VISION

We envision the day when all kids regardless of economic, social or racial background have equal access to opportunity.

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This past year has been an exciting one for Soccer in the Streets. It never ceases to amaze me the hold The Beautiful Game has on people, on and off the field.

Our passionate staff and supporters have left a lasting mark on the 28 Atlanta communities where we work. To see the resilience of all involved, from the youngsters and families to the volunteers and community members, is a testament to hard work and a common goal.

Most importantly, it’s about our 5,000+ youth members. They play, they learn and they grow. For many, they do so in spite of challenging circumstances. Like all youngsters given the opportunity, they respond to a positive environment and succeed.

We want to promote upward mobility for our young participants. In 2018, we piloted a Youth Leadership Council in Clarkston. Through a mix of soccer training, work readiness programs and enrichment activities, 18 of the participants found part-time work. Of those in their final year of high school, 95 percent graduated.

Opening the second StationSoccer location on September 8th at West End MARTA was one of the high points of 2018. To our delight, the West End community voted with its feet and turned out in the hundreds to support the program. More than 140 young soccer enthusiasts enrolled on Day One! I give that a thumbs up. In addition, a learning center is on its way for West End. Follow our progress and updates on Facebook and through our monthly newsletters. It is undeniable that great things happen if you invest in people and community-places.

We can’t wait to open the next eight stations in the coming years. All at train stations, providing access for all!

During my time with the organization I’ve seen the continued growth and interest in the game in Atlanta. Last year saw record crowds at the MLS All-Star Game and so many mesmerizing evenings along Atlanta United’s journey to victory in the MLS Cup. Who would have thought it possible just a few short years ago? Seeing so many of these same fans joining in the Soccer in the Streets’ journey speaks volumes. More than 720 volunteers dedicate their time to their team, their city and most importantly, their communities.

None of this would be possible without the continued support of our sponsors and donors. There’s no substitute for time, money and passion. A special shout-out to The Atlanta United Foundation, the City of Atlanta and MARTA for their involvement. We are also grateful for the grassroots support we received from the Transformation Alliance.

Thank you to everyone who made 2018 a year to remember. I’m early, but can I say, “Happy Birthday?” 2019 marks our 30th anniversary. Stay tuned… the best is yet to come!

Phil Hill
Phil Hill
Executive Director
2018 :: BY THE NUMBERS

- **1100+ Youth Hours in Leadership Training**
- **$157K Paid to Our Community Coaches**
- **5000+ Youth Players Reached**
- **6820 Hours of Coaching**
- **910+ Volunteer Hours**
- **282 Corporate Volunteer Hours**
  - Salesforce, SunTrust, IHG, US Lumber
- **628 Civilian Volunteer Hours**
  - 176 Registered People (137 volunteered an hour or more)

**Demographic: 4,731 Youth Community Players**
- **AFRICAN** 6.5%
- **ASIAN** 9.8%
- **BLACK/AFRICAN AMERICAN** 49%
- **HISPANIC** 21%
- **WHITE** 3%
Soccer in the Streets (SITS) offers a unique combination of soccer play and life-skills programming to youth within their own communities, at their schools, and at SITS-sponsored venues like West End MARTA StationSoccer. 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 2018 alone, SITS served over 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 2,500 kids participating in SITS programs throughout the city.

Soccer in the Streets brings young, bright, culturally competent role models to inspire kids to follow the right path and educate the youth to the opportunities that can 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.
We have had a presence in the Westside of Atlanta for a number of years, but 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.

As plans unfolded for the new StationSoccer location at West End MARTA and its opening in September 2018, these six communities and two partners were brought online to take advantage of the new transit based facility. Working with The Transformation Alliance, a broad partnership of organizations dedicated to creating thriving, mixed-income communities anchored by transit, we are able to tap into what’s important to the local neighborhoods.

The Westside grew in 2018 from 50 kids to a total of 210 kids. We started a youth council in the Westside, where the athletes were offered a unique combination of soccer and life-skills. The goal in 2019 is to teach the kids hands-on work experience and leadership training as well as receiving financial literacy training that instills an understanding of concepts such as budgeting, saving for investment, managing a bank account, entrepreneurship, and financial responsibility.

As a thriving community program, the Westside is grateful to have Ms. Adams a local community leader that has been with the program for over five years and got involved with the organization because she wanted to make a difference in the kids’ lives. “These kids mean so much to me and I feel this organization has added positivity in their lives,” said Ms. Adams.

VINE CITY, ENGLISH AVENUE, AND WASHINGTON PARK YOUTH PROGRAM PARTICIPANTS

208 FEMALES
271 MALES
More than 250 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, co-ed environment.

Soccer in the Streets works in partnership with local Southside Parks and Recreation departments such as the City of East Point, College Park, Union City, and Riverdale to offer a league for youth to play in. In 2018, we collaborated with Riverdale and Union City.

In 2018, we served over 1,500 children in recreation centers. Soccer in the Streets continued its relationship with the City of Atlanta Parks and Recreation through programming in seven 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. Soccer in the Streets created work for 63 young people in 2018, generating income of $157,000.

I like playing here at the West End Marta Station field because it’s very fun and the people treat us like a family here. I ride MARTA and that makes it easy to get here.

Chloe :: Age 9 :: West End United
SUSTAINING THE ATLANTA UNITED FOUNDATION APS PROGRAMS

When the Atlanta United Foundation started its support of Soccer in the Streets in 2016, the partnership put a special emphasis on public schools with no access to soccer. 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 in 11 APS elementary schools and supported the spring middle school season in 12 middle schools in 2018. 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.

Over the past two years, we learned how to work with school foundations, corporations, and local funders so they take ownership of supporting programs. We expect 65% of the schools to be self-sufficient at some level by 2020. Additional support for Westside school programs came from Laureus Sport for Good.

792 PARTICIPANTS FROM ATLANTA AND DEKALB

467 APS ELEMENTARY

154 APS MIDDLE

171 DEKALB ELEMENTARY
In 2018, we had 15 teachers contracted as coaches in our elementary school program. The majority of these faculty were new to the game of soccer and teach or work in our schools. Being able to identify a key coach on the ground at the school has allowed us to build better relationships with the community as well as build our youth capacity in these school programs.

After the success of an initial season pilot in 2016, Soccer in the Streets and Atlanta Public Schools formally partnered in 2017 and the organization was awarded the Community Service Partnership Award in Spring 2018 at the Atlanta Public Schools Coca Cola Scholar-Athlete Awards Ceremony.

From fall to spring, there was 80% retention in the APS program. Kids loved it and stuck with it! The gender ratio was consistently even, with only one school unable to sustain girls’ participation.

With the schools included in the target areas, along with additional school programming through leveraged resources, we were able to exceed the goal of reaching 250 elementary students in the after-school soccer league programs.

This brings something new to the kids in the neighborhood and it’s better all around when you don’t keep them in a box.

I WANT MY CHILD TO EXPERIENCE EVERYTHING EVERY OTHER CHILD GETS TO EXPERIENCE.

Parent :: Dunbar Elementary

DEKALB COUNTY SCHOOLS

In 2018, Soccer in the Streets 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 supported Freedom Middle School in their pilot middle school season with Dekalb County Schools with supplemental coaching, equipment needs and additional competition with the DDY. This funding was secured by the Congregation Bet Haverim. Moving forward, we are strategically expanding our outreach north to the Buford Highway Corridor.

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 and soccer provides a universal language for the refugee kids to connect.

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 not encouraged within their own 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.

With support from the FIFA Foundation and UEFA Foundation, these programs were expanded in 2018 to serve 207 boys and girls. 2,353 participants have benefited directly by the programme/project supported by FIFA Football for Hope to date.

Clarkston is home to our Leadership Program which has expanded to over 200 young adults in 2018. We impact these young adults by providing them with work-readiness training, employment, and financial literacy.
LifeWorks was created to prepare youth with the concrete skills and work-readiness training to ultimately succeed. Soccer in the Streets is creating young leaders who live rich lives and cultivate healthy communities. This is done by providing a safe and inclusive environment for growth, along with a consistent presence and trusting relationship with coaches and mentors.

**WORK EXPERIENCE**

The Laureus Foundation teamed up with Soccer in the Streets, Atlanta Police Foundation and local businesses from Mercedes-Benz Stadium to offer, “Going for the Gold,” an employability workshop for high school students to prepare for success and leadership in the workplace. At the end of the process, 15 students earned part-time jobs in food service at Atlanta United FC games.

Students in LifeWorks gain hands-on work experience. The MLS Allstar Game was hosted in Atlanta in September 2018, and the organization had the opportunity to work with MLS employees and StriKing Marketing. Students were given the opportunity to officiate the celebrity soccer games. They also manned event booths, obtained signed waivers, distributed MLS Allstar swag and worked alongside the mobile marketing team.

“If I can impart just a little bit of information, provide support or offer encouragement, I know that will be key for the youngster to make that next step towards their life’s purpose and success,” said Jill Robbins, Referee Apprenticeship Program Manager for the past 2 years.

Rodrigue, a youth player for the Clarkston team, gained new skills and experiences working the MLS event. “I learned discipline and how to work as a team with the other players,” he said. “We were able to see the behind the scenes of an event, which was something I had never experienced before.”

A number of graduates return to serve as coaches, referees, event staff and administrators. In all, the graduates volunteer more 1,100 hours each year.

Students in LifeWorks gain hands-on experience.
In 2018, Soccer in the Streets led 25 students through a referee apprenticeship program gaining real-life experience and feedback from highly qualified mentor referees. By working closely with Georgia Soccer, these highly qualified mentors were identified. Through the apprenticeship program, 22 students earned their R8 and three students earned their R9. These certified individuals have contracted work with Soccer in the Streets as well as other local clubs and tournaments. There are currently 14 students who will be new to the apprenticeship program in 2019 and are slated to be certified in Spring 2019.

In addition to on-the-field education, LifeWorks students participate in a classroom teaching environment and are guided through the use of the Eight Pillars: career awareness, work experience, personal preparation, education plan, mentoring, service, leadership, and enrichment.

**APPRENTICESHIP PROGRAM**

In 2018, Soccer in the Streets led 25 students through a referee apprenticeship program gaining real-life experience and feedback from highly qualified mentor referees. By working closely with Georgia Soccer, these highly qualified mentors were identified. Through the apprenticeship program, 22 students earned their R8 and three students earned their R9. These certified individuals have contracted work with Soccer in the Streets as well as other local clubs and tournaments. There are currently 14 students who will be new to the apprenticeship program in 2019 and are slated to be certified in Spring 2019.

**LEADERSHIP CAMP**

In April 2018, 26 students attended Leadership Camp at Camp Twinlakes. At camp, students not only had the opportunity to partake in rock climbing, archery, boating, and campfires but had the opportunity to have a week-long workshop on how to positively impact their communities. At camp, students created a game plan and a strategy that was implemented throughout the summer and fall of 2018 led by the youth leadership council. Students also had the opportunity to play soccer with other leaders in their communities and students facilitated football3, a form of soccer that highlights respect and fair-play in the game.

"When working with these young athletes, I constantly tell them to remember the joy of getting something new “right.”

EVERY DAY, EVERY PRACTICE, EVERY TOUCH ON THE BALL IS A CHANCE TO IMPROVE AND FEEL THAT SAME JOY.

Coach Leigh Jakes :: Soccer in the Streets"
2018 was a catalyst year for StationSoccer as we expanded the project to include our newest location at the West End MARTA Station.

Sanjay Patel took on a full-time role at Soccer in the Streets as Director of Strategic Projects, working to implement the vision he kickstarted in 2014. “We had passed the litmus test at Five Points Station that acted as a pilot project with strong partners like Atlanta United Foundation and MARTA. The West End Station project was our opportunity to kick on and launch StationSoccer in the heart of a residential neighborhood and at the same time collaborate with more partners to build a platform for community growth and develop programs for our target audience.”

One of our newest partners was the City of Atlanta Office of Planning and Design. Spearheaded by Commissioner Tim Keane, they have now become a key long term StationSoccer partner through both funding and design. Another notable collaborator was the Transformation Alliance who had been supporting local Soccer in the Streets throughout 2017.

This cross-collaborative partner network brings fundamental resources that can help provide so much more than soccer programs. Soccer in the Streets is now in a position to cultivate healthy communities through employment, health education, crime reduction and more. StationSoccer will be a catalyst for the much-needed change in these deserving communities.

Besides supporting the construction of mini soccer pitches, the StationSoccer campaign will fund the pilot of a community learning center at West End StationSoccer. This $150,000 facility will feature a decommissioned railway carriage outfitted with furniture, media equipment, and restrooms. The center will function as a hub for financial literacy classes, employability training, and other youth empowerment workshops. Through collaboration with the City’s design and planning department SITS will explore new ways to connect with local residents and develop programming that can expand to other Soccer Villages.
The launch of the project culminated in 140 youth players registering within the first few weeks. Our goal was to have two hundred youth players register in the first year! Today, the program caters to over 1,000 youngsters and is quickly gaining attention among mass transit professionals around the country and the world who recognize the StationSoccer model as a means to create useful and necessary community space in what had been unlikely or barren areas.
SUCCESSFUL SOCCER LEADERS

Joel Apudo (Napolitano Award) and Ehlahd Israel (Community Champion Award) were recognized at the 2018 Black Tie Soccer Game for their work with Soccer in the Streets. Their dedication and efforts enhance the lives of the children in the program and in the Metro Atlanta communities they serve.

Joel Apudo

Joel Apudo is a role model for local youth players. With the construction and opening of StationSoccer, participation has rapidly grown over the past two years. Apudo, a community engagement manager, embodies the traits of the Napolitano Award (in honor of Nick Napolitano) of leadership, service and enrichment.

Apudo was recruited to Soccer in the Streets by the Program Director Lauren Glancy in 2016 and has since helped to change the lives of many of the athletes.

“It was clear from the beginning that Joel had a gift for connecting with youth on a whole other level,” Glancy said. “When StationSoccer started in 2016, it was obvious who needed to be the head coach. His ability to lead comes naturally and the positive impact he has had on the youth is priceless.”

Ehlahd Israel

Local West End resident Ehlahd Israel, is the recipient of the Community Champion Award. A humble individual dedicated to his community and the children in it, Israel, a local barber, learned about Soccer in the Streets and connected a group of 10-15 youngsters in 2017 from the West End community to play at the StationSoccer Five Points field. Today, more than 150 youngsters participate in the program.

With the help of the Community Program Manager Toussaint McClure, they established a program at Brown Middle School. Over the course of one year, the program grew to about 80 youngsters until the StationSoccer-West End opened in September 2018, where it continues to flourish.

“Ehlahd has been the missing piece in West End that we needed for Soccer in the Streets,” McClure said. “He understands the organization’s motto and how we can better the lives of these youth players through soccer.”
A tight job market has been especially challenging for American teenagers, particularly in urban areas when opportunities are often limited. Soccer in the Streets has taken its commitment to the game and its young players to the next level by offering them the opportunity to earn money as referees. This new wrinkle enables teens to use their knowledge of the sport, acquire life and financial management skills while earning game fees.

As soccer continues its inexorable growth in the U.S., the need for qualified and committed officials is especially extreme, particularly for novice players and for small-sided matches. So far, the Soccer in the Streets program has helped 38 young adults become certified US Soccer referees.

The program, however, is not without challenges. The initial cost, which can be more than $200 (for uniforms, whistles, flags, wallet, watches and certification) can be a deterrent. Soccer in the Streets provides all equipment and covers the US Soccer Grade 9 certification course fee.

“It’s gratifying to see the kids go from casual interest to eager apprentice, and from there, become certified and start to work as a professional referee,” said Jill Robbins, who conceived and implemented the project. “Over time and with experience, you get to see them grow in proficiency and confidence. They also take their responsibility seriously and appreciate the benefit they’ve received.”

Added John Hermann, the head referee assignor for Clarkston FC: “There are many job skills involved in the role of a referee. These skills will carry over to most any job later in life such as: being on time; taking care of one’s appearance; making a quick decision; being confident and looking confident; working with others who have different opinions; following rules and procedures; managing job commitments and planning.”

Who knows, one day officials who got their start with the help of Soccer in the Streets could be in the center of the field for important professional and international matches. There’s no harm in dreaming.
Nearly 1 million people in Haiti are amputees or have disabilities. Dealing with severe poverty and joblessness, these individuals experience the worst living conditions. In 2010, amputee soccer was invented by American Don Bennett and became an inspirational passion for the Haitian earthquake survivors. Hosting the Haiti National Men and Women Amputee Football Teams in 2018 at StationSoccer would not have been possible without the efforts of their Manager and Director of Operations, Dr. Fred Sorrells.

At the event, Soccer in the Streets youth players and members of the HNAFT enjoyed both the city atmosphere that surrounds the StationSoccer field and their mutual love for the beautiful game.

“The players come to appreciate that there are socio-economic challenged communities even in America,” said Sorrells. “Children in these communities need encouragement to overcome negative influences in their surroundings. It makes a huge impact on our players to realize they have an opportunity to give back to America for all of the goodwill and disaster relief extended to Haiti during the 2010 catastrophic earthquake and numerous hurricanes over the years.”

The highlight of the day for the Haitian players was interacting with the Soccer in the Streets kids. The players appreciate the socio-economic challenges that children face in America as well because they can relate. It makes a huge impact on the Haitian players to realize they have an opportunity to give back. The mission behind the organization really speaks to the players.

A group of Westside kids had the opportunity to play soccer with the Haitian players during their visit to Atlanta. Community Program Manager Tony Carter, spoke on his first-hand experience watching the soccer game.

“At the beginning, their expectations were that they would have scaled down their level of effort. But they were scored on quickly and the kids then realized how good these players were,” Carter said. “After a heavily contested match and plenty of amazement from both sides of the ball, all Westside players involved had a newfound respect for the Haitian Team.”

While in Haiti, people with disabilities are often marginalized. In contrast, StationSoccer programs celebrate the amputee players as incredible athletes and heroes who’ve overcome tremendous obstacles.
COMMUNITY FUNDRAISING

Throughout the year, Soccer in the Streets holds a number of community fundraising events. The goal of the annual events is raising 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.

**NATIONS CUP**

Held each April, the Nations Cup is a charity tournament celebrating 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. All proceeds benefit Soccer in the Streets’ free youth programs in more than 30 sites encompassing community, schools, and life-works programming, providing social change and education.

**CHAMPIONS LEAGUE**

In June of 2018, the Eighth Annual Soccer in the Streets Champions League event was held at the Children’s Healthcare of Atlanta Training Ground — home of Atlanta United. This year, the home side — Atlanta United — gained revenge by defeating Manchester United Atlanta in a rematch of last year’s championship game. More than $140,000 was raised by the 12 participating teams.

**CORPORATE CUP**

In 2017, the Corporate Cup was created so Atlanta’s corporate community could connect with Soccer in the Streets and allow employees to become involved in a fun and meaningful way. In September of 2018, the tournament saw eight teams compete for city bragging rights, with AT&T taking the crown for the second year in a row. The other corporate teams included: Home Depot; Deloitte; Alston & Bird; Microsoft; Salesforce; IHG; and BakerHostetler. More than $60,000 was raised and Salesforce led the way with more than $14,000 in donations.

**BLACK TIE**

The Black Tie Soccer Game, which is held every October, is invitation-only and is the final event of the year. Essentially, it’s Soccer in the Streets’ gala, with a twist. Instead of a standard sit-down banquet, formally-attired participants play soccer to help raise money.

**CHAMPIONS LEAGUE**

$148K

**NATIONS CUP**

$38K

**CORPORATE CUP**

$63K

**BLACK TIE**

$140K

$140K
PARTNERS AND SUPPORTERS

Soccer in the Streets would not be the success it is today without the generous support of the following groups, friends and program partners. Over the course of 2018, over one million dollars was raised. These funds are the lifeblood that allows us to have a lasting impact on the Atlanta community. In addition, 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.

PARTNERS

EVENT SPONSORS

NACCSE
British American Business Council
Beko Tech
Buoyant Wine Storage
Group 9 Communications
Brewhouse

Haufe
Sun Microstamping
RiRa
AtlantaBen
Gas South
Fado’s Irish Pub
Warehouse Basics

German Consulate General Atlanta
Gourmet Foods International (Queso-Melt)
King & Spalding
Deloitte
Home Depot

BakerHosteller
SalesForce
Softek
Microsoft
Ernst & Young
PwC
IHG

Somos Unidos
Creature Comforts
HBO
Patton Landsurveying
Alston & Bird
Big Citizen
SUPPORTERS

Atlanta Sport and Social
Hampton and Hudson
Resurgence
Footie Mob
Podcasts
Kouzina Christos
Terminus Legion
Faction
Footie Mob
SoccerDarts
DJ Elite
Dave Williamson Photography
KIND bars
BODYARMOR
Park Tavern
Krown Sports

PROGRAM PARTNERS

Atlanta Public Schools
John Hope Recreation Center
City of East Point
Agape
The Dekalb-Decatur YMCA
Georgia Soccer
Covenant House
Centers of Hope

GRANTS AWARDED

The Atlanta United Foundation $187,000
Laureus Foundation $70,000
US Soccer Foundation $48,600
GA Soccer - Innovate to Grow $48,021
AETNA Healthcare Foundation $45,000
CAF America- Nike Ever Higher Fund $40,000
FIFA Football For Hope 2018 $40,000
UEFA Foundation $35,000
KaBoom $20,000
Conolly Foundation $15,000
SPARCC Program - Westend / Oakland $14,000
Beyond Sport $13,038
Georgia Power $5,000
Target Soccer Grant $3,000
Wells Fargo Community Connection Grant $2,500
Akers Family Trust (Fred Akers - Wells Fargo) $2,500
Delta Community Credit Union Philanthropic Fund $2,000
D Jones Family Foundation $1,000

CAMPAIGN COMMITMENT

Atlanta United Foundation / Blank Foundation $1,100,000
City of Atlanta Planning Department $600,000
Soccer in the Streets Board $230,000
SPARCC / TransFormation Alliance $100,000
City of East Point $75,000
Major League Soccer (Works) $60,000
U.S Soccer Foundation / MUSCO $50,000
## STATEMENTS OF FINANCIAL POSITION

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**Fund Utilization :: Operating Expense**

- **PROGRAMS**: 77%
- **GENERAL & ADMINISTRATIVE**: 15%
- **DEVELOPMENT**: 8%

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**SOCCER IN THE STREETS**

**Fiscal Year 2018 Financial Information**

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[Source: Document Page 19]
## STATEMENTS OF ACTIVITIES

### INCOME

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<tr>
<td>Corporate</td>
<td>-</td>
<td>$60,000</td>
</tr>
<tr>
<td>Service Fees</td>
<td>$50,933</td>
<td>$46,080</td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td><strong>$498,570</strong></td>
<td><strong>$1,055,668</strong></td>
</tr>
<tr>
<td><strong>TOTAL INCOME</strong></td>
<td><strong>$1,030,395</strong></td>
<td><strong>$1,617,788</strong></td>
</tr>
</tbody>
</table>

### EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>$61,694</td>
<td>$80,719</td>
</tr>
<tr>
<td>Program</td>
<td>$652,194</td>
<td>$772,071</td>
</tr>
<tr>
<td>Development</td>
<td>$138,212</td>
<td>$151,303</td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td><strong>$852,101</strong></td>
<td><strong>$1,004,093</strong></td>
</tr>
<tr>
<td>Campaign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fundraising</td>
<td>$67,932</td>
<td>$61,264</td>
</tr>
<tr>
<td>Capital</td>
<td>$98,183</td>
<td>$398,870</td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td><strong>$166,115</strong></td>
<td><strong>$460,134</strong></td>
</tr>
<tr>
<td><strong>TOTAL EXPENSE</strong></td>
<td><strong>$1,018,215</strong></td>
<td><strong>$1,464,227</strong></td>
</tr>
</tbody>
</table>

**NET INCOME**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$12,179</td>
<td>$153,561</td>
</tr>
</tbody>
</table>
In 2018, 720 volunteers registered and logged a total of over 628 hours. Additionally, corporate volunteer hours added nearly 300 more hours. Volunteers assist in many ways including participating in coaching roles and special events coordination during the Corporate Cup fundraiser and StationSoccer openings. They also help at volunteer engagement events like Home Depot backyard days, jamborees, watch parties and by providing graphic design.

**SALESFORCE**

This year, Salesforce began serving Soccer in the Streets both through fundraising and volunteer efforts. Between August and the end of the 2018 year, 30 employees volunteered for a total of 203 hours across a wide variety of events including APS Jamborees and a Back2School Clinic. In addition to their volunteering, Salesforce also showcased some excellent fundraising abilities. They have been crowned fundraising champions for the 2018 Corporate Cup, raising a record-setting $14,683. Their team amount contributed to close to a quarter of the final tournament total of $63,626.

Leading the way for Salesforce was account executive Andrew Hotchkiss. Hotchkiss dedicated 22 hours to Soccer in the Streets. The captain of Salesforce’s Corporate Cup team set the example, raising $4,340 on his individual fundraising page. Hotchkiss aims to increase his impact on Soccer in the Streets in 2019.

---

**AT SALESFORCE, WE PUT A HUGE FOCUS ON GIVING BACK TO OUR COMMUNITY.**

I am so proud that my friends, family, co-workers, and business partners all came together to help raise money for Soccer In The Streets.

Andrew Hotchkiss :: Salesforce Account Executive
STAFF AND BOARD MEMBERS

STAFF

Phil Hill
Executive Director

Sanjay Patel
Director Special Projects

Tony Carter
Director of Programs

Fernando Guerena
StationSoccer League Manager

Lee Woodsmall
Event Marketing Manager

Garrick Dawson
School Program Manager

Toussaint McClure
Community Program Manager

Jorge Ortiz
Community Program Manager

Ulric Alsobrook
Community Program Manager

Joel Apudo
Community Program Manager

Jill Robbins
Special Projects

Jessica Charman
Community Events & Volunteer Manager

Tess Patton
Marketing and Communications Manager

Nancy Marsden
Office Administrator

BOARD MEMBERS

Joe Hall : Co-Chair
Deutsche Bank

Richard Rushton
Nicholas Hoffman

Carmen Butler
Aveanna Healthcare

Bill Ford
Pamarco Global Graphics

Brian O’Neill
Cahaba Wealth

Janine Willis
Mozley Finlayson Loggins

Jenny Mendelsohn
Alston & Bird LLP

Jeff Leonard
Cohen Pollock Merlin Turner

Bill Tucker
Partner at TMO

Andre de Winter
Realtor

Benjamin Butler
Cargo Brokers

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Executive Director :: Staff
phil@soccerstreets.org

Sanjay Patel
Director Strategic Projects :: Staff