

FUTBL.org



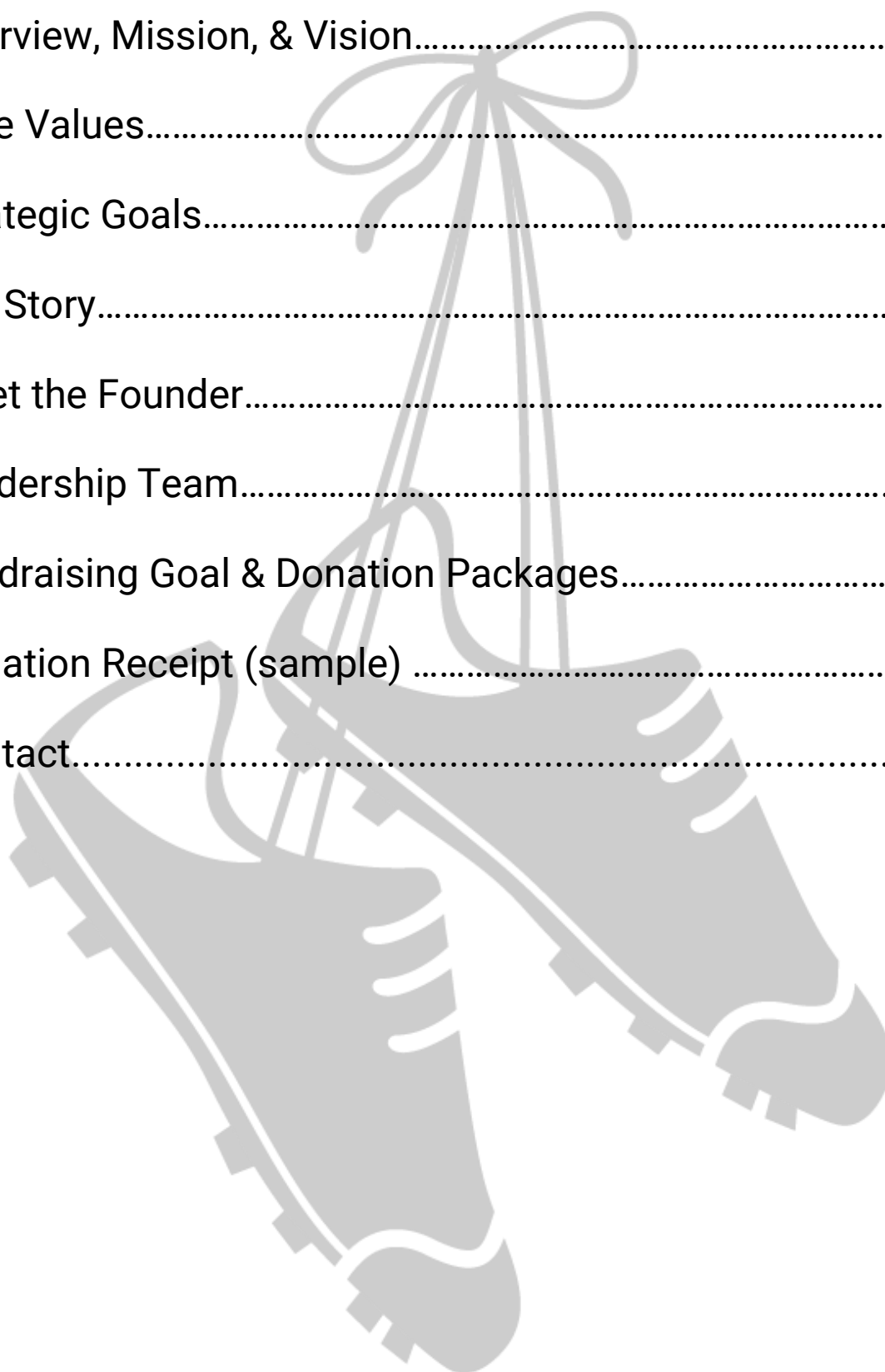
Time to Donate

A REGISTERED 501(c)(3) NONPROFIT
HELP US RAISE MONEY FOR 2021

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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

Developing Strategic Partnerships

This is key for the success of FUTBL.org. It's a two-part goal that consists of being able to collect cleats through proper channels domestically and finding trustworthy programs abroad to donate.

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

Accelerating Collection of Inventory

It's simple, the faster we can collect cleats, the more cleats we can donate to children around the world. 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 be the primary sports in the U.S., but it's our job to start educating the younger generations in our community.

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 donation drives, to help them reach the next level, our hope is one day they can come back and help us reach more children.

Increasing Funding

FUTBL.org will raise funds through community fundraisers and major donors whose vision properly aligns. The nonprofit operates 100% on donations by the public.

- Goal for 2021 fundraising: \$45,000

OUR STORY

CHALLENGES → Starting during the COVID pandemic made it difficult to partner with local businesses since most were either closed or operating at minimum capacity. In addition, there was a bit of hesitation from meeting in-person, making hard to collect inventory of donated soccer cleats. Not only was it difficult collecting inventory, but it was also difficult finding locations abroad accepting donations due to COVID. They didn't want used shoes coming in as they saw it as a risk of COVID being spread through the donated supplies.

INSPIRATIONS → As kids' part of the FUTBL.org team, remembers visiting family in Mexico. 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.

FIRST STEPS → To get started it was crucial finding the right team. That meant co-founders, a Board of Directors, and volunteers. Once that was taken care of the next step was to join forces with key industry leaders; who could help opening doors and offered proper guidance for the organization to be successful. It's like anything in life, without a good foundation, it doesn't matter how high up you want to build, it just won't work. FUTBL.org made it vital to start with the right people, to be able to grow and reach more children.

WHERE WE ARE TODAY → As of April 2021, FUTBL.org has completed their first donation drive of the year, they've collected more than 140 pairs of cleats, launched a new community program for children in the U.S. who need a new pair of cleats, and have partnered with 6 businesses to promote FUTBL.org.

Our Partners



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. His love for the game grew deeper.



In 2012, Roberto started coaching at Westcoast F.C. a weekly youth academy for children ages 5-6 that were looking to play soccer for the first time. He lead 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 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.

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 Mexico. After visiting those countries, he knew there needed to be support for children in different 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.

Leadership Team

Board of Directors

President – Roberto Reyes

- Serve as chairman of the executive committee
- Serve as an ex-officio member of all other committees except the nominating committee
- Recommend what committees should be formed and who should chair them
- Be a primary spokesperson for the organization
- Lead the board in the performance of its responsibilities
- Be the officer to whom the executive director reports and who coordinates the performance evaluation of the executive director
- Perform such duties as directed by the by laws and the board

Treasurer – David Penaloza

- Perform those functions delegated to the treasurer by the president
- Safeguard the assets of the organization
- Maintain control over the receipt and disbursement of the organization's funds
- Serve as chair of the Finance committee
- Oversee the preparation of the annual budget

Secretary – Alex Hernandez

- Perform those functions delegated to the secretary by the president
- Safeguard all the records of the organization
- Record and retain the minutes of all board and executive committee meetings and collect and retain the minutes of all other committees' meetings
- Give notice of meetings and distribute minutes and other documents as needed
- Serve as chair of one committee

Board of Advisors

Peter Carey – Capistrano FC, Founder

Mike Rubio – Pateadores, South Orange County Director

Jason Sorrell – CVHS Boys & Girls Varsity Coach



Fundraising Goal 2021: \$45,000

Futbl Cleats Charity (dba FUTBL.org) is now accepting applications for major donors for the year of 2021. The \$45,000 fundraising goal will cover operating expenses, debt payback, and donation drives for Q3 and Q4 of this year.

Select your donation package:

☐

Option A: \$15,000 Donation

- 1-year of Website Publishing on Partners Page
- 8x11 Donation Partner Plaque
- FUTBL.org 2021 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

☐

Option B: \$10,000 Donation

- 1-year of Website Publishing on Partners Page
- 8x11 Donation Partner Plaque
- FUTBL.org 2021 Donor Scarf
- FUTBL.org Donation Kit includes T-Shirts, Pins, Bracelets, and Stickers
- Sponsor on FUTBL.org merchandise

☐

Option C: \$5,000 Donation

- 1-year of Website Publishing on Partners Page
- 8x11 Donation Partner Plaque
- FUTBL.org 2021 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 annual 2021 goal.

FUTBL.org



Date: _____

FUTBL CLEATS CHARITY

Mailing Address: 27102 Nogal, Mission Viejo, CA 92692

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

Thank you for your contribution to our organization. **Our donors mean the world to us** and I can assure you our team is very appreciative of your generous donation. Without the support from local business and the community, it would be difficult to accomplish our annual goals. I look forward to continue delivering cleats to children around the world, and you'll be the first to know of our next donation drive.

To my team – your positive attitude, teamwork, and dedication have contributed substantially to the strength and success of FUTBL.org thus far. I see us heading in the right direction and I feel confident we will have a great year. Let's stay focused on our goals and make sure we are properly allocating all of our funds, so no child gets left behind.

A final note our new donors, welcome to the family! ⚽

Sincerely,

Roberto Reyes
President
FUTBL.org

- END -