

PELADA FOOTBALL ACADEMY ANNUAL GENERAL MEETING



December 13, 2020

in Cyberspace

The COVID AGM

MEETING AGENDA

INTRODUCTIONS

ELECTIONS & ADOPTION OF POLICY

- PRESIDENT, VICE PRESIDENT, TREASURER, & DIRECTORS AT LARGE
- ADOPT 2020 BYLAW & POLICY REVISIONS

BUDGET & ACADEMY FINANCES

- 2019 - 2020 FINANCIAL REPORT
- 2020 - 2021 FINANCIAL PROJECTIONS

ACADEMY HISTORY & PHILOSOPHY

ACADEMY PROGRAMS OVERVIEW: 2019-20

- 2019-20 PROGRAM STRUCTURE
- PFA CORE PROGRAMS OVERVIEW



• PFA SUPPLEMENTAL PROGRAMS OVERVIEW 2020-21 & BEYOND: COVID RECOVERY & CLUB DEVELOPMENT

- WHAT WERE OUR GOALS FOR 2019?
- CURRICULUM GOALS
- PROGRAM GOALS
- FUNDRAISING GOALS
- EVENT GOALS
- WHAT TO EXPECT FROM 2021
- LOOKING FORWARD: GOALS FOR 2021



TENSEGRITY
PHYSICAL THERAPY



EVERGREEN ENGINEERING, INC.
Engineering and Construction Services



The Genuine. The Original.



VOTING

Due to the remote nature of this year's Annual General Meeting necessitated by the COVID pandemic, voting will be done electronically. Up to two members of each family attending the AGM are entitled to cast a vote. Coaches, volunteers, board members, and members of staff who are registered with OYSA are also entitled to vote, even if they do not have a player in the Academy.

ELECTRONIC VOTING PROCESS

- An electronic ballot and summary of actions open to voting will be sent to attendees in advance of the AGM.
- The Meeting Chair will **open discussion** of proposed ballot actions. This is your opportunity to comment, ask questions, address issues, or voice any objections you may have.
- Members of the board will **move and second the motion to vote**. This is your opportunity to submit your electronic ballot or a revised ballot if you voted prior to the meeting.
- Members will have **until 5pm on Sunday, 12/13** to submit or revise ballots.
- After voting has closed, **ballots will be tabulated and results will be announced at the end of the meeting**. The total number of ballots returned will constitute a quorum and a simple majority of the votes cast will be required to approve each action.

BOARD OF DIRECTORS

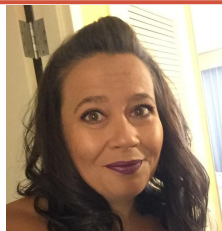
Our Board of Directors consists of four officers (President, Vice President, Secretary, and Treasurer) as well as five Directors at Large, collectively responsible for administration of Pelada Football Academy and oversight of the staff and operations.

2020 marks a changing of the guard, with the exit of two long serving board members, new roles for two of our more recent additions to the board, and one newcomer up for election.

ELECTION OF OFFICERS & DIRECTORS

- **Pelada FA's Board of Directors** must have between 5 and 15 members (**currently 9**).
- All members of the Board will be elected at the AGM.
- The term length for Board positions will be **two years** unless otherwise specified.
- Each **officer** is limited to **three consecutive terms** in the same office.
- **President, Treasurer, & $\frac{1}{2}$ of Directors at Large** are elected in **even numbered** years.
- **Vice President, Secretary, & $\frac{1}{2}$ of Directors at Large** are elected in **odd numbered** years.
- **NOTE:** As our current Vice President will be transitioning to the role of President, a **new Vice President** will be elected in 2020, will serve an initial one year term, and will be up for election again in 2021 (along with one **Director at Large**).

2020 BOARD OF DIRECTORS



President
Beth Atkerson

*up for election



Vice President
Katie Leonard

*up for election (1 year 1st term)



Treasurer
Austin Miller

*up for election



Secretary
Casey Wilson



Director at Large
Jason Atkerson

*up for election



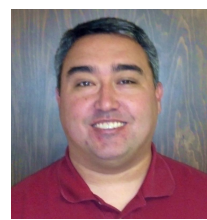
Director at Large
Jody Bramel

*up for election



Director at Large
Britni Jessup

*up for election (1 year 1st term)



Director at Large
Mark Nash

*up for election



Director at Large
Stuart Zeigler

FOR THE OFFICE OF PRESIDENT

TERM: 2020-2022



BETH ATKERSON

I am a mom of three, two who play for Pelada teams, a wife, an avid soccer enthusiast and an educator in our community. I am committed to finding avenues for all kids to deepen their sense of self, community and connection. While I have sons, I feel a deep sense of commitment to ensuring that young female athletes have positive female role models and coaches. Which is why I have enjoyed my time coaching in our girls' program. I am so thankful for the dedication of those who have built Pelada into what it is and look forward to keeping the heart of what they have built thriving.

Beth Atkerson

FOR THE OFFICE OF VICE PRESIDENT

TERM: 2020-2021



KATIE LEONARD

My three kids have been involved with Pelada since 2012 and 2013. We love Pelada for so many reasons, but especially the coaching and positive, encouraging environment that emphasizes the importance of character. We really appreciate that being a multi-sport family is okay and not frowned upon. I have enjoyed serving on the board for the last two years and look forward to serving in a new way.

Katie Leonard

FOR THE OFFICE OF TREASURER

TERM: 2020-2022



AUSTIN MILLER

I first learned of Pelada at Alounak's Iranian restaurant in London, England while entertaining a friend's new boyfriend, Joey Garah. Joey spoke passionately about his vision of Pelada, piquing my curiosity in the then nascent organization. Since then, I have wanted to support Pelada but due to my incompetent skills as a footballer, I didn't know how to provide a meaningful contribution. Then I was approached about serving on the board.

For the past two years, I have served as Pelada's treasurer and I look forward to the opportunity to continue doing so for an additional term.

Austin Miller

DIRECTORS AT LARGE

JASON ATKERSON & JODY BRAMEL

JASON ATKERSON

DIRECTOR AT LARGE
TERM: 2020-2022



We were introduced to Pelada in 2018 when we were looking for a club soccer home for our boys. We were drawn to the commitment to fundamentals as well as the club's dedication to providing opportunity to all who want to compete. Growing up, soccer provided me with a way to exercise, an extended family and opportunity to continue my education. I have a business background and hope that this knowledge will be helpful to the Pelada organization.

JODY BRAMEL

DIRECTOR AT LARGE
TERM: 2020-2022



Pelada has been a great fit for our family and has provided consistently supportive playing experiences for our kids, along with the opportunity to develop leadership skills through the Coach Development Academy. The Academy's ideals of inclusiveness, personal/player development, and positivity are inspiring, and I am excited for the opportunity to serve another term on the Pelada Board.

DIRECTORS AT LARGE

BRITNI JESSUP & MARK NASH

BRITNI JESSUP

DIRECTOR AT LARGE

TERM: 2020-2021

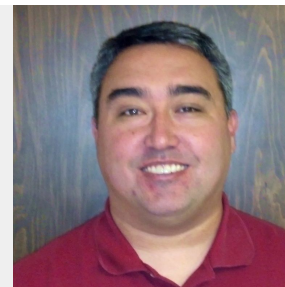


Britni welcomes the opportunity to serve on the Pelada Board of Directors. She comes from a background in high-level athletics as a past collegiate athlete with the University of Washington where she served as captain for the women's volleyball team and was awarded Academic All-American honors. Since then she has coached and taught at the middle school and high school level with Webfoot Juniors and was a Director/ Founder for Blue Skies Beach Club, the first beach volleyball youth program in Eugene. Other recent service includes the Eugene Public Library's Imagination Library Advisory Board and the BRING Recycling Board of Directors. She is currently the Interiors Director for Rowell Brokaw Architects.

MARK NASH

DIRECTOR AT LARGE

TERM: 2020-2022



I have been involved with Pelada from the beginning. My daughter played on one of the original Pelada teams in 2012 and my son continues to play today. I have seen them grow their soccer knowledge, skillset, and love of the game as well as their confidence and leadership abilities. Being a part of the board allows me to give back to an organization that has done so much for my kids. I believe I have a perspective that few can claim. For Pelada, I am a parent, founding member, and board member as well as having served as a team manager and assistant coach. I have also been a player, a coach for other sports/organizations, and I am a small business owner. I look to bring all these experiences and roles to help guide PFA as a board member.

BYLAW CHANGES

Bylaws are the primary governing rulebook of our organization and can be amended only during the Annual General Meeting by majority consent of our General Membership and Board of Directors. The changes we are proposing in 2020 have been recommended or required by Oregon Youth Soccer Association in order to remain in compliance with revisions to various OYSA, USSF, and FIFA statutes (all of which are parent organizations of Pelada Football Academy), as well as changes to Oregon state and US federal law.

OYSA MANDATED BYLAW CHANGES

- **Bylaw 103** - USSF requires a statement that an affiliate must acknowledge compliance with, and enforcement of, the statutes, regulations, directives, and decisions of FIFA and CONCACAF. Pelada's updated bylaws will include the following wording required by the Federation:

Section 2...

- A. To the extent permissible under applicable law, the USSF articles of incorporation, bylaws, its binding rules and policies, including interplay, take precedence over and supersede the governing documents and decisions of the Academy, and the Academy shall abide by the USSF articles of incorporation, its bylaws, and its approved binding rules and policies.
 - B. To the extent permitted by governing law, the Academy will respect and enforce the statutes, regulations, directives, and decisions of FIFA and CONCACAF.
- **Bylaw 106** – The Federation has set the soccer seasonal year as September 1 through August 31. Pelada's bylaws currently define the seasonal year as extending from August 1st through July 31st and will be updated to read:
 - Section 2.** The seasonal soccer year shall extend from September 1st through August 31st of the following year.

OYSA MANDATED BYLAW CHANGES, CONT.

- **Bylaw 201** – The Federation has updated its statement of Equal Opportunity and requires all affiliated organizations to include a statement that matches the Federation's provision. Pelada's updated bylaws will include the following wording required by the Federation:

Section 1. The Academy will comply with all applicable state and federal laws governing nondiscrimination and will be open to participation by any individual, without discrimination on the basis of race, color, religion, national origin, citizenship, disability, age, sex, sexual orientation, gender identity, or veteran status.

Section 2. The Club does not tolerate any form of physical or sexual abuse.

OYSA MANDATED BYLAW CHANGES, CONT.

- **Bylaw 301 ⇨ Bylaw 401** – Moved Bylaw 301, Section 3 to replace Bylaw 401, Section 4, as it makes more sense to have the quorum requirement in the bylaw dealing with board meetings and not have it duplicated. OYSA Policy also requires the addition of a restriction on eligibility to be a director because of certain criminal history or SafeSport violations. Pelada's updated bylaws will include the following wording required by OYSA:

Section 5. An individual is not eligible to serve as a member of the Board of Directors if the person has:

- A. A felony conviction of any kind;
- B. Any conviction (misdemeanor or otherwise) for sexual abuse or sexual assault of any kind or for a hate crime; or
- C. Served a period of ineligibility for a SafeSport Code violation as defined by the U.S. Center for SafeSport.

- **Bylaw 302** – Added a statement that no one person can hold the offices of president, secretary, or treasurer. The position of Treasurer is now required by ORS 65.371, so there should never be a vacancy in this position.

Section 2. No one person may simultaneously hold the offices of president, secretary, or treasurer.

OYSA MANDATED BYLAW CHANGES, CONT.

- **Bylaw 503** – Added a Grievance, Protest, and Appeals policy reference and exhaustion of remedies provision required by FIFA:

Bylaw 503. Grievance, Protest, and Appeals / Exhaustion of Remedies

Section 1. The Board shall adopt a policy to govern grievances, protests, and appeals that follows the recommendations outlined in the bylaws of the Oregon Youth Soccer Association.

Section 2. No member or participant of the Academy, be it an official, league, team, player, coach, administrator, or referee may invoke the aid of the courts in the United States, or of a state, without first exhausting all available remedies within the Academy and organizations of which the Academy is a member.

Section 3. For violation of this bylaw, the offending party shall be subject to suspension and fines, and shall be liable to the Academy for all expenses incurred by the Academy and its officers and members of the Board of Directors in defending each court action, including the following:

- A. Court costs;
- B. Attorney's Fees;
- C. Reasonable compensation for time spent by Academy officials and employees in responding to and defending against allegations in the action, including responses to discovery and court appearances;
- D. Travel expenses;
- E. Expenses for holding special Academy meetings necessitated by court action.

NON-MANDATED BYLAW CHANGES

- **Bylaw 401** – Moved Bylaw 301, Section 3 to replace Bylaw 401, Section 4. Both bylaws concerned a quorum for a Board meeting. It makes more sense to have the quorum requirement in the bylaw dealing with board meetings and not have it duplicated.

Section 4. A quorum for conducting business at any Board meeting shall consist of 60% of the voting members of the Board, but in no case shall a quorum be fewer than three (3) Board members. The affirmative vote of a majority of all eligible voting members of the Board shall be required to adopt or amend Academy policies.

- **Bylaw 501** – Added a provision to ensure that PFA bylaws and policies undergo annual review and revision:

Section 4. The Board shall review both Academy and Oregon Youth Soccer Association policies on an annual basis (after OYSA holds its Annual General Meeting and publishes changes to bylaws and policies) to ensure that Academy policies remain current and in compliance with state and federal law as well as the policies of OYSA and other parent governing bodies.

POLICY CHANGES

Most of our administrative rules and best practices are contained in our Policy Handbook. Policies add layers of detail to the general outlines of our Bylaws and provide a framework for the day-to-day administration of Pelada Football Academy. The changes we are proposing in 2020 primarily address improvements to our Financial Policy and changes to the Oregon laws relating to remote meetings and electronic voting.

POLICY CHANGES - ELECTRONIC VOTING POLICY

- **NEW POLICY** – Per 2019-20 revisions to Oregon laws governing non-profits, a new policy has been drafted to establish protocols, requirements, and best practices for holding electronic/remote meetings and voting electronically. In summary:

PFA POLICY 203 | ELECTRONIC MEETINGS AND VOTING

Section 1 outlines the requirements for holding an electronic meeting.

Section 2 describes revisions to the requirements for electronic voting amongst members of the board.

Section 3 outlines the legal requirements and protocols for holding an electronic vote.

Section 4 outlines additional recommendations and best practices for holding an electronic vote.

Section 5 outlines the requirements for electronic voting amongst the general membership.

POLICY CHANGES – FINANCIAL POLICY

- **REVISED POLICY** – PFA POLICY 401 | FINANCIAL POLICY has been revised with the aim of updating and streamlining financial practices. In summary:

Section 1 outlines the Purpose of the Financial Policy

Section 2 outlines the establishment and management of Bank Accounts

Section 3 outlines proper management of Operational Expenses

Section 4 outlines Payroll Expenses and definitions for employees and independent contractors

Section 5 outlines best practices for Deposits

Section 6 outlines best practices for Check Cashing

Section 7 outlines management of and financial best practices for Fundraisers and Special Events

Section 8 outlines best practices and requirements relating to record keeping and Reports

Section 9 outlines outlines a Timeline and best practices for Annual Budgeting

Section 10 outlines protocols for Fiscal Oversight and external review of Academy accounts

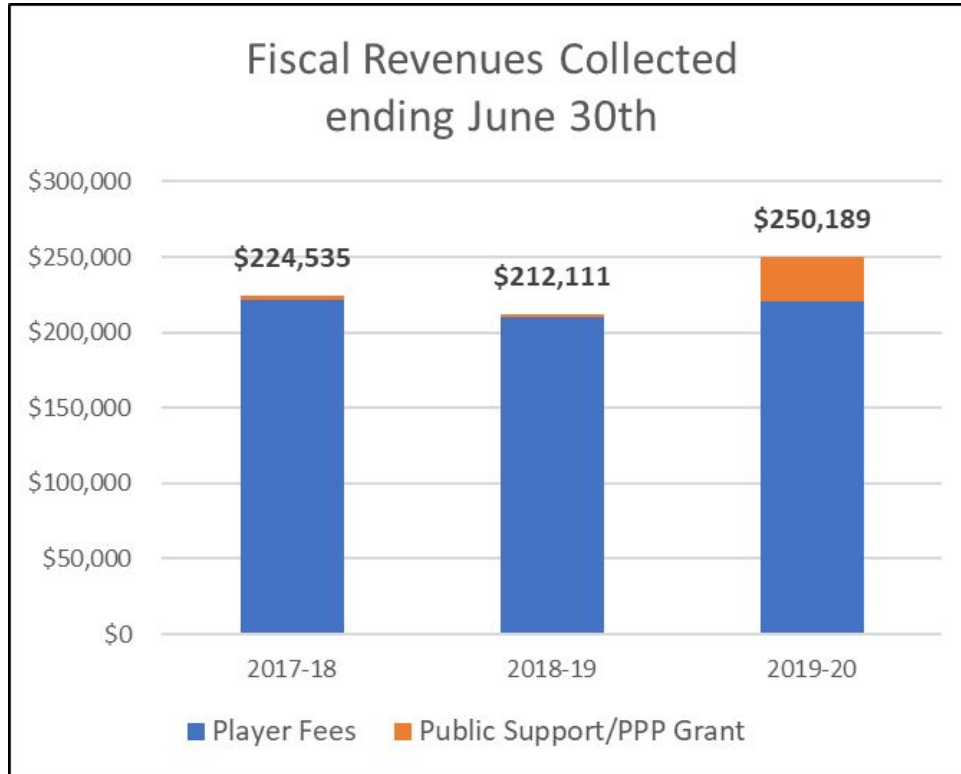
Section 11 outlines roles and responsibilities for Tax Reporting to the IRS and State

BUDGET & ACADEMY FINANCES

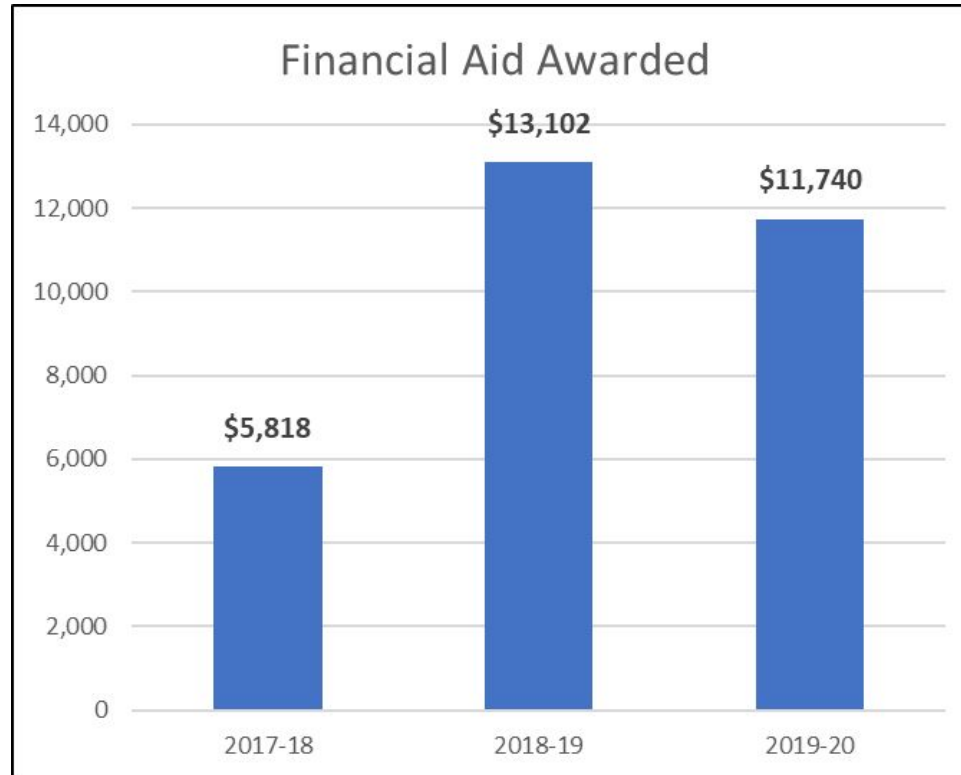
FINANCE HIGHLIGHTS

2019 - 2020 FINANCIAL RESULTS
2020 - 2021 FINANCIAL PROJECTIONS

2019-20 REVENUES

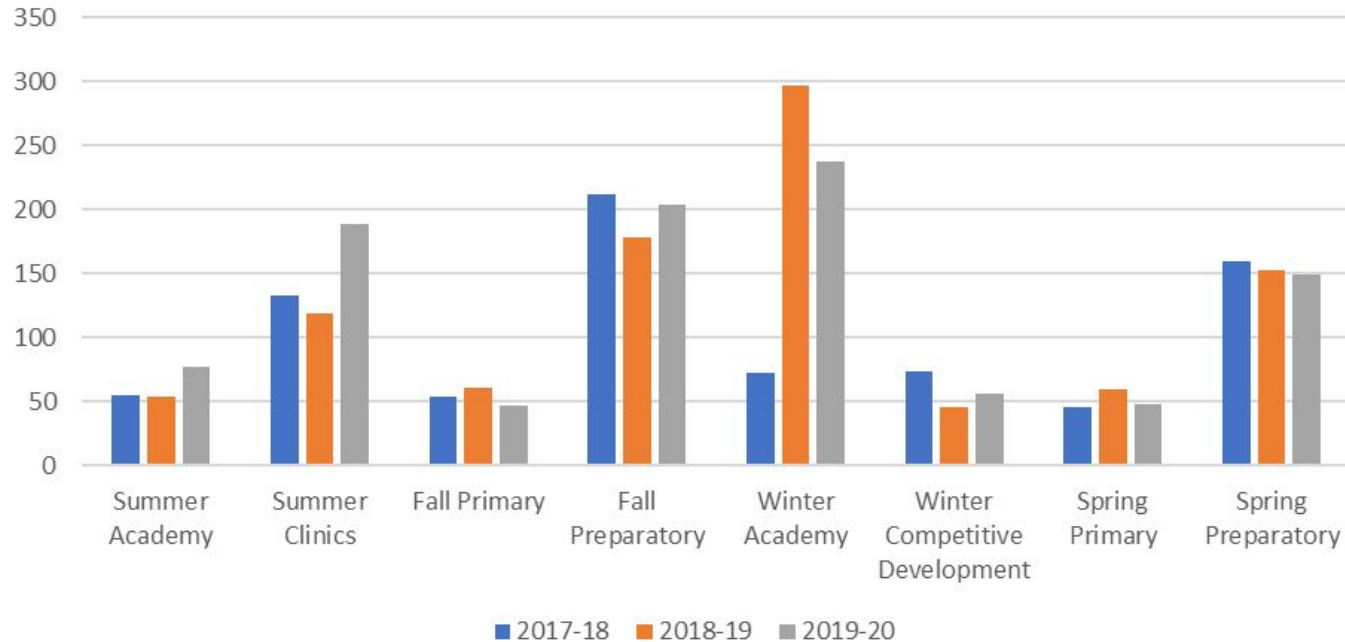


2019-20 FINANCIAL AID

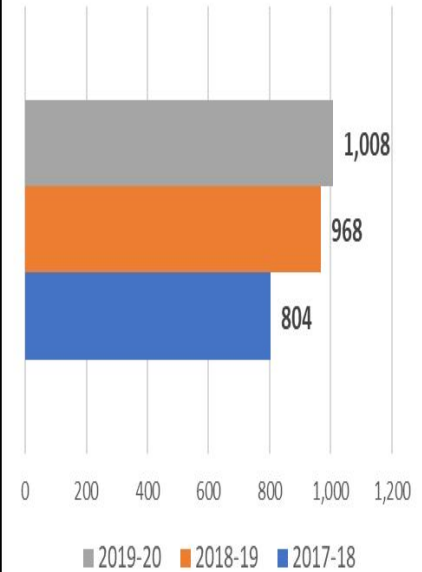


2019-20 ENROLLMENT

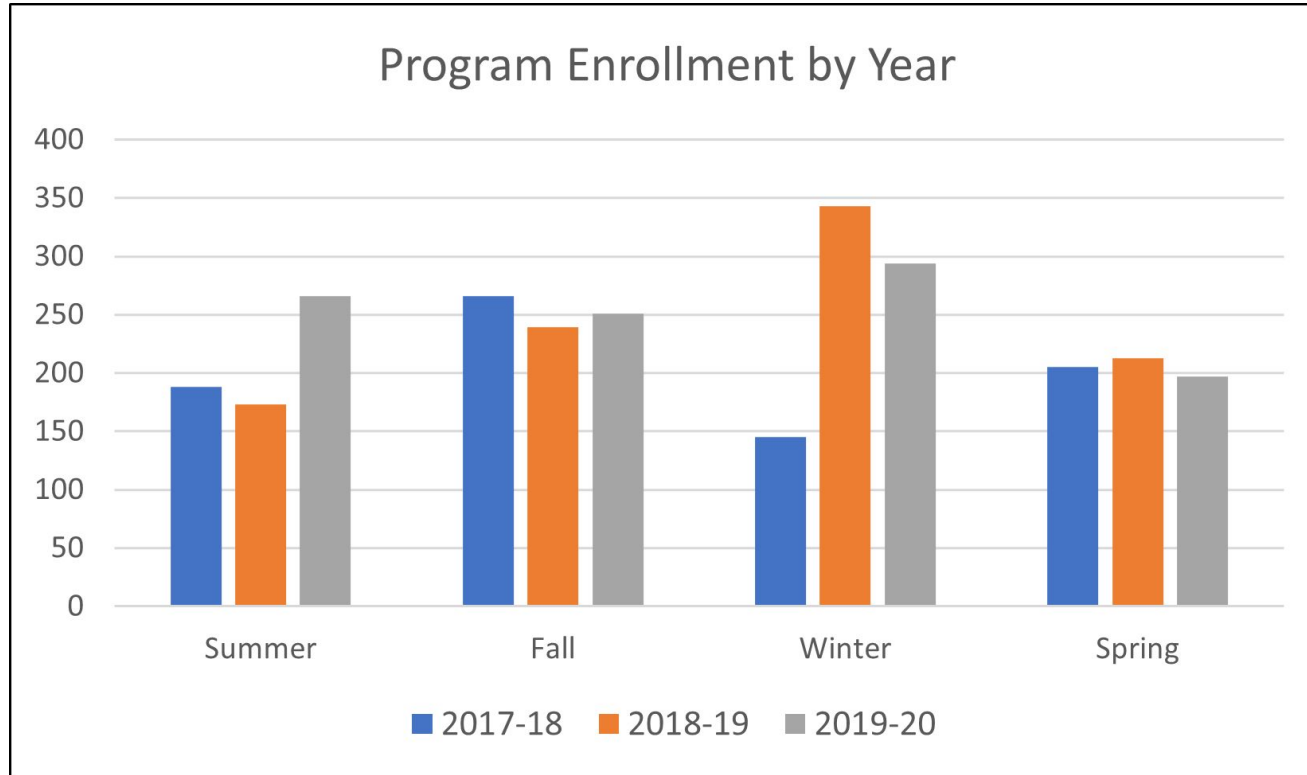
Pelada Programs Enrollment



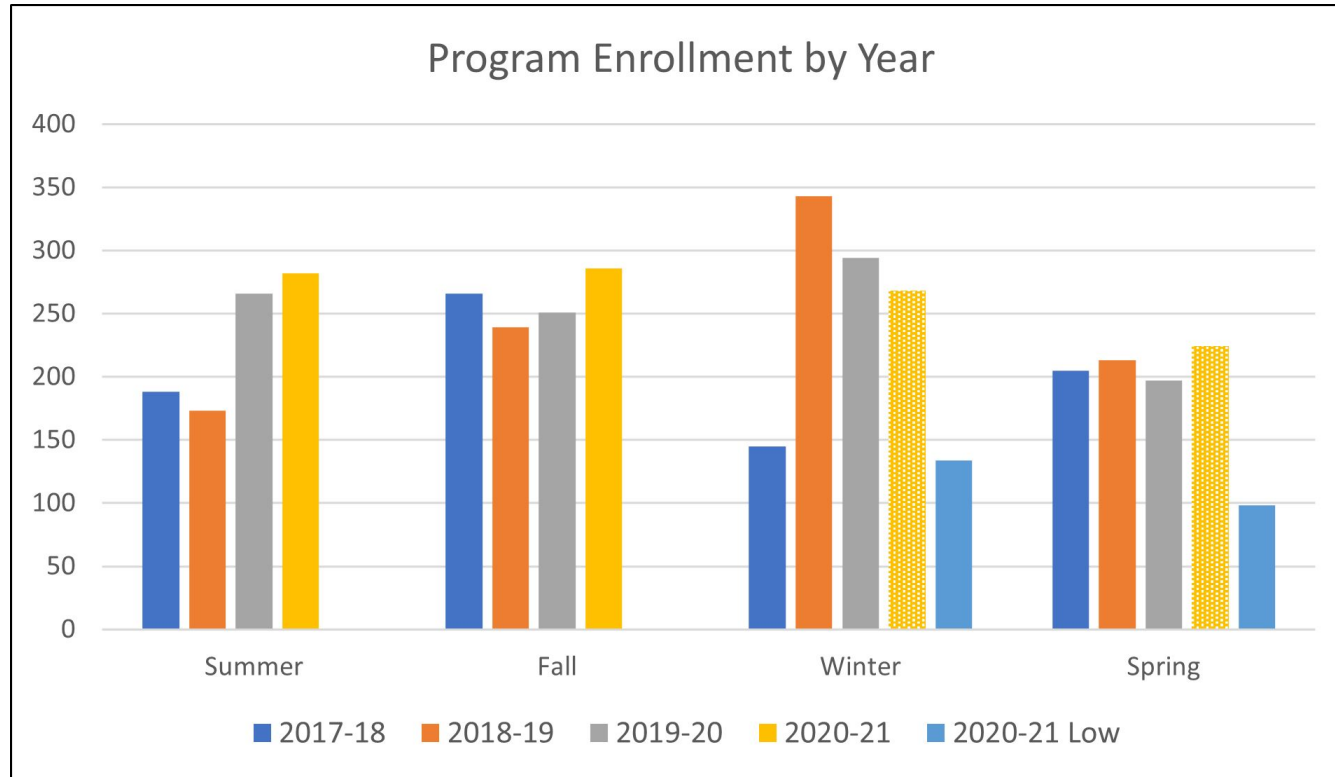
Pelada Programs Enrollment
Participant Count



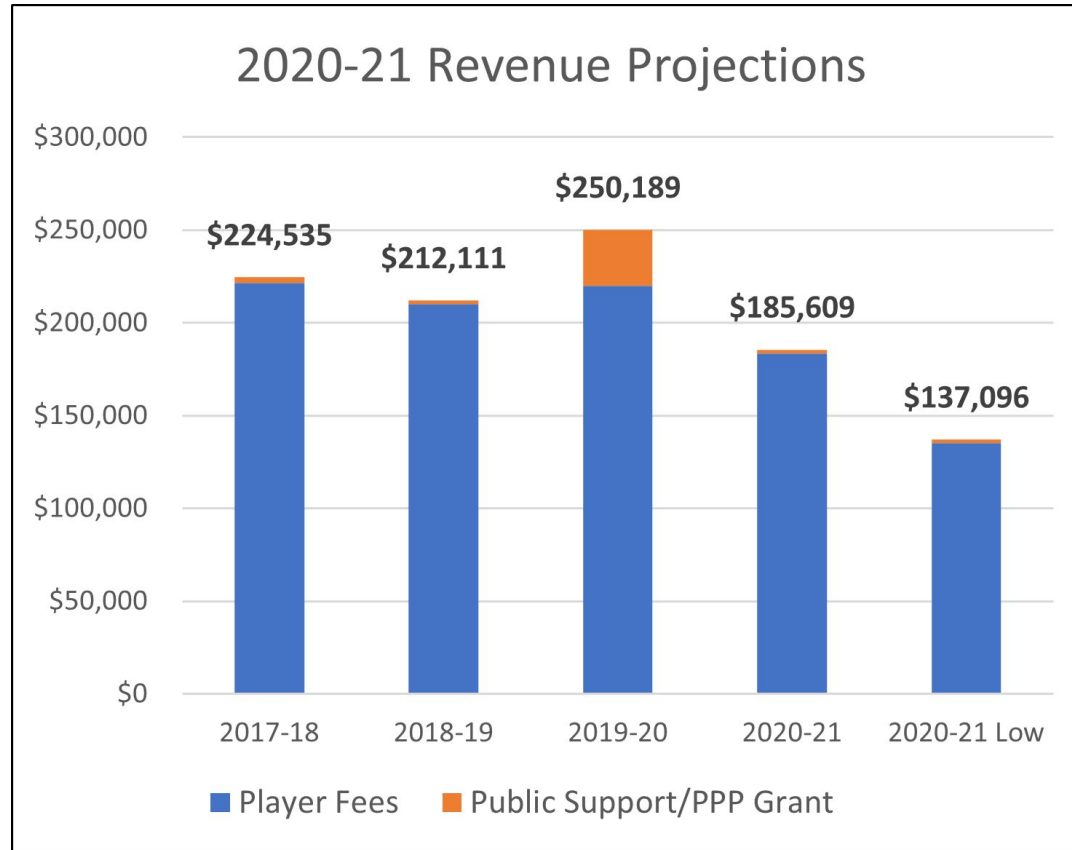
HISTORICAL ENROLLMENT BY YEAR



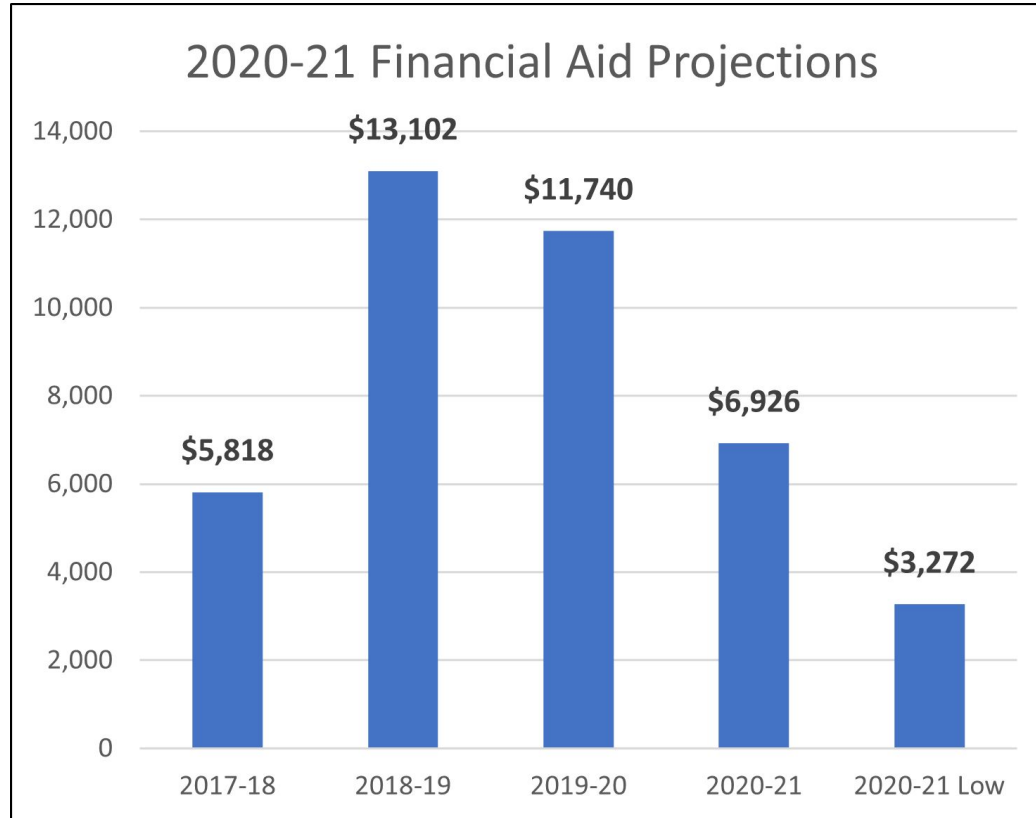
2020-21 ENROLLMENT



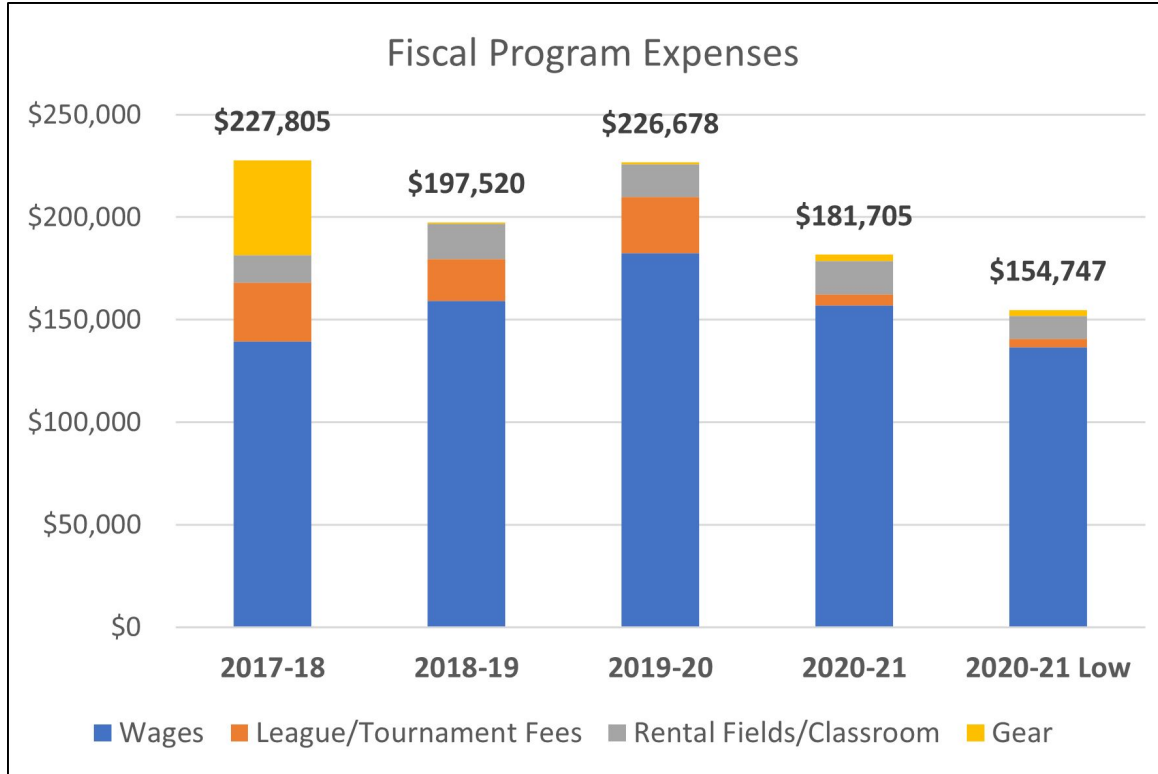
2020-21 REVENUES



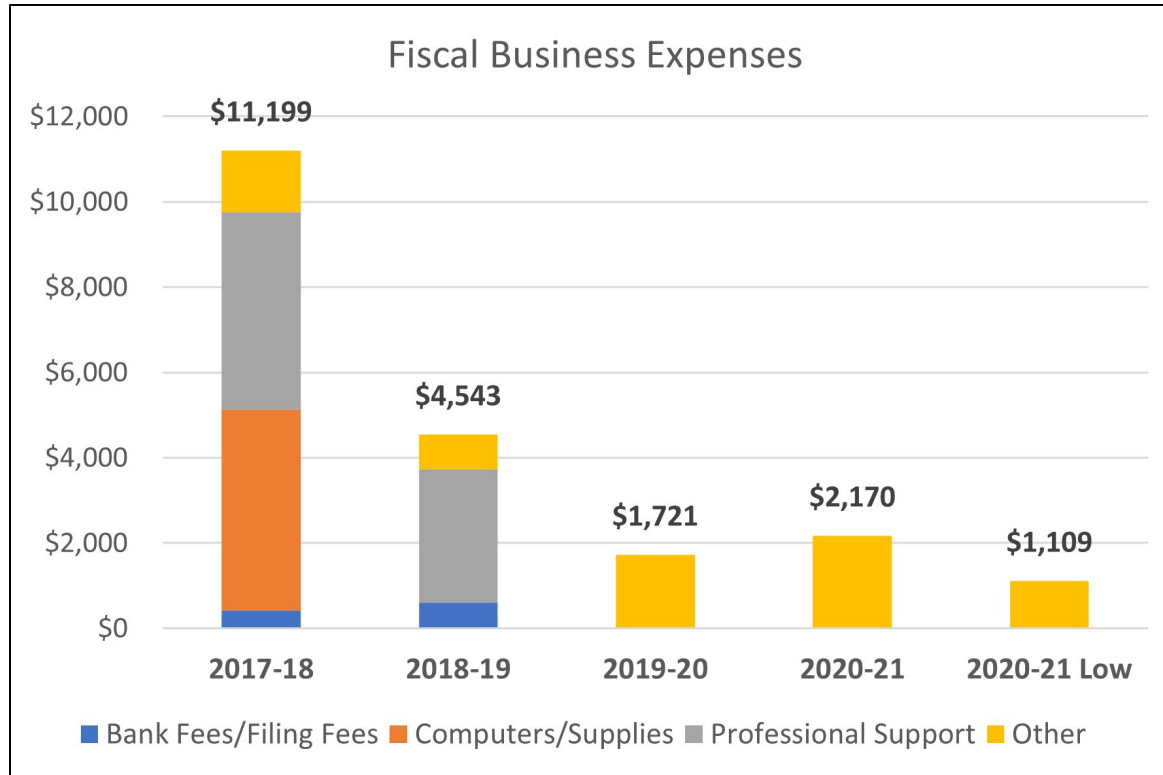
2020-21 FINANCIAL AID



2020-21 PROGRAM EXPENSES



2020-21 Non-PROGRAM EXPENSES



PUTTING IT ALL TOGETHER

| Profit/Loss by Year | | | | |
|-------------------------|-------------------|------------------|------------------|---------------------------------|
| | 2017-18 | 2018-19 | 2019-20 | 2020-21 2020-21 Low |
| Player Fees (Collected) | 219,990 | 217,890 | 220,130 | 183,609 135,096 |
| Public Support/Other | 5,115 | 2,536 | 30,059 | 2,000 2,000 |
| Total Revenues | \$225,105 | \$220,426 | \$250,189 | \$185,609 \$137,096 |
| | 2017-18 | 2018-19 | 2019-20 | 2020-21 2020-21 Low |
| Wages | 139,324 | 159,119 | 182,413 | 157,033 136,503 |
| Rental Fields/Classroom | 13,576 | 17,228 | 16,027 | 16,291 10,985 |
| League/Tournament Fees | 28,691 | 20,455 | 27,497 | 5,303 4,181 |
| Gear | 46,214 | 718 | 741 | 3,078 3,078 |
| Program Costs | \$227,805 | \$197,520 | \$226,678 | \$181,705 \$154,747 |
| | 2017-18 | 2018-19 | 2019-20 | 2020-21 2020-21 Low |
| Bank Fees/Filing Fees | 427 | 602 | 0 | 0 0 |
| Computers/Supplies | 4,702 | 0 | 0 | 0 0 |
| Professional Support | 4,631 | 3,124 | 0 | 0 0 |
| Other | 1,439 | 817 | 1,721 | 2,170 1,109 |
| Business Costs | \$11,199 | \$4,543 | \$1,721 | \$2,170 \$1,109 |
| Total Profit | (\$13,899) | \$18,363 | \$21,791 | \$1,734 (\$18,759) |

ACADEMY HISTORY & PHILOSOPHY

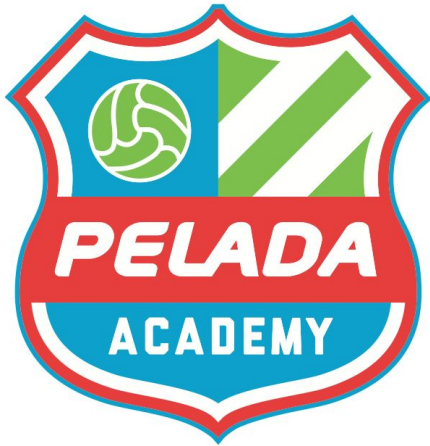
2012-Present

Youth Soccer Development Opportunities for Every Player

Our mission is to support the education of young people in our community through soccer by fostering values of positive leadership, team ethics, and fair play along with the technical and tactical skills of the game.

DEFINING “PELADA”

*The word **Pelada** [pronounced Pay-lah-dah] comes from Brazil and describes an informal game of soccer between friends. Peladas are played everywhere, everyday, motivated by nothing more than love for the game and the sense of community at its core.*



Opportunities for All: Players are not cut based on ability. Every player plays at least 50% of each match.

Coaches as Educators: Certified coaches who participate in ongoing education and understand their roles as teachers, role models, and life mentors for children.

Competitive Player Development: Curriculum and club practices designed to improve each player’s standard of play and ability to compete at a high level.

Positive Approach: Inclusive and supportive environments for players, and insistence on fair play.

CLUB HISTORY

Fall 2012: Pelada's first operational season (44 players)

February 2013: Reorganized as a non-profit youth sports organization and OYSA Member Club

2015-16 Seasonal Year: Fielded teams for boys and girls at every age group from U9 to U15 for 1st time

2017-18 Seasonal Year: Implemented classroom curriculum academy-wide

2018-19 Seasonal Year: Introduced Primavera competitive pathway, updated program structure, & rebuilt the website

2019-20 Seasonal Year: Launched digital platforms (Google Classroom, YouTube) for remote player engagement

COMMUNITY GOALS

Provide positive environments and exceptional playing experiences for young players.

Train leaders and foster mentoring relationships between players that accelerate personal development.

Increase and diversify opportunities for competition locally by supporting leagues and hosting tournaments & community events.

Answer the calls and needs of the community as we continue to develop our programs.

ACADEMY PROGRAMS OVERVIEW

2019-20 SEASON

2019-20 PROGRAM STRUCTURE
PFA CORE PROGRAMS OVERVIEW
PFA EXTRA PROGRAMS OVERVIEW

2019-20 PROGRAM STRUCTURE

Participation Summary

RECREATIONAL PROGRAMS

RETAINS ORIGINAL PRIMARY &
PREPARATORY ACADEMY STRUCTURES



COMPETITIVE PROGRAMS

UNITES COMPETITIVE PATHWAY & REPLACES FORMER PROGRAM NAMES

VAL TEAMS

PREPARATORY PRIMAVERA

COMPETITIVE DEVELOPMENT



SUPPLEMENTAL PROGRAMS

NON-CORE / OFF-SEASON TRAINING AND DEVELOPMENT OPPORTUNITIES



RECREATIONAL PATHWAY

FRIEND REQUESTS
LESS TRAVEL
LOWER COST



COMPETITIVE PATHWAY

STRONGER LEAGUES
MORE TRAVEL
NO REQUESTS








INCLUDE EVERYONE
SELF-SELECT
EMBRACE NEW
CHALLENGES
KEEP LEARNING







PFA CORE PROGRAMS

| | Fall 18-19 | Spring 18-19 | % | | Fall 19-20 | Spring 19-20* | % |
|---|---|-----------------------|-------|---|-------------------------|--------------------------------|-------|
| GENERAL PRIMARY ACADEMY REC PATHWAY, GRADES K-4 / AGES 4-10 | 23 players | 19 players | 7.9% | ↓ | 16 players | N/A <i>*Canceled, COVID</i> | 3.2% |
| PRIMAVERA U9-10 COMP PATHWAY, U8-U10 BIRTH YEARS ELIGIBLE | 39 players 3 teams | 54 players 4 teams | 17.5% | ↓ | 28 players 3 teams | 48 players 4 teams | 15% |
| PREPARATORY ACADEMY REC PATHWAY, GRADES 4-8 / AGES 10-14 | 181 players* <i>*Prep + PV</i> 12 teams (Prep) | 71 players 4 teams | 28% | ↓ | 39 players 3 teams | 14 players 1 team | 10.5% |
| PRIMAVERA U11-15 COMP PATHWAY, U11-U15 BIRTH YEARS ELIGIBLE | 163/181 players* 4 teams <i>*Rotating rosters</i> | 94 players 6 teams | 37% | ↑ | 167 players 10 teams | 137 players 9 teams | 60.2% |
| PRIMAVERA U15+ COMP PATHWAY, U14-U19 BIRTH YEARS ELIGIBLE | Winter 18-19 | 51 players 3 teams | 9.6% | ↑ | Winter 19-20 | 56 players 3 teams | 11.1% |

PFA SUPPLEMENTAL PROGRAMS

| | 2017-18 | 2018-19 | 2019-20 | 2020-21 |
|-------------------------------------|--------------------------|--|--|---|
| SUMMER SKILLS ACADEMY – GRADES K-10 | 53 players |  55 players |  27 players | 150 players <i>*Free training offered in place of Skills Academy</i> |
| SUMMER TOURNAMENTS – U11-U15 | 16 players 1 team | = 16 players 1 team |  48 players 3 teams | N/A <i>*Canceled, COVID</i> |
| SUMMER CLINICS – GRADES K-10 | 133 players 6 clinics |  117 players 5 clinics |  188 players 5 clinics | 282 players 7 clinics |

| | | | | |
|--|-------------------------|---|---|---|
| WINTER FUTSAL SKILLS ACADEMY – GRADES K-10 | 72 players |  65 players |  72 players | N/A <i>*Canceled, COVID</i> |
| WINTER INDOOR TEAMS – GRADES 2-8 | 272 players 24 teams |  205 players 19 teams |  166 players 16 teams | 145 players as of Dec 2020 <i>*Mini-outdoor season offered in place of Indoor Teams</i> |

| | | | | |
|----------------------------------|-----|----|----|----|
| COACH DEVELOPMENT ACADEMY - U11+ | N/A | 33 | 29 | 26 |
|----------------------------------|-----|----|----|----|

2020-21 & BEYOND

COVID RECOVERY & CLUB DEVELOPMENT

WHAT WERE OUR GOALS FOR 2019?

CURRICULUM GOALS

PROGRAM GOALS

FUNDRAISING GOALS

EVENT GOALS

SOCCER IN THE TIME OF COVID: WHAT TO EXPECT FROM 2021

LOOKING FORWARD: GOALS FOR 2021

WHAT WERE OUR GOALS FOR 2019?

CURRICULUM



Classroom Learning: continue to develop and implement tactical classroom curriculum.



Field Training Curriculum: continue to develop and incorporate into regular practice structure.



Video Training Resources: build library to support PFA Coaching Best Practices and Tactical Manuals; make accessible for coaches and players.

PROGRAMS



Primavera: continue to develop program structure and improve team performances.



Coach Development Academy: continue to develop curriculum and incorporate regular CDA coach presence into Primary and Preparatory Academies.



Competitive Pathways: continue to increase player access to competitive leagues and tournaments.

FUNDRAISING



Sponsors: identify local businesses with compatible values and/or missions to help support Pelada's work in youth development.



Grants: continue to seek grant-based funding to offset rising operational costs.



Fundraising: establish Fundraising Committee and increase the scale of current fundraising efforts.

EVENTS



Pelada Community Week: increase offerings, visibility, attendance, and community involvement.



Valley Futsal Festival: establish and grow a successful local Pelada-hosted futsal tournament.



Les Schwab Classic: support Willamalane in maintaining a successful annual small-sided tournament for local teams.

CURRICULUM GOALS

CURRICULUM



Classroom Learning: continue to develop and implement tactical classroom curriculum.



Field Training Curriculum: continue to develop and incorporate into regular practice structure.



Video Training Resources: build library to support PFA Coaching Best Practices and Tactical Manuals; make accessible for coaches and players.

Developed a **Google Classroom** curriculum in response to the Spring 2020 COVID shut down, keeping more than 150 registrants active and learning! Included technical, tactical, and team building exercises.

Created a **PFA YouTube Channel** and weekly training content to keep coaches working and players learning during the Spring 2020 shut down! Integrated into the Google Classroom set-up.

Developed an entirely new **Socially Distanced Field Curriculum** in order to keep our players safe and active during the COVID pandemic. Not what we expected when we set our goals for 2019-20, but a vital and ongoing undertaking!

**2020 FORCED US TO
OVER-ACHIEVE IN
UNEXPECTED WAYS ON
OUR CURRICULUM
DEVELOPMENT GOALS!**

PROGRAM GOALS

Saw a shift of more than 80% of Pelada's membership move into the **Primavera programs** during 2019-20, demonstrating a strong preference in our community for programs with competitive focus.

Coach Development Academy attendance remained pretty much the same in 2019 and 2020, but the level and quality of engagement have taken massive strides forward. In Fall 2020, nearly every Academy team had a CDA assistant coach!

While our **Competitive Pathways** increased in popularity during 2019-20, our team performances improved as well. League finishing positions improved for nearly every team, and the majority took steps up to higher divisions between Fall 19 and Spring 20

PROGRAMS



Primavera: continue to develop program structure and improve team performances.



Coach Development Academy: continue to develop curriculum and incorporate regular CDA coach presence into Primary and Preparatory Academies.



Competitive Pathways: continue to increase player access to competitive leagues and tournaments.

COMPETITIVE PROGRAMS ARE ON HOLD DUE TO COVID, BUT 2019-20 MOVED US A LONG WAY IN THE RIGHT DIRECTION.

FUNDRAISING GOALS

Tensegrity

Biggest Contributor, approximately
\$7000

Physical Therapy focusing on recovery and health utilizing principles to treat the body as a responsive system of interacting forces.

**Target
Grant 2020**

amount
\$1000

**Individual
Contributions 2020**

approximately
\$6000

**Fall 2020
Jersey Sponsors**

approximately
\$2000

THANKS TO:

**Overhead Door
Oakmont Family Dental
State Farm
Triple Oaks Realty
Evergreen Engineering
Team Tilson Films**

We hope to
reconnect to past
donors such as:

**Imagination International
Active 20-30 Club
Sanipac**

FUNDRAISING



Sponsors: identify local businesses with compatible values and/or missions to help support Pelada's work in youth development.



Grants: continue to seek grant-based funding to offset rising operational costs.



Fundraising: establish Fundraising Committee and increase the scale of current fundraising efforts.

EVENT GOALS

2020 WAS OBVIOUSLY TOUGH EVERYWHERE,
WITH CANCELLATIONS OF EVERY SPECIAL
EVENT WE HAD PLANNED AND DEVELOPED
OVER THE PREVIOUS FEW YEARS.
FORTUNATELY, THE IMPACT ON OUR CORE
MISSION, PROGRAMS, AND FINANCES WAS
MINIMAL.

WE ARE HOPING TO GET SOME OF THESE
BALLS ROLLING AGAIN IN 2021!

CANCELLED

CANCELLED

CANCELLED

EVENTS



Pelada Community Week: increase offerings, visibility, attendance, and community involvement.



Valley Futsal Festival: establish and grow a successful local Pelada-hosted futsal tournament.



Les Schwab Classic: support Willamalane in maintaining a successful annual small-sided tournament for local teams.

SOCCER IN THE TIME OF COVID: WHAT TO EXPECT FROM 2021

| | CONTEXT | WINTER 21 | SPRING 21 | SUMMER 21 | FALL 21 |
|----------------------------|--|---|---|---|---|
| HIGH COVID RISK | Lane county remains in Extreme Risk or High Risk category. | Outdoor, Non-League Programs. | Outdoor, Pelada-only program (comparable to Fall 2020). | Outdoor, Pelada-only program (comparable to Fall 2020) | Outdoor, Pelada-only program (comparable to Fall 2020) |
| MODERATE COVID RISK | Lane county moves to Moderate Risk category. | Outdoor, non-league programs; possible use of indoor venues if large and well ventilated. | Consider participation in OYSA leagues (pending status of counties where teams may travel). | Camps and academy training &/or games; consider tournament participation (pending status of host counties). | Probable participation in OYSA leagues (pending status of counties where teams may travel). |
| LOW COVID RISK | Lane county moves to Lower Risk category. | N/A | Participate in OYSA leagues (pending status of counties where teams may travel). | Academy training/games, camps, tournament participation (pending status of host counties). | Participate in OYSA leagues (assuming safe status of counties where teams may travel). |

LOOKING FORWARD: GOALS FOR 2021

Keep innovating as long as necessary to ensure that kids have a **Safe Place To Play.**

Get back on track with our pre-COVID **Program Pathways.**

Expand **Coach Development Academy** benchmarks and opportunities; graduate/hire 2005 birth year candidates.

Call on **In-House League Models & Connections** developed during COVID to expand program offerings & opportunities.

Expand catalogue of **Video and Digital Resources** and improve accessibility for coaches and players.

Incorporate **Tools Built for COVID** into the regular curriculum (Google Classroom, YouTube, team building, etc).

Grow relationships with **Corporate Contributors** and find more ways to give back.

Grow our **Fundraising Capacity** to help pay for increased costs and invest in club development as well as increased demand for financial aid.

Revive and improve on Pelada's **In-House Training Model for Coaches** and help as many as possible achieve their next level of USSF certification.

Reboot the **Pelada Futsal Tournament** Summer 2021?

Bring back **Community Building Events**



Questions?

Thank you
for attending!