



SAN FRANCISCO YOUTH SOCCER

CASE STATEMENT



MISSION

**Supporting Youth Soccer in San Francisco
and Leadership Through Sport**



BRIEF SUMMARY

SFYS is a women-led comprehensive community soccer organization, benefiting San Francisco youth from ages 8-18. SFYS serves all families, regardless of race, color, religion, age, sex, or national origin within San Francisco. 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 facilitates low- and no-cost play through their relationship with the San Francisco Recreation & Parks Department.

What makes SFYS unique is the ability of the league to maintain and sustain socio-economic access to sport, which is dwindling across the Bay Area. SFYS must exist to keep the city of San Francisco from being solely a pay-to-play model. SFYS facilitates playing leagues, clinics and sports leadership opportunities for hundreds of independent, parent-run school-based and neighborhood teams and more than 20 soccer clubs in the City. The SF Youth Soccer playing community has the best options for all levels, as no single club has a monopoly on the sport, and SFYS facilitates low-cost opportunities to play that help eliminate barriers to entry. The organization hasn't raised Recreational fees in two decades and still operates with a lean but effective crew of 4 FTEs so it can continue to offer quality services at low- and no cost to member clubs and families.

SF YOUTH SOCCER AT-A-GLANCE

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 | Weekly Referee Roundtables

Adult Volunteer Training

Coach Field Training | Team STAR Program

Supplemental Education

Coach Symposium | SFYS Master Classes | Soccer Speaker Series

Facilities and Equipment Usage

Reserve Community Room | Rent or Borrow Equipment



KEY SFYS PROGRAMS



SFYS @ SCHOOL

Free organized soccer and drills held during or after school at San Francisco elementary schools.



PLAYER CLINICS & MASTER CLASSES

Supplemental soccer programming for any interested youth or volunteer coach in San Francisco



YOUTH LEADERSHIP

Focuses on educating and training middle & high school students to coach, ref and mentor.



REFEREE SUPPORT

Preseason training, in-season weekly roundtables, mentoring and offseason Youth Ref Camp!



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



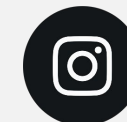
FACEBOOK FOLLOWERS

872



TWITTER FOLLOWERS

893



INSTAGRAM FOLLOWERS

589

SPONSORSHIP OPPORTUNITIES

SFYS reaches more than 8,000 families across San Francisco.
Sponsorship opportunities are available for local and national brands seeking to reach a wide audience in the SF community.

\$1,000

- Sponsor in-season weekly emails
- Sponsor one week of SF Referee Camp
- Contributing Sponsor SFYS Coach Symposium
- Sponsor hosting of USSF Grassroots license course

\$2,500

- Sole sponsorship of “SFYS at Home” Soccer program (1 year)
- Contributing Sponsor annual Summer Jamboree (1 per year)
- Sponsor full season of Referee Roundtables

\$5,000

- Company logo on the SFYS Community Room wall, SFYS website, and in every SFYS league-wide email (1 year)
- Underwrite SFYS-SFSU Intern (per season)
- Named co-sponsor of city World Cup Watch parties (per event)

\$20,000

- Underwrite an SFYS program for 1 soccer year (August-July):
 - SFYS @ School
 - Junior Referee Mentors
 - Junior Coaches
- Underwrite Soccer Speaker Series (1 year)



BOARD OF DIRECTORS

Our Board Members are all volunteers - both in our soccer community and on our SFYS Board.

Kelly Allison

President



Brian Bowen

Vice President



Tim Danison

CFO (Appointed)

Kipp Kjeldgaard

Volunteer



Vadim Krifuks

Volunteer



Heather Murdoch

Volunteer

Jean Teather

Volunteer



KEY STAFF

Lean but effective, we have a small staff of four full-time employees.
We augment with **more than a thousand volunteers** and **10-12 seasonal part-time staff**.



Scotty Kober

Executive Director



Barbara Yee

Director, Registration &
Administrative Services



Lee Dunne

Director of Programming



David Reardon

Program Manager

