



2023

ORLANDO CITY &
ORLANDO PRIDE
COMMUNITY REPORT





TO OUR COMMUNITY –

AS WE REFLECT ON 2023 AND OUR STRONG ACCOMPLISHMENTS AT ORLANDO CITY, ORLANDO PRIDE AND IN OUR COMMUNITY, WE ARE HUMBLLED BY THE COMMITMENT OF OUR FANS, PARTNERS AND THE ORLANDO COMMUNITY.

THIS PAST YEAR, WE PRIORITIZED SUPPORTING OUR COMMUNITY IN PARTNERSHIP. WE HELD SEVERAL DRIVES, INCLUDING FOR SPORTS EQUIPMENT, SCHOOL SUPPLIES, BIKES AND TOYS FOR THE HOLIDAYS. WE HOSTED OUR BEST THANKSGIVING EVENT TO DATE, SERVING NEARLY 2,000 FAMILIES IN THE PARRAMORE AREA WITH A FRESH TURKEY AND ALL THE TRIMMINGS.

IN 2023, ORLANDO HEALTH CONTINUED TO BE A STELLAR PARTNER OF BOTH SOCCER CLUBS AND OUR ORGANIZATION. IN PARTNERSHIP WITH ORLANDO HEALTH, WE HELD A FANTASY CAMP FOR YOUNG CANCER PATIENTS, WHICH WON A SPORXY AWARD. TOGETHER, WE SUPPORTED BREAST CANCER PATIENTS AND FAMILIES THROUGH LIBBY'S LEGACY BREAST CANCER FOUNDATION.

MORE BROADLY, ORLANDO CITY AND ORLANDO PRIDE SUPPORTED MORE THAN 50 LOCAL NONPROFIT ORGANIZATIONS THROUGH SPONSORSHIP, VOLUNTEERISM AND BOARD SERVICE. OUR CLUBS DONATED MORE THAN 4,000 TICKETS TO MANY ORGANIZATIONS IN OUR COMMUNITY INCLUDING LOCAL SCHOOLS, COMMUNITY ORGANIZATIONS, NONPROFITS, AND VETERANS. WE FULFILLED MORE 100 DONATION REQUESTS FOR SIGNED MEMORABILIA AND TICKETS TO HELP LOCAL NONPROFITS RAISE MUCH-NEEDED FUNDS DURING THEIR ANNUAL FUNDRAISING EVENTS.

THE FOUNDATION FUNDED THREE NEW COMMUNITY GARDENS, GAVE MICROGRANTS TO MULTIPLE LOCAL SOCCER ORGANIZATIONS TO HELP GROW THE GAME. WE DISTRIBUTED HUNDREDS OF SOCCER BALLS TO LOCAL POLICE OFFICERS FOR COMMUNITY PROGRAMS, AND WE PARTNERED WITH ORLANDO HEALTH ON A "FOOD AS MEDICINE INITIATIVE, AIMED AT IMPROVING HEALTH OUTCOMES FOR ELDERLY, LOW-INCOME RESIDENTS.

WE ARE PROUD OF OUR STAFF, PLAYERS AND ORGANIZATION, FOR THEIR TIRELESS EFFORTS TO ADDRESS OUR COMMUNITY NEEDS. I AM THANKFUL TO ALL OF OUR DONORS AND PARTNERS WHO HAVE MADE THIS WORK POSSIBLE. WE ARE HONORED TO HAVE HAD THE OPPORTUNITY TO PARTNER WITH SO MANY GREAT ORGANIZATIONS DOING INCREDIBLE WORK AND PROVIDING OUTSTANDING SERVICE TO OUR COMMUNITY. MOST OF ALL, HOWEVER, WE ARE EXCITED ABOUT THIS COMING YEAR, AND THE OPPORTUNITIES WE WILL HAVE TO GROW OUR IMPACT IN THE COMMUNITY, WHILE WE PURSUE CHAMPIONSHIPS ON THE PITCH. THANK YOU FOR BEING PART OF THIS JOURNEY!

WITH GRATITUDE,
MARK WILF
OWNER/CHAIRMAN

GAMEDAY RECOGNITIONS

AT CITY GAMES, WE RECOGNIZED:



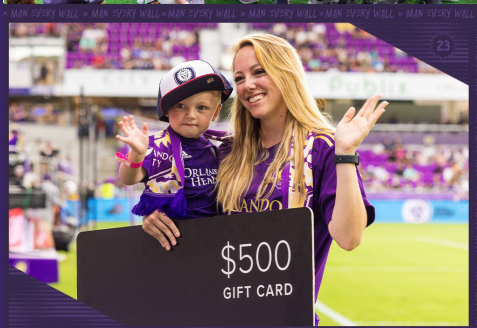
Disney Family of the Match

At every City home game, we randomly selected one lucky family with young children to be our Disney Family of the Match. They were recognized on the field and rewarded with a family pack of 4 park hopper tickets to visit Walt Disney World.



Kick Childhood Cancer

During the month of September, Orlando City, along with Major League Soccer, promoted awareness of pediatric cancer by 'going gold' on the field including gold nets, corner flags, and pre-match tops and jerseys. Funds raised through the auction of select match worn tops are donated to pediatric cancer research.



CITY Furniture Everyday Heroes

Our partners at CITY Furniture continued to honor a military service member at every City home game this season. Our Heroes received tickets to the game, recognition on the field, and a \$500 CITY Furniture gift card.



Soccer For All - Youth Soccer Check from VyStar

During the Orlando City game vs CF Montreal, VyStar Credit Union presented a check for \$10,000 to Orlando City Foundation to support free youth soccer programs across the metro area.

GAMEDAY RECOGNITIONS

AT PRIDE GAMES, WE RECOGNIZED:



Purple Pride 5K

Supporters got their year off to a running start at the 8th annual Purple Pride 5K presented by Orlando Health, Publix and Aquafina. Runners tackled a brand new course before entering Exploria Stadium and sprinting down the sideline to earn their commemorative race medal. Contestants enjoyed post-race photo ops and festivities.



Nationwide Community Assist Award

Anna Moorhouse and the Pride spent a day volunteering at Pet Alliance of Greater Orlando as part of the Nationwide Community Impact program, highlighting the work they do finding pets homes and providing affordable veterinary care. The chosen organization received a check for \$5000 from Nationwide.



Orlando Pride Fantasy Camp - Not Your Mother's

The Orlando Pride and Not Your Mother's teamed up during the season to host Girls on the Run for a fantasy camp at Exploria Stadium. The day featured drills on the field, autographs from Pride players, and free hair styling featuring Not Your Mother's products.

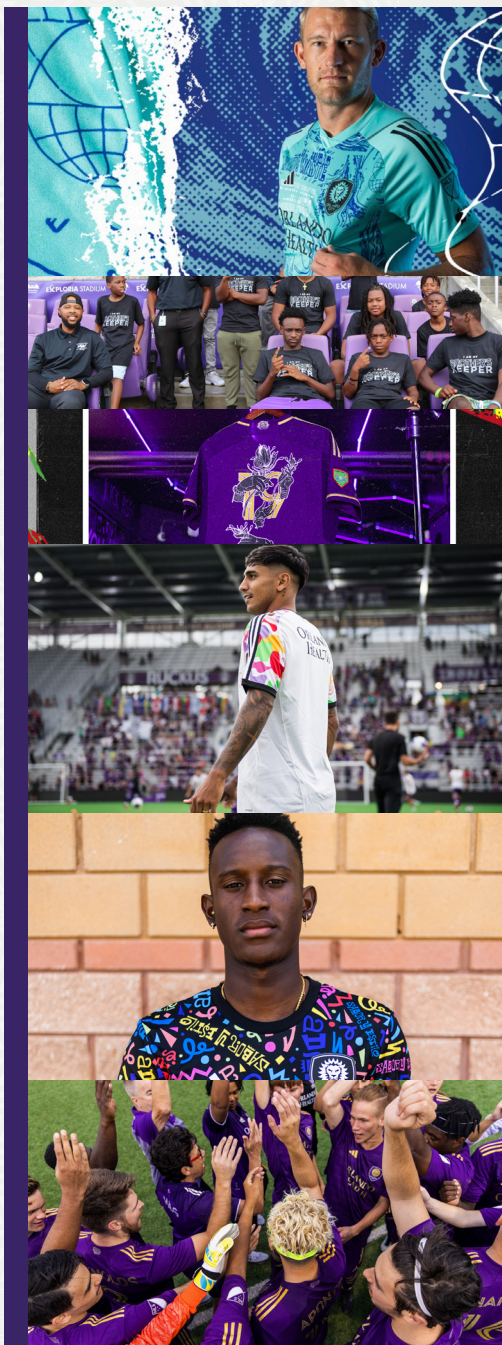


Juneteenth

In commemoration of Juneteenth, players wore a custom Juneteenth T-shirt, designed in partnership with the Black Women's Player Collective. A portion of all net proceeds went to BWPC and Marsha P Johnson Institute in support of each organization's respective initiatives and advocacy work.

MLS INITIATIVES

NATIONWIDE & LOCAL



Greener Goals - Prime Blue

As part of a league-wide initiative to end plastic waste and celebrate Earth Day, City players wore a swirling, hand-drawn fusion design of teal and blue and made entirely of Parley ocean plastic. The kit paid homage to the ocean floor and featured the repeating wordmark 'End Plastic Waste' as a call to action.

Juneteenth

This year, MLS commemorated Juneteenth with a special jersey designed by Black artist Gianni Lee with a theme of 'The Seeds We Plant, The Flowers We Share' Jerseys were signed by the players then auctioned with the proceeds in the Orlando market going to My Brother's Keeper.

Pride

Orlando City and the Orlando Pride celebrated Pride night again this season. Game worn jerseys from both teams were auctioned off online with proceeds going to support local LGBTQ+ nonprofits and causes.

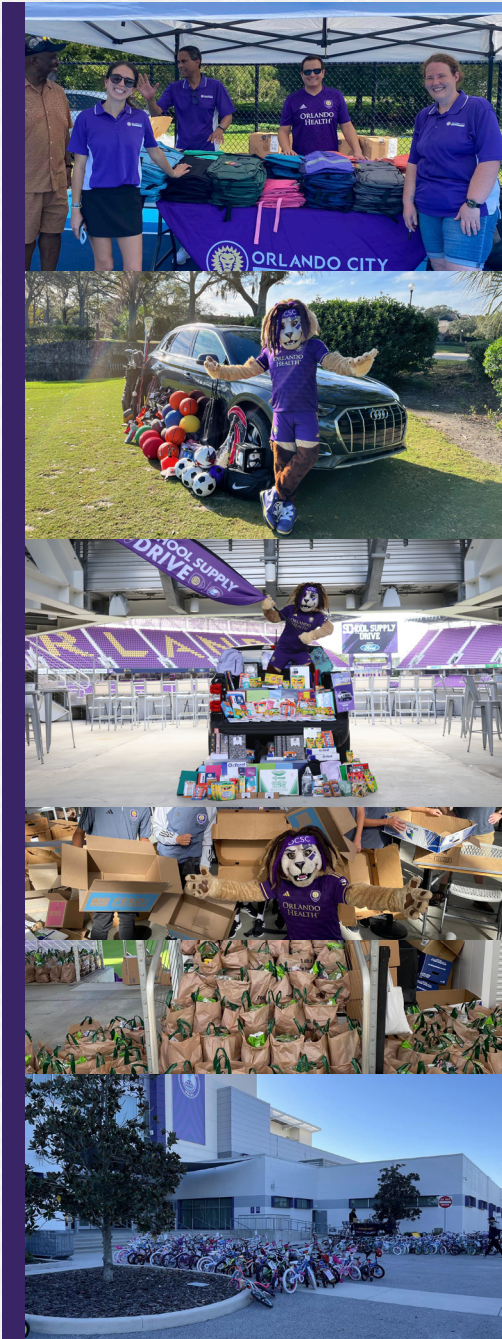
Hispanic Heritage top

Clubs across Major League Soccer celebrated Hispanic Heritage month with players wearing vibrant training jersey tops celebrating the love and passion of Hispanic supporters.

Special Olympics

We continued our valued partnership with Special Olympics in 2023 by sponsoring our Special Olympics United Team and sending two athletes and a coach to the 2023 MLS All-Star game.

DRIVES & COLLECTIONS



District 5 Back to School Event

In August, Orlando City Foundation distributed 400 filled backpacks to residents of Parramore at Commissioner Hill's Back to School event.

Audi Sports Equipment Drive

In conjunction with our Central Florida Audi Dealers, the Orlando City Foundation and Kingston donated new and used sports equipments to local youth sports programs.

Ford School Supply Drive

Ford led the charge in collecting school supplies again at games this year and from the community at large. These donated school supplies were then delivered by Kingston and Ford representatives to local elementary schools in the Orlando area.

Thanksgiving Turkey Giveaway

Orlando City, Orlando Pride and Orlando City Foundation joined forces with District 5 Commissioner Regina Hill, the Salvation Army as well as partners Publix, Pepsi, and Spice World to bring Thanksgiving cheer to local residents. Hundreds of people lined up to receive a turkey, fresh fruit, vegetables and even t-shirts and socks. Our unhoused neighbors were also taken care of with non-perishable items, clothing and

Bike Drive

In November, the Clubs joined forces with broadcast partner Real Radio 104.1 Monsters In The Morning to collect new bikes and helmets to be distributed to children in Parramore. The radio hosts broadcasted their show outside Exploria Stadium on a chilly morning and received 167 new bikes for Parramore Kidz Zone.

DONATIONS TO NON-PROFITS

Ticket Donations and Auction Items

During the 2023 Orlando City and Orlando Pride seasons, the club donated over 4,000 tickets to many organizations in our community including local schools, community organizations, non-profits, and veterans. The Club also fulfilled over 100 donation requests for signed memorabilia and tickets to help local non-profits raise much needed funds during their annual fundraising events.



Libby's Legacy Breast Cancer Foundation

Orlando City Foundation proudly presented a check for \$20,000 to Libby's Legacy Breast Cancer Foundation representatives, joined by the dedicated doctors from Orlando Health Cancer Institute - Dr Shoup, Dr Dvorak and Dr Smith.



GROW Central Florida Ball donation - May

In 2023, our club once again joined forces with GROW Healthy Kids to distribute thousands of sports balls to local police officers. The officers hand out the balls to the kids in the communities they serve to inspire and promote positive interactions.



PARTNER COLLABORATIONS



CITY Furniture Delivering Hope

Orlando City & Orlando Pride teamed up with partners CITY Furniture for the Delivering Hope event. 100 children enjoyed a party at the stadium and the night culminated with the announcement that each child will receive a brand new bed and bedding.

Winning Women in Purple

This Orlando Health sponsored event was attended by over 200 guests and featured a panel consisting of Pride GM Haley Carter, Pride assistant coach Yolanda Thomas, Dr. Ana Elisa Cuesta Fernandez from Orlando Health, and Sami Haiman-Marrero from Urbander/Casa Culture.

Fantasy Camp for Arnold Palmer Hospital for Children

The second annual Kicking Childhood Cancer Fantasy Camp in partnership with Arnold Palmer Hospital in August gave 11 pediatric cancer patients the opportunity to be Orlando City Lions for the day. The youngsters signed contracts, received their jerseys and joined City players on the pitch for some drills. The event won the 2023 SPORRY Award for Sponsorship Activation of the Year.

Spice World Cook Off

For the 2023 season, Orlando City and Spice World partnered together to create the first ever Lion Chef Cooking Competition with Orlando City players. Facundo Torres, Gaston Gonzalez, and Felipe Martins were paired up with celebrity chefs from Publix and OVG to race against the clock and create a winning dish.

Player Hospital Visits

Throughout 2023, Orlando Pride and Orlando City players visited patients at Arnold Palmer Hospital for Children to bring joy, support, and encouragement.

Gold standard with Jessica Morgan

At the start of the 2023 season, Orlando City SC launched a new service brand known as the "GOLD Standard." Team Members trained and demonstrated our GOLD Standard service to all fans at Exploria Stadium throughout the year. During the last regular season game, team members who exemplified the GOLD Standard were honored by President of Business Operations, Jarrod Dillon.

COMMUNITY OUTREACH

The club is actively involved with philanthropic and community efforts in Central Florida and contributes to nonprofit causes through sponsorship, volunteerism, and board service with 18 organizations totaling over 1000 hours of committed activity. Organizations supported include:

ORGANIZATIONS INCLUDE:

- BOYS & GIRLS CLUBS OF CENTRAL FLORIDA
- CITY OF ORLANDO NEIGHBORHOOD SUMMIT
- BOY SCOUTS OF AMERICA
- HEART OF FLORIDA UNITED WAY
- HOLOCAUST MEMORIAL RESOURCE & EDUCATION CENTER
- COME OUT WITH PRIDE
- VETERANS ENTREPRENEURSHIP
- THE PRIDE CUP
- LS HANKINS - FA JOHNSON EDUCATION FOUNDATION
- PARRAMORE MAIN STREET
- PACE CENTER FOR GIRLS
- FLORIDA RISING STARS
- DISTRICT 5 BACK TO SCHOOL EVENT
- AWE IMPACT FORUM
- CANNONBALL KIDS CANCER
- KICKING KIDS CANCER
- OCPs GREEN SCHOOLS INITIATIVE
- GREATER ORLANDO SPORTS COMMISSION
- ZEBRA COALITION
- EQUALITY FLORIDA
- SPECIAL OLYMPICS FLORIDA
- LIBBY'S LEGACY BREAST CANCER FOUNDATION
- 4 ROOTS FARM
- YOUNG BLACK MEN OF EXCELLENCE
- MY BROTHER'S KEEPER
- HARBOR HOUSE
- OCA A SPECIAL PLACE
- SEMINOLE HIGH SCHOOL GARDEN PROJECT
- ARBOR RIDGE K-8 GARDEN PROJECT
- ORLANDO COMMUNITY ARTS
- AFRICAN AMERICAN CHAMBER
- ALL STAR DADS
- ASIAN AMERICAN HERITAGE COUNCIL
- BRAZILIAN CHAMBER OF COMMERCE
- CENTRAL FLORIDA HOTELS & LODGING ASSOCIATION
- DOWNTOWN ORLANDO PARTNERSHIP
- HISPANIC CHAMBER OF COMMERCE
- INDIAN AMERICAN CHAMBER OF COMMERCE
- ORLANDO BUSINESS JOURNAL
- ORLANDO MAIN STREETS
- SEMINOLE COUNTY CHAMBER
- PRIDE CHAMBER
- VISIT ORLANDO
- WEST ORANGE CHAMBER
- WOMEN IN SPORTS & EVENTS

WOMEN IN SPORTS & EVENTS GREATER ORLANDO CHAPTER



NOTABLE RECOGNITIONS

Marta 100 jersey

At the end of the 2023 season, Pride captain Marta was awarded a special jersey as she became the first-ever player in Pride history to appear in 100 matches for the club across all competitions.



Team and Department Awards

- The Creative and Communications departments won an EMMY Award for their documentary about Orlando City's US Open Cup win.
- ESPN named the Orlando Pride's Highway Woman jersey as the 2023 ESPN NWSL Jersey of the Year.
- Orlando City was named as Major League Soccer's 2023 Strategy and Business Intelligence Club of the Year
- The Marketing and Operations Teams were finalists for 2023 MLS Team of the Year for their respective areas.



ORLANDO CITY
FOR OUR CITY

JOURNEY TO
U.S. OPEN CUP GLORY
2022

[CLICK HERE TO WATCH](#)

Individual Staff Awards

- At the 2023 SPORTYS, Orlando City Soccer Club took home the awards for Best in Corporate Partnerships (Callum Shepherd), Corporate Sponsorship Activation of the Year, and Best in Media, Communications, and PR (Gabby Amado)
- Pedro Araujo and Caesar Lopez were nominated for Orlando Business Journal's 40 Under 40 Award
- Pedro Araujo also won 2023 CMO of the Year from the Orlando Business Journal C-Suite Awards.
- Monica Nieves and Thang Boyd were finalists for the Rising Star in Women in Sports Leadership Awards.
- Aurusa Moosani and Julie Baca were nominated for SPORTY Awards for Best in Business Ops and Best in Venue Operations respectively



SPORTYS
GREATER ORLANDO'S NIGHT OF CHAMPIONS

PRESENTED BY
ORLANDO HEALTH | Jewett Orthopedic Institute

STADIUM EVENTS

PACE Center Graduation

In May, PACE Center for Girls held a graduation ceremony in the West Club, attended by community leaders including Representative LaVon Bracy Davis. The Center provides girls and young women an opportunity for a better future through education, counseling, training and advocacy.



Spelling Bee

Orlando City Soccer Club hosted Central Florida for the 2023 Scripps National Spelling Bee, through the Orlando Regional Spelling Bee at Exploria Stadium on Saturday, February 4th. The students who competed progressed from school bees to district bees, and finally to the Orlando Regional Bee.



XL Soccer - Kicking Kids' Cancer Gala

The 10th Annual Kicking Kids' Cancer gala presented by Orlando Health and in partnership with XL Soccer Nation was held at Exploria Stadium in September and raised over \$110,000 for pediatric cancer research.



ORLANDO CITY FOUNDATION

Earth Month with OUC

In 2023, the Foundation helped establish 3 new community gardens in low-income areas and schools this year. In addition, the Foundation funded 8 organizations with micro-grants intended to enhance their soccer programs. gave a grant in partnership with Orlando Health to 4 Roots Foundation for a 'food as medicine' program with low-income, elderly residents, and granted \$25K to Salvation Army to renovate a safe space for LGBTQ+ youth and to build a vegetable garden for residents.



PlayBingo

The 8th Annual PlayBingo Ladies Luncheon presented by Winnie Palmer Hospital for Women & Babies was another smashing success with the ladies excelling with their creative themes and costumes. \$20,000 of the proceeds was donated to Libby's Legacy Breast Cancer Foundation.



Golf/Footgolf presented by IOA

On September 15, 40 teams took to the courses at the annual Orlando City Foundation Celebrity Golf & Footgolf Tournament at Reunion Resort & Golf Club. Recent Club investor Grant Hill was among some of the stars joining the event.



ORLANDO CITY AND PRIDE STAFF IN THE COMMUNITY

MLK Day Parade with Orlando Health



Come Out With Pride with all the supporter groups



Earth Month



Callahan Neighborhood Center Reading Month



Special Olympics Camp



Patriot Remembrance Day



Stetson University Takeover





Audi

GOOAL

Heineken

adidas



SMOKE
DEVICE
AREA