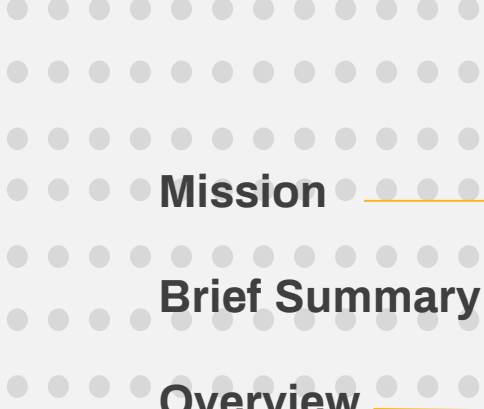




SAN FRANCISCO YOUTH SOCCER

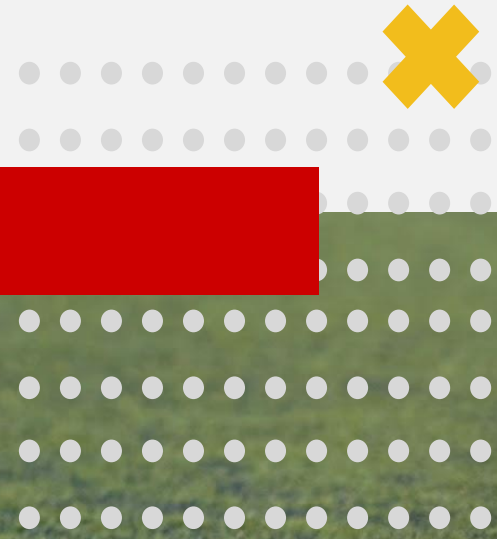
Case Statement

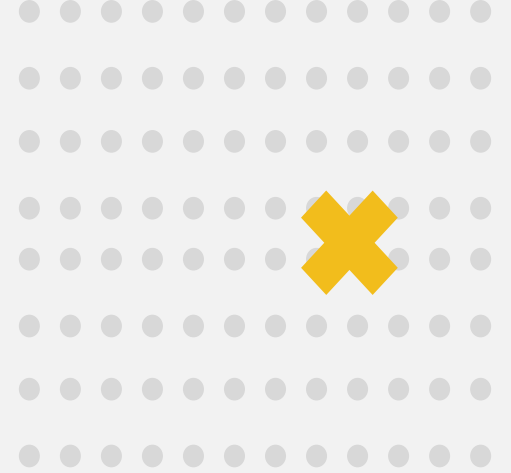




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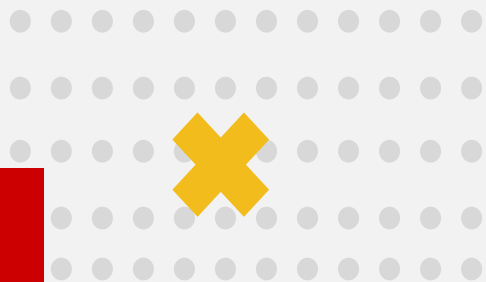
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MISSION

Supporting Youth Soccer and Leadership Through Sport





Brief Summary



San Francisco Youth Soccer (SFYS) is a comprehensive community soccer organization, benefiting San Francisco youth from ages 8-18. Roughly 8,000 families from nearly every elementary school, middle school and neighborhood in San Francisco participate with SFYS in player, league-volunteer and/or referee capacities.

SFYS is the connection between the players, families and teams and supports low-cost play through their relationship with San Francisco Rec & Park. If you have need for your child, SFYS is always there to help.

SFYS serves all families, regardless of race, color, religion, age, sex, or national origin within their geographic territory. The organization has dramatically increased outreach efforts to underserved public schools, running clinics and pickup games through the SFYS @ School program. SFYS staff helps volunteer coaches improve their training through sponsored coaching clinics. SFYS even developed technology that provides transparent and real-time access to SFRPD allocated game fields for SF travel teams. The organization is constantly evaluating how they can be a valuable resource to all of their members. New programs are introduced when a need arises in the soccer community and are adapted to best serve SFYS members over time.

Overview



Founded in 1999 and borne out of the only youth soccer club in San Francisco at the time, SFYS was formed to separate club development activities from overall youth soccer play. The organization was originally called the SF Vikings League and was renamed San Francisco Youth Soccer in 2015.

From 1999-2011, SFYS was entirely volunteer-run and only encompassed fall league play. The Association hired its first full time employee, current Executive Director Scotty Kober, in 2011 first as Program Director. In 2012, SFYS hired their second full time employee, Registrar Barb Yee. Even now, 8 years later, SFYS still operates with a lean but effective crew of 4 FTEs so they can continue to offer quality services at low cost to their member clubs.

Beginning in 2015, SFYS added spring league play and hired Program Director Joanna Doyle. Joanna worked with San Francisco State University (SFSU) to make SFYS eligible for player internships, and developed the Field Marshal and Spring Internship Programs.



SFYS PROGRAMMING

Youth Soccer

SFYS Recreational | SF Competitive Upper House | SFYS Varsity
SFYS @ School | SFYS Player Clinics | Seasonal Team Time

Community Engagement

SF Shared Schoolyard | World Cup Watch Parties
SFSU Spring Internship | SFYS Field Marshal Program

Youth Leadership Programs

Junior Coaching | Youth Referee Training
Referee Mentorship Program | In-Season Weekly Referee Roundtables

Adult Volunteer Training

Coach Field Training | Team STAR Program

Supplemental Education

Coach Symposium | SFYS Master Classes

Facilities and Equipment Usage

Reserve Community Room | Rent Equipment



SFYS 2019-20 BY THE NUMBERS



5900
TOTAL
PLAYERS

440
TOTAL
TEAMS

Competitive
25.6%



Recreational
74.4%

Mixed
13.6%



Girls
39.3%

Boys
47%

2 HOUSE LEAGUES

Recreational & Competitive Upper House
NEW for FALL 2020 : High School Varsity League

1300
TOTAL
VOLUNTEERS



460 Volunteer Coaches
& Team Managers



445 Team STARs*
*Specially Trained Asst. Referees



440 Team Parent Reps

4
FULL-TIME
STAFF

Average **12**
SEASONAL
P/T STAFF

5 Field Marshals
4 Jr. & Sr. Coaches
3 Admin Assistants
(Local HS or Uni students)



ADDITIONAL SFYS PROGRAMMING

- 300+** Players per Season ★ TEAM TIME
- 50+** Players per Season ★ WINTER SHOOTOUT
- 40+** Players per Season ★ STREET SOCCER
- 8** School Locations ★ SFYS @ SCHOOL
- 100+** Players (Sp. 2020) ★ ONLINE SKILL SCHOOL

Source: San Francisco Youth Soccer, 2019-20 Season

SF YOUTH SOCCER

1434 Taraval, San Francisco, CA 94116

www.sfyouthsoccer.com

SFYS @ SCHOOL

Pickup soccer games and drills held during or after school at San Francisco elementary schools.



The SFYS @ School program facilitates pick up soccer games in schools during lunch time and after school. The majority of SFYS independent teams are school teams. In an effort to encourage more kids to participate in soccer and more teams to play within the SFYS league, the organization launched school soccer in the spring 2018.

Current Director of Programming, Lee Dunne, joined SFYS with the goal of growing SFYS's soccer outreach and delivered SFYS @ School at 3 pilot sites. Since its launch, the program has expanded and is currently serving 8 school sites, with 2 more set to join in 2020. There are five SFYS staff members facilitating the program and one partner club (SF Vikings) participating. SFYS plans to bring on additional staff to manage and facilitate the addition of new schools in 2020

SF Youth Soccer League has been a wonderful addition to our lunch program. Kinder and 3rd grade students eagerly await Monday soccer sessions. It has been a pleasure to witness students learn skills such as cooperation and teamwork while learning soccer skills. Commodore Sloat is fortunate to have this program at our school.

Fowzgian Abdolocar, Principal of Sloat Elementary School, San Francisco



In 2019 SFYS engaged with Algorithm to perform a social-and-emotional-learning (SEL) study to measure the impact of the SFYS @ School soccer program. You can see the original impact report [here](#). Participating schools see improved SEL in students due to engagement in outside programming such as SFYS. Students as well have the opportunity to be exposed to sport in an informal yet educational environment that is all encompassing. SFYS creates fields of play for both boys and girls during School Soccer sessions. SFYS will see an increase in its membership as more students take an interest in soccer at school sites - either through teams playing within SFYS from member schools or players joining independent clubs and playing within the SFYS Upper House league.

SFYS is currently partnered with the following schools:

- West Portal Elementary School (lunch time)
- Sloat Elementary School (lunch time)
- Glen Park Elementary School (after school time)
- Flynn Elementary School (after school)
- Rooftop Elementary School (lunch time)
- DFES Elementary School (morning recess)
- Ulloa Elementary School (lunch time)
- Sunset Elementary School (lunch time)

PLAYER CLINICS

Player Clinics are available to any youth soccer player in San Francisco looking to improve their game.

SFYS Player Clinics provide supplemental soccer programming for any interested youth in San Francisco and beyond. This program is an opportunity for players to experience a training environment beyond their typical coach/team/club. The clinics are co-ed and unbiased toward any club or level of play, and anyone is welcome to join. Clinics also allow SFYS to engage with youth from the greater San Francisco community beyond its league members.





When Director of Programming Lee Dunne was hired, SFYS was able to expand its offerings and provide more programming - with Player Clinics being one of the first focus points. SFYS's first Player Clinics were offered in the summer of 2017 and served 20 players for six hours each. The program has grown to serve 50+ players per clinic, and sessions are now offered throughout the year, though the length varies based on the season.

SFYS understands that most players do not spend enough time with the ball, so they are challenged to perform as many touches as possible in the clinic environment. Players who participate in clinics receive special attention to their technical skill development. In addition to the in-person curriculum, skill-practice videos from SFYS Director of Programming are made available online and shared with the community to demonstrate what SFYS clinics offer, as well as to encourage players to practice at home in their free time.

SFYS Player Clinics are currently held at the Paul Goode field in the Presidio. Demand increases for the clinics each season and the field currently used is on the north side, in the Presidio. A long term goal for SFYS is to offer the same programming across multiple sites in the City - SFYS Soccer Schools!



The December and January clinics were instrumental in my daughter's soccer development. She just started soccer a year ago and now dreams of playing it for a lifetime with real passion thanks to SFYS opportunities like this. Every time she takes the field, whether in a clinic, a game, or practice, she is having fun and learning constantly.

Mia, SFYS parent



JUNIOR COACHES

The SFYS Junior Coaches program focuses on educating and training high school students to coach youth soccer. The program offers a curriculum for youth who are interested in a coaching career/pathway by educating and training them holistically - in the SFYS way. It also prepares the next generation of soccer coaches with best practices and creates opportunity for upward mobility within the SFYS league, opening doors to staffing positions within SFYS programs.

Junior Coaches launched in 2017 to address the need for coaches in SFYS programming and youth soccer teams throughout San Francisco. Many clubs and teams sought coaches who had playing experience and were able to connect with the players on their level. For example, high school female coaches were paired with 11-year-old girls teams to better meet their needs. The program began with five junior coaches and has retained participants. Three of the five original junior coaches are still working on SFYS programming and with youth teams, while two coaches have moved on to play in college!



The SFYS Junior Coaches program is available to any high school age individual who wants to be involved with coaching.



SFYS plans to invite more junior coaches from local high schools and colleges to join this important initiative. The junior coaches come from the SFYS Pickup Soccer, Field Marshal, and Referee programs, which all focus on player growth and add to the quality of the SFYS junior coaches pool. The program benefits all parties involved - coaches, players, and SFYS staff. Any high school age individual who wants to be involved with coaching and leading sessions for youth has the ability to train in the Junior Coaches program. Youth players and teams will benefit from coaches to whom they can relate and who also have soccer experience. SFYS benefits as an organization through the creation of a pool of available-and-qualified coaches that it can call upon.

Junior Coaches has been an incredibly positive program in its first three years of operation. As it grows, SFYS is determining the best ways to adapt the program to suit the busy schedules of high school age individuals and the ever-changing schedules of teams.

As a Junior Coach I learned so many skills that I'm able to use throughout my life. I've enjoyed going to work every weekend because I like working with the kids and because I get to share my experience as a coach and player.

Enaam, Inaugural Junior Coach

COACHING SYMPOSIUM

Educational conference for SFYS coaches



The SFYS Coaching Symposium is an annual meeting at which relevant, soccer-specific topics are discussed and expert speakers present. All SFYS coaches are required to obtain USSF coaching licenses, and to further their development, SFYS began offering Conditional Professional Development and an annual symposium to support coaches. The first SFYS Coaching Symposium occurred in 2017 and attendance doubled from 20 attendees to 40+ attendees in 2019.

I had a great time at the coaching symposium and really enjoyed the presenter as well as the engagement with other coaches in the league. The field time was equally beneficial and I would recommend this to any of the coaches of youth soccer teams. As always, SF Youth Soccer has done an amazing job in organizing, creating and executing a wonderful atmosphere for learning and fun.

Erin Loback, SFYS coach2524



SFYS aims to make its Coaching Symposium a bi-annual event to offer education and support for coaches before each SFYS in-house season. SFYS is constantly working to provide enriching environments for its coaches. As SFYS is heavily supported by the work of volunteer coaches, the annual symposium is an effective venue where the organization can continue to provide value to its dedicated community.

I can't thank Lee and the SF Youth Soccer staff enough for your dedication and passion to enable a fun and challenging soccer environment for our kids. Though I played soccer in my youth and coached in my 20's, this is my first time coaching in SF and I am now in my 40s. I appreciated tonight and realized 2 things: I made a couple mis-steps for my 2nd grade boy team when registering in terms of giving more detail on my scrappy but dedicated crew and I need to get my team up to speed on rules of the game/positions! We'll get there. In the meantime-thank you! I have 3 boys so this first go around will help me navigate much better with my younger boys!

Michelle McCauley, SFYS coach & parent





DEVELOPING PROGRAMS

New and evolving programs addressing the needs of San Francisco's youth soccer community of San Francisco's youth soccer community



SFYS VARSITY

Ensuring financial means and ability to travel are not a prohibiting factor when opting to play competitive high school soccer.



SFYS will be launching its first high school league in 2020 to meet increased demand. The SFYS High School League is the evolution of the former SFYS Pickup Soccer program which was structured as a series of weekly, in-season, pickup games offered to youth in grades 8-12.

The program was created to provide a casual but organized environment in which individuals who could not commit to travel-team practices and schedules still had the opportunity to play. This age group experiences the highest attrition rates due to commitments in other areas and SFYS house-league offerings end at 8th grade, so pickup games were a great way for players to stay engaged with the sport.

As Pick Up Soccer has grown in popularity, as has interest in a high school league with players looking for something more than turn up and play, but still flexible enough to allow for all of the commitments that come with being a high school student. SFYS is very excited for a full roll-out of the new SFYS Varsity League in the 2020-21 season.





TEAM STARS, REFEREE MENTORING & SEASONAL ROUNDTABLES

Referee recruitment and retention are critical for quality matches. To address this need head-on, SF Youth Soccer has begun hosting trainings, week-long youth referee camps (supported by US Soccer ITG Grant), mentored matches, and in-season weekly roundtables.

Beginning in 2019, each team participating in SFYS Recreational or Competitive Upper House leagues is now required to provide one volunteer Specially Trained Assistant Referee (S.T.A.R.). Each team's S.T.A.R. completes the 18-module online training course created by US Soccer, which reviews each of the Laws of the Game. Once the online portion is complete, S.T.A.R.s move on to the Field Training Session -- a 3-hour commitment that teaches the fundamentals of officiating a soccer match within SFYS (following house league rules). This training is 100% free of charge to all participants



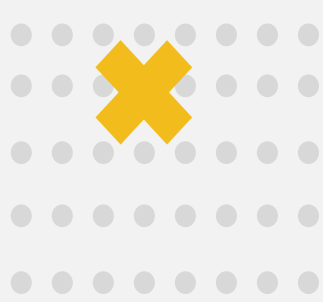
Referee Roundtables are hosted weekly by SFYS, giving referees the opportunity to meet fellow referees, share stories, and get support from their peers and the league.

Given that the weekly roundtables and S.T.A.R.s program have proven to be such an enriching experience for SFYS teams, the league plans to expand this offering to include more wrap-around services and training for its invaluable referees



The training was excellent - 3 articulate and seasoned refs joined Rich and provided an excellent experience. I spoke twice about the league, what STAR means, and in particular, the need to protect and support our young referees. It was super gratifying to see the conclusion and growth of the program given all the discussions we've had about it over the years.

Brett Bonthron, former SFYS Volunteer Coach and Board CFO



VISION FOR THE FUTURE

San Francisco Youth Soccer's vision for programmatic expansion from 2020-2025

SFYS @ SCHOOL

Expansion of school soccer will come from the recruitment of more coaches, and paying those coaches. Funding in this area will support the recruitment and training for the coaches to deliver an excellent soccer experience. SFYS's long-term goal for this program is to have every school hosting at least one session per week of school soccer. SFUSD has 64 elementary schools and 13 middle schools, totaling 77 sites to potentially be working with!

PLAYER CLINICS

Expansion to multiple sites across San Francisco. By the end of the next 5 years, SFYS plans to see 'soccer schools' pop up. Throughout the City, there will be a soccer school available to every player on various nights of the week.



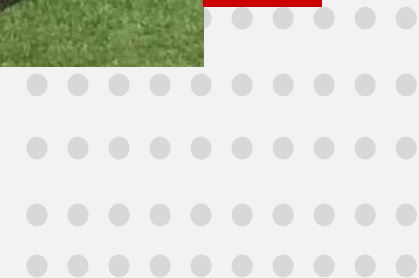


JUNIOR COACHES

SFYS plans to expand the Junior Coaches program to join the Player Clinics - offering clinics at times and locations that work for the Junior Coaches' schedules. Within 5 years, SFYS will have multiple graduates that are leading remote classes with new cohorts of Junior Coaches. Each coach will receive grassroots licensing and have the opportunity to obtain additional licensing if they choose to do so. Coaches will also be equipped and prepared to lead teams with volunteers that are seeking support.

COACHING SYMPOSIUM

SFYS envisions its Coaching Symposiums to be larger and even more beneficial events for their coaches. In 5 years, the goal is for SFYS to host bi-annual, 3-day symposiums, offering multiple talks and field training. SFYS would like to bring in professional coaches and speakers from the wider soccer community that can educate, train, and further enrich the SFYS coaching program





FUNDING NEED

FINANCIAL AID & COMMUNITY SUPPORT

Financial Aid	\$60,000/YR
Community Support	\$10,000/YR

PROGRAMS (ANNUALLY)

SFYS @ School	\$30,000/YR
Player Clinics	\$35,000/YR
Junior Coaches	\$20,000/YR
Coaching Symposium	\$ 6,000/YR

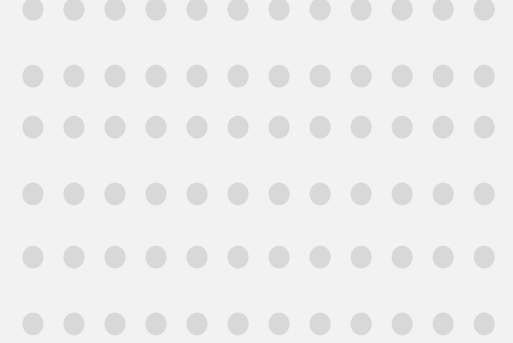
\$715K (5-year statement of need)





THE OPPORTUNITY

An investment in San Francisco Youth Soccer can enable the following outcomes, and more, for the the players, teams, and coaches within our league.



\$100

1 Player per season, any SFYS house league

2 Coaches for USSF Grassroots Training

3 Players SFYS Player Clinics

\$300

1 Youth Ref for week-long USSF-sponsored SF Ref Camp

3 Players per season, any SFYS house league

6 Coaches for USSF Grassroots Training

\$600

2 Youth Refs for week-long USSF-sponsored SF Ref Camp

6 Players per season, any SFYS house league

18 Players for SFYS Player Clinics

\$1,000

Master Class for 20 coaches

Online and field Grassroots training for 12 coaches

50 hours of SFYS @ School soccer (30-50 kids per school session)

\$2,500

Sponsor an entire team to play for a year (Fall & Spring seasons)

\$5,000

Sponsor SFYS Bi-Annual Coaching Symposium, benefits to coaches include:

- US Soccer Grassroots license
- Equipment for coaches
- Classroom and field experience
- Guest speakers
- Refreshments

Board of Directors



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Brian Bowen

Vice President



Tim Danison

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Executive Director



Barbara Yee

Director, Registration &
Administrative Services

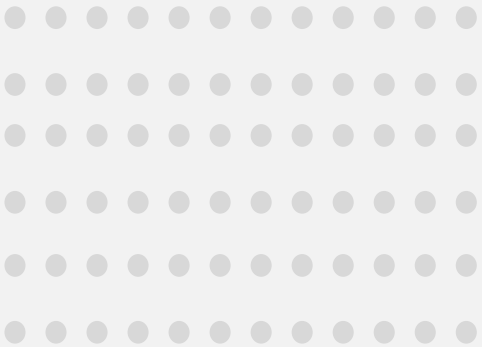
Lee Dunne

Director of Programming



David Reardon

Program Manager



Partners & Sponsors

SFYS Community Partners



Partners & Sponsors

SFYS Affiliates





Our Testimonials



I just wanted to send a big thank you to everyone in the SFYS office. This was such a fun season for our team, and it would not have been possible without your support and organization. You advocated for and were flexible with us, answered lots of questions, took care of so many logistics, and were proactive with your communication. Know that it is much appreciated. We look forward to playing again in the spring!

- Damian Molinari, SFYS Coach

Thank you SFYS for giving kids an opportunity to play! You are positively affecting kids' lives. That is bigger than anything! Today's comment about soccer being the only outlet for some kids enrolled in our program is 100% on point. I usually don't think of SFYS from this angle. "These kids may not have the support at home, and soccer is the only thing that keeps them off the streets", Kelly said. The fact that SFYS provides this environment is amazing! You are amazin!

- Vadim Krifuks, SFYS Board Member





I was honestly blown away at how useful the Coaching Symposium's class on how to coach practice sessions was. Joey seriously changed my entire perspective on how to run a practice. I inherited a team that went 2-6 last season (barely winning the two games), and really didn't improve at all as the season continued. After 2 practices implementing what I had learned in Joey's session -- emphasizing how to build-out an attack from the defensive end and focusing on decision making -- the girls demonstrated an amazing level of learning and completely controlled their first game, winning 4-0. Half the parents of the team approached me after our first game, insisting that I continue coaching, and super happy with the sudden change in the team. All this has given me huge motivation myself. Please keep organizing this quality of event. I'm so glad I attended.

- SFYS Coach





Contact Us



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