



WHITECAPS FC

2023 COMMUNITY IMPACT REPORT



PLAYERS IN OUR COMMUNITY

On Earth Day, the first team players joined forces with Whitecaps FC Girls Elite players to visit Admiral Seymour Elementary and lead students in a community clean up. They also collaborated with Ocean Wise and TELUS employees in June to collect over 100 kilos of trash from the shoreline along Spanish Banks beach, as part of the MLS Greener Goals program.



Attacking midfielder Ryan Gauld and his fiancé Kat are passionate supporters of Covenant House Vancouver and its mission to alleviate youth homelessness in the city. They made a donation to Covenant House in June and toured the facility to learn about the latest initiatives designed to support vulnerable youth.

LEARN MORE

In September, the first team players – along with mascot Spike and Club staff – made a return to BC Children’s Hospital in the first visit since the pandemic. There they distributed Spike dolls, signed autographs, and played soccer with patients and their family members, in an effort to spread cheer and optimism.

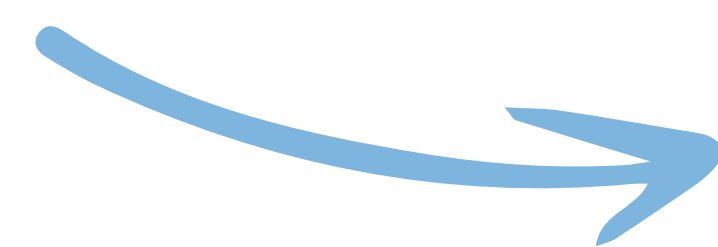


PLAYER TICKET INITIATIVE

As Whitecaps FC players are passionate about connecting with the community, each first team player purchased 10-20 home match tickets and donated them to an organization of their choosing. The groups also received a special piece of player-signed merchandise and were invited down to the pitch post-match to meet the team.

Recipients included:

- BC SPCA
- British Columbia Centre on Substance Abuse
- Covenant House
- Drive Motor Sports
- Ethos Lab
- Grandview Elementary
- Hon Hsing Athletic Club
- Italian/European Consulate of Vancouver
- Urban Native Youth Association



450
TICKETS DISTRIBUTED
VALUED AT \$45,000





MINI-PITCHES, BIG IMPACT

In July, Club captain Russell Teibert and Tosaint Ricketts visited Penelakut Island to celebrate the team clinching the Canadian Championship. It also gave them the opportunity to see how the opening of the mini-pitch in 2021 has been positively impacting the local community.

Then in August, Vancouver Whitecaps FC celebrated the official opening of the Tla’amin Strong Mini-Pitch, in partnership with Tla’amin Nation and Hope and Health. This was the third mini-pitch opening in a series across Indigenous communities in the province.





CELEBRATION MATCHES



Soccer is for everyone, and we are proud to stand alongside and support our diverse community. Our Celebration Matches are an opportunity to showcase and uplift unique communities within the Whitecaps FC family.

PRIDE MATCH

Our 10th annual Pride Match was preceded by a ‘Caps and Queens Drag Happy Hour and featured:

- The launch of the limited-edition Whitecaps FC Pride scarf, and Love Unites warm-up tops
- A special performance by the Rainbow Concert Band, Canada’s only LGBTQ2S+ concert band, and a halftime lip-syncing performance by drag queen Synthia Kiss
- A **\$10,000 donation** from the Club to **QMUNITY**

CELEBRATION MATCHES



VAISAKHI MATCH

Our second annual Vaisakhi Match celebrating the South Asian community and the Solar New Year was an explosion of bright colour and local talent, featuring:

- March to the Match led by the Sikh Motorcycle Club
- Spectacular performances by dhol drummers and bhangra dancers from the Shan-E-Punjab Arts Club
- Music by acclaimed artist DJ Heer and national anthem sung by award-winning Bollywood singer Jugpreet Bajwa
- Limited-edition Vaisakhi scarves and shirts, with proceeds donated to Guru Nanak's Free Kitchen





CELEBRATION MATCHES



WOMEN & GIRLS IN SPORT MATCH

As part of celebrations for International Women's Day, our Women & Girls in Sport Match celebrated the incredible women and girls working, playing, and setting new standards in sports. It featured:

- March to the Match led by the Vancouver Sisters
- Pre-match festivities including a soccer clinic coached by our Girls Elite coaches and players, and a Women's Soccer Rally with Stephanie Labbé, Bev Priestman and Emma Humphries
- Live pitchside mural painting by professional athlete portrait artist Carling Jackson
- Halftime mini matches with the North Shore Girls Soccer Club

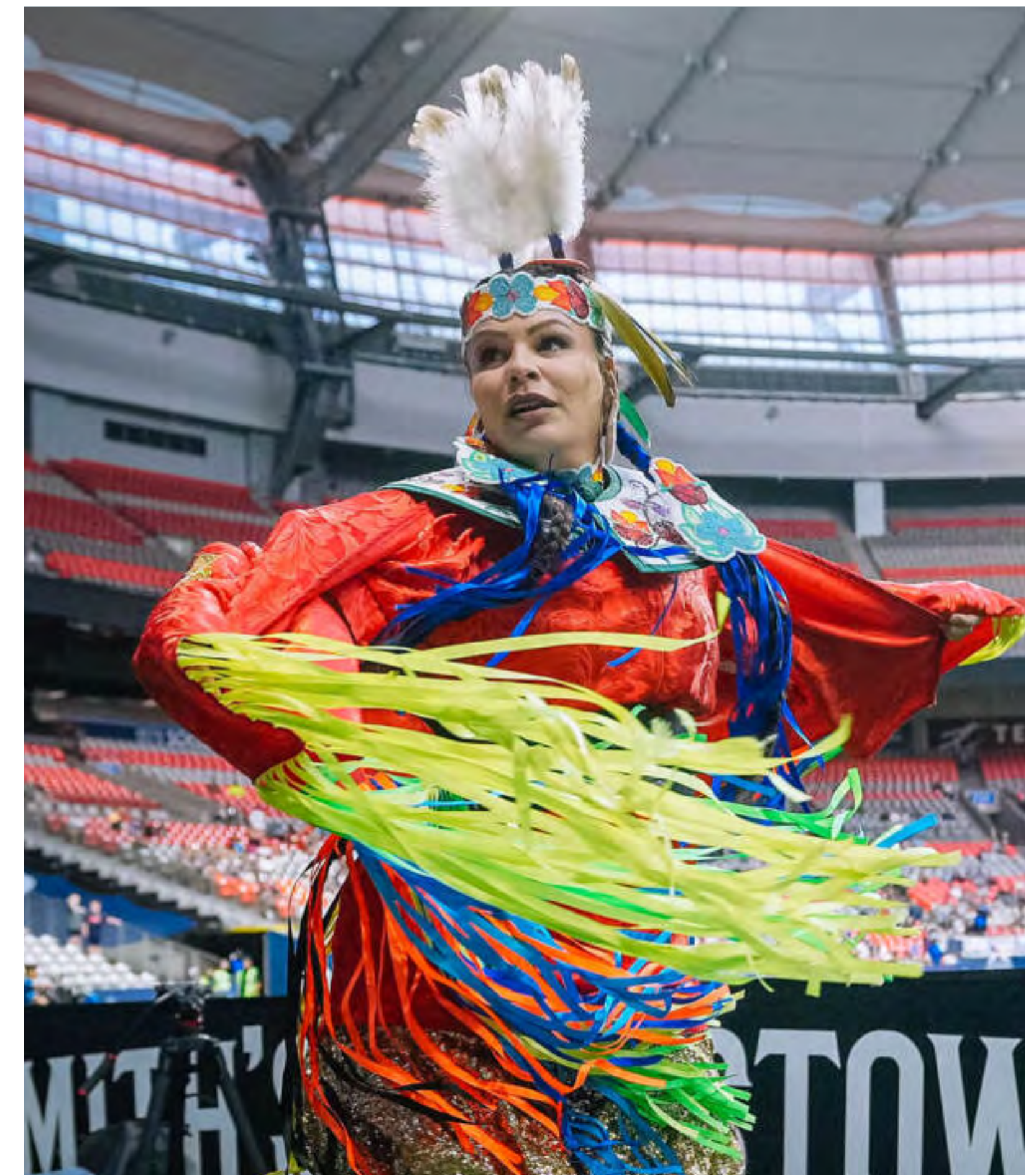
CELEBRATION MATCHES



INDIGENOUS PEOPLES CELEBRATION MATCH

Our third annual Indigenous Peoples Celebration Match was delivered in partnership with the Host Nations and featured:

- A pre-match soccer jamboree with 75 participants from Musqueam Nation, Squamish Nation, Tsleil-Waututh Nation, Katzie First Nation, and shíshálh Nation Youth Soccer
- An Indigenous Artists' Market on Terry Fox Plaza
- Host Nation performance of the Coast Salish anthem
- Performances by DJ O Show, Tsatsu Stalqayu (Coastal Wolf Pack), and Madelaine McCallum



COMMUNITY SOCCER EXPERIENCE CLINICS

The Community Soccer Experience (CSE) brings quality soccer programming to children and youth that face barriers to participation in organized sport. The program sends certified coaches to community centres, youth groups, and after-school programs to deliver high quality, grassroots soccer instruction at no cost to the participants.

Participants build new social connections through a shared love of soccer and develop new skills in a safe, fun, and inclusive environment.

In 2023, the CSE delivered over 150 free community soccer sessions around BC, impacting over 20,000 participants. The program also supplied 25 organizations with soccer equipment kits, which included 20 soccer balls, 100 cones, 50 jerseys, five ball pumps, four mini-goals, and two ball carrying bags.

11,056
participants

5,846
male participants

5,210
female participants

2,125
youth with disabilities



COMMUNITY SOCCER EXPERIENCE CLINICS

475

participants were refugees
or newcomers

75

LGBTQ2+, two-spirited,
or non-binary participants

917

Indigenous participants

150

clinics/sessions

10

clinics in
remote communities

27,415

hours of exceptional soccer
experience



'CAPS SCHOOL PROGRAM

STUDENTS OF TODAY, LEADERS OF TOMORROW

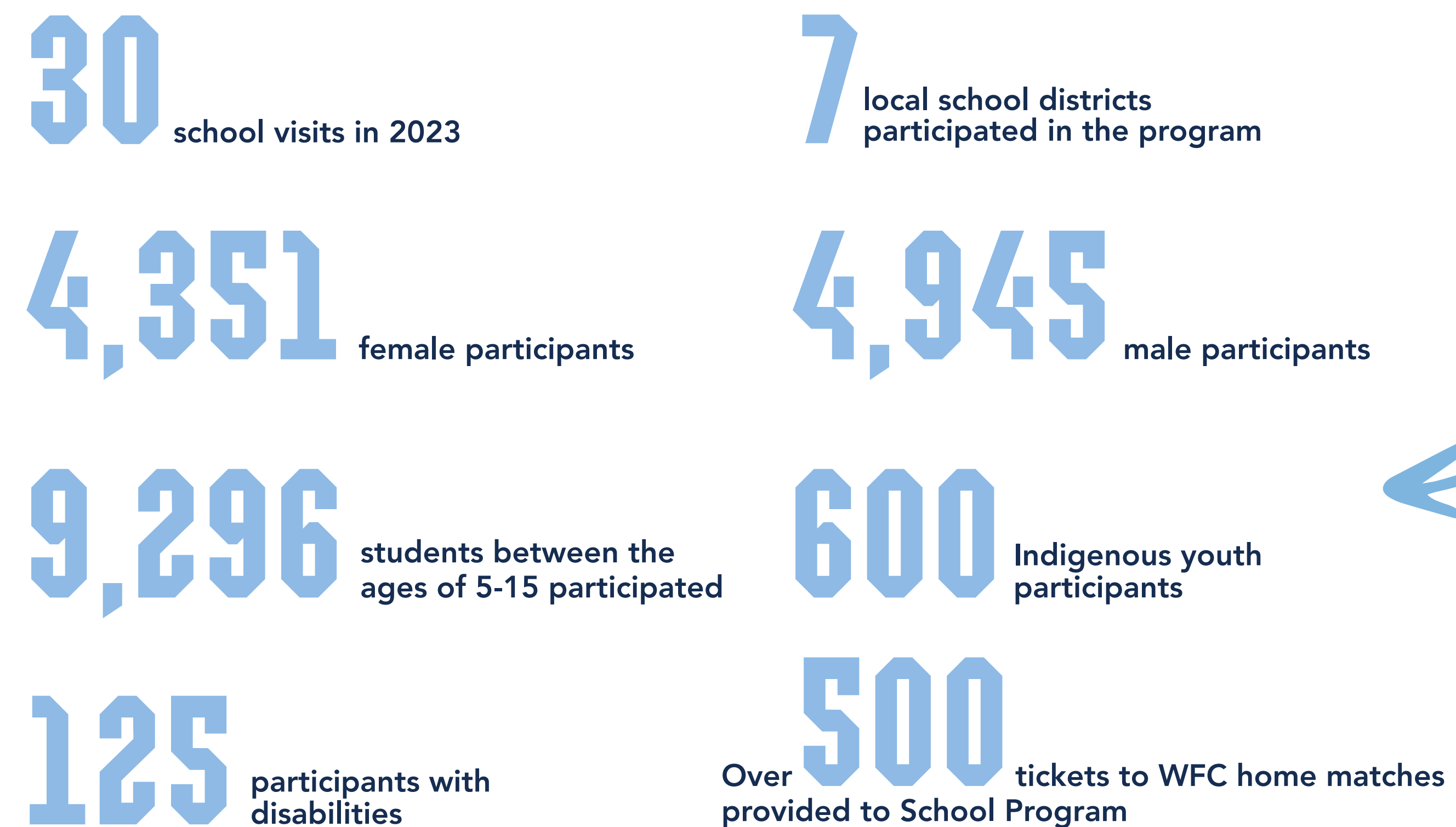
The School Program combines soccer coaching and community-based education to equip students with the skills that are foundational for leadership, both on and off the pitch.

INTRODUCTION TO SOCCER

Through 30 minute in-person sessions, our dedicated team of grassroots soccer coaches helps students develop physical literacy, sportsmanship, teamwork, respect for others, and appreciation for an active lifestyle.

The soccer clinics focus on core skill development, including ball control, passing, dribbling and shooting. Every student is equipped with soccer drills to practice at home, with family members encouraged to join.

IMPACT OF THE SCHOOL PROGRAM IN 2023:





KID CAPTAIN PROGRAM

The Kid Captain Program celebrates influential and inspiring youth in the BC community. Kid Captains are recognized with an in-match live hit before kickoff with Carl Valentine and Spike on the videoboard, as well as with feature pieces on the website and social media platforms that celebrate their impact. They also receive a custom-crested Whitecaps FC jersey and tickets to attend the match with their family.



25 KID CAPTAINS THIS MLS SEASON

Organizations involved included:

- BC Children’s Hospital
- Canada SCORES Vancouver
- Hope & Health
- Special Olympics BC





VANNI WORE IT BEST

To show support and amplify the voices of our supporters' groups and local non-profit organizations, head coach Vanni Sartini wore t-shirts on match days featuring the following groups this season:

- BC Children's Hospital
- Couch Ultras
- Covenant House Vancouver
- Ethos Lab
- Greater Vancouver Food Bank
- KidSport BC
- QMUNITY
- Rain City Brigade
- Southsiders
- South Sisters
- UNYA
- Vancouver Pride Society



BCLC COMMUNITY TICKET PROGRAM

We strive to make the beautiful game accessible to everyone by donating tickets to non-profit organizations, registered charities, and youth focused community groups.

Recipients this year included:

- BC Children’s Hospital
- Canada SCORES Vancouver
- Covenant House Vancouver
- Hope & Health
- QMUNITY
- Special Olympics BC



6000+
tickets donated



\$240,000+
in total ticket value donated



FUNDRAISING

WHITECAPS FC HELPED RAISE:

\$180,000+ FOR KIDSPORT BC THROUGH
THE 50/50 PROGRAM

WHITECAPS FC GAVE:

\$25,000 VIA DONATIONS OF SIGNED MERCHANDISE, TICKETS,
AND OTHER ITEMS TO SUPPORT FUNDRAISING EFFORTS
FOR LOCAL COMMUNITY ORGANIZATIONS

