

**Indiana Soccer
Association, Inc.**

**2020 Outreach
Initiative**



ISA Vision Statement:

Improving Lives Through Soccer





Core Values

- **Diversity & Inclusion**
- **Integrity & Respect**
- **Safe & Fair Play**
- **Leadership & Service**



ISA Status Assessment

- **Leading soccer organization in the State**
- **Areas of Focus**
 - **Outstanding service to membership**
 - **Player safety**
 - **Fair Play**
 - **Player, parent and coaching education**
 - **Growth of the game**



ISA Player Registrations (2018-2019)

Youth	5-17 year-old, travel & rec	20,868
	5-17 year-old, recreation	36,339
	18-19 year old travel & rec	957
	Total youth registration	58,164
Adults		3,043
	Total	61,207



Analysis of Registered Players

- **Strong and stable base**
- **Youth membership mostly in middle-class and upper middle-class communities**
- **Predominantly white**



Outreach Initiative

- **Bring the game to underserved communities**
 - **Facilities and programs**
- **Will require substantial investments and commitment**
 - **Time, people, money, outside support**



Who are we trying to reach?

- **Lower income and racially diverse youths and adults in communities throughout Indiana where access to organized soccer is limited.**



What is the Opportunity for ISA and Member Clubs?

- **Youth engagement about 5% of population**
- **Adult engagement about .15% of population**
- **Underprivileged kids in Indiana**
 - **522,888 free/reduced fee lunch students**



Barriers to Reaching the Underserved

- **Participation constrained by pay-to-play model**
- **Finances, facilities, and transportation are formidable obstacles to many**
- **Lack of familiarity with formal organizations**



What programs would we provide?

- **Institutionally-based activities at existing facilities**
- **Community-based facilities built or renovated (especially futsal)**



What facilities are needed?

- **Existing community facilities (gyms, parks, fields)**
- **Futsal courts and fields**



What financial investment is ISA prepared to make?

- **\$500,000 over a three-year period, supplemented/offset by public and private revenue sources**
- **Financial partners will be actively pursued**



What personnel will be required?

- **Program director to work under ISA's executive director, supported by others currently at ISA and member clubs.**



Who are potential program partners?

- **Member clubs and organizations**
- **Schools**
- **Park departments**
- **Boys and Girls clubs, similar organizations**
- **Municipal housing authorities**
- **Civic organizations with compatible missions**



Who are potential financial partners?

- **Private endowments and foundations**
- **U.S. Soccer and affiliates**
- **Corporate sponsors**
- **Community and public grants**
- **Municipalities**
- **Private donors**



Initial Program Successes

- **Futsal courts developed**
 - **Rushville**
 - **Center for Inquiry 2 (Indianapolis)**
 - **Enlace Academy (Indianapolis)**
 - **Brookside Park (Indianapolis)**
 - **Global Prep Academy (Indianapolis)**
 - **Rhodium Park (Indianapolis)**
 - **Packard Park (DeMarcus Beasley Project, Fort Wayne)**
- **Programming**
 - **Vigo County School Corporation**
 - **Charter Schools in Fort Wayne and Indianapolis**



Video



Working Together

- **Input and Ideas**
- **How to make an impact in your communities**
- **Volunteers**
 - **Identify a Club liaison**
- **Acceptance of players interested in a more-structured environment**
- **ISA support**
 - **Education and training**
 - **Project support**
 - **Equipment**

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