



2021 FC CINCINNATI & FC CINCINNATI FOUNDATION
COMMUNITY REPORT



COMMUNITY OVERVIEW

FC Cincinnati is committed to leaving a legacy, creating something bigger than ourselves, and being the embodiment of a rising Cincinnati. Through our own programs and initiatives, and the support of key partners, we will improve the lives of children through soccer and will continue to do our part to create an inclusive community. In addition to the programming we run, we have invested heavily in partner organizations, including \$100,000 in grant funding to organizations in the West End in 2021.

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.



\$1,500,000+ INVESTED IN THE COMMUNITY

WEST END PRIDE

170 PARTICIPANTS

in West End Pride's Spring and Fall season.

SOCCER UNITES

644 HOURS OF PROGRAMMING

3,591 Kids. 356 Appearances with Soccer Unites.

LEARNING IS COOL

26,328 STUDENTS. 68 SCHOOLS.

6,298 students received an invitation to End of Season celebration.

*Reached the 'A Honor Roll' at least twice during year.

MINI PITCHES

4 of the 10 Mini Pitches pledged by 2024 are completed with the two opened in 2021.
Common Ground at Makino Park, All-Accessible park in Mason and North Avondale Recreational Center.

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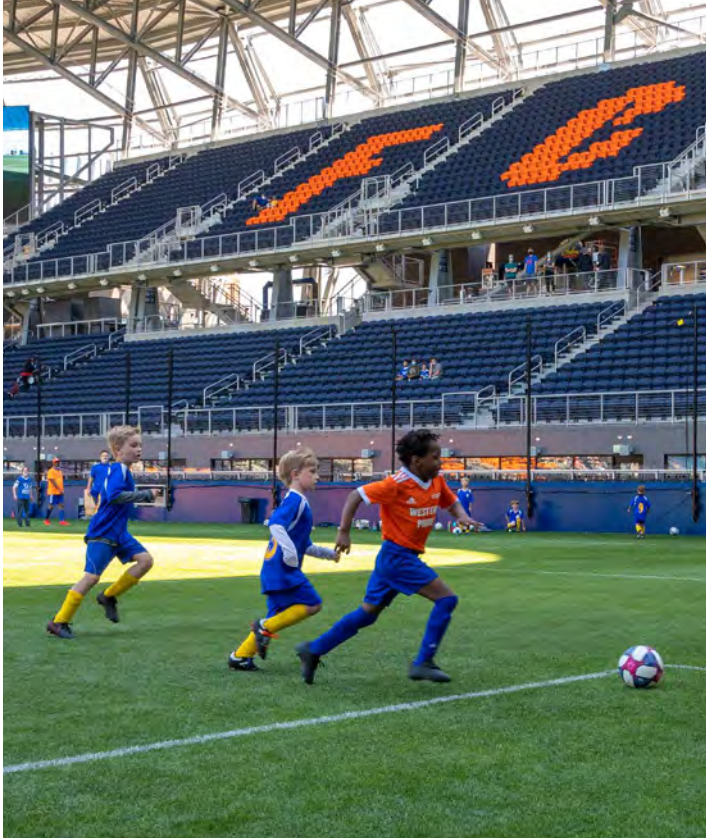
OPENING TQL STADIUM

The weekend of May 1st was monumental for FC Cincinnati as we opened TQL Stadium and enjoyed celebrating with our season ticket holders, partners, neighbors in the West End and the West End Pride soccer program.

The weekend kicked off with an opening ceremony, followed by an open house event for West End neighbors and partners. The West End Pride soccer program also hosted their SAY East opponents and were **the first people to ever play on the pitch at TQL Stadium.**



OPENING TQL STADIUM WITH OUR NEIGHBORS



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.

The FC Cincinnati Foundation celebrated students who achieved the “A” Honor Roll two quarters or more during the school year at the Academic Achievement Celebration, presented by CTI, at the Cincinnati Zoo. Students and their families were able to visit the Zoo, receive their achievement medals from FC Cincinnati players, take photos with Gary the Lion and more.

- 3 School Districts / 68 Schools / 26,328 Children Enrolled



MINI PITCH BUILDS

The FC Cincinnati Foundation opened two new mini pitches this year at Common Ground (all-accessible park in Mason) and North Avondale Recreation Center.

These mini pitches join Lincoln Recreation Center and Hartwell Recreation Center to provide children a safe place to play.

- 4 Mini Pitches completed with 10 Pledged by 2024



SOCCER UNITES

Soccer Unites, presented by Old Spice, returned to in-person programming this spring.

Soccer Unites brings programming led by Omar Cummings, retired player and Club Ambassador, to school gym classes and summer camps. This fall, the after-school program launched with the Cincinnati Recreation Commission and Activities Beyond the Classroom in which partner staff were trained to utilize the FC Cincinnati Foundation curriculum and lead the programming. FCCF also provided equipment for the locations and participants.

- 400 hours of programming, 2,511 participants, 152 appearances



WEST END PRIDE

The West End Pride brings rec level soccer to children in the West End.

With coaches, equipment and team management provided by FCCF staff, kids compete in SAY East with their peers from other areas in our community. Players take part in weekly practice sessions, games and special events.

- 170 participants in each season (spring and fall)



FC CINCINNATI IS COMMITTED TO DIVERSITY, EQUITY AND INCLUSION

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 is demonstrated through dedicated actions with both internally and externally facing initiatives to ensure we continue to build an inclusive club.



FCC FUTURES

Through FCC Futures, presented by Old Spice, Taft High School students participate in this sports administration program with first-hand experience working at TQL Stadium and monthly education sessions to learn about the industry.

CAREER DEVELOPMENT PROGRAMS

FC Cincinnati partners with organizations including implementation partners and vendors to create career focused program opportunities for our neighbors in the West End and the greater community.



FCC STAFF EDUCATION AND DIALOGUE SESSIONS

FC Cincinnati has partnered with Dr. Janet Reid of BRBS World for ongoing diversity, equity and inclusion dialogue and education sessions for all front office staff.

TQL STADIUM ECONOMIC INCLUSION

FC Cincinnati is proud to have exceeded our economic inclusion construction goals with 70% inclusion and over \$180 million spent with MBE, WBE and SBE businesses.

WE SUPPORT COMMUNITY PARTNERS & CELEBRATE TOGETHER

Throughout the year, FC Cincinnati celebrated Black History Month, Women's History Month, Juneteenth, Pride, Hispanic Heritage Month and more. We work to amplify the work of community partners and bring people together around the game of soccer.



FCC3

Pig Works and the FC Cincinnati Foundation teamed up for the return of the FCC3 race presented by Medpace. Over 3,500 participants enjoyed the event which included a 3-mile race and the TQL Watch Party at TQL Stadium as FC Cincinnati took on CF Montréal. Over \$140,000 was raised through the event and proceeds were shared between FCC Foundation and Pig Works charities.



SERVED BY THE PROS

Served by the Pros, presented by First Financial Bank, brought over 150 guests to TQL Stadium for a progressive dinner. FC Cincinnati players greeted and served guests at various food, drink and photo booth stations throughout the stadium providing a unique opportunity for fans to interact with the team. The event raised over \$70,000 in support of FC Cincinnati Foundation's programs.



LADIES LACE UP

This women's-only Soccer 101 event, presented by Secret, sold out in 2021. Participants enjoyed food and drinks and took part in soccer drills, activities and a chalk talk with FC Cincinnati coaches at Mercy Health Training Center. The event raised over \$75,000 to support FC Cincinnati Foundation.

THE BALL DROP

In search of a unique initiative to open TQL Stadium, The Ball Drop, presented by KMK Law, was a one-of-a-kind fundraiser for FCC Foundation. A helicopter released over 2,300 mini soccer balls onto a target on the field at TQL Stadium with the winning ball hitting the target. The raffle was the first fundraising event in 2021 and raised over \$40,000 for Foundation programming.

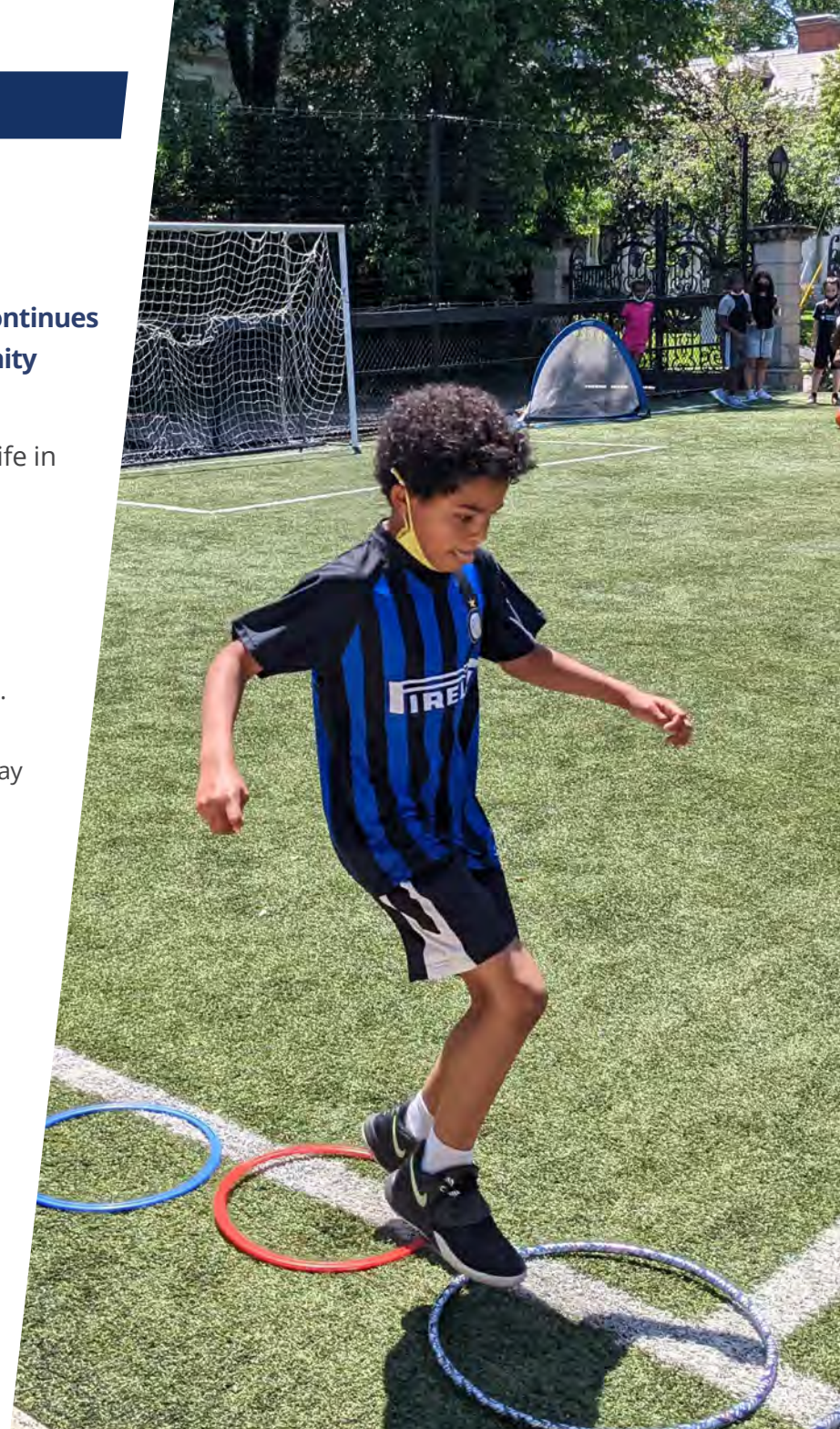


WEST END COMMITMENT

FC Cincinnati is committed to being good neighbors in the West End. The club continues to fulfill and exceed 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. Highlights from 2021 include:

- FC Cincinnati is proud to have exceeded our economic inclusion construction goals for TQL Stadium with 70% inclusion and over \$180 million spent with MBE, WBE and SBE businesses.
- The opening of TQL Stadium included several community events, one being an Open House event for our West End neighbors who were among the first to see the stadium.
- Continue to build and invest in our youth soccer programs reaching residents through West End Pride and Soccer Unites. The West End Pride players were the first to ever play a game on TQL Stadium's pitch.
- Distributed the third annual installment of \$100,000 in grant funding to support non-profit businesses in the West End. Recipients are noted on the next page.
- Continue to build upon job training opportunities for residents following the successful launch of the Cornerstone Construction Training Program with CityLink Center. In 2021, a culinary program was introduced in partnership with Levy, the TQL Stadium concessionaire.
- FC Cincinnati continues to support the West End neighborhood with programs including a park clean-up at Laurel Playground with Keep Cincinnati Beautiful, support of the West End Christmas celebration, and an annual staff service project to support St. Vincent de Paul's Christmas Together Program.
- In partnership with Chatfield College, FC Cincinnati Foundation established a scholarship fund for West End residents, workers, and students, including employees at TQL Stadium. The FC Cincinnati Foundation Scholarship Fund provides \$1,000 annually for full-time students and \$500 annually for part-time students, for a total commitment of \$10,000 annually.
- Ongoing engagement with West End Community Coalition.



WEST END COMMUNITY BUILDING GRANT RECIPIENTS

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 2021, grants were awarded to the following organizations:

- **Big Brothers Big Sisters of Greater Cincinnati:** to support their mentoring services within the West End community
- **Bright Star Community Church:** to support the youth summer camp program and enrichment activities
- **Camp Joy:** to support West End children's participation in the camp
- **Cincinnati College Preparatory Academy:** to purchase a new scoreboard for the gymnasium
- **Cincinnati Music and Arts Program:** to purchase additional musical instruments for children participating in the program
- **Cincinnati Squash Academy:** to fund the squash program for West End participants during spring of 2022
- **CityLink Center:** to support the Phlebotomy Training Program Pilot, a program to train individuals for an in-demand industry
- **Healthy Visions:** to fund a social-emotional support program for students at Robert A. Taft Information and Technology High School
- **OneSource Center for Nonprofit Management:** to support their Toys for Tots 'Unplug and Play' effort to distribute toys to children in the West End
- **Pink Ribbon Girls:** to support food deliveries to Pink Ribbon Girl families in the West End community
- **Q-KIDZ Dance Team:** to support dance competition expenses
- **Robert A. Taft High School Educational Foundation:** to provide a scorer's table for the gymnasium at Taft High School
- **Sweet Cheeks Diaper Bank:** to support a diaper distribution program for West End residents
- **Robert A. Taft Information and Technology High School:** to support an end of year celebration event
- **Tender Mercies:** to support a meal program along with social enrichment opportunities for residents
- **West End Community Garden:** for the purchase of additional storage and equipment needs of the gardeners along with gardening education opportunities
- **West End Reds:** to help keep fees affordable for players to offset the cost of new equipment and to purchase a safe storage location for equipment to support accessibility



COURTESY OF PINK RIBBON GIRLS



COURTESY OF CINCINNATI MUSIC AND ARTS PROGRAM



COURTESY OF Q-KIDZ DANCE TEAM

OTHER FC CINCINNATI COMMUNITY INITIATIVES

APPEARANCES

FC Cincinnati was eager to get back out into the community with appearances in 2021. Gary the mascot and players completed over 150 appearances during the year and look forward to more in 2022 as restrictions ease.

SHOP LIKE A PRO

To kick off the holiday season, the FC Cincinnati Foundation surprised 26 students at Dick's Sporting Goods for a Shop Like A Pro event. The students arrived by limo and received a \$150 gift card to shop at the store with FC Cincinnati. Students stayed for dinner from Outback Steakhouse and dessert from Nothing Bundt Cakes.



KICK CHILDHOOD CANCER

FC Cincinnati partnered with four local organizations to support MLS WORKS' annual "Kick Childhood Cancer" campaign. Cancer Free Kids, The Dragonfly Foundation, Cincinnati's Ronald McDonald House and The Cure Starts Now received special experiences for families experiencing pediatric cancer along with promotional and fundraising opportunities for the organizations. During the September matches, gold was displayed throughout the stadium to raise awareness for pediatric cancer and research.



OTHER FC CINCINNATI COMMUNITY INITIATIVES

ALWAYS KEEP HER PLAYING

FC Cincinnati hosted its first all-girls soccer clinic, presented by Always. Girls from the FC Cincinnati Foundation's West End Pride soccer teams and Soccer Unites program were invited to Stargel Stadium where they participated in soccer activities and TQL Stadium tours led by FCC staff.

BREAKING BARRIERS

In partnership with Always & Secret, FC Cincinnati hosted its first Breaking Barriers event, a virtual event for female college students looking to break into a career in sports. Iris Simpson Bush led the event as the keynote speaker with additional women working locally in the industry participating in breakout sessions with students.

GREENER GOALS

In recognition of Earth Day, FC Cincinnati staff and Fan Council members took part in clean-up project with Keep Cincinnati Beautiful at Laurel Playground. This coincided with the MLS WORKS Greener Goals initiative taking place league-wide.



FC CINCINNATI FOUNDATION ORGANIZATION DONORS

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2022 FC CINCINNATI FOUNDATION COMMUNITY EVENTS & IMPORTANT DATES

WEDNESDAY, 4/27

Served by the Pros

SATURDAY, 6/18

FCC3

MONDAY, 7/18

Learning Is Cool Academic Achievement Celebration

THURSDAY, 9/15

Ladies Lace Up

LEARN MORE ABOUT OUR EVENTS AND VOLUNTEER OPPORTUNITIES – [FCCINCINNATI.COM/COMMUNITY](https://fcccincinnati.com/community)

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

