



ORLANDO CITY  
FOUNDATION

emPOWER  
INSPIRE





Did you know that Florida has the nation's fourth highest obesity rate for children ages 10 to 17\*? That means that 37% of children are overweight or obese, putting them at risk for developing lifelong chronic diseases such as type 2 diabetes, heart disease, high blood pressure, stroke, and mental health issues.

That percentage is disproportionately higher among residents of low-income communities, including the Parramore neighborhood that our club calls home. That's one of the reasons why Orlando City Foundation is committed to improving all lives through the spirit and power of sports, using soccer as a vehicle to empower and inspire.

As a certified 501(c)3 nonprofit organization, Orlando City Foundation brings soccer to underserved communities with a holistic approach to health and wellness. We accomplish this by providing free soccer programming, investing in safe places to play, and focusing on urban gardens and access to healthy food choices.

\*Source: Data Resource Center for Child and Adolescent Health, 2017

**Improving all lives through the spirit and power of sports, using soccer as a vehicle to empower and inspire.**



FREE SOCCER PROGRAMMING



SAFE SPACES TO PLAY



URBAN GARDENS



ACCESS TO HEALTHY FOOD CHOICES

## INTRODUCTION





## IT'S NOT GOING TOO FAR TO CALL OBESITY A CRISIS.

It's a problem that costs our nation more than \$150 billion annually in healthcare costs and millions more in lost productivity.

And for children, it's correlated with poor educational performance and increased risk of bullying and depression. With the health, development, and achievement of so many of our community's kids at risk, we decided to blow the whistle on this issue.

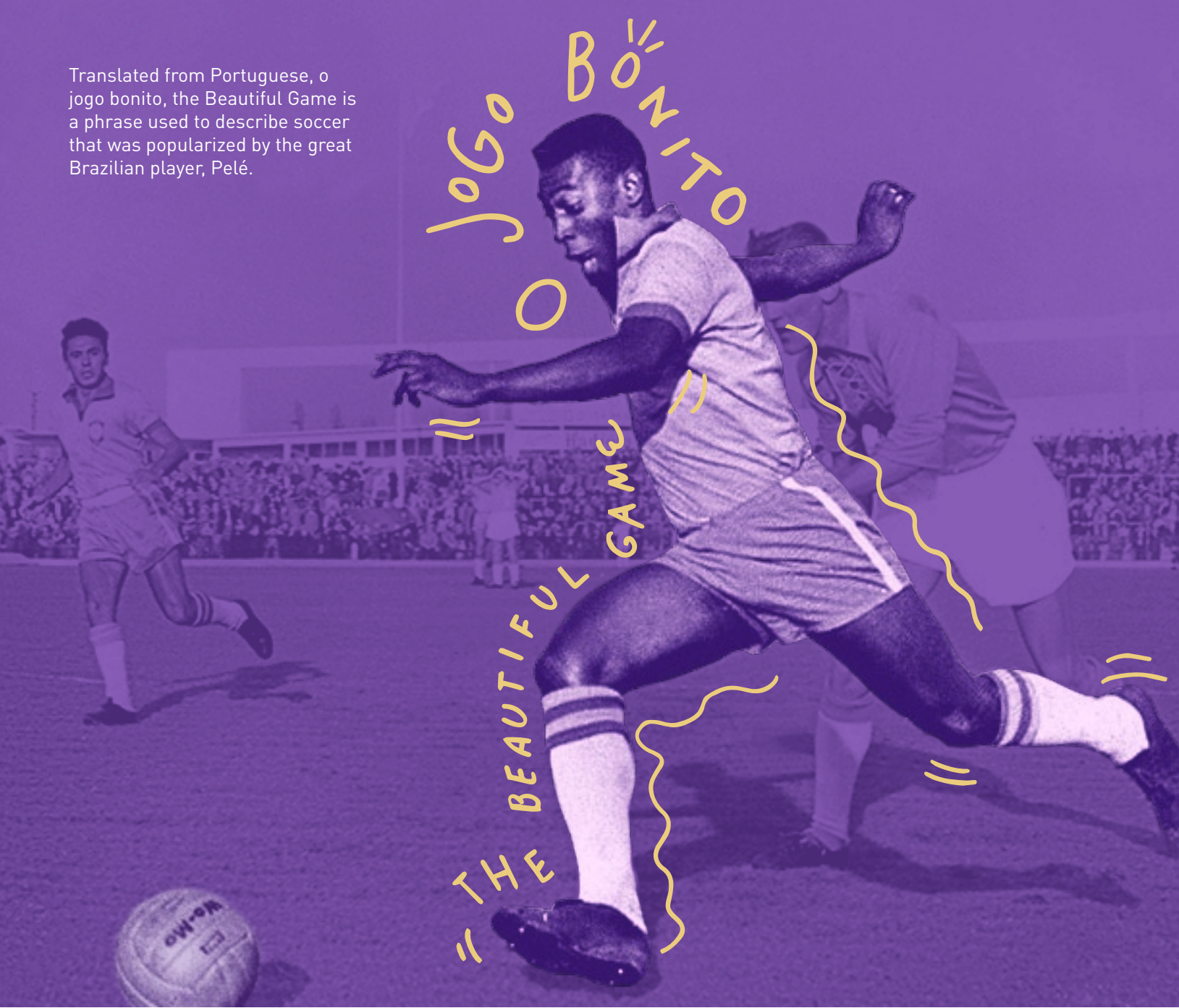
People may not realize that obesity is also an equity issue. For example, in many communities, children have few safe outdoor spaces to play or accessible routes to walk or bike to school. Their neighborhoods are often food deserts with only small markets that sell pre-packaged snacks or fast-food restaurants that promote unhealthy food and beverages. Options for obtaining fresh and healthy foods at affordable prices are rare.

Addressing the obesity epidemic is a fight for health equity, and obesity prevention is an investment in our children's ability to learn and grow. If all kids have the opportunity to grow up at a healthy weight—with a lifestyle that includes and promotes nutritious food and plenty of time for active play—they are more likely to reach their full potential. And that's where the Foundation comes in to make the assist.





Translated from Portuguese, o jogo bonito, the Beautiful Game is a phrase used to describe soccer that was popularized by the great Brazilian player, Pelé.



## What makes soccer beautiful?

For some, it's the pure joy of playing and being part of a team. For others, it's a way to build character and sportsmanship. For still others, it's because almost everyone can play soccer almost anywhere.

At the Foundation, we think it's all those things, combined with soccer's ability to transcend place, age, language, politics, and socioeconomic status. With very little required equipment, soccer is a playing field that creates common ground.

While the US has four other major league sports that compete for fan attention, the popularity of professional and recreational soccer continues to rise. In fact, the number of participants in high school soccer reached an all-time high of more than 800,000 boys and girls for the 2016-17 season.\* And here in Central Florida, more than 112,000 kids are involved in Club soccer.†

We want to see these numbers go even higher by introducing the sport to more kids who might not otherwise have the chance to experience the Beautiful Game for themselves. We believe that early exposure to soccer will help children develop the physical and social skills that inspire confidence, success, and healthy lifelong habits.

\*Source: National Federation of State High School Associations

†Source: Florida Youth Soccer Association



THE BEAUTIFUL GAME





## MINI-PITCHES

To promote access to safe spaces for play, the Foundation installs mini-pitches at community centers in underserved areas of Central Florida. These are around the size of a tennis court, which is what several of them used to be. The mini-pitches include the playing surface, goals, fencing, and equipment for the participants.

We run our free, customized soccer programs 2-3 times per week at each site. Each session incorporates vigorous exercise, nutrition education, guidance for healthy choices, and family engagement. At the beginning of the program, the children are surveyed for their knowledge of soccer and nutrition. This is used to provide a comparison of their progress at the end of the program. Anecdotal evidence from program staff and participants have shown us that even small improvements help lead to big changes.

To date, we have installed six mini-pitches in Orlando and plan to expand into two neighboring counties beginning in 2019. Our most recent installation was in February 2018 at the Engelwood Neighborhood Center. At the opening, members of the US Soccer Athlete Council, mostly former national team players, visited and played soccer with the children and then chatted with them about healthy choices. Who knows? We may have already enabled the goals of a few future soccer stars.

**6**  
mini-pitch  
installed in  
underserved  
areas

customized soccer  
programs hosted  
**2-3**  
times per week  
at each site



**PITCHES + PATCHES**





### COMMUNITY GARDEN PATCHES

Poor nutrition and obesity are challenges that disproportionately affect low-income neighborhoods where residents lack access to fresh, healthy foods. The Foundation believes that urban agriculture can be beneficial to the environment by reducing the number of miles food travels to reach our plates and creating a more sustainable system. It's also a vital link for the health and wellbeing of community residents, particularly those who live in food deserts.

The planting, care, and harvesting have been incorporated into the curriculum at the schools and community centers near these gardens, helping the children learn about healthy eating in a very practical way.

The gardens also give our small farmers the opportunity to sell their produce at the Parramore Farmers' Market, which opened in January 2018. Customers can buy locally grown, fresh fruits and vegetables using their SNAP funds.



Since 2016, the Foundation has installed and/or funded seven gardens in Orlando, providing residents in those communities with greater access to nutritious foods that are necessary for a balanced diet and healthy lifestyle.



**MINI- PITCHES**

- 1. John H. Jackson Neighborhood Center
- 2. Dr. I. Sylvester Hankins Park
- 3. Engelwood Neighborhood Center
- 4. Frontline Outreach Center



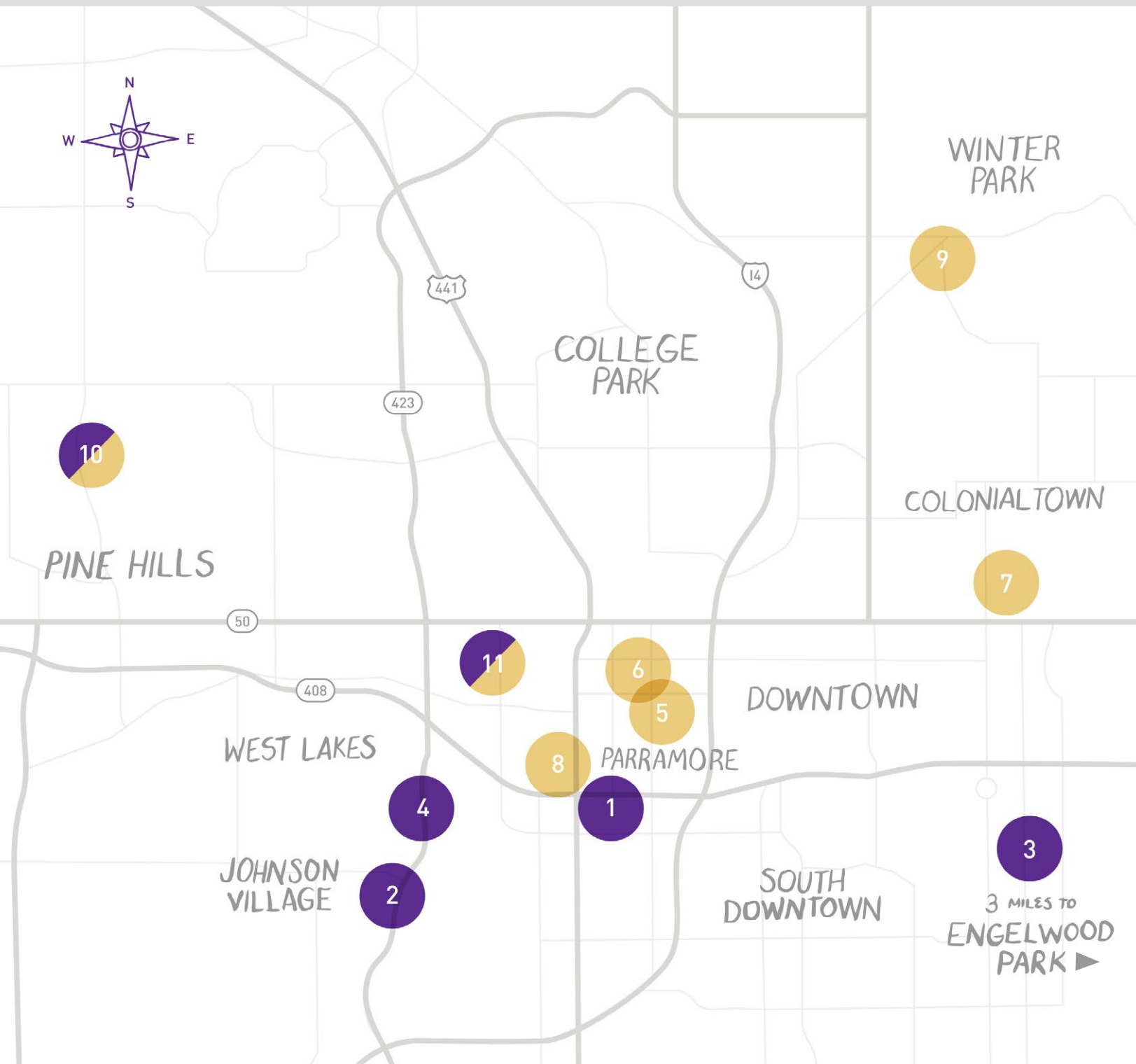
**GARDEN PATCHES**

- 5. Callahan Neighborhood Center
- 6. OCPS Academic Center for Excellence
- 7. Lake Druid Park
- 8. Quarter Acre Farm in Parramore
- 9. Winter Park Day Nursery



**PITCHES + PATCHES**

- 10. Boys & Girls Club Walt Disney World Clubhouse
- 11. Rock Lake Community Center



## CHILDREN NEED TO BE ACTIVE EVERY DAY TO PROMOTE THEIR HEALTHY GROWTH AND DEVELOPMENT.

Children who establish healthy lifestyle patterns at a young age will carry them, and their benefits, forward for the rest of their lives. Consistent physical activity promotes:

- » Healthy growth and development
- » Better self-esteem
- » Stronger bones, muscles, and joints
- » Better posture and balance
- » A stronger heart
- » A healthier weight range
- » Social interaction with friends
- » Learning new skills while having fun
- » Better focus and concentration during school



### SOCCER PROGRAMS

Our programs teach soccer skills along with nutrition and healthy lifestyle choices. The children also learn about yoga, injury prevention, and basic meal preparation. They're also receiving positive reinforcement about the value of teamwork, respect, and self-discipline.

Our players are frequent visitors, serving as role models and mentors for children of all abilities. They encourage the children to maintain the healthy habits they are learning, like eating well and drinking more water. They also help emphasize the importance of staying away from smoking, alcohol, drugs, and gangs.

We are currently running our programs in 10 centers, including our six mini-pitches, with more being added each year. The centers receive balls, cones, pinnies, socks, shin guards and also footwear for those that need it. At the end of each spring and fall season, we host a Jamboree where all the centers play each other in a round robin tournament with fun, friends, and food.

Throughout the year, we provide additional soccer outreach activities and clinics to various partners and inclusive organizations that serve children with alternate abilities, LGBTQ youth, and unified sports.

### MICRO GRANTS

The Foundation welcomes grant requests from eligible tax-exempt organizations under Internal Revenue Code Section 501(c)(3) located and/or operating within these nine Central Florida counties: Orange, Seminole, Osceola, Brevard, Volusia, Lake, Polk, Flagler, and Sumter.

The grants, typically ranging from \$500 to a maximum of \$1,000, are made to further the sport of soccer, which includes equipment, expansion of functions, pilot projects, and start-up of new programs. To date, the Foundation has provided more than 40 grants to organizations that help support soccer and bring programs to underserved areas.

**10**  
centers running  
soccer programs  
and growing

**9**  
counties  
eligible for  
micro grants

**40+**  
grants provided  
to supporting  
organizations





The Foundation raises funds in a variety of ways, including events, online jersey auctions, and the sale of commemorative and collectors' items at Orlando City and Orlando Pride games.



**SOCCERBALL**

SoccerBall kicks off our season in style. The annual February gala celebrates the Foundation's work in the community and features great hospitality, entertainment, coveted silent auction items, and the opportunity to mingle with the Orlando Pride and Orlando City players and coaches.

**PLAYBINGO LADIES LUNCHEON**

PlayBingo Ladies Luncheon brings competition to a new level with the chance to win fabulous prizes and the Best Dressed award for the table's theme and costumes. Past winners include roller derby girls, superheroes and Lake Eola swans!

**FOOTGOLF TOURNAMENT**

Our FootGolf Tournament brings players, coaches, partners, and supporters together for a morning of fun with #NoClubsRequired!

Funds raised through the sale of special jerseys with rainbow numbers during Pride month are used to further our diversity and inclusion efforts in the community. Our donations help support programs at the LGBTQ+ Center of Orlando, Zebra Coalition, Contigo Fund, onePULSE Foundation, and several diversity and inclusion programs at UCF. We're also a sponsor of Orlando's annual Come Out with Pride parade every October.

We are fortunate to have generous partners such as Guys With Ties who hold fundraising events on our behalf. Their annual White Party has raised more than \$12,000 to help fund our programs.

There's a special place in our hearts for our Parramore neighbors. In addition to our soccer and nutrition initiatives, we donate backpacks

filled with school supplies and soccer equipment, including cleats, to the new A.C.E. School soccer team. Our partnership with Publix allows us to provide Thanksgiving meals to 300 households each year, and we also donate toys and gifts for the children during the holiday season.

We are proud to say that funds raised since 2012 through events and dedicated sales have benefited Foundation programs that improve health and wellness opportunities for children and families in our community and help support the efforts of other local non-profit organizations that align closely with our own mission.





# For us, it's no coincidence that the Beautiful Game has found such a welcoming home in the City Beautiful.

We would not be able to score any of our community goals without the support of our fans, community leadership, and these generous partners.

- » Orlando Health
- » Fairwinds Credit Union
- » Mitch Dorin
- » Scott Bates
- » Isaacs Family Trust
- » Barton Malow
- » Ladybird Group
- » Northwestern Mutual
- » Orange Plane Creative
- » Central Florida Audi Dealer
- » Dex Imaging
- » Ford
- » JetBlue
- » Walt Disney World Resorts
- » Breakthru Beverage
- » Morgan Stanley
- » Bamberg Family
- » Greenberg Traurig
- » Freeman Family
- » Brown-Forman
- » Pegasus Transportation
- » Lions Alumni



**ORLANDO CITY**  
**FOUNDATION**



**POWERFUL PARTNERS**





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Learn more about our goals and how you can  
help us achieve them by visiting:

**[ORLANDOCITYFOUNDATION.ORG](http://ORLANDOCITYFOUNDATION.ORG)**

