



**ORLANDO CITY  
FOUNDATION**

**COMMUNITY REPORT**





# ACCESS

## ACCESS

Six letters. Two syllables. By most standards, *access* would be considered a small word. But when you take a moment to consider its impact, particularly on those who don't have it, you'll realize that this word is massive.

For instance, families with access to walk/bike trails, parks, and sports fields tend to be more active. Likewise, people with access to grocery stores and farmers markets tend to include more fruits and vegetables in their families' meals.

What happens to families and children living in low-income communities where there is little to no access to safe spaces to play and the options for groceries are limited to pre-packaged snacks from corner stores?

Unfortunately, the children living in these communities don't have the benefit of healthy choices and are more likely to become overweight or obese. Along with that comes the higher risk of developing lifelong chronic conditions such as type 2 diabetes, heart disease, high blood pressure, stroke, and mental health issues.

Leveling the playing field is one of our goals. 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 access. Access to free soccer programming. Access to safe places to play. Access to urban gardens and healthy food choices.



FREE SOCCER PROGRAMMING



SAFE SPACES TO PLAY



URBAN GARDENS



ACCESS TO HEALTHY FOOD CHOICES



## ADVANTAGES

**Solutions to the problems associated with inactivity and poor nutrition give children advantages in other areas of their lives.**

Participating in soccer not only plants the seed for lifelong fitness, it also develops skills needed for learning. Soccer improves focus and concentration, builds confidence and self-esteem, enhances interactions and connections, boosts motivation and determination, and promotes cognitive flexibility with problem solving. And best of all, soccer is fun, exciting, and universal. Kids naturally enjoy playing and love knowing that they're having the same experience as other kids throughout Orlando and all around the world.

The best way to fuel the body and mind for success on the field and in school is eating more healthy foods. Neighborhoods that lack grocery stores with fresh foods are reaping benefits from community gardens. Children and their families get the experience of seeing how foods are grown and harvested. They take pride in nurturing their crops and using them to prepare something fresh delicious or selling them to neighbors at farmers markets.

With more access to soccer, safe places to play, and healthy food options, children are more likely to develop the skills and habits that are key to reaching their full potential. The Foundation is proud to make an assist for children living in underserved communities and eager to see them achieve their goals.

# ADVANTAGES





## THE BEAUTIFUL GAME

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 850,000 boys and girls for the 2018-19 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







## 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 nine mini-pitches in Central Florida. Several are located in the neighborhoods around our home field at Exploria Stadium, and in March of 2020, we brought even more purple to Osceola County by adding a mini-pitch near the new OCSC Osceola Heritage Park training facility.

Back in the summer of 2019, Central Florida played host to the Major League Soccer (MLS) All-Star Match and All-Star events. Orlando City Soccer Club players Luis Nani, Chris Mueller, and Sebas Méndez competed—and WON—the \$25K charitable prize from the MLS All-Star Skills Challenge. FIFA Abe also took home the \$5K charitable award from the All-Star eMLS Challenge.

**9**  
mini-pitches  
installed in  
underserved  
areas

customized soccer  
programs hosted

**2-3**  
times per week  
at each site







# GREENER GOALS

## GREENER GOALS

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 Foundation is grateful to our supporters, in particular, the Ruckus and Iron Lion Firm, for raising funds to enhance our efforts.





**MINI-PITCHES**

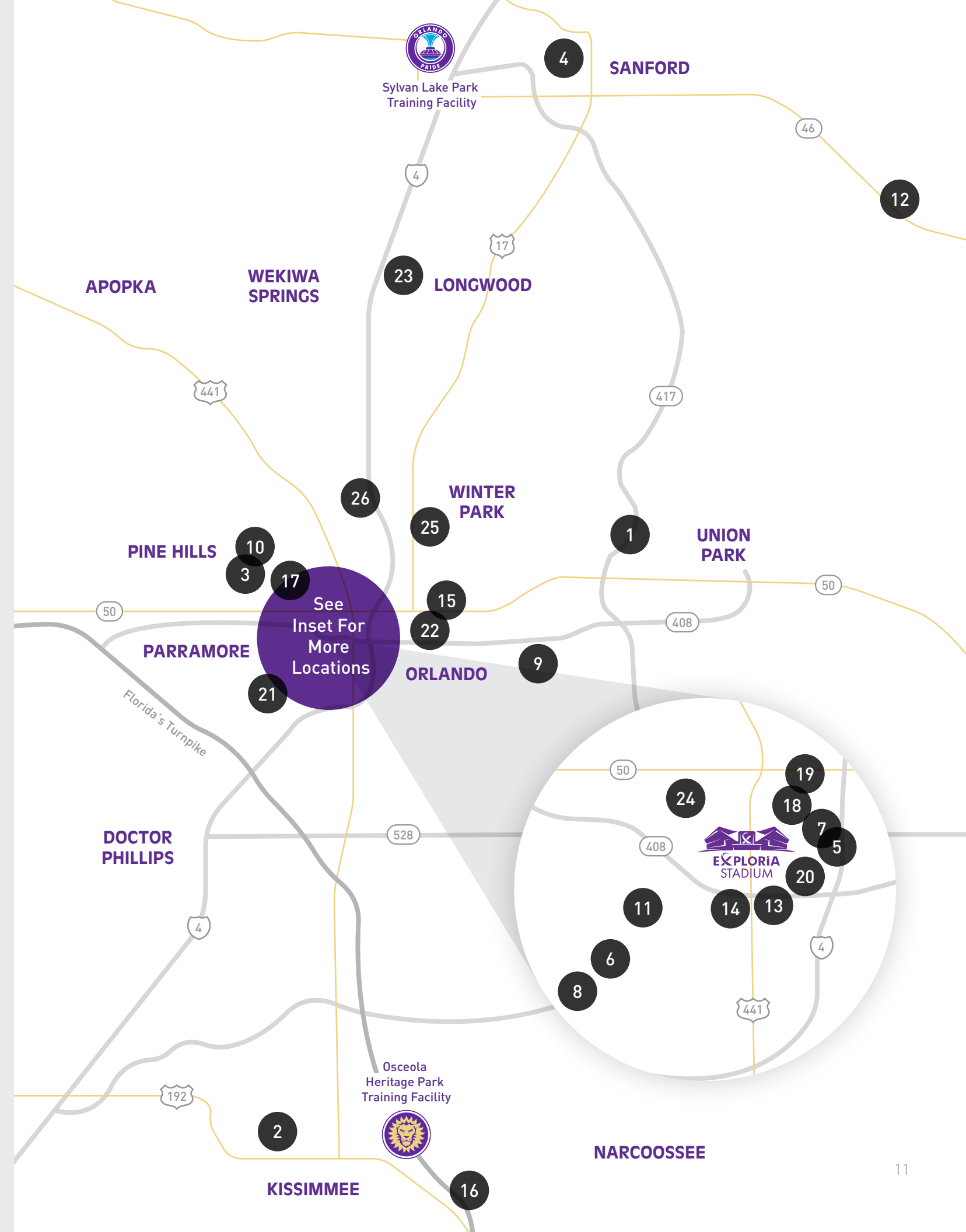


**PATCHES**



**PROGRAMS**

- 1. Arbor Ridge School
- 2. Boys & Girls Club, Tupperware Brands Branch
- 3. Boys & Girls Club, Walt Disney World Clubhouse
- 4. Boys & Girls Club, Westside Community Center
- 5. Central Florida Coalition for the Homeless
- 6. Dr. I. Sylvester Hankins Park
- 7. Dr. J.B. Callahan Neighborhood Center
- 8. Dr. James R. Smith Neighborhood Center
- 9. Engelwood Neighborhood Center
- 10. Evans High School
- 11. Frontline Outreach Center
- 12. Geneva Elementary School
- 13. John H. Jackson Neighborhood Center
- 14. Jones High School
- 15. Lake Druid Park
- 16. Neptune Middle School
- 17. Northwest Community Center
- 18. OCPS Academic Center for Excellence
- 19. Orlando Day Nursery
- 20. Quarter Acre Farm
- 21. Quest Inc. Training Center
- 22. Reeves Terrace Neighborhood Center
- 23. Rock Lake Middle School
- 24. Rock Lake Neighborhood Center
- 25. Winter Park Day Nursery
- 26. XL Soccer World





## LIFELONG BENEFITS

**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

## SOCCKER 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 programs in 12 centers, including seven of our nine 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.

**12**  
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, the sale of commemorative and collectors' items at Orlando City and Pride games, and our new Kicking It Back Club.

## KICKING IT BACK CLUB

We're excited to announce the Kicking It Back Club. The Club allows donors to make monthly or annual contributions to the Orlando City Foundation, which helps us provide more access to free soccer programs, safe places to play, and healthy food choices. The Club offers several levels of support that fit any budget, and donors receive exclusive recognition and Orlando City merchandise that isn't available elsewhere.

BENEFITS	SUPPORTER LEVELS				PARTNER LEVELS			
	CAPTAIN \$10/month or \$120 annually	ALL-STAR \$25/month or \$300 annually	MVP \$50/month or \$600 annually	LEGEND \$100/month or \$1,200 annually	BRONZE \$1,500 annually	SILVER \$2,500 annually	GOLD \$5,000 annually	PLATINUM \$10,000 annually
Listed name recognition on OCF Website	✓	✓	✓	✓	✓	✓	✓	✓
OCF Exclusive Patch	✓	✓	✓	✓	✓	✓	✓	✓
OCF Exclusive Lapel Pin	✓	✓	✓	✓	✓	✓	✓	✓
OCF Exclusive Magnet			✓	✓	✓	✓	✓	✓
OCF Exclusive Scarf				✓	✓	✓	✓	✓
Recognition on OCF E-Newsletter				✓	✓	✓	✓	✓
Recognition on "Kicking It Back Club" donor wall at Exploria Stadium				✓	✓	✓	✓	✓
Recognition with tags on OCF public social posts: Facebook/Instagram/Twitter					✓	✓	✓	✓
Recognition of your name/logo/link on the OCF Website and E-Newsletter					✓	✓	✓	✓
Recognition on the OCF Annual Community Report					✓	✓	✓	✓
Ability to designate your charitable gift to an OCF mission area							✓	✓
OCF Partner "Feature Highlight" with tags on OCF public social posts: Facebook/Instagram/Twitter							✓	✓
Ability to have your name/logo/link on a specific OCF mission area program or project								✓
Permanent public recognition on the "Pillars of Orlando City Foundation" wall at Exploria Stadium								✓

When you join the Club, you will be among a special group of businesses and individuals who help provide access to free soccer programs, safe places to play, and healthy food choices. Together, we can bring access to the kids who need it most.



## ***The Beautiful Game has found a welcoming, supportive 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

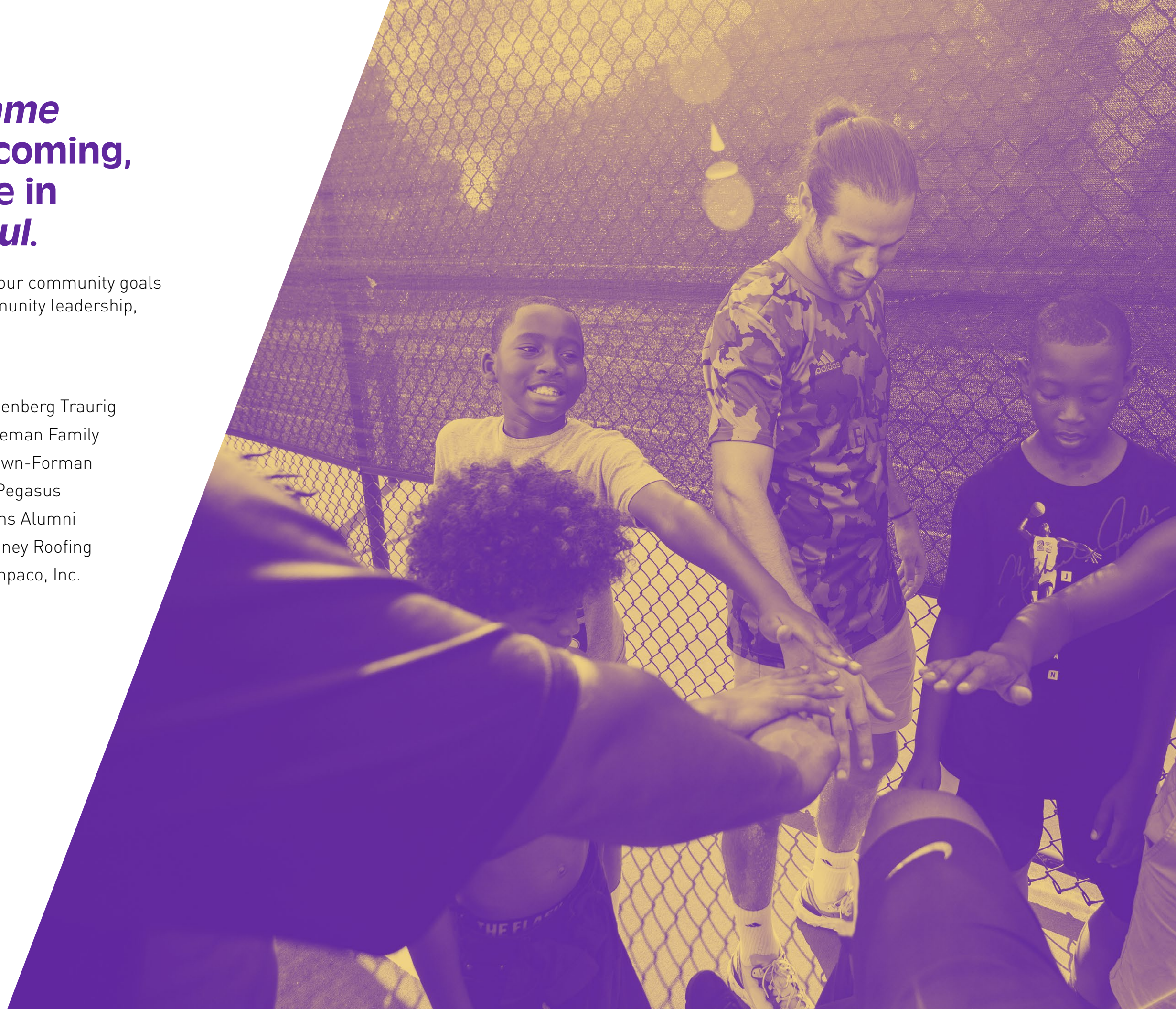
Brown-Forman

GoPegasus

Lions Alumni

Janney Roofing

Tempaco, Inc.







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

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

