



2021 SEASON



ORLANDO CITY & ORLANDO PRIDE COMMUNITY REPORT



GREETINGS

2021 was an action-packed year for both Orlando City and Orlando Pride, despite the continuance of COVID-19, and I am happy to bring to your attention some of the events, activities and highlights from our outreach into the community.

The safety of our supporters, players, coaches, staff and community was of paramount importance and had a significant limiting effect on our in-person interactions. However, we were still able to work with our many partners in the community to meet needs and help raise awareness for a significant number of causes. I want to give a special mention to our friends at Orlando Health as our partnership enters its' twelfth season - we are proud to be partners both on and off the pitch!

Players from both City and Pride joined players across both leagues to work together to combat hate, racism and inequality through Black Players For Change and Black Women's Player Collective. A joint initiative with US Soccer Foundation will see mini-pitches being installed in under-served areas and players participating in clinics and programs.

I am happy to share this community report emphasizing our work in our community. Thank you for your continued support and partnership, we very much appreciate you!

MARK WILF
Chairman

GAMEDAY RECOGNITIONS

AT CITY GAMES, WE RECOGNIZED:



EVERYDAY HEROES WITH CITY FURNITURE with each military service member receiving a \$1,000 gift card.

DISNEY FAMILY OF THE MATCH with each family receiving 4 Walt Disney World tickets.

In June, we commemorated the **5 YEAR ANNIVERSARY OF THE PULSE TRAGEDY** by thanking the Orlando Health medical staff and by auctioning game-worn jerseys with specialty rainbow numbers with funds going to local LGBTQ+ organizations.

FORD/OCPS TEACHER CHECK PRESENTATION: Awarded the 2020-2021 Orange County Public School's Teacher of the Year with a \$1,500 check, presented by OC Foundation and local Ford dealers.



September is **KICK CHILDHOOD CANCER MONTH** and our Club, players and partner, Orlando Health drove awareness of the campaign through in-stadium activations, social and digital channels and on regional and national broadcasts.

The leader of the Pediatric Hematology and Oncology Division at Orlando Health, Arnold Palmer Hospital for Children, presents Kick Childhood Cancer Scarf to eleven local physicians, nurses, medical assistants, and social workers.

Orlando City Goalkeeper **MASON STAJDUHAR**, himself a cancer survivor, visited the Seacrest Studio at Arnold Palmer Hospital for Children, delighting and inspiring the young patients

GAMEDAY RECOGNITIONS

AT PRIDE GAMES, WE RECOGNIZED:



As part of Mission Inspiration, we highlighted **TECH SASSY GIRLZ**, an organization dedicated to empowering girls to pursue science, tech, engineering, coding and math fields.

SUSTAINABILITY/ ZERO WASTE: Debut of the Exploria Stadium Green Team, consisting of volunteers helping supporters eliminate waste and recycling.

TOKYO OLYMPICS PLAYER RECOGNITION: Orlando Pride players welcomed back from Olympic competition and awarded 'Tokyo Collection' jerseys and scarves.

MILITARY SURPRISE WELCOME HOME: The Bergman Family thought they were just receiving a scarf on field, when they were surprised to see Michael Bergman who returned from active Military duty.



ASHLYN HARRIS NWSL RECORD WINNER: Orlando Pride Executive VP presents Pride goalie with a commemorative jersey for setting the NWSL record. Awarded Golden Glove trophy by Pride Goalkeeper Coach.

In September, a disastrous fire at a local pet shelter, **PET ALLIANCE**, resulted in an outpouring of assistance from the community including the Pride players who helped showcase some of the pups at a game.

SOCCER FOR ALL is a league-wide, year-round initiative means providing inclusive opportunities in-stadium and for members of the local community. Programs and resources include free soccer programs, equipment donations to underserved and underrepresented communities, and supporting individuals with and without intellectual and physical disabilities. We also supported commemorative awareness months including Black History Month, Women's History Month, Asian American & Pacific Islander Heritage Month, LGBTQ+ Pride Month and Hispanic Heritage Month.



We celebrated **JUNETEENTH** with a series of initiatives to celebrate freedom. In collaboration with Black Players for Change (BPC), an independent organization of Black MLS players, coaches, and staff seeking to increase inclusion in soccer established on Juneteenth 2020, MLS programs included a limited-edition jersey auction, and the playing of the Black National Anthem (“Lift Every Voice and Sing”) before matches. The Juneteenth-inspired numbers on the jerseys of all players competing during the weekend of June 18-20 were designed by Indianapolis native Israel Solomon in collaboration with MLS and Black Players for Change.

GREENER GOALS is a leaguewide initiative designed to help to identify ways to reduce the greenhouse gas footprint and raise awareness about environmental issues throughout the soccer community. Parley jerseys made from recycled plastic were once again worn by the players to raise awareness about protecting our oceans.

This year, in partnership with OUC, stadium caterers, Spectra, and stadium operations, we launched a zero-waste initiative around four pillars - trash, solar, food waste, and recycling, and built out our recycling and compost program.

EVERY SAVE MAKES A DIFFERENCE

TUDN has partnered with MLS WORKS, the league’s social responsibility platform, and Allstate with \$500 for every save made during a TUDN or Univision broadcast.

In 2021, the funds were used to buy soccer equipment for Engelwood Neighborhood Center located in a largely Hispanic community. The site was used for an outreach pilot program between children at the Center and Orlando Police Department, to break down barriers and build relationships. On December 1st, 120 kids from the Center and local school played pick-up soccer with 15 Orlando Police Department officers. They were also joined by District 2 Commissioner Tony Ortiz and Orlando Police Chief Orlando Rolón.

HOPE IS REAL. HELP IS REAL.
YOUR STORY IS IMPORTANT

NWSL INITIATIVES

NATIONWIDE & LOCAL



AUCTION NOW OPEN!

As part of the multi-year partnership, the **NATIONWIDE INITIATIVE** is an annual service and grant project highlighting local community programs in all NWSL markets. In 2021, the Orlando Pride players chose local organization TWLOHA (To Write Love On Her Arms) which focuses on mental health, depression and suicide prevention. Pride player Ali Krieger was chosen as the ambassador and helped highlight the issues and the impact TWLOHA is having in the community and the players wore special warm-up shirts.

PRIDE MISSION FUND

In 2021, all funds raised through jersey auctions and poster and trading card sales were collected in a separate fund, housed under Orlando City Foundation. The \$30,000 raised will be used, at the players' direction, to award scholarships and seed money to women and girls, with the focus areas being the five mission patches released throughout the season - Inspiration, Rainbow, Equality, Planet Earth and W(omen)

DRIVES & COLLECTIONS



In partnership with Ford, players and supporters collected school supplies which were then donated to OCPS Academic Center for Excellence in Parramore. Club mascot Kingston and City player Tesho Akindede delivered the supplies and joined the 2nd graders for a math lesson.

Orlando City Foundation joined District 5 Commissioner Regina Hill at a Back to School event and donated 300 backpacks filled with school supplies to the students.

Orlando Pride player, Ali Riley, delivered new cleats, socks and shin guards to the Jones High School Varsity Girls Soccer team in Parramore and gave encouraging words for the start of their season.

Orlando City team Captain, Nani, provided 100 local Parramore families with a food gift basket in honor of Good Samaritan Day on March 13th.



Orlando City Foundation, Club partners Publix, Orlando Health, Pepsi, Frito Lay, Rasmussen University, Spice World and 2021 Orlando City team captain, Nani joined forces with District 5 Commissioner Regina Hill to provide a full Thanksgiving meal for 800 families.



Orlando City, Orlando Pride and Orlando City Foundation staff and supporters collected toys for the holiday season through an online wishlist for the children at Arnold Palmer Hospital and the annual Parramore Holiday Party attended by more than 500 children.

DONATIONS TO NON-PROFITS

Each year, the Club fulfills requests from local non-profits for auction items to help raise much-needed funds. This year, even through the COVID 19 pandemic, we were still able to help more than 70 non-profits with signed merchandise and tickets.



SPONSORED EVENTS

Events sponsored by the Club and Foundation in 2021 include:

- Strengthen Orlando during Black History Month
- Mayor Dyer's City of Orlando Neighborhood Summit
- Celebrate the Children - Boys & Girls Clubs of Central Florida
- Gold Gala - Cannonball Kids Cancer
- City of Orlando Women's History Month
- New Image Youth Center, Parramore - Golf Tournament
- Special Olympics Champions Gala
- Institute for Sports & Social Justice - Giant Steps Gala
- Come Out With Pride parade
- Immerse Festival in downtown Orlando
- Special Olympics - Race for Inclusion.

FOUNDATION PARTNERSHIPS

The Healthy Lifestyles program at Orlando Health Arnold Palmer Hospital for Children once again partnered with Orlando City Foundation to provide resources for the free after-school programs. This included a binder with topics and activities covering nutrition, fitness, mental health and implementing a healthy lifestyle, especially important during the pandemic. The fun, interactive activities can be used by the whole family.



FOUNDATION PARTNERSHIPS



2021 also saw the Foundation partner with Pepsi Stronger Together as the presenting partner for our Kicking it Back program. "Kicking it Back" is a free after-school soccer program designed to use our sport as a tool to teach valuable nutrition and life lessons to kids in underserved areas. With Pepsi Stronger Together onboard, we're excited to continue making meaningful impact at the grassroots level by providing valuable resources and tailored programming for our community.



In November, the Foundation awarded a \$7,500 grant to OCPS Academic Center for Excellence in Parramore, just a few blocks from Exploria Stadium, to revitalize the 16 raised beds which had fallen into disrepair during the pandemic. Supporters and board members together with partners Fleet Farming came together to clear and weed ready for the start of the spring semester and to add picnic benches. The grant will also pay for an educator to run a garden club for the students and the fruit and vegetables grown will be used in the school kitchen.

