Beyond the PITCH

2020 IMPACT REPORT
Soccer in the Streets Supporters,

This past year was the most impactful as we adapted to the changes happening in the world. With COVID-19 becoming the biggest challenge we had to face, we didn’t let it bring us down. Back in March, we chained up the gates at our fields and started a new journey. We switched to providing food and educational support to our families and then added BLM forums in the Summer. In October, we were finally able to get back on the field albeit in a limited way. Here are some highlights.

2020 SNAPSHOT
1300 families supported with food and education activities
BLM online forums started
Homework help forums started
700 balls distributed
No pandemic staff layoffs
Goldberg StationSoccer open (2 openings postponed)
New social-emotional learning curriculum tested (Habitudes)
October limited return to play for youth
October return to play for adult StationSoccer
1 Major League Soccer community award
1 Sports Humanitarian Award
3 fundraising events staged
New community garden for Clarkston
Santa On The Streets: 200-holiday gifts packages distributed
Solid financial footing for 2021

Our purpose has always been to challenge some of the inadequacies in our society and how it fails those with fewer resources. While our niche is to provide better access to soccer and off-field leadership opportunities the pandemic has added a new lens. We play a significant role in the communities where we work. We work hard to gain a trusted position and that gives us a platform to adapt to new things. When it came to food distribution and online learning we were rookies but we made it work and people got behind us. The pandemic continues to gnaw at the same inequalities we are all too familiar with. Even the transportation problem is not spared. As we return to play we find that our kids are unable to connect with others for team games because using a crowded mini-bus is no go. It’s a subtle but telling problem.

The year’s low point came when we lost one of our own with the needless killing of little Secoriea Turner. The BLM movement has brought attention to a repetitive story for us. We are hopeful this is just the start of a heightened focus on inequality and we can play our part in being a solution.

With regards to 2021, we remain optimistic that we will shed the restrictions and negative impacts of the pandemic. Even though 2020 has been a challenging year we’re coming out of it stronger and we have a big platform for change.

NEXT YEAR
2 StationSoccer openings
Learning Center phase 1 in place
Roll out of Habitudes social-emotional learning curriculum
Some return to play in fall (Q3) and all RTP spring/summer
Finding a solution to the Clarkston field problem
New community garden for Clarkston
Santa On The Streets: 200-holiday gifts packages distributed
Solid financial footing for 2021

Our biggest realization in 2020 is simple. People don’t respond to us having a great soccer program - which we do - they understand the human story. They respond to the humanity of needing to be more inclusive. They respond to the need for community. And for this we are grateful. We realize we have a platform for good that matches the need for bridging a social gap and we’re stoked to keep making a difference.

More importantly, even the kids are ready.

All the best,
Phil Hill  Executive Director

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. Soccer in the Streets has been active in Atlanta’s low-income communities for over thirty years. In 2020, SITS served more than 2,000 youth through partnership programs with public schools, SITS COVID-19 virtual programs, and other civic groups. With a track record of pioneering programs, SITS is preparing to enter its next phase of development, transforming lives and communities through StationSoccer. StationSoccer is the world’s first transit soccer network, connecting thousands of children participating in SITS programs throughout the city.

Soccer in the Streets connects young, bright, culturally competent role models with children, encouraging them to follow the right path and introduce opportunities available to them. Through soccer trained coaches teach skills and life lessons such as personal responsibility and job readiness. This engagement creates a lasting relationship of trust and a feeling of community. Partnerships with organizations such as schools, community centers, and parks allow multiple weekly sessions to be conducted ensuring a consistent community presence and ongoing positive influence among the youth.

Soccer in the Streets creates young leaders who live rich lives and cultivate healthy communities.
AT-HOME ACTIVITIES

Soccer in the Streets has been responding and adapting to the current pandemic so we can continue providing value to the communities we serve.

We shifted our programming to an At-Home Skills and learning activities program that kept our youth players’ minds and bodies active during COVID-19. This program consisted of weekly written activities along with soccer skills directed by our coaches with a simple phone call.

Our At-Home Skills project pairs fun, creative learning activities like reading, writing, and drawing with soccer skills. Lessons are taught by SITS coaches in one-on-one sessions with their players.

I enjoy being able to chat with each player one-on-one over video chat. I am able to walk them through writing activities and soccer skills with no distraction so they are staying motivated.

JUSTIN MCCARROLL

I have always enjoyed writing in my spare time. Just like soccer, I am able to express myself in a way that gives me confidence and helps me be creative.

HASAN AZIZ

I know each week when he is on the phone with Coach Justin, he gets a sense of excitement and motivation. I can count on him to be focused and attentive when he is working on his writing and soccer skills.

MS. AZIZ
In the early days of the pandemic, we launched Slices & Strikes to provide hot meals and soccer balls to the surrounding metro Atlanta communities. As we aimed to keep food on tables for the families, we strove to stay engaged and positive for the kids. Donations and support from Select Sport America, Oz Pizza, Blue Moon Pizza, Publix and Souper Jenny, made this project possible.

As a minister of an outreach and community organization, I can confidently say that Oz Pizza and Soccer in the Streets is one of my personal favorites when it comes to fruitful community cohesiveness during such an uncertain time in the history of America. I find a GREAT appreciation for their consistency since the beginning of the 2020 Covid-19 pandemic that has left many families in financial crisis and without food.

Tony Carter, Pastor

Our Food Corps project helps support families in need by delivering groceries to them. On the Westside we partnered with the Westside Future Fund and provided goods for the communities. During these uncertain times we need to stick together and know we are a stronger soccer community in Atlanta. We are thankful to have partners like The Atlanta United Foundation, Laureus Sport For Good, and the Chestnut Family Foundation that have given us tremendous support during this time with our COVID-19 relief projects.

Tiffany Dewart
Parent Director

We are wanting to take care of the residents in our Soccer in the Streets communities like Westside and Clarkston. We have been bagging hundreds of goods for families every Thursday with our coaches and know we are making a positive impact during this time.

Tony Carter
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HOMEWORK HELPLINE

The Homework Helpline was created to provide a way for students in our community to stay engaged and find support from our volunteer parent tutors and teachers. We knew that at-home virtual learning was often difficult and we wanted to make sure our kids knew we were there to help them. We have worked with more than 70 children since the program launched in October.

LEADERSHIP

The Latin American Association would like to recognize our partnership with Soccer in the Streets and how it has helped us to empower, encourage, and boost our students’ self-esteem. Integrating soccer into our mentoring program has helped us enhance student self-confidence, motivate them to work harder, lift their spirits, and make them successful in their educational journey. We have loved working side-by-side with the SITS team, during our group mentoring sessions and at our distribution events for students during this difficult year. SITS brings the fun and movement to our sessions and our students look forward to this cohesion and teamwork each week.

Beyond the pitch

It’s my way of helping kids with their education which is more important than anything that I can do for them. It benefits the kids and their families, because it’s another resource where kids can get help with their schoolwork and potentially further their education.

ULRIC ALSOBROOK

Managing Director

LAA MENTORSHIP AND DEKALB COUNTY SCHOOLS

In mid-September we teamed up with the Latin American Association (LAA) to implement the Latino Youth Leadership Academy (LALA) in the Northlake Community.

The mentoring program consisted of soft skills, leadership, and career development opportunities. Together we reached 90 middle and high school students. A one hour session was provided for each of the two age groups across a ten week period. This type of work was critical as we understood parents’ need for additional support during such difficult times.

We worked with 50 students from Sequoyah Middle School (Dekalb), Lilburn Middle (Gwinnett), and Path Academy (Dekalb) and 40 students from Cross Keys High School (Dekalb), Meadowview High School (Kennesaw), Chamblee Charter High School (Dekalb), and Tri-Cities High School (APS).
FINANCIAL LITERACY: BANK OF AMERICA

Clarkston youth players invested their time in a virtual financial literacy course and learned valuable life lessons. Financial Center Manager at Bank of America, Chiquita Jenkins, led them through the extensive Better Money Habits® program. As the pandemic brought soccer play to a standstill, this course allowed players to turn their focus onto other at-home activities. The goal was to ensure that each student player grasped the financial concepts and understood how each could be applied in real life.

The financial literacy Better Money Habits® program for high school students focuses on banking basics, how to manage money, the concept of wants versus needs, how to build and use credit, and the importance of protecting your financial information through various resources.

ATLANTA PUBLIC SCHOOLS

As we adapted throughout the year, we held 30-minute virtual soccer sessions for all three schools across a 6-week period. Additionally, one of our coaches stepped in as a virtual Physical Education teacher once per week for each school. They lead the students through athlete play and soccer-related games at home. Sessions varied each week as students had the option of logging in to a different virtual session at the same time.

They were able to learn not only about financial literacy but also how to apply it and share what was learned with others. The program engagement allowed them to work through problems and test their financial abilities. The program introduced them to a wide range of financial concepts such as an introduction to managing credit, how to manage money, simple credit versus compound credit, making good choices to help you save, etc.

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CLARKSTON GARDEN

As part of a summer project, the Clarkston youth players worked with Ralph Macdonald, who volunteers as a gardener, at the Clarkston Community Center. Together, they learned how to turn unutilized space into a vibrant vegetable garden. Five of the youth players visited the garden weekly to work on keeping the vegetables in great shape. This special project provided players that were anxious to get out on the field with an opportunity to work in the field and gain useful knowledge.
BLACK LIVES MATTER

Soccer in the Streets’ mission extends far beyond the boundaries of the soccer field. Whether through leadership training activities, cultural enrichment trips, or financial literacy courses, we strive to create pathways for our players to become leaders who can contribute to their communities. The recent calls for a renewed focus on social justice have provided an opportunity for us to engage with and educate our players about both the tragic events which have led to the Black Lives Matter movement and also the long history of struggle that has led to this point.

Our Westside Program Manager Sean Irving is a very talented artist. He designed this powerful shirt in honor of the BLM Movement and those continuing the fight for racial justice. We stand with our communities in this fight.

I call this design The Path of Protest. I wanted to connect today’s protest message of BLM to the long rich tradition of Black protest in America. I recreated an iconic picture of the Selma March at the bottom. Today, those messages have been simplified to the lowest common denominator... Black Lives Matter! After hundreds of years of deep struggle and sacrifice, we arrive at 2020 still having to demand that our lives simply have value in America. Yet still, Black people move forward faithfully on the path toward freedom!

KEISHA SAWYER
Westside Program Manager
Southside Parent

ASHA FLOURNOY
Southside Parent

We were so excited to hear that there was going to be another forum with our kids. I feel great about discussing African American History with my son as well as other children because they get to learn about things they have never heard of before. They helped my son feel more confident about himself and it let him see African Americans in a more positive light.

SEAN IRVING
Westside Program Manager

It was an honor and privilege to collaborate with the staff and team from Soccer in the Streets as well as other educators to inform ALL youth about the positive and unique contributions of African Americans from the past and present. These lessons have allowed our youth to be creative and engaged during this downtime due to COVID. I feel that it is necessary to engage in positive discussions about African American history with my own children and other children as well, especially during this empowering Black Lives Matter movement.

KATHY SAWYER
Southside Parent

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STATIONSOCCER: LEARNING CENTER

Jeff Parker Event

Jeff Parker, general manager and chief executive officer of MARTA, kindly hosted a fundraiser at the Mercedes-Benz of Buckhead. Mr. Parker announced that MARTA will be donating a decommissioned rail car to Soccer in the Streets. This decommissioned rail car will be located at the StationSoccer-West End in the near future. We will be joined by the Atlanta City Design Studio and West End children to design the interior of the rail car. When completed, the rail car will be used by West End community families as a learning and activity center as well as for events hosted by MARTA. We look forward to working on this project with MARTA, Atlanta City Design Studio, HKS, Makhers Studio, our partners, and the community.

A special thank you to Atlanta City Council members: Amir Farokhi, Andrea Boone, Jennifer Ide, J.P. Matzigkeit, Marci Collier Overstreet, Matt Westmoreland, and Michael Julian Bond.

Surprise Design Session

We took our West End United players on a secret MARTA trip to Atlanta City Design Studio. When they arrived, our team explained MARTA’s rail car donation and the plan to create a learning and activity center inside. The players were then provided colored pencils and rail car templates. They spent the afternoon drawing and creating what they envisioned the rail car should look like. Everyone’s ideas were gathered on the board for all to see. We are all so excited to see the finished project!
In 2020 we completed our fourth StationSoccer at the Lindbergh station. Construction began during the hot Georgia summer, amidst the pandemic and the many hurdles that came with it. As an organization, we were able to complete this project largely in part to our fantastic founding partners including Atlanta United Foundation, MARTA, the Department of City Planning, MUSCO Lighting, and FieldTurf. Additional local community partners that helped bring this vision to fruition include GA Power, Jacobs, Mercedes-Benz of Buckhead and Rubenstein Partners.

It’s great for us to be able to grow the StationSoccer project and add this new location on the northern part of the transit network during challenging times. Now more than ever, the communities we serve need access to safe spaces to play, promoting health and wellbeing!

SANJAY PATEL
Soccer in the Streets is honored to be selected as one of the 2020 recipients of the Robert Wood Johnson Foundation Sports Award.

This award recognizes and honors those in the sport who display an innovative and collaborative approach to making their communities a healthier place to live. This includes sports teams, athletes, and community-based organizations that use sport as a platform to address the root causes that influence health and health equity.

MLS WORKS COMMUNITY MVP

Ulric Alsobrook, our Southside Program Manager, was one of 26 national recipients of the 2020 MLS WORKS Community MVPs presented by Wells Fargo. For each of the MLS Clubs, one individual is recognized for going above and beyond to serve their communities.

Ulric has led Southside youth programs through various projects including Slices and Strikes. Ulric also leads virtual forums for youth focused on important topics including the Black Lives Matter movement. These forums help youth players better understand what is happening in the world while providing a safe space to ask questions. Most recently, Ulric started a homework helpline to provide youth players an additional support system to virtual education.

BILLIE JEAN KING YOUTH LEADERSHIP AWARD PRESENTED BY ANTHEM FOUNDATION

Our West End Program Manager, Joel Apudo, was one of the recipients of the Billie Jean King Youth Leadership Award. This award celebrates and honors youth who are using the power of sport as a catalyst for change and making a positive impact in society.

In 2016, Joel stepped away from college in order to become more involved with Soccer in the Streets. Apudo manages one of our West End Atlanta neighborhood soccer clubs in a historically Black community plagued by blight and disinvestment. Apudo’s goal is to provide local children the opportunity to access after-school resources to increase the physical and mental health of those involved with the program.

HABITUDES PROGRAM

Soccer in the Streets has partnered with Growing Leaders and is in the process of applying their Habitudes curriculum into our programming. Habitudes uses memorable imagery, real-life stories, and practical experiences to teach SEL skills in a way that is relevant to our players today. Coaches use the conversation-based Habitudes curriculum before and/or after practice to engage with their players.

Habitudes measures Academic Self-Efficacy, Contribution, Positive Identity, Self-Management, Social Skills, and Social Capital. It provides improved attitudes about self, others, and school along with positive classroom behavior, 11 percentile-point gain on standardized achievement tests, fewer conflict problems, less emotional stress, and lower drug use.

It’s what’s below the surface that sinks the ship.

(An example of how Habitudes uses visuals to teach concepts.)
Celebrating the international diversity of Atlanta, the Nations Cup brings representatives of different countries who live near the city together to face off in a tournament while raising money for at-risk neighborhoods in Atlanta. The multi-cultural powerhouses of Atlanta were able to raise $24,500 this year!

Soccer in the Streets’ most competitive (and largest) competition, the ATL Champions League pits the die hard fans of international clubs against each other in a tournament while bringing everyone together to fundraise for a great cause. This year’s competitors raised an impressive $39,434 under 2020’s unique circumstances!

We turned the Black Tie Soccer Game into a Skills Challenge this year so we could keep each other safe. Some of our best supporters donated ‘stripe dreams’ for auction – customers. We watched the champions trip, slip, and fall down in comical fashion on the field, but their fundraising was no joke; $68,000 was raised!

The Footy Ball was also held virtually this year. Host Kevin Egan highlighted achievements made by the SITS community, shared Black Tie Skills Challenge montages, and capped the evening off with an extremely productive Fund-to-Need. At the end of the night, the grand total from SITS’ first official virtual event was $67,500.

SUCCESSFUL SOCCER LEADERS

The Napolitano Award, now in its seventh year, is presented to someone who embodies leadership, service, and enrichment around the beautiful game. This year’s award was presented to Zoey Johnson, a Southside Youth Player and Referee Apprentice. Zoey has shown excellent work through the referee program and as a player in the Soccer in the Streets program.

For those who don’t know her, Zoey is quiet and transcendent. She’s not an in-your-face leader but instead leads by example. One trait—of many!—that I have a lot of admiration for is that she is honest and true to her principles. Zoey is a great example to her younger siblings, her family, and all of those around her. And lastly, she doesn’t do things because it’s the popular thing to do. She does it because it’s the right thing to do.

JILL ROBBINS

ZOEY JOHNSON

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JILL ROBBINS

ZOEY JOHNSON

COMMUNITY FUNDRAISING

ATL NATIONS CUP

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PARTNERS
Soccer in the Streets would not be the success that it is without the generous support of the following groups, friends and program partners. Over the course of 2020, just over $1.7 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
Hampton and Hudson
Creature Comforts Brewing Company
Three Taverns Brewery
Footsie Mob
Terminus, Legion
The Faction
Recreation
DJ Elia
Dave Williams Photography
Known Sports
Brownstone Cafe
Hot Mass

EVENT SPONSORS
Anis Hadj-Taieb
Barbara Murray
Becca Dupree
Bryce Albin
Carol Lowry
Clay Schwartz
Corey Geary
Darren & Faith Eales
David Katz
David Mallis
Denise Fitton
Emily Greinke
Jeanine & Jared Belsky
Justin Wilde
Kimberly Singh
Michael Saadine
Miguel Christie
Saakib Zafrani
Shara Harbin
Stephen Mearman
Sunil Amin
Susan & Eric Miller
Suzanne Collins
Tom Lowry

PROGRAM PARTNERS
AGAPE
Atlanta Public Schools
DeKalb County Schools
John Hope Recreation Center
City of East Point
The Decatur-Oni-Gil YMCA
Georgia Soccer
Converse House
Cereals of Hope
City of Clayton

NON-CAMPAIGN GRANTS
ABVI/AVC
$185,00
Chesley Foundation
$20,000
JAMS Foundation
$50,000
Private Foundation
$50,000
Walter E. Ford Foundation
$50,000
Laura Sport for Good
$54,546
FIFA Foundation
$35,000
AAAS
$7,500
Emily Hall-Bream Fund
$4,400
RBC Foundation
$2,000

CAMPAIGN DONORS
Atlanta United Foundation
$1,100,000
City of Atlanta Planning
$600,000
Private Foundation
$500,000
Soccer in the Streets Board
$257,440
Tull Foundation
$250,000
Chesterfield Foundation
$250,000
Private Foundation
$200,000
Transformation Alliance
$125,000
Jocko
$100,000
City of East Point
$75,000
Jeff Adams
$70,000
Major League Soccer
$60,000
Connolly Family Foundation
$60,000
Inlay Foundation
$55,000
Melody and David Wilson
$50,000
US Soccer Foundation/MUSCO
$50,000
Children's Healthcare of Atlanta
$45,000
Northside Athletes Foundation
$47,500
John Carlos Family Foundation
$40,000
Reed Krueger
$25,000
Southern Company Gas Foundation
$25,000
Phil Sauber
$25,000
Robert Wood Johnson Foundation
$25,000
HNTB
$2,000

PARTNERS & SUPPORTERS
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<td>Donations $133,479</td>
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<tr>
<td>Fundraising Events $579,101</td>
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<td>Grants $20,000</td>
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<td>Sponsorship $10,750</td>
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<td><strong>Sub-Total Restricted Income</strong> $1,016,697</td>
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<tbody>
<tr>
<td>Other Income $2,777</td>
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<td><strong>TOTAL INCOME</strong> $1,889,429</td>
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<td><strong>Total COGS</strong> $1,083,384</td>
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<td><strong>GROSS PROFIT</strong> $806,045</td>
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<td>Rent / Lease / Utilities $35,138</td>
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<td><strong>Net Other Income</strong> $23</td>
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