIVIDUAL DONORS

Jeff Ackel

Sakura Adachi

Danny Albers

Adam Alexander

Al Alhida

Natalie Anderson

Erica Arszman

Michael Ayahed

Sharon Bachman

Evin Barber

Jonathan Barber

Andrew Baumgartner

Erika Beck

Jonathan Behrens

Ashley Belashley

Nicodemus Bell

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David Berding

Jeff & Lindsay Berding

Nicole Berger

Matt Bernloehr

Paul Bertrams

Melissa Bingle

Keith Blake

Kelly Blake

Jeff Blume

Erin Bonkowski

Dawn Bonnett

Jono Bregger

Troy Breisch

Matthew Bretnitz

Kenneth Brisbin

Vernon Brokke

Julianne Bruzina

Josh Burke

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Linda Burlage

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Dennis Carroll

Todd Caudill

Sarah Chamberlin

Aaron Chapin

Yi Chen

Vince Cicero

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Mark Clippinger

Chet Closson

Susan and Edward Combs

Sandi Cook

Kevin Corrigan

Tim Coyle

Alex Cramer

Jeremy Curington

David Curry

Duc Dao

Douglas Dase

Mark Dauner

Siem de Jong

James Denbow

Ian Dennis

Danita Denouen

James DeSollar

Samuel Dixius

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Theresa Dorsel

Cindy Drabenstott

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Laura Eaton

Ann Eckstein

Bobby Edwards

Robert Edwards

Kathy Eisenacher

Jeff Ellis

Justin Ellison

Kimberly Eppert

Brandon Errizzi

Ryan Evans

Sarah Farmer

Colin Farrell

Tom Feldman

Emily Ferdman

Christopher Ferrill

Brian Fey

Ethan Fields

Tom Filloon

Blake Firestone

Carl Fite

Tara Foltz

Ethan Fosco

Josh Foster

Martin Frigge

Matthew Fritz

Will Fugazzi

Brrad Gabbard

Theresa Geigle

Mike Gersper

Julie Gibson

Josh Godbey

Charlie Goering

Jayme Golias

Tracy Golonggo

Caitlin Gooden

Jacob Goodwin

Nikki Gorla

Brad Gough

Dr. Donna Goukler

Kristen Graessle

Doug Grebe

Andi Green

Gary Gruber

Amanda Guinan

Ken Gunkel

Maria Haarmeyer

Nick Hagglund

JoAnn Hagopian

Brian Haines

Robert Hamann

Jared Handra

Susan Harper

Hannah Harris

Todd Harville

Charlie Hatch

Gregory Hatch

Evan Hatter

Mike Heald

Peggy Hearn

Michael Heckmann

Mitchell Hehn

Melanie Heridge

Zachary Higbie

Stephen Hill-Harriss

Amy Hills

Greg Hizer

Mickey Hoffman

Thomas Holtschneider

Thomas Holubeck

James Jackson

Wesley Jackson

Peter Jenkins

Meagan Jones

Kendall Kadish

Karl Kadon

Joshua Karp

Ben Kasle

Christina Kasle

Katie Kool

Jennifer Kelch

John Keller

Nick Kelly

Andrew Kinnett

Janice Kitte

Peter Klekamp

Ellen Knue

Mark Knue

David Knutson

Sarah Kokenge

Robert Konkol

Stephen Koplyay

Carol Kosarko

Matt Kues

Mark Kuhlman

Kim Kupferberg

Barry Kuznof

David Larkby

Shellie Leder

Joseph Lehnert

Melissa Leifling

Thomas Leugers

Adam Levine

Rini Levy

Tim Lewis

Chris Lightfield

Charles Lindner

Martha & Carl Lindner III

Chris & Tabitha Lindner

Noah Linson-Bell

Tracy Logan

Enzo Lopez

Daniel Luegering

Sandra Mackey

Jenea Malarik

Mark Mallory

Shannon Maloney

Pierre Manfroy

Kelly Mangus

Mark Manibusan

James Martin

Tyler Machinot

Robert Mateer

Brad Maushart

Michael McBertkau

Kelley McCabe

Tommy McCabe

Chris McCleary

Dave McKell

Michael McKinney

Patrick McLaughlin

Russell McMurry

Marshall Melhorn

Amy Merryweather

Cody Messmore

Katerina Mills

Jelve Mirzababaei

Michael Mooney

Julie Muething

Ryley Murphy

George Murray

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Jen Snyder

Shalen Snyder

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Lauren Spadafore

Beverly Spargur

Randy Spaulding

Austin Spiker

Ann Sprovach

Shelly Staggs

2020 FC CINCINNATI FOUNDATION COMMUNITY REPORT

VOLUNTEER WITH FC CINCINNATI AND FC CINCINNATI FOUNDATION
[FCCINCINNATI.COM/VOLUNTEER-FORM](https://fccincinnati.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](#)

