



2022 FC CINCINNATI & FC CINCINNATI FOUNDATION COMMUNITY REPORT



COMMITMENT TO COMMUNITY

FC Cincinnati (FCC) and the FCC Foundation (FCCF) 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 support community building initiatives within the West End each year.



2022 PROGRAMMING RE-CAP

WEST END PRIDE

357 PARTICIPANTS

in West End Pride's Fall and Spring seasons.

LEARNING IS COOL

26,328 STUDENTS. 68 SCHOOLS.

7,563 students achieved "A Honor Roll" two or more times in 2021-2022 school year.

SOCCER UNITES

849 HOURS OF PROGRAMMING

4,460 Kids. 188 Appearances with Soccer Unites.

MINI PITCHES

7 of the 10 Mini Pitches pledged by 2024 have been completed.

Common Ground All-Accessible Park (Mason), Hartwell Recreation Center, Lincoln Recreation Center (West End), North Avondale Recreation Center, Price Hill Recreation Center, Madisonville Recreation Center, Austinburg Park

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FC CINCINNATI FOUNDATION KEY PROGRAMS



LEARNING IS COOL

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

Students from Cincinnati Public, Covington Independent, and North College Hill School Districts, along with Cincinnati College Preparatory Academy and St. Joseph School in the West End are recognized through this program. We proudly reward all students that reach the “A” Honor Roll with quarterly prizes, and those reaching this milestone at least twice per year are invited to the Academic Achievement Celebration held at the Cincinnati Zoo & Botanical Garden.

At the Academic Achievement Celebration presented by CTI on July 18th, students enjoyed a free day at the zoo with their families where they received medals from FCC players for their hard work, took photos with Gary the Lion, and more.

- Over 26,000 quarterly rewards distributed during the 2021-2022 school year
- Over 7,500 students honored for their academic performance at this year's Academic Achievement Celebration



MINI PITCH BUILDS

The FCCF has opened three new mini pitches in 2022, with new locations at Price Hill Recreation Center, Madisonville Recreation Center, and Austinburg Park in Covington. We also gave the Lincoln Recreation Center Mini Pitch a fresh new look this year.

These mini pitches join Hartwell Recreation Center, Common Ground (all-accessible park in Mason), and North Avondale Recreation Center. At the launch of FCC Foundation in 2018, we pledged to install 10 mini pitches in our region by 2024. With seven complete, we look forward to reaching that goal and providing more children (and fans of all ages) a safe place to play soccer.



SOCCER UNITES

Soccer Unites, presented by Old Spice, continued its In-School and After-School programming this year.

Led by Club Ambassador and former FCC player Omar Cummings, the program brings soccer programming to school gym classes, after-school programs, and summer camps. Through partnerships with the Cincinnati Recreation Commission, Activities Beyond the Classroom, Boys and Girls Club, and YMCA, our after-school programs offers a curriculum, staff training and equipment to continue to expand access to more youth in our region.

- In 2022, we reached 849 hours of programming, 4,460 participants, and 188 FCC staff appearances



WEST END PRIDE

The West End Pride brings recreation level soccer to children with a connection to the West End.

Each team competes in the SAY (Soccer Association for Youth) East with their peers from other areas in our community and participate in weekly practice sessions, games, and special events. The program is fully funded and managed by FCCF.

This year we reached many milestones for the program. For the first time, one of our teams reached the SAY East Tournament! We are so proud of the Boys Kickers (U13 – U14) who represented the FCCF and the West End during this tournament. We also saw our first two former West End Pride players, who aged out of the league, return as volunteer coaches and saw our first parent volunteer coach. We have seen a tremendous amount of growth amongst our players and the West End Pride coaches were not the only ones to notice. In October, our first West End Pride player was invited to a training session with the FCC Academy.

- 357 participants in Spring and Fall seasons combined



FCC IS COMMITTED TO DIVERSITY, EQUITY AND INCLUSION

FCC is committed to leaving a legacy, creating something bigger than ourselves, and being the embodiment of a rising Cincinnati.

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

FCC Futures, presented by Old Spice, is a multi-tiered mentorship and professional development program design to help identify a path for students to pursue a career in sport. Participants also take part in education sessions with staff from FCC and other business leaders from the community in related fields. Launched in 2021 with Taft High School, we are excited to grow the program with the addition of four local high schools for 2023.

- 18 students enrolled in 2022
- 5 education sessions were held at TQL Stadium

CAREER DEVELOPMENT PROGRAMS

FCC and its partners are proud to support job training programs. This year we highlighted two TQL Stadium employees, Fred and Jen, who joined the Levy team after participating in a culinary job training program with CityLink.



WE SUPPORT COMMUNITY PARTNERS & CELEBRATE TOGETHER

Throughout the year, FCC 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.

BLACK HISTORY MONTH

In recognition of Black History Month, FCC and FCCF hosted The DAD Initiative (Directing Adolescent Development) at TQL Stadium. 200 local high school juniors and seniors participated in this program designed to inspire their success. Nearly 40 Black professionals volunteered and engaged Black students in candid conversations about their respective paths to success.

BREAKING BARRIERS

To wrap up Women's History Month, FCC along with P&G's Always and Secret brands presented "Breaking Barriers." This in-person event featured women working in the sports industry from P&G, FCC, and other leading organizations. Young women pursuing a career in sports were given the opportunity to enjoy a fireside chat panel discussion and breakout sessions to network and learn.



JUNETEENTH

In honor of Juneteenth this year, FCC staff proudly represented the club in the Annual Juneteenth Cincinnati Festival and Parade. In addition, the match-worn jerseys from the June 18th match were a part of the MLS Works Juneteenth Inspired Jersey Auction which raised almost \$8,000 for Juneteenth Cincinnati.

HISPANIC HERITAGE

FCC celebrated Hispanic Heritage month with participation in events throughout the city. Two first team players joined FCC's Street Team at Salsa on the Square to engage with attendees and join in on some salsa dancing. Gary the Lion attended the Hispanic Heritage Festival in Sharonville, OH to continue celebrating the diversity of all fans in the community. Through multiple social channels, FCC and MLS promoted the Capitanes del Futuro program to reach soccer fans around the country.

Capitanes del Futuro

FCC and MLS, in partnership with P&G Brands, kicked off FCC's first year of the Capitanes del Futuro program in 2022. This two-day sports and youth development program focused on the Hispanic path to leadership, helping participants open their minds to possibilities through education, and gave access to career opportunities and role models.

Day one of the program included a private tour of TQL Stadium for all Capitanes del Futuro students followed by the opportunity to enjoy an FCC match firsthand when FCC faced off against Atlanta United FC on August 13th. On day two of the program, participants enjoyed exclusive experiences with FCC and P&G at TQL Stadium, small group workshops with FCC players and MLS All-Stars, Brandon Vazquez and Luciano Acosta, and staff with topics including leadership and career paths in sports, and access to digital education resources.



SERVED BY THE PROS

FCCF put on yet another unforgettable event with Served by the Pros, presented by First Financial Bank. The night was full of delicious food and drinks served by FCC players along with competitive Challenge the Pro stations. \$90,000 was raised to support FCCF and its key programs: Soccer Unites, Mini Soccer Pitch Builds, West End Pride and Learning Is Cool.

FCC3

FCCF and Pig Works proudly hosted the Third Annual FCC3 presented by Medpace, followed by the TQL Watch Party at TQL Stadium. Runners and walkers of all ages and levels participated in this three-mile fun run, and the night was capped off by participants cheering on the Orange and Blue as they competed against Philadelphia Union on the road. This event raised \$161,099 and proceeds were shared between FCCF and Pig Works.



LADIES LACE UP

FCCF hosted its Third Annual Ladies Lace Up, presented by Secret. This soccer 101 event for women brought 150 local women together to have fun and learn more about the game from the FCC coaching staff. The event sold out for the third straight season and raised \$80,000 in support of FCCF's programs.

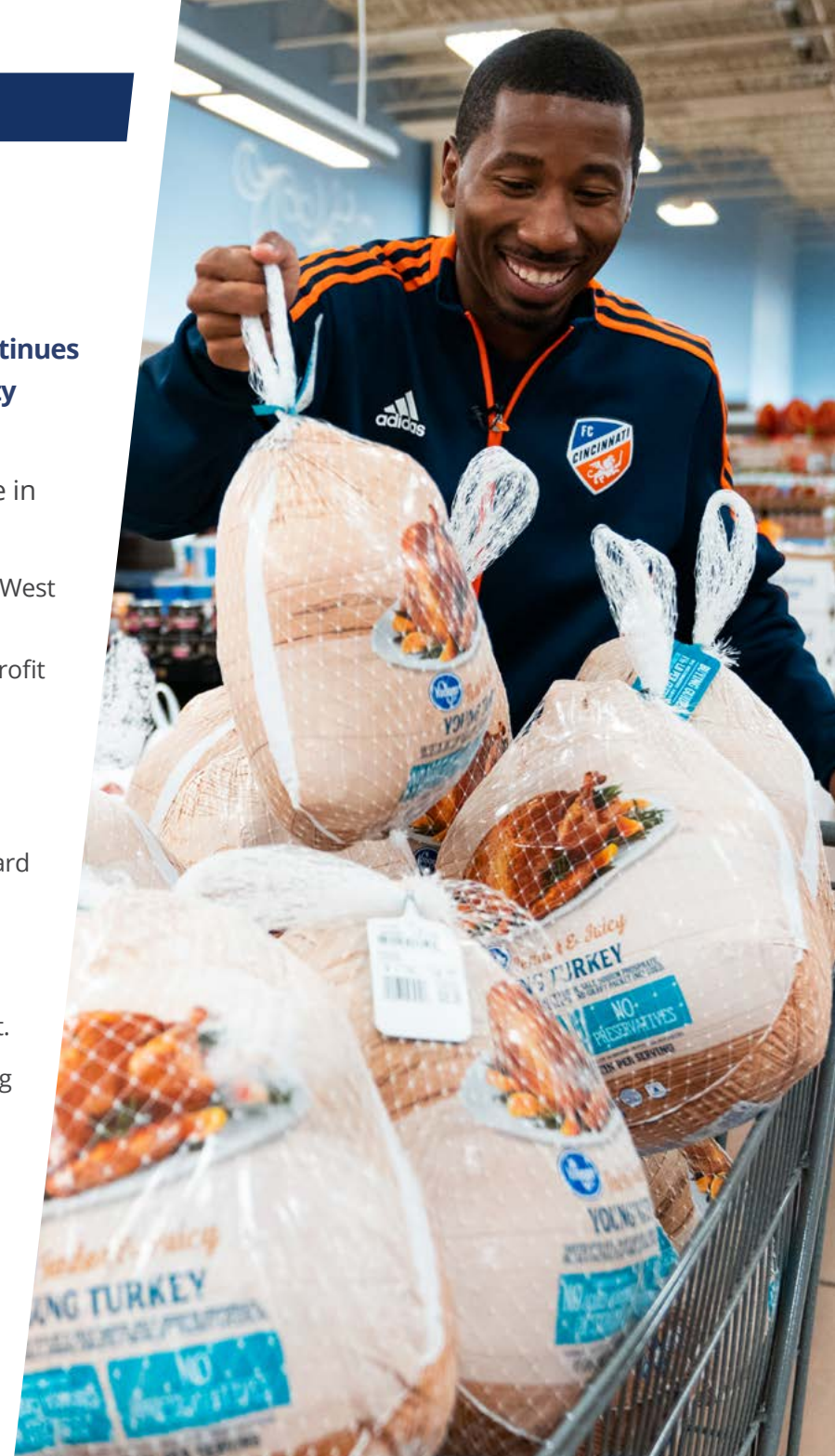


WEST END COMMITMENT

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 2022 include:

- Continued to build and invest in our youth soccer programs reaching residents through West End Pride and Soccer Unites.
- Distributed our fourth annual installment of \$100,000 in grant funding to support non-profit businesses in the West End. Recipients are noted on the next page.
- Posters of encouragement and small gifts were dropped off at each of the five West End schools at the beginning of the school year to show our support for the importance of education.
- Gary the Lion and other FCC staff members attended the unveiling ceremony of the Ezzard Charles statue at Ezz Fest.
- FCC goes back to school with the Adopt A Class program at Hays-Porter School.
- FCC staff hosted our first Getting Spooky with Gary event where families from the West End were invited to come trick-or-treat with Gary the Lion in the TQL Stadium parking lot.
- FCC Player, Ray Gaddis, teamed up with the FCCF and Kroger to help provide Thanksgiving turkeys and all the fixings to over 100 families in Greater Cincinnati. The FCC defender was named FCC's 2022 Procter & Gamble Humanitarian of the Year.
- During the giving season, FCC continued to support the West End neighborhood with a Staff Thanksgiving Food drive. All food items collected benefited those in the West End and Greater Cincinnati areas with the help of Freestore Foodbank.
- FCC also supported the West End Christmas Celebration and our annual staff Giving Tree to support West End families with the help of St. Vincent de Paul – West End.



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.

The commitment is fulfilled through FCCF with grants provided to West End non-profits and/or non-profits supporting community development in the West End. In 2022, grants were awarded to the following organizations:

- **Adopt A Class Foundation:** funding to provide staff and resources necessary to recruit, train, and support mentors in partnership with Taft High School and Hays-Porter School.
- **Bright Star Community Church:** to provide resources needed for Summer Camp Programs such as REACH WORKS Program, Academic Power Program, and Camp Wide Eating Healthy Program.
- **Cincinnati College Preparatory Academy:** to purchase new uniforms, practice equipment, and nutritional needs for players.
- **Cincinnati Music and Arts Program:** to support the CCPA Dancing Belles dance team through the purchase of uniforms and to help fund the food, instruments, and uniforms to 4th-8th grade students participating in the Annual Winter African American History Concert.
- **Cincinnati Youth Collaborative:** to support Saturday Hoops programming in the West End.
- **Corporation of Findlay Market:** to support the Findlay Culinary Training Program.
- **GRAD Cincinnati:** to purchase the incentive budget gift cards for Empower the Scholar and to support the Enrichment Programs (Wordplay, DAD Initiative, Ladies of Leadership).
- **Healthy Visions:** to support social-emotional education at Taft High School.
- **Junior Achievement of OKI Partners, Inc:** to support programming needs for 7th graders involved in the United for Teen Financial Literacy program and 8th graders involved in the Junior Achievement It's My Business or Junior Achievement Economics for Success programs.
- **MyWhy:** to fund the Freight Farm electricity upgrades and the West End Market Fruit for the Holidays.
- **Pink Ribbon Girls:** to support women and their families in the West End as they face breast cancer.
- **Queen City Youth Development:** to help the Taft HS Basketball team take a trip to Tallahassee for the Florida State Basketball Team Camp.
- **Robert A. Taft High School:** to support the school's Senior Prom.
- **Seven Hills Neighborhood Houses:** to support the annual neighborhood Winter Wonderland event.
- **West End Reds:** to fund the entry fees for teams in tournaments and support the End of Season Banquet with trophies.



ADOPT A CLASS CLASSROOM SESSION



ADOPT A CLASS DAY OF SERVICE



WEST END REDS

OTHER FC CINCINNATI COMMUNITY INITIATIVES

APPEARANCES

Gary the Lion, FCC first team players, and FCC2 players completed over 220 appearances during the year and look forward to continuing their involvement in the community in 2023.

MILFORD HIGH SCHOOL CHARITY LUCAS FIELD GROUNDBREAKING

To proudly serve our Mercy Health Training Center neighbors in the city of Milford and Clermont County, FCC contributed to the project and attended the groundbreaking of Charity Lucas Field at Milford High School on August 12th.

GREENER GOALS

Each year, FCC supports MLS WORKS and their Greener Goals Week of Service. This year, FCC staff and players took part in sustainability projects for the Cincinnati Zoo & Botanical Garden which used recycled materials to create items to be used by the animals.

During our Greener Goals match this season, MLS and FCC supported the adidas Give Back program by providing complimentary shipping pouches for fans to donate gently used clothes and shoes to be sold or reused. This initiative helps reduce the amount of gear that is thrown away and gives gently used items new life. Any fan that participated in this opportunity was rewarded with an adidas discount coupon.



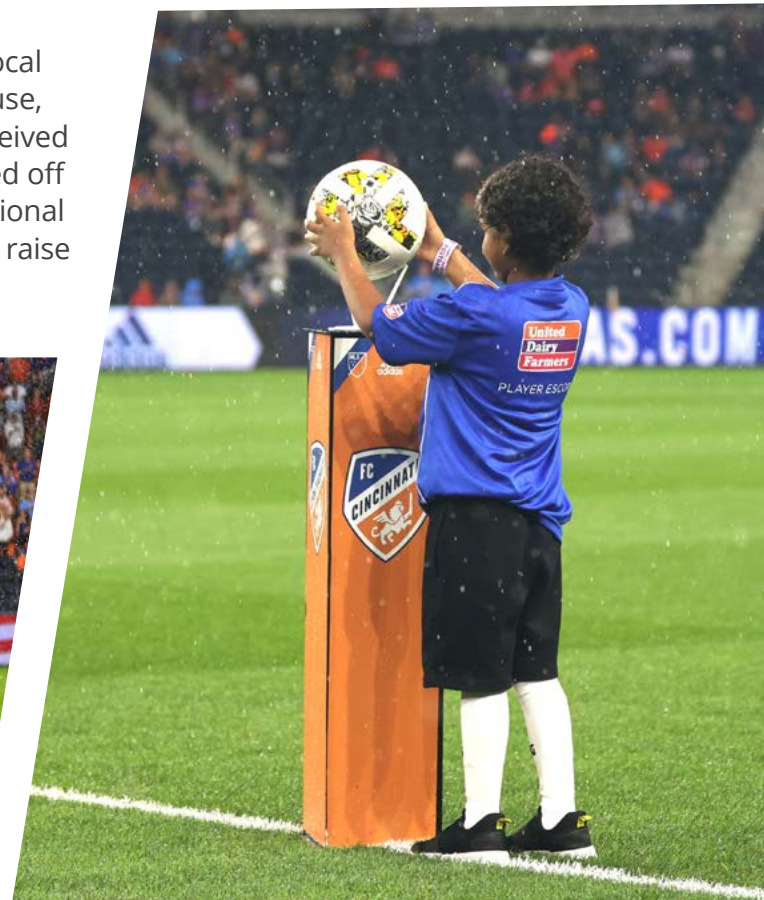
OTHER FC CINCINNATI COMMUNITY INITIATIVES

SALUTE TO SERVICE

In support of our Salute to Service match, FCC partnered with People Working Cooperatively, Senco and Sherwin Williams for a home improvement project to support a veteran. In addition to the service project, FCC joined the US Marine Corps for a Toys for Tots collection outside the stadium gates and at Washington Park prior to the match.

KICK CHILDHOOD CANCER

To support MLS WORKS' annual "Kick Childhood Cancer" campaign, FCC partnered with four local organizations: Cancer Free Kids, The Dragonfly Foundation, Cincinnati's Ronald McDonald House, and The Cure Starts Now. Families experiencing pediatric cancer from these organizations received special experiences during the "Kick Childhood Cancer" match when the Orange and Blue faced off against Charlotte FC. Each pediatric cancer organization also received fundraising and promotional opportunities. For all September matches, TQL Stadium displayed a variety of gold features to raise awareness for pediatric cancer research.



OTHER FC CINCINNATI COMMUNITY INITIATIVES

SHOP LIKE A PRO

The holidays came early for 25 students in the Greater Cincinnati area at FCCF's Shop Like a Pro event. These students were selected by their schools as those that could most use the support this holiday season. They were surprised with a limo ride provided by A Savannah Night, to Dick's Sporting Goods where they received \$150 gift card to shop at the store with FCC Coaches and Staff. To top off the night, all students enjoyed dinner provided by Outback Steakhouse and dessert from Nothing Bundt Cakes.

FCC GIVING TREE

To round out 2022, FCC staff set up our annual Giving Trees across all three campuses. Partnering with St. Vincent de Paul – West End as part of their Christmas Together program, we were matched with three families, fulfilling their personalized Christmas Wish lists for a total of 75 gifts purchased. The holiday spirit continued with our neighbors at Hays-Porter School. During this period, we also collected winter coats to ensure our littlest fans stay warm over the winter months.



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2023 FC CINCINNATI FOUNDATION COMMUNITY EVENTS & IMPORTANT DATES

THURSDAY, 5/4

Ladies Lace Up

TUESDAY, 6/27

Learning Is Cool Academic Achievement Celebration

THURSDAY, 9/7

Served by the Pros

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

Although every attempt is made to accurately report all of our partners, donors, and recipients, errors can occur and we apologize for any misspellings or omissions.
Please contact us at 513-977-5404 with corrections.

