

COMMUNITY IMPACT REPORT 2024

PORTLAND TIMBERS



STAND TOGETHER

Stand Together is dedicated to harnessing the power of sport to uplift the lives of children and families in the Portland metro area. Through purposeful programs, strategic partnerships, and philanthropic endeavors, Stand Together uses soccer to create equitable and inclusive communities where people of all ages can thrive.

COMMUNITY IMPACT

\$586,070 DONATIONS

\$186,300 of monetary donations to
45 organizations

\$399,770 of in-kind donations to
342 organizations

1765 VOLUNTEER HOURS
at nonprofits in the Portland Metro Area

497 APPEARANCES
by players, coaches, alumni, front office staff

TIX FOR KIDS
2071 TICKETS distributed to
70 nonprofit organizations

STAND TOGETHER WEEK 2024

585 VOLUNTEERS
including players, staff, & supporters

31 EVENTS
with community partners

1600+ HOURS
served in one week



2024 COMMUNITY SPOTLIGHT

KEYBANK COMMUNITY PLAZA

Last spring, KeyBank entered a new multiyear partnership with the Portland Timbers. The partnership included the naming rights to the northeast entrance of Providence Park. On May 9th, the KeyBank Community Plaza was unveiled. Over the season, the KeyBank Community Plaza hosted 17 local nonprofits on Timbers' match days. Fans had the opportunity to engage with and learn about the featured organizations at informational tables stationed under tents outside the entry gates. The Timbers also provided each organization with marketing highlights throughout the matchday with the intent of generating awareness and exposure for our community partners.



ROSE CITY READERS USING SOCCER TO IMPROVE LITERACY

36 SCHOOLS
visited by Timber Joey

3,808 ELEMENTARY YOUTH
were read to



MAKE-A-WISH

From training with the Portland Timbers at the training facility to leading the Timbers Army chants during a match, 18-year-old Edson experienced Soccer City to the fullest.



AWARDS

A Place With No Ceiling

Portland Timbers Company Award

Outsports Power 100

Kenny Dow, VP Brand Marketing

Portland Business Journal Women of Influence

Dr. Robin Beavers, VP Community and Social Impact

WISE Women to Watch

Sydney Schimelfining, Director of Events



COMMUNITY IMPACT *STORIES* 2024

PORTLAND TIMBERS



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TIMBERS COLLABORATE WITH AFRICAN ROAD

In collaboration with Portland-based nonprofit African Road, the Portland Timbers expanded their Fields For All partnership globally in 2020, awarding \$50,000 in funding to Togetherness Youth Cooperative to build its first international field in Kigali, Rwanda. The funding supported the construction of a Phase I FIFA junior regulation-sized, graded soccer field with 400 stadium seats.



The team's mascot, Timber Joey, and Vice President of Community and Social Impact, Dr. Robin Beavers, represented the club at the field dedication ceremony in Rwanda on Sunday, Jan. 7. Previously announced in 2020, the dedication ceremony was postponed due to the pandemic.

MONTHLY HIGHLIGHTS

JAN. - Timbers collaborated with African Road to build a soccer field in Rwanda

FEB. - Timbers collaborated with Pitch Black, Kairos, and the Portland Art Museum

MARCH - Timbers participated in the Scott Elementary School Career Day and collaborated with KGW for the Great Food Drive

APRIL - Timbers celebrated Earth Month with volunteer events and initiatives to promote environmental awareness

MAY - Timbers hosted Mental Health Awareness theme night featuring local organizations

JUNE - Timbers and Thorns FC hosted Green is Gold Charity Match to raise funds for local nonprofits

JULY - Timbers participated in the Portland Pride Festival

AUG. - Timbers hosted Special Olympics Oregon Unified Match against Portland Community FC

SEP. - Timbers collaborated with local partners for 13th annual Stand Together Week Sept. 8-13

OCT. - Timbers celebrated Hispanic Heritage by hosting a Spanish Fan Forum and Hispanic pregame mixer

NOV. - Timbers staff volunteered at local food pantries during the holiday week

DEC. - Timbers staff collected and donated toys for the KGW Great Toy Drive





**GREEN
IS GOLD**

At the start of 2024, the Portland Timbers announced Green Is Gold as the new platform to highlight the club's nature conservation and sustainability initiatives in the community and at Providence Park.



On June 26, the Portland Timbers and Thorns FC came together in front of over 10,000 fans at Providence Park for a mixed-teams charity "Green is Gold" match to support environmental nonprofits – The Nature Conservancy and Keep Oregon Green.

TIMBERS CELEBRATE EARTH MONTH



As part of MLS's Seventh Annual Greener Goals Week of Service the Portland Timbers embraced Earth Month with several impactful volunteer initiatives. The Timbers launched Earth Month with their Score A Goal, Plant A Tree (SAGPAT) initiative, planting over 80 trees in Beaverton. Since its inception in 2011, SAGPAT has resulted in over 4,000 trees planted, absorbing an estimated 1.9 million pounds of carbon dioxide annually.

Next, Timber Joey and Timbers staff volunteered at the Kindness Farm, a nonprofit in Southeast Portland. From planting crops to caring for livestock, the volunteers contributed to making the city greener and more sustainable.

On April 19, Timber Joey and Dr. Robin Beavers, VP of Community and Social Impact, led Timbers staff and fans in the We Believe In Portland community clean-up event. Starting in Pioneer Courthouse Square and extending to Providence Park, volunteers collected debris and beautified the area.

Stand Together wrapped up Earth Day activities by supporting SOLVE's cleanup efforts around Providence Park with partners Swire Coca-Cola, further demonstrating their commitment to a cleaner, healthier Portland.

STAND TOGETHER WEEK

This past September, the Portland Timbers came off the pitch to volunteer in the community for the Timbers annual Stand Together Week. The comprehensive, week-long community initiative supports nonprofit projects and creates volunteer opportunities across the city.

The club kicked off its 13th Stand Together week with the Timbers Tee Off Classic, a fundraiser for community programs, on Sunday, September 8 at Top Golf. Fans, corporate partners and community organizations had the opportunity to come together, play golf, interact with Timbers players and staff, and win prizes while raising money to support the Timbers Community Fund and Stand Together programs.

Throughout the week, fans were invited to volunteer with Timber Joey, Timbers, Timbers2, Academy players, and club staff at the various local projects. The week ended with Adopt-One-Block's We Believe in Portland clean up that commenced at Providence Park with Tillamook ice cream and a visit from COR Disposal & Recycling's electric garbage truck.

This year, our 585 volunteers served over 1,600 hours. Special thanks to our sponsors Coca-Cola, Intel, KeyBank, NW Natural, Providence, Safeway, TikTok, Tillamook, Toyota and Zayo, who all helped us complete 31 volunteer projects at organizations focused on youth, families, and the environment across the Portland metro area.

