

## WHAT IS PROJECT COMBINA?

Project Combina is a non-profit organization based in El Paso dedicated to growing soccer. Each year, Project Combina selects a group of promising soccer players from throughout our region to make up the "CANTERA," our core group of players. The Cantera meets three times a year at retreats that include soccer, Cantera dinner, and academic sessions designed to help build writing skills required for college and industry. Our entire program is designed to coexist with club teams.

Project Combina was founded in 2016 by Felipe (Alberto) Herrera. Alberto was born in El Paso and was raised in El Paso and Ciudad Juárez – he played soccer since he was in the womb. Like many others from the region, Alberto spent significant time away from home – while attending Rice University, London School of Economics, and Northwestern Law – before returning in 2013. Alberto created Project Combina to share lessons learned in a positive and exciting way, while continuing his passion for soccer, language, writing, and development of the border region.

## SUPPORT OUR CANTERA

As a community-based organization that works to keep its direct costs to participants to zero, Project Combina relies on your generous financial and volunteer support to keep us up-and-running.

Please consider donating your resources to us. Regardless of where you live or what you do, we'd love to have you involved in Project Combina.

Please contact us via our website for more information on volunteering and to reach our donation portal.

WE WORK WITH & SUPPORT **ALL CLUBS, ALL SCHOOLS.**

## CONTACT US

Email us  
[projectcombina@gmail.com](mailto:projectcombina@gmail.com)

**FOR MORE INFORMATION VISIT US AT  
[PROJECTCOMBINA.ORG](http://PROJECTCOMBINA.ORG)**



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**COMBINA**  
CRECE JUGANDO



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# OUR PRIMARY MISSION IS TO USE SOCCER TO BUILD BRIDGES TO COLLEGE AND BEYOND

Regardless of whether our Cantera members play soccer in college, we want to use soccer to grow their potential and excitement to get there, help frame their mindset, and provide basic skills and tools to stay and thrive. The Combina "life cycle" spans freshman year in high school through freshman year in college.



## WHY PROJECT COMBINA EXISTS - MEET MIGUEL



Project Combina is designed to help level the playing field in more than just soccer. We accept players from all walks of life and from throughout our region, but we created Project Combina with Miguel in mind. We serve primarily those who may not otherwise have an opportunity to develop to the same extent without the resources we provide.

	MIGUEL Rising Senior - Del Valle HS, El Paso	PATRICK Rising Senior - The Woodlands HS
Height / Weight	5'9" 135 lbs	5'9" 140 lbs
Position	Center Midfielder	Center Midfielder
Goals scored last year	14 Goals	12 Goals
Varsity letter player since	Sophomore	Sophomore (Did not play HS soccer)
GPA and Class Rank	3.4 / 100 of 450	3.4 / 100 of 520 (has private tutor)
Household structure & yearly income	Raised by single mom (medical assistant) & grandparents (retired) -2 younger sisters \$35,000	Raised by both parents (medical assistant) 1 older brother \$240,000
Club Team* membership	None (no \$, no ride)	Texas F. C. (a Development Academy)
Nat'l tournaments attended	None (No club team, no \$)	4 in past 5 years
Summer Recruitment / Skills Camps attended	None. (unaware these exist or necessary to be recruited)	4 (South Carolina, Texas, Florida & Liverpool, England)
Soccer plans after High School	None. Was offered to play in junior college, but mom did not want him to leave El Paso, and he did not complete the paperwork.	Committed DII school (50% athletic scholarship, 50% academic) Total value of scholarship: ~\$150k

\* Club Team = private club outside of the High School with pay-for membership. Private clubs (and also now professional development academies) represent the prevailing pathway to college recruitment.

## WE ALSO WANT TO MAKE OUR REGION A TRUE SOCCER STRONGHOLD

At Project Combina, we are working to lay a strong foundation positive development of our region and its institutions. We are working toward developing our organization and our region to one day enjoy a bricks-and-mortar training facility, steady recruitment to all levels of university and professional soccer, and a more robust soccer eco-system.



## A YEAR IN PROJECT COMBINA



SPONSORSHIPS AND CONTESTS THROUGHOUT

### COSTS

Combina participants do not pay training or direct fees. All of our CANTERA members are required to contribute in TIME and TOIL and are required to report their grades to us. Cantera members "pay" Combina by (1) reading; (2) volunteering; and (3) submitting their grades.

### TEACHING METHOD

We teach all writing sessions by referring to soccer techniques and focus points. In this way, our material is intrinsically relevant and accessible.