

Colorado Soccer Foundation

Providing Access to Soccer to Kids Who Want to Play



2023 - What A Year!

In 2020, the Swallow Charitable Foundation provided the **Colorado Soccer Foundation (CSF)** with the funding to build and operate a world-class facility called **Soccer City Aurora (SCA)**. Since opening in June of 2021, SCA has had 89,850 users (81% youth)!

Youth sports participation is declining, and many families, especially those in low-income communities, can't afford to participate. The average age when kids drop out of sports is 11, and younger still for girls and families struggling financially. **The Colorado Soccer Foundation's mission is to make the game of soccer accessible to kids who want to play.**

Our 2023 Annual Report explains how we are making soccer accessible through after school soccer leagues, youth skills training, tournaments, referee training, and pick up play. We are able to offer low-cost, high-quality programs through generous gifts from foundations, corporations, and individuals, as well as from a new partnership with the City of Aurora. Thank you to all our partners who have made soccer accessible to thousands of kids every year. As we continue our mission at Soccer City Aurora, we are actively exploring opportunities to build additional facilities in other parts of Colorado. Join us and let's get kids on the field!



The Play Gap

"Increasing the percentage of youth in sports by 12% could save the US \$80 billion in direct medical costs and productivity losses and deliver over 1.8 million more quality years of life to Americans."

- *The American Journal of Preventive Medicine (2023)*



25%

Participation Gap

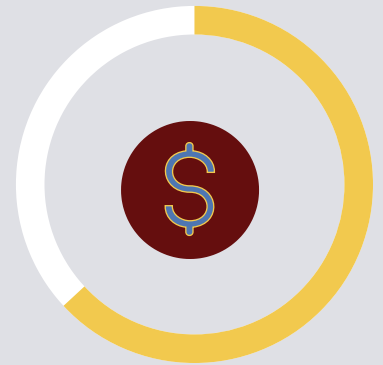
between children of lower and higher income families



33%

Fewer Sports

in high-poverty schools than low-poverty schools



63%

Public School

sports budgets are stagnant or decreasing



What We Do to Fill the Gap:

Pick Up Play

Soccer After School

Skills Training

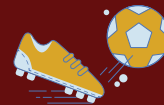
Leagues and Tournaments



Pick Up Play

- A safe and accessible place to play - we supply pennies and a timer - no referees, coaches or parents necessary
- Three-month youth memberships for \$10
- 40,718 check-ins during 2023 (81% youth)

An average of 141 players
a day at Soccer City



Soccer After School

- 1,200 youth from 25 Denver Metro area partner schools with an average of 92% Free and Reduced Lunch rate
- 75% of players have never played an organized sport
- Pay as you can registration fee model with 90% of cost underwritten by the Colorado Soccer Foundation

"Our students live for soccer! The clubs are so expensive and our low-income students can't access it. This program allows all students the opportunity!" Vanguard Classical School West



Skills Training

- Community informed programming in the summer for ages 4–12 year-olds
- 50% increase in participation year of year
- Cost per session is \$2.50 or pay-as-you-can model

Average of 90 youth per session 3x a week



Leagues and Tournaments

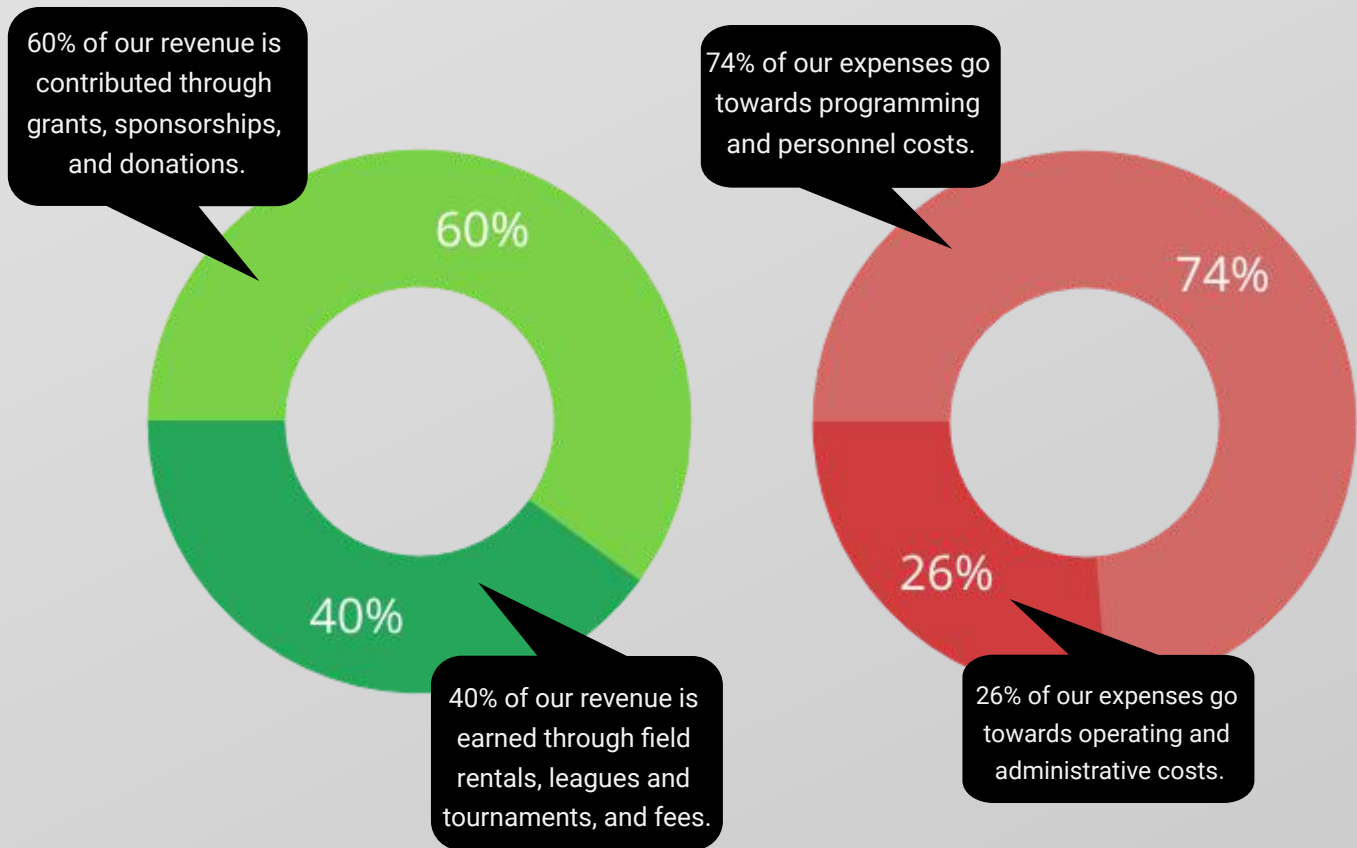
- Community low-cost leagues for friendly competition
- Women's intergenerational division
- Two annual youth tournaments with 834 youth players - 90% subsidized by sponsors and the CSF

Over 80 female athletes
on eight teams in the
womens league!



Our Playbook

CSF has created a sustainable revenue model with earned and contributed income.



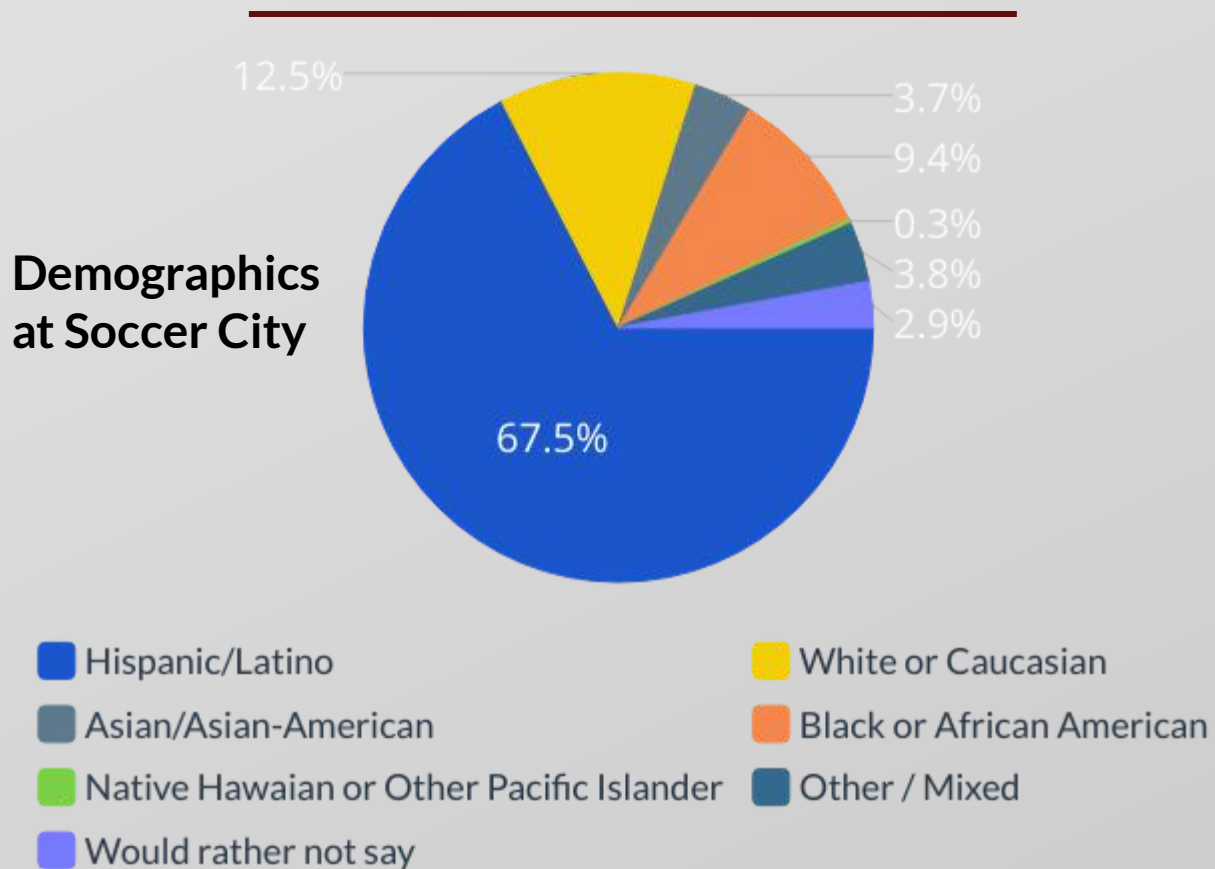
"Thank you for your generosity. To our students it means the world to have a safe and consistent place to come play and do what they most love. "

- Smith Elementary School



Who's Playing at Soccer City

A world-class soccer experience
for kids who wants to play.



- **87% of surveyed members play 2+ hours per week**
 - **1,813 average active members per month**
(10% increase year over year in active members)



Our Team - THANK YOU!

Board of Directors

Andy Stine, Board Chair
Paola Ramirez, Vice Chair
James Davies, Secretary
Aaron Nagel, Treasurer
Jeff Chapman, Past Board Chair
Evan Husney, Director
Sharon Schneider, Director
Lee Zarzecki, Director

All Star Staff



MVP Teammates

Impactful Partners

Aurora Public Schools
Denver Public Schools
Adams County School District 14
The Rocky Mountain Welcome Center
Hope Online Charter Academy
COSA Sports
Denver Quality Afterschool Connection
Denver Afterschool Alliance
Coerver Colorado
U.S. Soccer Foundation
Positive Coaching Alliance
MENTOR Colorado
The Wheelhouse for Nonprofits
Historic Lincoln Hills
Colorado International Soccer Academy
Community Athletics Sports Academy

Aurora Police Department
Children's Diabetes Foundation
The Colorado Soccer Association
Musco Lighting
The Botanic Gardens
Youth Empowerment Agency
Boys and Girls Clubs
Soccer Without Borders
Special Olympics - CO Strikers Unified Team
Village Exchange Center
Aurora Mental Health Center
Children's Hospital Colorado
UC Health
The Colorado Rapids Youth Soccer Club
The Colorado Rapids
B-Elite Soccer Club

Passionate Volunteers



MVP Teammates

Sustaining Partners

Level 1: \$20k+

City of Aurora
Civitas Resources, Inc
Daniels Fund
Kaiser Foundation Health
Swallow Charitable Foundation

Level 2: \$10k-\$20k

Dick's Sporting Goods Foundation
El Pomar Foundation
LaMar's Donuts & Coffee

Level 3: \$5k-\$10k

Adama Foundation
Sutherland Foundation
Singer Family Foundation

Level 4: \$1k-\$5k

Capelli Sport
Havercroft Family Foundation
Humpreys Foundation
Nick J. LoRusso Memorial Scholarship
ReSchool Colorado
Rodeo Dental
The Woods Foundation
Walmart Foundation Community Grants



Teammates Needed!

Please join the team!

DONATE and VOLUNTEER



Dream to Reality



Help us build the next Soccer City



Keep the Ball Rolling



Donate to our Annual Operating Budget



Sustain the Future



Contribute towards our Endowment

