Soccer in the Streets Supporters,

This past year marked our 30th anniversary and it was one to remember for Soccer in the Streets. Thirty years of service to our community is a credit to everyone out there including our staff and many of you who continue to make a lasting impact on the 32 Atlanta communities where we work.

Most importantly, it’s about our youngsters and how we can help shape their lives. They play, they learn and they grow, often through challenging circumstances. They, like all of us, respond to a positive environment and succeed, given the opportunity – more than 4,800 of them.

We have grown to field 10 girls teams, the most in the history of our program. Support from FIFA and UEFA made a lot of this possible. And over 40 licensed coaches are now at work educating our youth players to become young leaders of the metro Atlanta area. Recruiting these coaches from neighborhoods where we run programs has been a big focus. It creates a positive loop of investment.

In August, we opened our third StationSoccer location across from the East Point MARTA Station. The East Point location came to fruition through partnerships with the City of East Point, the Atlanta United Foundation, MARTA, and the Transformation Alliance, as well as two local businesses – Oz Pizza and Joel Baskin, P.C. We’ve made it a priority to work with local leaders throughout the community. What’s more, we now boast the best pizza at any soccer location in the city.

The vision of StationSoccer has always been to bring soccer to more children whilst using the public transport network as the connector. Three locations are up and running and we expect to see three more in 2020. There is a lot of work ahead, but seeing the huge impact the project has on communities spurs us on.

Along with looking forward to new locations, we should also look back at the impact the existing Stations have had on their local communities. West End is a prime example of how the community continues to embrace what we bring. The day we opened the station in September 2018, over 100 youth signed up. Not bad, I agree. Fast forward to just over a year later and we have 340 players registered and West End United is a fully-rugged mini soccer club. There is more to come: 2020 will see a classroom come to the Station – with a special twist, so stay tuned! In a few years’ time, we’ll have all ten StationSoccer venues up and running in the world’s first League Of Stations: this will be truly transformational for the city.

As always, I have to give a nod to the continued support of our sponsors and donors. There is no substitute for time, money and passion. The support of The Atlanta United Foundation, the City of Atlanta, the City of East Point, and MARTA continues to help drive growth. And thanks to the Transformation Alliance for its grassroots support of our initiatives. I wish I could personally thank all forty or so groups that make it happen for us.

Our 30th year was one to remember. Now we look forward to our fourth decade in service to the Atlanta community. Who knows where we’ll be when we turn 40, but I predict that we’ll have many more communities connected along our rail lines and people will be looking at Atlanta and asking how did they do that?

Phil Hill :: Executive Director

VISION

We envision the day when all kids regardless of economic, social or racial background have equal access to opportunity.
Soccer in the Streets (SITS) offers a unique combination of soccer and life-skills programming to youth in communities, schools, and at MARTA StationSoccer locations. SITS focuses on creating young leaders who live rich lives and contribute to healthy communities. Soccer in the Streets has been at work in Atlanta’s low-income communities for thirty years. In 2019 alone, SITS served more than 5,000 youth through partnership programs with the Atlanta Public Schools and other civic groups. With a strong track record of pioneering programs, SITS is preparing to enter its next phase of development, transforming lives and communities through StationSoccer, the world’s first transit soccer network, connecting 2,000 children participating in SITS programs throughout the city.

Soccer in the Streets brings young, bright, culturally competent role models to inspire youngsters to follow the right path and educate the youth to the opportunities that may be available to them. Using soccer as a medium, trained coaches teach skills and life lessons, such as personal responsibility and job readiness. They engage the youth and create a lasting relationship of trust and a channel of communication. Through partnering organizations – such as schools, community centers, and parks – multiple sessions are conducted each week to ensure a consistent community presence and ongoing positive influence among the youth.

**Mission**

Soccer in the Streets creates young leaders who live rich lives and cultivate healthy communities.
Thanks to the support from the Atlanta United Foundation and Laureus Sport for Good we are able to expand our impact to all communities on the Westside and some of those directly adjacent. These include Vine City, Castleberry Hill, English Avenue, Ashview Heights and Washington Park.

The Westside program grew in 2019 from 50 players to a total of 250. We started a youth council, where the athletes are offered a unique combination of soccer and life-skills. The goal in 2020 is to provide the players hands-on work experience and leadership training as well as provide financial literacy training that instills important concepts such as budgeting, saving for investment, managing a bank account, entrepreneurship, and financial responsibility.

City of Atlanta Centers of Hope

In 2019, we served over 1500 children in recreation centers. Soccer in the Streets continued its relationship with the City of Atlanta Parks and Recreation through programming in eight recreation centers. For many of the participants, this was their first soccer experience. With the support of Georgia Soccer and the Innovate to Grow Project, 300 youth were exposed to soccer for the first time. Investing in the community by creating employment opportunities is a priority.

I enjoy working with Soccer in the Streets kids because I am their escape from reality and I’m making a positive impact in my community by growing and teaching them about the beautiful game.

Nadia :: Soccer in the Streets Coach

WORKING IN THE COMMUNITY

More than 36 locations join forces with Soccer in the Streets.

The Southside

More than 300 young male and female players participate in the recreational league. Practicing twice a week with the guidance of certified coaches, players develop their skills in an organized environment.

With a high interest in the game of soccer, the Southside had seven all-girl teams compete at various levels from U8 - U12.

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Nadia :: Soccer in the Streets Coach
Sustaining the Atlanta United Foundation APS Programs

Soccer in the Streets has steadily expanded its foothold in the Atlanta Public Schools at the elementary and middle school levels. We have delivered programs to 11 APS elementary schools and supported the spring and middle school season in 12 middle schools in 2019. Our school sport for development programs not only teach the game of soccer but life skills associated with being in a team environment that can be translated to other life lessons. We are strategically implementing the soccer programs in schools attached to our community programs to strengthen the overall soccer culture and ecosystem in those communities.

As a result of the engagement with SITS as an out-of-school activity for our students, we have experienced an increase in students’ overall academic performance and ability to manage and execute social-emotional skills while at school.

Forrestella Taylor :: Finch Elementary Principal

Clarkston

Over the past 25 years, Clarkston has welcomed over 40,000 refugees from every corner of the globe. Assimilating into life in the United States is often challenging. Soccer provided a universal language for the refugee children to connect to one another.

Participation rates for female youth in the refugee community is low. Girls face the same challenges as boys with the added problem that playing soccer is often discouraged within their culture. In 2017, a group of 36 girls in the community soccer program launched an in-house league and created four 7v7 teams. The program immediately became oversubscribed. In 2018, we created a 19U girls team that was the first-ever group of Clarkston girls to compete in Georgia Soccer and in 2019 the women’s team became the first ever to go undefeated in the fall season.

Clarkston is home to our Leadership Program which has expanded to over 250 young adults in 2019. We impact these young adults by providing them with work-readiness training, employment and financial literacy.

Clarkston

Eighteen teachers were contracted as coaches in our elementary school program. The ability to identify a key coach on the ground at the school has allowed us to build a better relationship with the community, as well as build our youth capacity in these school programs. From spring to fall, there was an 80% retention in the APS program. Boys and girls loved it and stuck with it!

DeKalb County Schools

In 2019, we continued to partner with the Decatur DeKalb YMCA to deliver free after school soccer programs in three elementary schools in the Clarkston High School cluster. We employed six teachers in the district to coach their school program. We also partnered with the Latin American Association to deliver an after school program at Sequoyah Middle School. The joint effort with the L.A.A. delivered academic mentoring along with soccer skill development to over 80 students from Sequoyah Middle School.

We partnered with LaAmistad to start a Garden Hills soccer program this past fall. Working with 25 students (boys and girls) from 3rd - 5th grade for six weeks. In the Spring of 2019 we will work with the same students for six weeks, having some of the students enter our tournaments throughout the year.

Soccer has made it easier for me to adapt to a new country because I can communicate with people who know the game and it boosted my confidence. It’s the only thing that helps me clear my mind completely when I need it the most. It also helps me connect with other people.

Mazza :: Clarkston Youth Player

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Forrestella Taylor :: Finch Elementary Principal
LEADERSHIP PROGRAM

Becoming Referees
Two SITS players, Elvis Niyokwizara and Phil Jackson enrolled in the first year of the referee program so they could stay closer to the game. Then, in the fall of 2019, both these young leaders fulfilled their dreams to play soccer at the next level by enrolling at Campbellsville University, an NAIA school.

As a native of Tanzania, Elvis moved to Georgia early in his childhood. He followed his passion for the sport through regular involvement with the Soccer in the Streets organization. As an athlete, his dream is to one day become a professional soccer player. Playing at the collegiate level is the next step along his career path.

Along with the challenges of attending college, Elvis has become a leader for the Soccer In The Streets’ Clarkston FC team, making an impact on others through his words and actions. His advice to the younger generation is to never give up, no matter what life throws your way. Also enrolled at Campbellsville University is Phil Jackson, Elvis’ Clarkston teammate. Jackson has a similar dream of becoming a professional soccer player.

“Ever since I was in middle school, I have dreamt of pursuing a soccer career, and I hope to keep that momentum moving forward. After college, I plan to come back to the SITS program and donate my time to help the youth of the program. I have a passion for the game and want to show others that they too can pursue and achieve their goals.”

Financial Literacy: Bank of America
StationSoccer: West End was the pilot site for our financial literacy program in 2018. And in the past year, we have teamed up with the local Bank of America branch in the Westside to help the youth players in the referee program open a bank account - a small but important step, setting them on a path to succeed in life. Bank of America has hosted three sessions that were attended by 20 of our youth players. Of the 20, six were successful in opening new bank accounts. Others in the group already had bank accounts and attended to help learn more about financial literacy.

This program is excellent. The impact on these kids and on the community is life-changing. We see very clearly how Soccer in the Streets strives to help all youth players in its program, from individuals wanting to simply learn how to save for the future to the ones managing their money from the referee program. It is wonderful, and I have never seen this before.

Chiquita Jenkins :: Westside Financial Manager

Latino Connections
The Latino Youth Leadership Academy (LYLA) is the Latin American Association (LAA) mentoring programming at Sequoyah Middle School. This past fall, SITS and LAA partnered to add Mentoring Through Soccer. The LAA and SITS helped secure a three-year grant from the Atlanta United Foundation for $280,570 for the LYLA program of Sequoyah Middle, Cross Keys High, and Cary Reynolds Elementary School.

SITS provides weekly one hour classes to almost 100 students from 6th to 8th grade. The LYLA program runs for 11 weeks in both the fall and spring semesters. Leadership, teamwork and communication skills are reinforced. This year, students created a soccer crest to represent the LYLA program.

MLS Works, Atlanta United and Club America from Liga MX collaborated to announce the start of the Fall LAA/Soccer in the Streets programming. More than 100 students participated in the clinic on the day of the event.
Since opening in 2018, StationSoccer: West End has seen an increase in youth registrations which have grown to 340 players. Saturday pick-up sessions are also gaining popularity with more than 50 players taking the field.

The Bank of America in West End has offered financial literacy programs for our youth. Our neighbors at the MET, provided a space for us to hold these classes and are interested in partnering with us in the long term.

The Atlanta City Design Studio has been assisting us by creating site plan solutions and showcasing how we can look at sites through creative placemaking. CEMEX, a concrete manufacturer, donated concrete for the East Point project and will be partnering with us on other projects in 2020. As part of their social impact outreach, HKS Architects is designing renderings for our 2020 projects.

The addition of StationSoccer: East Point not only gave us the opportunity to provide creative placemaking on Main Street with great community partners, we now look forward to building the East Point club teams that will play clubs like StationSoccer: West End via MARTA and we can get The League of Stations going!!

Sanjay Patel :: Director of Special Projects, Soccer in the Streets

We are excited to officially join the world’s first transit soccer league. This is a huge milestone for East Point that will bring vibrant activity to our downtown. StationSoccer: East Point is a destination for people of all ages to come to celebrate, connect and enjoy the game of soccer in our city.

Mayor Deana Holiday Ingraham

Atlanta United donated their game-day golden spikes which were hand-signed by the players. Supporters then crafted them into benches and installed them at the fields.

The launch of StationSoccer: East Point culminated in 30 youth players registering during initial weeks. After just a few months, 65 youth players have registered! Today, the program caters to over 90 youngsters and is quickly gaining attention among mass transit professionals across the country, and around the world, who recognize the StationSoccer model as a means to transform forgotten spaces into useful and necessary community places.

“This mural is very special because it brings together two of my greatest loves... art and soccer,” said David. “I wanted this mural to reflect how I felt as a player on the pitch. So I wanted the vibe of peace, love, and freedom to wash over spectators at the East Point Soccer Station.”

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Success in West End

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Pro soccer player Julian Gressel and his wife, Casey, hosted their inaugural Gresselmania Golf Classic fundraiser on Monday, September 3rd at TPC Sugarloaf in Duluth. The Golf Classic featured a day on the links golfing with sports and entertainment celebrities. Many of Julian's teammates and friends rallied to join him to make it a fun day in a stunning setting at the TPC Sugarloaf. 92.9, The Game Sports Radio, was on hand for a special live tournament remote broadcast to catch all the fun and excitement, along with interviews with Julian and his teammates.

"Thank you to Julian and Casey for their support and dedication in creating this tournament to help raise funds for a field that will provide access for the youth of Atlanta to the game of soccer," said Phil Hill, executive director of Soccer in the Streets. "And, thank you to all of the sponsors and participants for their generosity."

Sarah Paxton

The Community Volunteer of the Year Award is presented annually to someone who has had a positive impact on the organization and shows his or her ability to be a leader both on and off the field. This year’s winner - Sarah Paxton - has been a member of the Atlanta community and volunteer for the organization for several years now. She helps out with various needs at our fundraising events and soccer youth program jamborees.

"Sarah has been an outstanding volunteer for the organization. We can always count on her to show up to events and help wherever needed."
Tony Carter

Soccer in the Streets, Director of Programs

Yves Ahishakiye

The Napolitano Award, now in its sixth year, honors Nick Napolitano and is presented to someone who embodies leadership, service, and enrichment around the beautiful game. This year’s award was presented to Yves Ahishakiye. Ahishakiye has shown discipline and leadership to his fellow teammates and is the captain of the U15 Clarkston team.

"Yves is the perfect recipient for the Napolitano Award not because of his on the field play but his character. Similar to Nick, Yves is hardworking, disciplined, and very determined."

Toussaint McClure

Clarkston FC Program Manager

We are proud to announce that the Gresselmania Golf Classic raised more than $90,000 -- the proceeds from our event will go directly to Soccer in the Streets to fund a soccer field at the next SoccerStation built in the metro Atlanta area. Thank you to all of our sponsors, partners, donors, and friends for coming out to the Gresselmania Golf Classic -- it was an amazing day!
Community Fundraising

Throughout the year, Soccer in the Streets holds a number of community fundraising events. The goal of each event is to raise money to bring soccer to lower-income communities while leveling the playing field for children regardless of their socioeconomic status. The events help to provide sustainable, free youth soccer programs that cultivate change, education and empower youth.

ATL CHAMPIONS LEAGUE :: JULY
The ninth annual Champions League event was held at Atlanta Silverbacks Park and raised over $125,000 through the efforts of the 12 participating teams.

ATL NATIONS CUP :: APRIL
This charity soccer tournament celebrates the international diversity in Atlanta and the beautiful game that unites us. To participate, players raise money in support of free youth programs for thousands of children in Metro Atlanta. Eight teams compete both on and off the field.

Corporate Cup :: SEPTEMBER
Salesforce won the fundraising crown for the second year in a row (raising over $12,000) along with the tournament cup. Other corporate teams included: Deloitte, BakerHostetler, IHG, Bader Scott Injury Lawyers, KPMG, Microsoft and Equifax.

Black Tie Soccer Game :: OCTOBER
A highlight on the fundraising calendar every year is our “gala with a twist.” Unlike a traditional sit-down banquet, our formally-attired guests partake in a game of soccer in an effort to raise money.
Soccer in the Streets would not be the success without the generous support of the following groups, friends and program partners. Over the course of 2019, just over $1.8 million was raised. These funds allow us to have a lasting impact on the Atlanta community. Additionally, they provide the funds needed to create and operate the many programs throughout the City as well as create, build and operate the StationSoccer locations. Thank you to all of our supporters.

Supporters
Atlanta Sport and Social Club
Hampton and Hudson
Creature Comforts Brewing Company
Three Taverns Brewery
Footie Mob
Terminus Legion
The Faction
Resurgence
DJ Elite
Dave Williamson Photography
Park Tavern
Krown Sports
Brewhouse Cafe
Hoffhouse

Grants Awarded
Arthur Blank Foundation  $152,000
Laureus Foundation  $60,000
Aetna Foundation  $45,000
FIFA Foundation  $40,000
CAF America-Nike Ever Higher Fund  $20,000
Latin American Association  $16,200
US Soccer Foundation  $7,000
Georgia Power  $5,000

Campaign Commitments
Atlanta United Foundation  $1,100,000
City of Atlanta Planning  $600,000
SITS Board  $257,440
Tull Foundation  $250,000
Private Foundation  $200,000
Transformation Alliance  $125,000
City of East Point  $75,000
USG  $75,000
Jiff Adams  $70,000
Major League Soccer  $60,000
Connolly Family Foundation  $60,000
Imlay Foundation  $55,000
Melody and David Wilson  $50,000
US Soccer Foundation/Musco  $50,000
CHOA  $45,000
John Carlos Family Foundation  $40,000
Southern Co Gas Funds  $25,000
Phil Sadler  $25,000
Bank of America  $20,000
CEMEX  $15,000
Aileen O'Neill  $3,000
Vicki O'Neill  $4,000
Vernon and Valerie Onell  $1,000
Diane Moffett  $500
Michael Bisciotti  $500

Event Sponsors
Brewhouse
ATL UTD
Haufe
Sun Microstamping
RiRa Irish Pub
Fado’s Irish Pub
AtlantaBen
Gas South
Chelsea Floral Designs
Patton Land Surveying
SunTrust
Hilton
Lean Draft House
Bako Technologies
British American Business Council
Netherlands American Chamber of Commerce South East
D&C Gutters, Inc.
Warehouse Basics
Adams Realtors
Belgian American Chamber of the South (BACoS)
German Consulate
General Atlanta
Gourmet Foods Int'l (Queso-Melt)
SalesForce
Deloitte
KPMG
IHG
Equifax
BakerHosteller
Bader Scott Injury Lawyers
Microsoft

Program Partners
Atlanta Public Schools
DeKalb County Schools
John Hope Recreation Center
City of East Point
Agape
The DeKalb-Clark County YMCA
Georgia Soccer
Covenant House
Centers of Hope
City of Clarkston
La Presencia
Latin American Association
# Fiscal Year 2019

## Financials

### Statements of Financial Position

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<tr>
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<td>Equity</td>
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<td><strong>TOTAL LIABILITIES AND EQUITY</strong></td>
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<td><strong>$515,892</strong></td>
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### Statements of Activities

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<td><strong>Sub-Total Restricted</strong></td>
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<td><strong>$1,870,455</strong></td>
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<td><strong>GROSS PROFIT</strong></td>
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<td><strong>$568,009</strong></td>
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### EXPENSES

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<td>Rent &amp; Lease</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>$194,896</strong></td>
<td><strong>$387,312</strong></td>
</tr>
<tr>
<td><strong>Net Operating Income</strong></td>
<td><strong>$164,197</strong></td>
<td><strong>$180,697</strong></td>
</tr>
<tr>
<td>Net Other Income</td>
<td>-</td>
<td>$23</td>
</tr>
</tbody>
</table>

### NET INCOME

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td><strong>NET INCOME</strong></td>
<td><strong>$164,197</strong></td>
<td><strong>$180,720</strong></td>
</tr>
</tbody>
</table>
Staff

Phil Hill
Executive Director
Sanjay Patel
Director Special Projects
Jonathan Gosse
VP of Development
Tony Carter
Director of Programs
Fernando Guerena
StationSoccer League Manager
Lee Woodsmall
Event Marketing Manager
Toussaint McClure
Community Program Manager

Jorge Ortiz
Community Program Manager
Ulric Alsobrook
Community Program Manager
Joel Apudo
Community Program Manager
Sean Irving
Community Program Manager
Jill Robbins
Special Projects
Tess Patton
Marketing/Communications Manager
Nancy Marsden
Office Administrator

Board Members

Brian O’Neill - Chair
Cahaba Wealth

Richard Rushon
Nicholas Hoffman
Carmen Butler
Aweanna Healthcare
Bill Ford
Pamarco Global Graphics
Joe Hall
Deutsche Bank
Janine Willis
Mazley Finlayson Loggins
Jenny Hergenrother
Alston & Bird LLP

Jeff Leonard
Cohen Pollock Merlin Turner
Bill Tucker
Partner at TMO
Andre de Winter
Realtor
Benjamin Butler
Cargo Brokers
Phil Hill
Executive Director :: Staff
Sanjay Patel
Director Strategic Projects :: Staff

DELOITTE

Deloitte, a consulting company that works with many of the world’s most admired brands, has been involved with Soccer in the Streets for two years as the top fundraiser for the Corporate Cup.

Impact Day’s morning session consisted mostly of manual labor. Deloitte volunteers cleared weeds and vines that had overtaken one side of the Clarkston pitch. They assembled the new bench they donated, and they repainted the field house where soccer equipment and other program assets are stored. After several hours of hard work, Deloitte treated some 80 members of Clarkston FC to lunch at their beautified home field.

Forty-two high-schoolers spent the afternoon working with Deloitte volunteers to conduct a workshop on how to prepare for a job interview. Kisean Smith, a Senior Tax Accountant with Deloitte’s Business Tax Services, led the workshop that covered topics including dressing for success, the importance of making a good first impression, how to prepare for an interview, and how to create a resume. Participants received a template to create their own resume and then broke into smaller working groups to conduct mock interviews with members of the Deloitte team. Feedback from the Clarkston FC attendees was overwhelmingly positive.

“Deloitte has made a significant impact on our organization through their support of Corporate Cup,” said Soccer in the Streets Volunteer and Event Manager Jessica Charman. “This day was truly special in that it allowed volunteers to personally contribute to our soccer and our leadership programs, which are made possible through fundraising efforts including Corporate Cup.”

It was great to see the immediate impact of our work and be able to meet some of the great kids in the program. Many of the youth players had never heard of a resume, and it was empowering to help them think about their futures.

Rebecca Dupree :: Deloitte
Vice President of Sales Software Solutions

IMPACT DAY
SOCCER IN THE STREETS
2019 IMPACT REPORT