



2015



COMMUNITY REPORT



MISSION STATEMENT

We believe in using the sport of soccer and the powerful influence of the Orlando City organization to promote exercise and healthy eating with children and families in our community through programs and education. Orlando City takes great pride in our active role in the community harnessing the cooperation of our players, staff, fans and community partners to make a difference in the lives of others.

HOW WE ACHIEVE OUR MISSION

- Develop soccer programs in under-served communities, providing equipment and free training for volunteer coaches
- Enhance soccer programs with Foundation grants to new or existing programs in under-served areas
- Build mini pitches in inner city areas and run Soccer for Success programs – 90 minutes, three times per week
- Support other non-profits with their children's initiatives



ORLANDO CITY
FOUNDATION

Dear Central Florida community,

It's been another exciting year for Orlando City, not only on the field, but also with the addition of two more professional teams – Orlando Pride and OCB. Our commitment to our community remains as strong as it has always been and the addition of more players increases our capacity to be a positive influence on children and families.

Childhood obesity has more than doubled in children and quadrupled in adolescents in the past 30 years. The focus of the Foundation's efforts is to tackle this problem and all of the health related diseases that follow – diabetes, heart disease, high blood pressure and depression plus poor academic performance. We aim to instill lifelong health and fitness habits through nutritional education and soccer activities and using our players as role models.

Providing soccer equipment removes many of the barriers to playing a team sport and providing accredited soccer coaching programs ensures the children receive a quality experience. The children in our Soccer for Success programs are entered into a database so that we can track their progress and successes. Family engagement is part of the program so that parents can apply the program's teachings at home with information on nutrition, health and public services to aid them in their pursuit of a healthier lifestyle. We're excited about adding four more purple mini pitches in 2016, plus programming, so that we can positively affect even more children and families.

We hope you will join us at one of our 2016 events, dates will be finalized once we receive all the team schedules: Kicks Fore Kids FootGolf Tournament in partnership with the Kate & Justin Rose Foundation on February 22, PlayBingo Ladies Luncheon in June, 4th Annual Celebrity Golf Tournament in September, and our Annual Awards Gala in October.

Thank you to everyone who helped us by 'kicking it back to the community' in 2015, we're excited about an even better 2016!

Sincerely,

Kay Rawlins

Kay Rawlins



APPRECIATION / RECOGNITION AT HOME GAMES

Nearly 13 recognitions were presented across a 17-home game season. Orlando City's inaugural MLS season provided a great platform to highlight special groups in front of a season-long average attendance of more than 30,000 spectators, including:



SPECIAL OLYMPIC ATHLETES

Athletes from the unified soccer Team USA trained with Kaká before leaving for the Special Olympics and were recognized on field at a home game.

MILITARY SERVICE MEMBERS AND VETERANS

Military Service Members and Veterans featuring a heartwarming halftime surprise for a Sailor's family returning from deployment.



BE THE MATCH BONE MARROW REGISTRY

Supporters at the game were encouraged to join the bone marrow registry. Players' recorded a video message to show how easy it was to take the cheek swab and register.

ALEX'S LEMONADE STAND

A local family, who have a child with a rare form of childhood cancer, had a lemonade stand at a game to raise funds and awareness.



CHILDHOOD CANCER SURVIVORS

Childhood Cancer Survivors from Arnold Palmer Hospital for Children featured as flag bearers at our September game

SCHOLARSHIP RECIPIENTS FROM PARRAMORE KIDS ZONE

10 first-generation college students from PKZ received \$1,000 each towards a college starter kit.

ORLANDO LIONS & ORLANDO CITY ALUMNI ASSOCIATION

Over 40 former Lions who played between 1985 and 2014 were honored at the last home game of the regularly-scheduled season. To qualify, players must have competed in at least 10 matches for the Orlando Lions, Orlando Sundogs or Orlando City SC and be retired from professional play. The Alumni Association have committed to supporting the Orlando City Foundation both financially and through mentorship and coaching programs.

CITY STUDENT PROGRAM

City Student program designed to award students in the Central Florida area for achieving academic success and making the honor roll. Every student who achieved an honor roll status or equivalent was offered a certificate for a complimentary ticket for Opening Night. This year over 130 schools participated in the City Student Program.

FAITH & FAMILY NIGHT

Faith & Family Night - this season, we had 29 different churches represented from Central Florida. 6,045 meals were packed as a volunteer project for the earthquake victims in Nepal, live music by First Baptist Orlando's praise band, player appearance and testimony by Aurélien Collin, as well as "I Am Second" T-shirts for the first 300 fans.

FIRST RESPONDER NIGHT

First Responder Night -discounted tickets were offered to first responders (fire, police and emergency medical personnel). Orlando Fire Department Honor Guard presented the colors for us on the pitch.

TEACHER APPRECIATION NIGHT

During Teacher Appreciation month, Orlando City celebrated by offering free tickets to teachers plus a guest so they could attend a match with other teachers in the community.

SCOUT NIGHTS

Orlando City teamed up with the Girl Scouts of Citrus council to offer a free soccer clinic on the pitch before a game in March and worked with the Boy Scouts of America Central Florida to allow scouts to take part in the pregame ceremonies.

ORLANDO CITY SC FUNDRAISER PROGRAM

Orlando City SC Fundraiser Program worked with non-profit groups, youth clubs, and schools in Central Florida to help raise funds for their organization by enjoying an Orlando City match.



DRIVES AND COLLECTIONS

Several year-round activations were executed, including the second-annual Turkey Drive to donate over 300 turkeys and Thanksgiving fixings, as well as the collection of 500 backpacks to kick off Back to School in the fall.

- non-perishable food items
- books
- toys for the holiday season
- clothing
- hygiene items



CHILDHOOD CANCER AWARENESS

As part of a league wide initiative, the Lions dedicated their only home game in September to raise awareness of childhood cancer. Nets and flags were gold, players wore special jerseys, and scarves were sold to raise funds for pediatric cancer charities, both locally and nationally. Children from Arnold Palmer Hospital carried the Foundation banner flag onto the field during the pre-game ceremony and they were publically recognized.



FUNDRAISING EVENTS

Throughout the year the Foundation raised funds through our signature events.

▶ The Soccer & the City fashion show kicked off the season in style with Club stars, such as Kaka, Aurélien Collin, Darwin Cerén and Luke Boden, taking the catwalk. The team's MLS away jersey was launched at the fashion show, with guests bidding on the actual shirts worn by the players.

▶ The wildly popular PlayBingo Ladies Luncheon made a welcome return in June at the Hilton Orlando. This increasing popular event saw over 350 ladies in attendance.

▶ September saw the 3rd Annual Celebrity Golf Tournament take place at Reunion Resort with 39 teams enjoying a beautiful day and fun rivalries with the majority of Orlando City players and coaches.

▶ The 2015 Awards Gala held at the Hyatt Regency Orlando concluded the event calendar year in October. Players, coaches, staff, sponsors, partners and friends celebrated and remembered the season's best moments with videos, auctions, dancing, and more.

▶ Several in-game activations raised funds for our programs, including a 50/50 drawing of chance and the selling of the high-in-demand and collectible gameday posters throughout the year.

100 PERCENT OF \$400,000 RAISED THROUGH VARIOUS EVENTS BENEFITED FOUNDATION PROGRAMS IN 2015.





MINI PITCHES

In 2015, Orlando City Foundation facilitated the installation of the first mini pitch in downtown Orlando in conjunction with MLS Works and the US Soccer Foundation. The pitch, about the size of a tennis court, is located at the John H Jackson Neighborhood Center. The Foundation runs a nationally accredited program, Soccer for Success, three times a week at this site. The 90 minute sessions incorporate vigorous exercise, nutrition education, healthy lifestyle choices, and mentorship to 50 children. Measurements of height, weight, BMI, waist circumference, agility and speed of the children are collected at the beginning of the program for comparison at its conclusion.

Donations from the Isaacs Family Trust and MLS Works will see four more mini pitches installed by summer 2016, complete with Soccer for Success programming as the Foundation continues the fight against childhood obesity in our inner cities.

FREE SUMMER SOCCER PROGRAMS

For the third year, the Foundation hosted free soccer programs in the Parramore area throughout the summer, including one exclusively for girls, held at Shiloh Baptist Church. The children received nutrition education and yoga alongside the soccer skills and all the elements that come with learning a team sport such as attitude, teamwork, self-discipline, and respect.

ORANGE COUNTY PUBLIC SCHOOLS

January 2015 saw the introduction of a partnership between Orlando City Foundation and OCPS, focused on after school programs in Title One elementary schools. 20 schools were selected and the after school staff were invited to take advantage of a free soccer coaches training program. Each school was provided with an equipment pack, containing pop up goals, balls, cones, bibs, shin guards and a coach's manual. The after school staff were able to shadow a Foundation coach throughout the 8 week course, giving them the tools and confidence to continue the program. The program will be available to OCPS eligible schools through 2016.

COMMUNITY APPEARANCES

Community appearances have always been a large part of the outreach of the Club and 2015 saw the players, mascot, and Team City fully engaged in hundreds of activities in and around Central Florida. The players have especially enjoyed their time spent on the children's ward at Arnold Palmer Hospital and visiting school and youth groups to talk about healthy living, working hard, and aiming high.

Kingston and Team City have been involved in dozens of events. Highlights include Nathaniel's Hope, Make 'm Smile at Lake Eola and soccer fun at Camp Challenge with Easter Seals.

Orlando City management and staff have taken part in food sorting at Second Harvest Food Bank, backpack stuffing at a Gift for Teaching, giving talks on their career at many schools during Teach In month, and every Wednesday sees a member of staff reading with the children at Head Start at the JB Callahan Neighborhood Center.

DONATIONS

This year Orlando City has donated player signed memorabilia and Orlando City branded items to well over 400 organizations in the Central Florida area, helping to raise much needed funds for deserving nonprofits. The estimated value of the donations is \$85,000. Additionally, Orlando City Foundation has made a donation of \$10,000 each to three of our designated nonprofit partners: Parramore Kidz Zone, Howard Phillips Center for Children & Families, and Fifth Third's Summer of Dreams.

MICRO GRANTS

The Foundation manages grant submissions from organizations who want to start or enhance soccer programs. The grants distributed are between \$500 and \$1000. Organizations who benefitted from a micro grant this year include East Lake Elementary School, Heart 2 Heart, Parramore, Jones High School, Four Corners School, Sumter County Youth Soccer, Seminole Science Charter School, Roanoke Valley Organization and St Elizabeth Ann Seton Catholic School.



ECONOMIC IMPACT

22 GAMES
AT THE CITRUS BOWL



AVERAGE ATTENDANCE
37,400 FANS
PER GAME



OVER
500,000
PEOPLE IN TOTAL
ATTENDED THE GAMES

FANS CAME FROM OVER:



50
COUNTRIES

50
STATES



OVER
50 
FULL TIME
FRONT OFFICE
JOBS CREATED



AWARDS, ACCOLADES & ACHIEVEMENTS

BEST
MEDIUM SIZED
BUSINESS TO
WORK FOR

ORLANDO
BUSINESS
JOURNAL



DICK POPE
HALL OF
FAME

PHIL RAWLINS



BEST
LOCAL
SPORTS
TEAM

ORLANDO
WEEKLY



OBJ
C-LEVEL
AWARD

TERESA
TATLONGHARI



KAKÁ
BEST LOCAL
SPORTS
FIGURE

ORLANDO
MAGAZINE



FLORIDA
DIVERSITY
COMMUNITY
AWARD

KAY RAWLINS



MOST
INSPIRATIONAL
LEADER IN
BRAZIL

FLÁVIO
AUGUSTO
DA SILVA



BEST
SPORTS
TEAM

ORLANDO
SENTINEL



KAKÁ
MOST
IMPACTFUL
ATHLETE

740
THE GAME



2ND
HIGHEST
SINGLE GAME
ATTENDANCE
IN 2015

62,510



2ND
HIGHEST
SEASON TICKET
SALES IN 2015



95,000
MLS JERSEYS
SOLD



1ST
IN GROUP
TICKET SALES
IN MLS



HIGHEST
EVER FIRST
YEAR AVERAGE
ATTENDANCE
IN MLS



100
NUMBER OF
COUNTRIES
BROADCAST TO



15
NATIONALLY
TELEVISED
GAMES



1ST
US CLUB
TEAM TO BE
INVITED TO
PLAY AT THE
PRESTIGIOUS

MARACANÁ
STADIUM IN
RIO DE JANEIRO



NONPROFIT BOARD SERVICE

The Orlando City Soccer Club ownership and management team serve on a number of local nonprofit boards including:

- Central Florida Commission on Homelessness
- Boys & Girls Club of Central Florida
- Central Florida Brazilian American Chamber of Commerce
- Central Florida Partnership – President, Phil Rawlins, is Chair of Leadership Orlando, Class 90
- Central Florida Sports Commission
- Central Florida Young Professionals Advisory Council
- Christian Service Center
- Diebel Legacy Fund
- Economic Development Council
- Fifth Third's Summer of Dreams
- Howard Phillips Center for Children & Families
- Kissimmee/Osceola County Chamber of Commerce
- Orlando City Youth Club
- UCF Rosen College School of Event Management Advisory Board





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ORLANDO CITY
FOUNDATION