



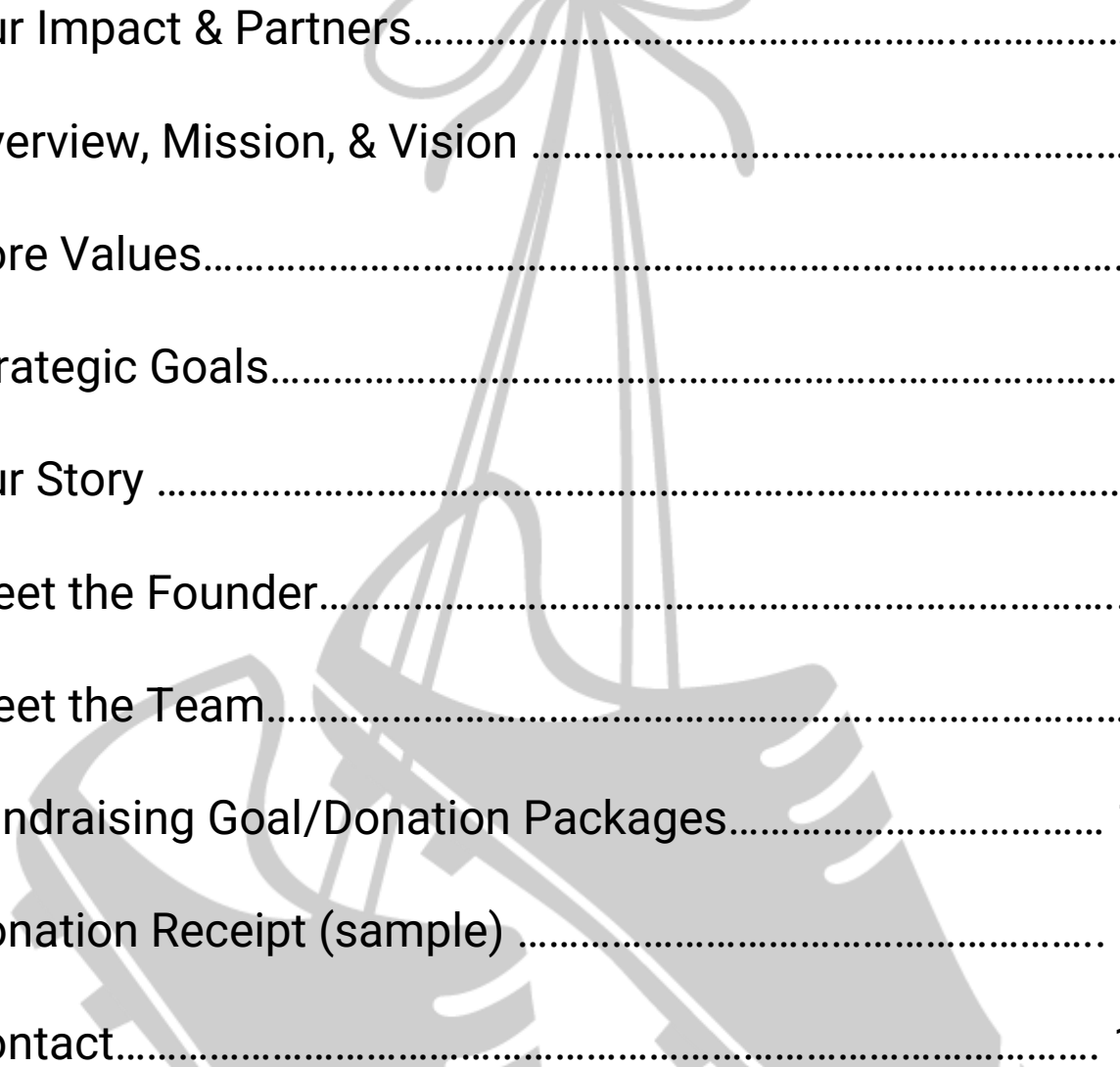
FUTBL.org

Time to Donate

**A REGISTERED 501(c)(3) NONPROFIT
RAISING FUNDS FOR 2023**

Published: January 2023

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OUR IMPACT



In 2022, we continued our operations reaching more children and making sure we continued to create new partnerships. The goal for FUTBL.org is to provide cleats to children who participate in the sport without the proper equipment, without your help our goal is harder and harder. Thank you for donations, we appreciate your time and will continue to make the community proud!

OUR PARTNERS



OVERVIEW

There are more than 265 million active people playing soccer in about 211 countries around the world. And the majority of these countries have high poverty and various social economic issues making it difficult for children to play soccer with the proper equipment. The United States has about 6.9 million kids (ages 6-17) playing soccer annually and growing out of cleats or upgrading their cleats about every 5-6 months. The potential of collecting used soccer cleats in the U.S. to donate them to children abroad, will not only make children smile but can prove to be life changing to some children.

The global superstars we recognize today that came from second and third world countries like Brazil, Argentina, Mexico, and Kenya – at one point played in the streets bare foot, yet their love for the game kept them playing. Right now, soccer is growing in the U.S. at all ages from youth leagues to the new professional leagues. We have the opportunity to grow with the local soccer communities in the U.S. and be part of life changing moments for those in need around the world.

FUTBL.org is committed to supporting youth players looking for resources to succeed on the field. To strengthen communities in second and third world countries looking for help to make their dreams become a reality.

The U.S. plays soccer as a sport while in other countries, soccer is their life. In most cases it also keeps children off the street and away from gang violence. If those children don't have soccer cleats or the opportunity to participate in a sport, there is a greater chance they can find themselves going down the wrong path. All of our efforts are to help keep children off the streets and on the field with donated soccer cleats.

OUR MISSION

FUTBL.org is a community that is committed to bringing a smile to kids around the world one pair of soccer cleats at a time.

Racism, poverty, religious conflicts, and government corruption – just a few social issues going on around the world today. Yet, a whistle blows and for the next 90 minutes countries of peace. Our vision is a world where kids with nothing, can enjoy the beautiful game and have access to resources like a pair of soccer cleats.

OUR VISION

A world where we no longer have children walking onto a fútbol pitch bare foot.

OUR CORE VALUES

The FUTBL.org core values are in place to maintain the highest ethical standard and assure all. Our reputation is the ultimate asset, and these core values guide how we accomplish our mission:

Integrity

We maintain transparency in our relationships with our partners and the community.

Empowering

We encourage each other and encourage young children to believe in their dreams.

Diversity

We welcome anyone who shares the same passion for our cause.

Accountability

We work together and honor our commitments making it possible to achieve our mission.



STRATEGIC GOALS

Increasing Funding

FUTBL.org will raise funds through community fundraisers and donors whose goals align with our vision. The non-profit operates 100% on donations from the public.

- 2023 Fundraising Goal: \$45,000

Developing Strategic Partnerships

This is key for the success of FUTBL.org as we expand our operation nationwide. It's a two-part goal that consists of identifying channels for us to collect cleats and finding trustworthy programs who will benefit from our efforts.

- FUTBL.org is committed to partnering with local soccer clubs that share the same passion and support the cause – making it easy to collect inventory nationwide.
- Donating our inventory can be risky if you don't partner with the right organizations, proceeding with caution is a must avoiding any "for profit" programs.

Accelerating Collection of Inventory

It's simple, the faster we can collect cleats, the more cleats we can donate to children in need. It's important for us to establish multiple channels of inventory to maximize the donation drives in a year.

- We currently have four major ways of collecting inventory; local drop-off locations, by requesting a pick-up, mail-in, and through team collections.

Increasing Concern and Awareness

The sport is growing in the U.S. and it's crucial for FUTBL.org to not only promote soccer nationwide but to educate the communities about the lack of resources children playing in different countries.

- In the past American football, basketball, and baseball have been the primary sports in the U.S., but a shift is coming and we're ready to take lead.

Maintaining Contact with Beneficiaries

Every child we donate a pair of cleats matters to us. So, it's important we maintain regular communication with them to continue supporting them as needed.

- If we can track the success of a child that receives a pair of donated pair of cleats from one of our donation drives, to help them reach the next level, our hope is one day they can come back and help us reach more children.

OUR STORY

CHALLENGES → Our bandwidth will be key to reaching more and more children worldwide. Since our founding our focus has shifted; the goal is to impact as many children we can, the win for FUTBL.org is to bless multiple children at once. Therefore, instead of personally delivering each pair of cleats, we saw the challenge of being in multiple places at once as an opportunity. The team has moved to create strategic partnerships so we can send care packages to kids around the world – sending multiple care packages at once to a trusted partner is the way we can have a greater impact.

INSPIRATIONS → The FUTBL.org team members each have their own story of how they were raised. But the bottom line is everyone has a similar story of a time when they visited a soccer field abroad, where the children would play without cleats, on dirt/rocky fields, and sometimes didn't even have a ball to play. Often times the hometown hero was the kid who somehow managed to get a soccer ball into his possession. That kid made new friends in an instant but God forbid you insult or run up the score – because with the flip of a switch he has the power to end the game for everyone. If he gets mad, he grabs his ball and goes home, leaving everyone without the opportunity to play. It's not uncommon to see similar photos of children playing in other countries like Argentina or Kenya. You'll notice at least one of the following; a flat ball, children playing barefoot, no matching uniforms (if they have a uniform or shirt to wear).

Traveling around the world and seeing children playing barefoot was the only motivation needed for FUTBL.org to get started.

OPPORTUNITIES → We have created a strong foundation of assets including a new website, a strong social media following, and the support from our key partners in Southern Orange County. Now, we have the opportunity to work with new organizations including other non-profits as well as professional soccer teams that have shared an interest in our cause. Our goal is to continue exploring new opportunities with professional soccer teams in the U.S. and give back to local soccer organizations in need.

WHERE WE ARE TODAY → 2022. You were so great to us. Our first full-year of operation and a very successful one. We had events with two professional soccer teams in southern California (LA Galaxy & San Diego Loyal), created new channels to collect large sums of cleats, and went back to Baja Mexico for the second donation drive. In addition, our team of volunteers entered a co-ed soccer league in the local community to raise awareness and increase donations of used cleats. Overall, 2022 was very successful and we look forward to 2023 to continue operations and reach children in different parts of the world.

Our Founder

Roberto Reyes, President

Roberto's passion for soccer started at a very young age since he came from a soccer family. He started playing when he was 5-years old and went on to play at the highest levels throughout his youth career including high school and recreational college leagues. While in college, he took on a new challenge on the field; he started coaching as a way to give back to the local community. And his love for the game grew deeper.



In 2012, Roberto started coaching at Westcoast F.C. a weekly youth academy for children ages 5-7 that were looking to play soccer for the first time. He led the youth academy for about 3 years before he started coaching a BU10 for the club. Roberto continued to learn at the club and he managed to obtain various coaching licenses, including U.S. Soccer's "D" License which is recommended for all competitive coaches of players 14-years-old and up. Roberto continued coaching ages 8-12 winning major club tournaments and leading his teams to multiple league titles.

Roberto had found a new passion for coaching soccer and wanted to continue working with young children in the local community. He then joined Soccer Shots, an enrichment program that focuses on character development and improving delayed motor skills for children ages 2-5, using soccer as the primary tool. The kids were introduced to soccer balls, soccer goals, and focused on the basics of kicking and passing. He started as a Program Coordinator and quickly transitioned to the Director of Development – opening up over 12 new park programs and serving over 30 preschools from Dana Point to Lake Forest in Southern California.

Roberto has never lacked passion for the sport. Whether it's playing, coaching, or going to a live soccer game, he will always have a smile on his face. After he attended the 2014 World Cup in Brazil, he realized how fortunate the kids he coached back home were with endless support and never lacking any equipment to properly compete. It inspired him to see the different soccer dynamics in more countries and since then he's visited Spain, England, Thailand, and various parts of Mexico. After visiting those new places, he knew there needed to be more support for children in developing countries – they didn't have cleats, soccer balls, or uniforms.

In 2020, with different social issues in the U.S., the global pandemic, and watching his little brother continue his soccer journey, he knew he wanted to be involved with the sport again. But this time a different way, a way more people around the world could benefit from his actions – so Roberto founded FUTBL.org.

OUR TEAM

Leadership

- Alex Hernandez, **Community Relations Executive**
- Angel Reyes, **Social Media Coordinator**
- David Penaloza, **Finance Executive**
- Jonathan Penaloza, **Director of Engagement & Development**
- Juana Mendez, **Director of Special Events**
- Paul Reyes, **FUTBL TV Executive Producer**
- Rami Abulaban, **Director of Partnership & Strategy**
- Rey Juarez, **Director of Community Outreach**
- Roberto Reyes, **Executive Director**
- Samer Abulaban, **Creative Director**

Board of Directors

- Roberto Reyes, **President**
- Alex Hernandez, **Secretary**
- Mike Rubio, **Director**
- David Penaloza, **Treasurer**
- Rami Abulaban, **Member**

Board of Advisors

- Jason Sorrell - **Capo Valley High School, Varsity Head Coach**
- Peter Carey - **Capistrano Football Club, President**
- Roger Sprockett - **Regional Sales Director, Healthcare**



2023 Fundraising Goal: \$45,000

Futbl Cleats Charity (dba FUTBL.org) is now accepting applications for major donors for the year of 2023. The \$45,000 fundraising goal will cover advertising, operating expenses, debt payback, and donation drives for the year.

Select your donation package:

Gold Sponsorship: \$15,000 Donation

- 1-year of Website Publishing on Partners Page
- 8x11 Donation Partner Plaque
- FUTBL.org Donor Scarf
- FUTBL.org Donation Kit includes T-Shirts, Pins, Bracelets, and Stickers
- Monthly Promotional Emails (12 months)
- Monthly Social Media Posts (12 months)
- Sponsor on all FUTBL.org merchandise

Silver Sponsorship: \$10,000 Donation

- 1-year of Website Publishing on Partners Page
- 8x11 Donation Partner Plaque
- FUTBL.org Donor Scarf
- FUTBL.org Donation Kit includes T-Shirts, Pins, Bracelets, and Stickers
- Sponsor on FUTBL.org merchandise

Bronze Sponsorship: \$5,000 Donation

- 1-year of Website Publishing on Partners Page
- 8x11 Donation Partner Plaque
- FUTBL.org Donor Scarf
- Sponsor on FUTBL.org merchandise

Name: _____

Signature: _____

Title: _____

Date: _____

Note: Premium Sponsor packages available upon request for donors interested in donating 90% or more of total 2022 goal.



Date: _____

FUTBL CLEATS CHARITY (dba FUTBL.org)

EIN #: 85-4096003

Donor Information

Donor's Name: _____

Donor's Address: _____

Donation Information

Thank you for your donation with a value of _____ Dollars (\$_____), made to the our 501(c)(3) Non-Profit Organization, Futbl Cleats Charity.

Donation Description: _____

I, the undersigned representative, declare (or certify, verify, or state) under penalty of perjury under the laws of the United States of America that there were no goods or services provided as part of this donation. Furthermore, as of the date of this receipt the above-mentioned organization is a current and valid 501(c)(3) non-profit organization in accordance with the standards and regulations of the Internal Revenue Service (IRS).

Representative's Signature _____

Representative's Name _____

Title: _____ Date: _____

Contact



Website – www.futbl.org



Email – info@futbl.org



Instagram – [@futbl.orgg](https://www.instagram.com/futbl.orgg)



Facebook – www.facebook.com/futbl.orgg

A Message from Our President

In 2022, our second full year of operation, we have achieved significant milestones and built upon the strong foundation we laid in our inaugural year. It's a testament to the unwavering dedication of our team and the continued support of our generous donors.

We want to express our heartfelt gratitude for your contribution to our organization. Your support has been instrumental in our mission to provide soccer cleats to children around the world, and we are immensely grateful for your generosity. We are excited to have you join us on this remarkable journey.

To our exceptional team, your positive attitude, collaborative spirit, and unrelenting dedication have been the driving force behind FUTBL.org's continued success. We are heading in the right direction, and I am confident that we are poised for another remarkable year. Let's remain focused on our goals and ensure that we allocate our resources effectively to ensure no child is left behind.

Welcome to the family! 🏆

Sincerely,

A handwritten signature in black ink that reads 'R. Reyes'.

Roberto Reyes

Founder

FUTBL.org

- END -