



**ORLANDO CITY
FOUNDATION**

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
- Install community gardens alongside safe places to play in order to bring fresh food to underserved areas and add to the nutrition education in our programs
- Support other non-profits with their children's initiatives



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Dear Friends and Supporters

Another action packed year draws to a close and gives us time to reflect on events, activities and highlights of 2016. The addition of Orlando Pride and OCB to our Club has allowed us to increase our capacity to be a positive influence in the lives of children and families in our community and the players have made a significant number of charitable appearances.

Tackling childhood obesity and all its health related diseases continues to be our focus as a Foundation and our aim is to instill lifelong health and fitness habits through soccer activities, nutritional education and using our players as role models.

We have built four new mini pitches bringing our total to five, providing a safe place for children to play and learn. Our Soccer for Success programs are now running in nine locations and the program itself has recently been independently accredited as having a significant effect on the health and wellness of the children. Two of the pitches proudly sport a community garden, a new and essential piece of the puzzle that will bring to life the nutrition education portion of our programs. This also engages the families of the children in learning about growing their own food and new and interesting ways to cook and serve it.

The terrible events of June 12th brought our community together in a show of hope, love and support to stand against a hateful act. The Club worked with our local teams to produce and sell the #OrlandoUnited t-shirt which raised over \$400,000 for the One Orlando fund. We also sold posters, auctioned game worn jerseys and gave a donation from the Foundation adding another \$150,000 to the fund.

2017 promises to be even more exciting as we move to our new stadium, our permanent home. We do hope you will be able to join us for one or all of our events including Celebrity Golf, PlayBingo Ladies Lunch and the Awards Gala. Thank you to everyone who helped us 'kick it back to the community' in 2016!

Sincerely,



Kay Rawlins



ORLANDO LIONS & ORLANDO CITY ALUMNI ASSOCIATION

Former Lions who played between 1985 and 2014 were honored at a home game this season and also took part in a charitable match up against the Tampa Bay Rowdies Alumni at Seminole Soccer Complex. 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 is committed to supporting the Orlando City Foundation both financially and through mentorship and coaching.

CITY STUDENT PROGRAM

This program is 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 200 schools participated in the City Student Program.

FAITH & FAMILY NIGHT

Over 2,500 people from 37 different churches across Central Florida came together to package nearly 10,000 meals for impoverished communities in need. MLS player Aurélien Collin premiered his videotaped 'I Am Second' testimony and Faith & Family t shirts were distributed to 300 fans.

FIRST RESPONDER NIGHT

Discounted tickets were offered to first responders - fire, police and emergency medical personnel - in appreciation of their day-to-day work on behalf of the community at large.

TEACHER APPRECIATION NIGHT

During Teacher Appreciation month, Orlando City celebrated by offering a special priced ticket just for teachers to enjoy a home game. In addition, we offered exclusive pre and post-game on-field experiences as well as in-game giveaways (autographed items, merchandise) to over 25 teachers and their families.

ORLANDO CITY SC FUNDRAISER PROGRAM

This program offered group sales of discounted tickets for nonprofit groups, youth clubs, and schools in Central Florida to help raise funds for their respective organizations.

SCOUT NIGHTS

Orlando City teamed up with the Girl Scouts of Citrus and Boy Scouts of America Central Florida to allow scouts to take part in the pre-game ceremonies.



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 and distribution of school supplies for 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 publicly recognized.





FUNDRAISING EVENTS

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

▶ The Kicks For Kids Footgolf Tournament, held jointly with the Kate & Justin Rose Foundation at the Ritz Carlton Golf Club in February, kicked off the season in style with players joining supporters in a sport everyone can play.

▶ The PlayBingo Ladies Luncheon at the Hyatt Regency in June was another resounding success with over 400 ladies theming themselves and their tables and winning fabulous prizes.

▶ Orlando City, Orlando Pride, and OCB players and coaches, along with 45 teams in total, took part in the 4th Annual Celebrity Golf Tournament at Walt Disney World Golf in September.

▶ The final event of the year, the Awards Gala, took place at the Hyatt Regency with over 700 guests including players and coaches from all three teams, plus front office staff, and corporate partners. The celebration included the awards presentation, remarks from the coaches, videos of best moments, stadium updates, auctions, dancing, and some casino-style fun.

▶ In-game activations also raised funds for the Foundation including the sale of artistic, commemorative posters for Orlando City and individual player cards for the Orlando Pride.

100 PERCENT OF \$400,000 RAISED THROUGH VARIOUS EVENTS BENEFITED FOUNDATION PROGRAMS IN 2016.

MINI PITCHES

In 2016, we installed four more mini pitches, taking the total to five. The mini pitches are about the size of a tennis court and the Foundation runs the nationally accredited Soccer for Success program, three times per week at each site. The 90 minute sessions incorporate vigorous exercise, nutrition education, healthy lifestyle choices, mentorship, and family engagement. 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. The children also undertake a pre-program survey to check their knowledge of both soccer and nutrition. Mini pitch locations are John H. Jackson Community Center; Frontline Outreach; Hankins Park; Boys & Girls Club, Pine Hills, and Rock Lake Community Center.

The mini pitch installations were made possible by donations from the Isaacs Family Trust, MLS Works, and funds raised by the Foundation.



FREE SUMMER SOCCER PROGRAMS

Our free Soccer for Success programs are running in nine locations plus programming in local middle schools in partnership with After School All-Stars, reaching over 500 children. We add other enrichment elements to the soccer programs – yoga, injury prevention, preparing a simple meal alongside learning teamwork, attitude, respect, and self-discipline. Mentorship and family engagement are also key pillars of the program and our players are a key part in helping that happen. Lack of equipment should never be a barrier to taking part and we ensure that the children in the programs have the correct footwear, shin guards, shirts, shorts, and socks.

EASTER SEALS CAMP CHALLENGE

Camp Challenge gives a summer adventure of a lifetime for children and adults with disabilities or special needs and overnight or week long respite for their families. The camp offers zip lining, swimming in a wheelchair accessible pool, archery, dancing, music and sports. Over the past five years, Orlando City has run weekly summer soccer sessions at Camp Challenge with our players acting as coaches and cheerleaders along with visits from our mascot Kingston.





COMMUNITY ENGAGEMENT

Community appearances continue to be a large part of the outreach of the Club and 2016 saw the players from all three teams, Kingston the mascot, and Team City, engage in dozens of activities in and around Central Florida. A special favorite for the players are their regular visits to Arnold Palmer Hospital for Children which have become a highlight for the young patients. Visiting schools and Soccer for Success programs to talk about healthy eating, exercise, working hard, and aiming high are also high on the list for our players.

Kingston and Team City have had another busy year and have been involved in many events around our community bringing fun and excitement to children and families. Highlights include visiting Easter Seals Camp Challenge, Come Out With Pride parade, Creative City Project, Just Yoga Health and Fitness Festival, and the Mascot Games benefiting New Hope for Kids.

Management and staff of Orlando City have taken part in Arnie's March against Childhood Cancer, read stories to children in pre-schools, given talks on their career path during Teach-In at many local schools, and joined with our supporter groups to clean up streets in Parramore, stuff 500 backpacks with school supplies, distribute the backpacks, build a community garden, distribute turkeys and trimmings to under-served families and collected, and distributed toys for the holidays

PULSE TRAGEDY

Following the tragic events of June 12th when 49 people lost their lives and 53 were wounded in the worst mass shooting in US history, the Club donated \$390,000 to the One Orlando fund. This represented \$100,000 from the Foundation and the rest was raised through the sale of special t-shirts and posters.

Orlando City were the title sponsors of the 2016 Come Out With Pride Parade in November which sees an attendance of over 150,000 people in the streets of downtown Orlando. Between the vendors, entertainment, kids zone, parade and fireworks, it is an event that caters to the diverse audience that makes up our community.

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 Central Florida Pediatric Therapy Foundation, Hope Community Center, Memorial Middle School, Celebration High School and Tenoroc High School.

DONATIONS

This year, Orlando City and Orlando Pride have donated player signed memorabilia, branded items, and tickets with an estimated value of over \$100,000 to over 400 organizations in the Central Florida area, helping to raise much needed funds for deserving non-profits. Over 3000 tickets were donated to children in underserved communities and to veterans through Vet Tix. New and gently used soccer equipment was distributed to nonprofit organizations in the community.

Organizations benefitting from Foundation sponsorship are Boys & Girls Club Celebrate the Children event, American Diabetes Association, Just 1 Book, Urban Think, Florida Local Food Summit and Fifth Third's Summer of Dreams program which organizes free summer camps for homeless children.



COMMUNITY GARDENS

Nutrition education is a large part of our soccer programming and is a key component in battling childhood obesity. With the realization that most of our programs were being taught in 'food deserts' (areas with no access to fresh food), we have begun adding community gardens to our mini pitch locations. The first one was established at Rock Lake Community Center and 20 families now have their own raised bed in which to grow fruit and vegetables plus access to information on composting and organic growing. A second garden has been installed adjacent to the mini pitch at the Boys & Girls Club in Pine Hills and taking care of it has become part of the after-school curriculum. More of these dual-role sites are planned for 2017!



SPECIAL OLYMPICS UNIFIED SOCCER

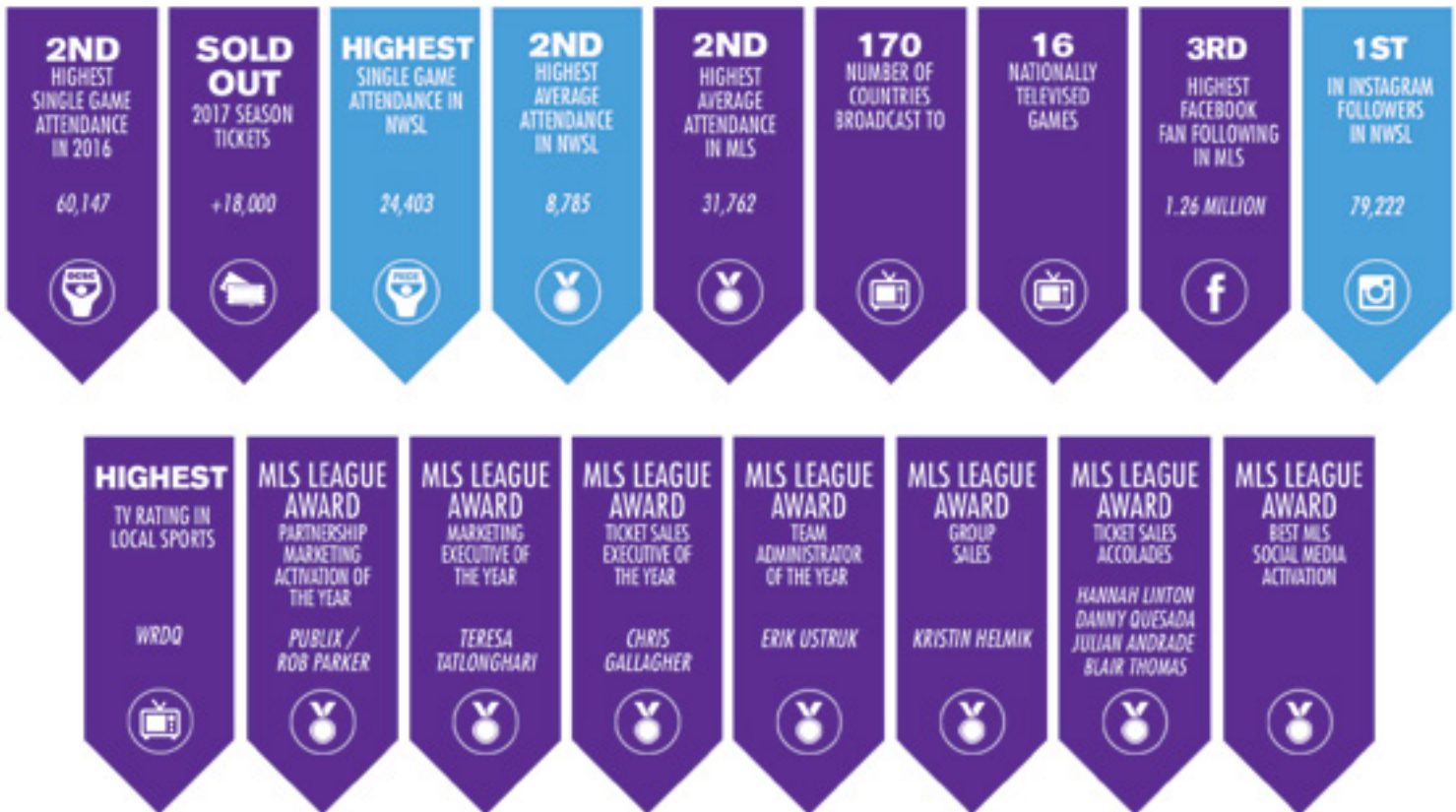
In August, a Special Olympics Unified Soccer team comprised of players with and without intellectual disabilities, travelled to Chicago with the first team to play their counterparts in a game held immediately following the Orlando City v Chicago Fire. The young athletes had previously attended an Orlando City training session and met with their heroes including Kaká, who has been a proponent of the program for many years. The Unified team stayed at the same hotel as the first team, watched the first half of the Orlando City v Chicago Fire game then prepared for their own match. They were rewarded not only with a win but also the sight of the whole first team and coaches coming out to watch them play.



ECONOMIC IMPACT



AWARDS, ACCOLADES & ACHIEVEMENTS



NONPROFIT BOARD SERVICE

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

- Cannonball Kids' cancer Foundation
- 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
- 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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