

PELADA FOOTBALL ACADEMY ANNUAL GENERAL MEETING



December 15, 2024 @ 4pm

Held via Google Meets

MEETING AGENDA

INTRODUCTIONS

ELECTIONS & ADOPTION OF POLICY

- PRESIDENT, TREASURER, DIRECTORS AT LARGE
- POLICY AMENDMENT

BUDGET & ACADEMY FINANCES

- 2023-24 FINANCIAL REPORT
- 2024-25 FINANCIAL PROJECTIONS

ACADEMY PROGRAMS OVERVIEW

- CLUB GOALS & COMMUNITY
- PROGRAM UPDATES
- PROGRAM PARTICIPATION REPORT
- 2025-26 PROGRAM CALENDAR



BOARD OF DIRECTORS

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

OUTGOING TREASURER



THANK YOU
FOR YOUR SERVICE

AUSTIN MILLER

Austin is finishing his third term as Treasurer for Pelada FA and will be transitioning to a Director at Large position. His financial expertise and professionalism has contributed immensely to moving Pelada's programs forward while sustaining financial health.

We are grateful for all his work in the office of Treasurer!

ELECTION OF OFFICERS & DIRECTORS

- **Pelada FA's Board of Directors** must have between 5 and 15 members (**currently 8**).
- 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.

VOTING

[CLICK HERE TO ACCESS THE FORM](#)

See link in the chat to access the electronic ballot

- 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 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 **30 minutes from opening of voting** 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.

2024 BOARD OF DIRECTORS

OFFICERS



PRESIDENT
Beth Atkerson
**up for election*



VICE PRESIDENT
Mark Nash



SECRETARY
Katie Leonard



TREASURER
Jason Atkerson
**up for election*

DIRECTORS AT LARGE



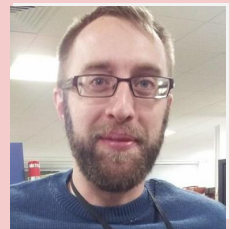
Britni Jessup



Katie Burke
**up for election*



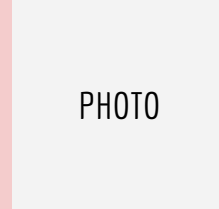
Diertra Lomeli
**up for reelection*



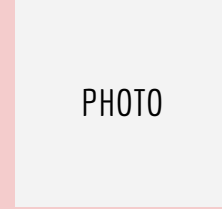
Austin Miller
**up for election*



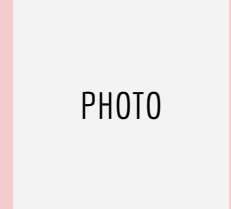
Brenda Willis
**up for reelection*



...
**open*



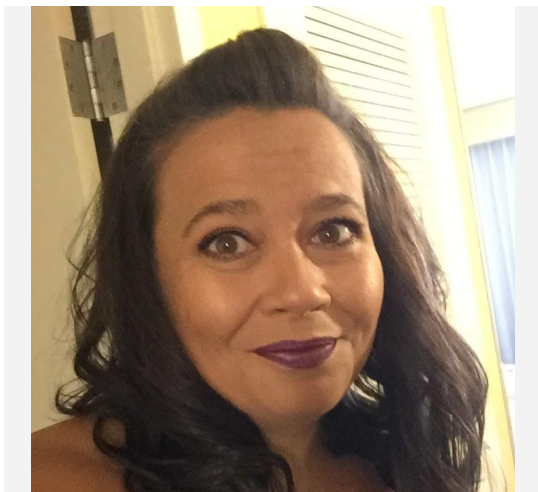
...
**open*



...
**open*

FOR THE OFFICE OF PRESIDENT

TERM: 2024-2026



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. My goal as the president of the board has been and will continue to be to support the growth of our organization in ways that hold true to our mission.

Beth Atkerson

FOR THE OFFICE OF
TREASURER

TERM: 2024-2026



JASON ATKERSON

I am a father of 3 and a ture soccer enthusiast. Soccer has brought so much to my life that I wish to share with others in our community. Through my service on the board here at Pelada and through coaching I am able give back to a sport that has given me so much.

FOR THE OFFICE OF DIRECTOR AT LARGE

TERM: 2024-2026



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 six years, I have served as Pelada's treasurer and I look forward to the opportunity to continue serving Pelada in other capacities

Austin Miller

FOR THE OFFICE OF DIRECTOR AT LARGE

TERM: 2024-2026



DIERTRA LOMELI

I'm Diertra Lomelí, a mom of two, ages 22 and 9. My 9 year old has 3 years playing soccer with Pelada FA. I'm excited to serve with you all on the Pelada board. The values of PFA align with my view of soccer, education and coaching.

FOR THE OFFICE OF DIRECTOR AT LARGE

TERM: 2024-2026



KATIE BURKE

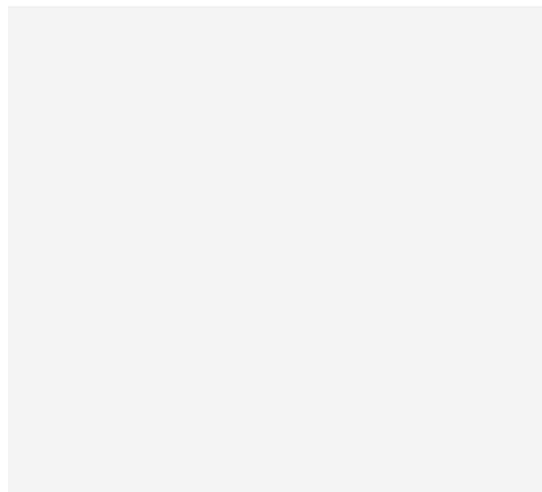
For the last three years, I have been a proud, enthusiastic Pelada parent. Our daughter joined Pelada's Foundations program in the Summer of 2021. At the age of six she learned so much that was vital for understanding and loving the game. She has continued through all the subsequent levels that Pelada offers. There have been some broken bones along the way that impacted seasons, and this is where we have experienced Pelada's philosophy in action. They understand that a child can have unique challenges in life. Consistent coaching and development of a player as an individual is what makes them great. I love that all the coaches of Pelada are well trained with a collective vision. It truly sets Pelada apart.

I am passionate about encouraging kids to join at a young age. To develop with a program that starts with teaching the fundamentals. Pelada has been such an enriching experience for Sutton. She has learned not only skills and game concepts, but has made amazing friends in her teammates. Those friendships have made her a happier, more confident child AND served to accelerate her understanding of the game. It is wonderful to see Sutton growing in ways that will last her whole life.

I am constantly sharing with other parents the benefits that club soccer can offer young people, and how Pelada focuses on development of all aspects of the athlete and the game, and not just the wins and losses.

FOR THE OFFICE OF
DIRECTOR AT LARGE

TERM: 2024-2026



BRENDA WILLIS

Brenda is the mom of two Pelada soccer player since 2021. Brenda is an active member of the community. Brenda brings lots of experience in volunteering, organizing and coordinating events and supporting local youth organizations.

POLICY UPDATE PROPOSAL

PROPOSING TO AMEND FINANCIAL POLICY 401 TO ADD THE FOLLOWING
CLAUSE:

K. Both signers of a check must not be from the same household or hold mutual business interests.

2024-25 BOD RECRUITMENT

We are actively looking to add up to four Directors at Large to our board of directors during the coming year. Desired skill sets include:

- Leadership, project management, and community building.
- Education, teaching, and/or youth advocacy backgrounds.
- Fundraising experience, knowledge, and/or connections.
- Financial and/or legal expertise.
- Media and marketing expertise.
- Creativity and innovative thinking!

2025 PROPOSED BOD MEETING CALENDAR

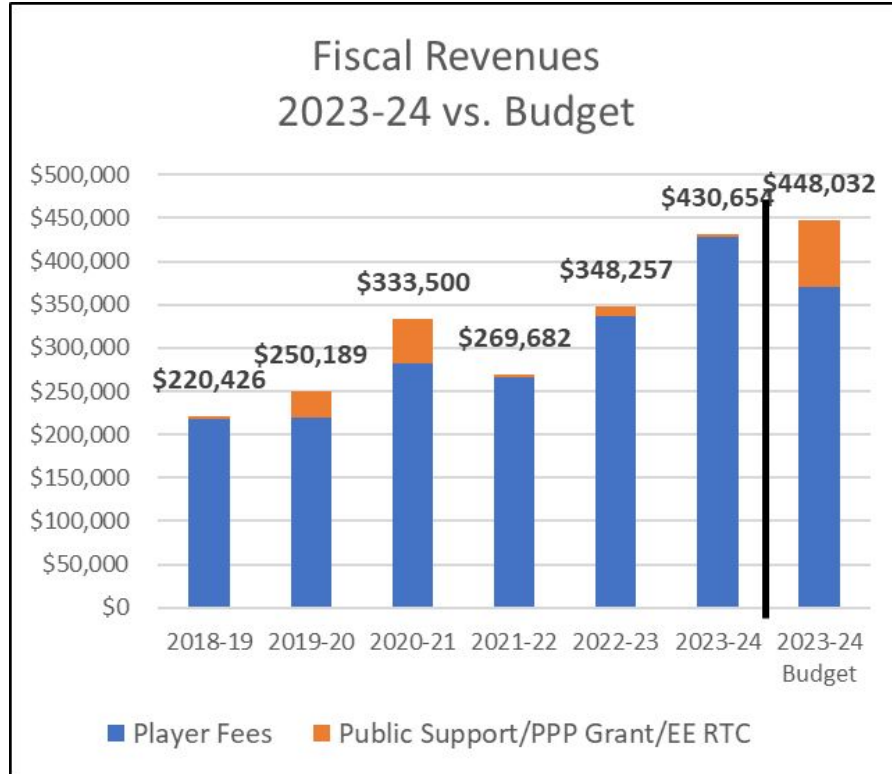
	BOD MEETINGS & WORK SESSIONS SUMMARY		2025
Q1	Quarterly Meeting	Winter review / BOD recruitment	Wednesday, 2/12/2025
Q1	Work Session	Review policies	Wednesday, 3/19/2025
Q2	Quarterly Meeting	Operational year end review	Wednesday, 5/14/2025
Q2	Work Session	AGM prep	Wednesday, 6/25/2025
Q3	Annual General Meeting	Elections, budget, ED presentation	Sunday, 7/27/2025
Q3	Work Session	Fundraising	Wednesday, 8/13/2025
Q4	Quarterly Meeting	Fall review	Wednesday, 11/19/2025
Q4	Work Session	Club development	Sunday, 12/14/2025

BUDGET & ACADEMY FINANCES

FINANCE HIGHLIGHTS

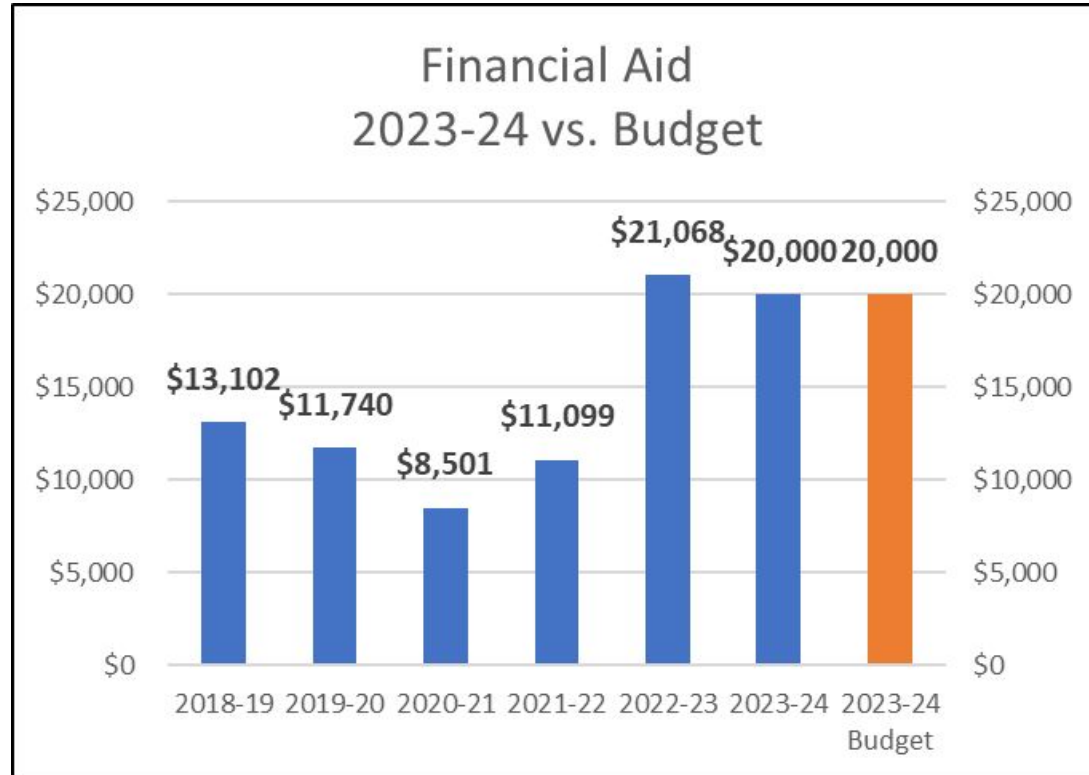
2023 - 2024 FINANCIAL RESULTS
2024 - 2025 FINANCIAL PROJECTIONS

2023-24 REVENUES

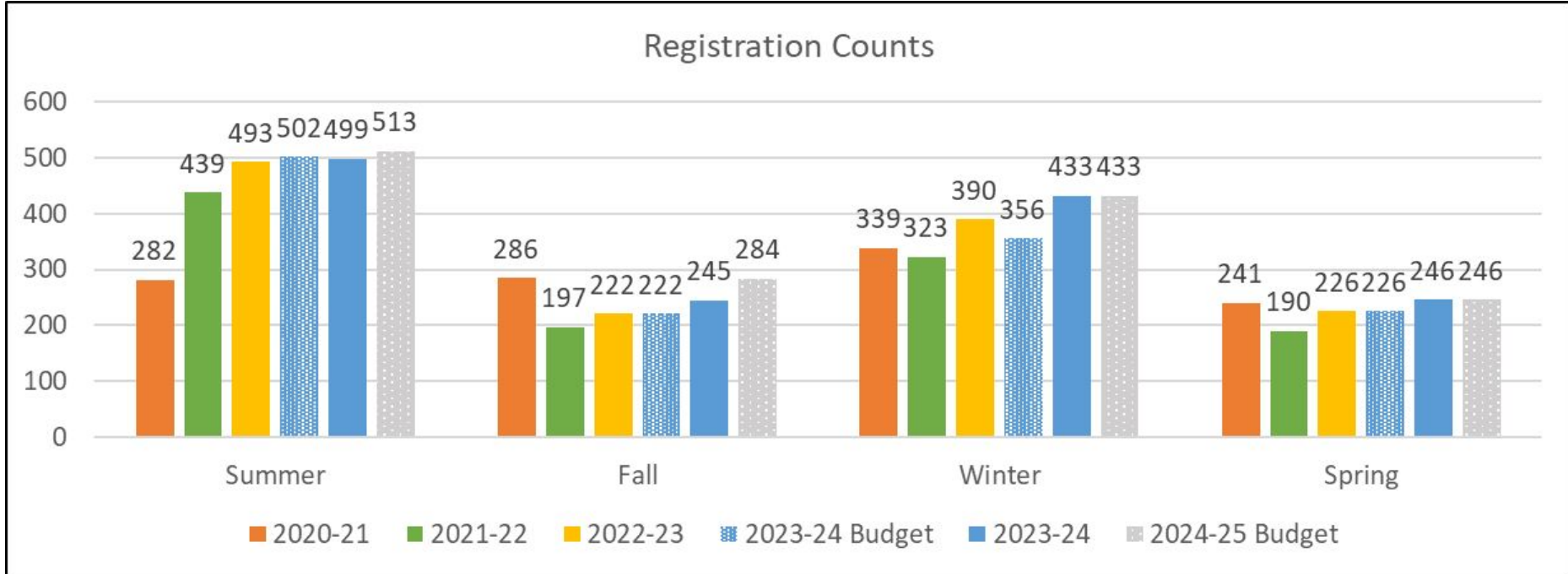


- Revenue is “Cash” basis (i.e. when money received). Collected \$430k in program fees during the year.
- Public Support:
 - Planned EE retention credit for the past two years. No longer plan to receive.
 - Received \$2k in donations/support

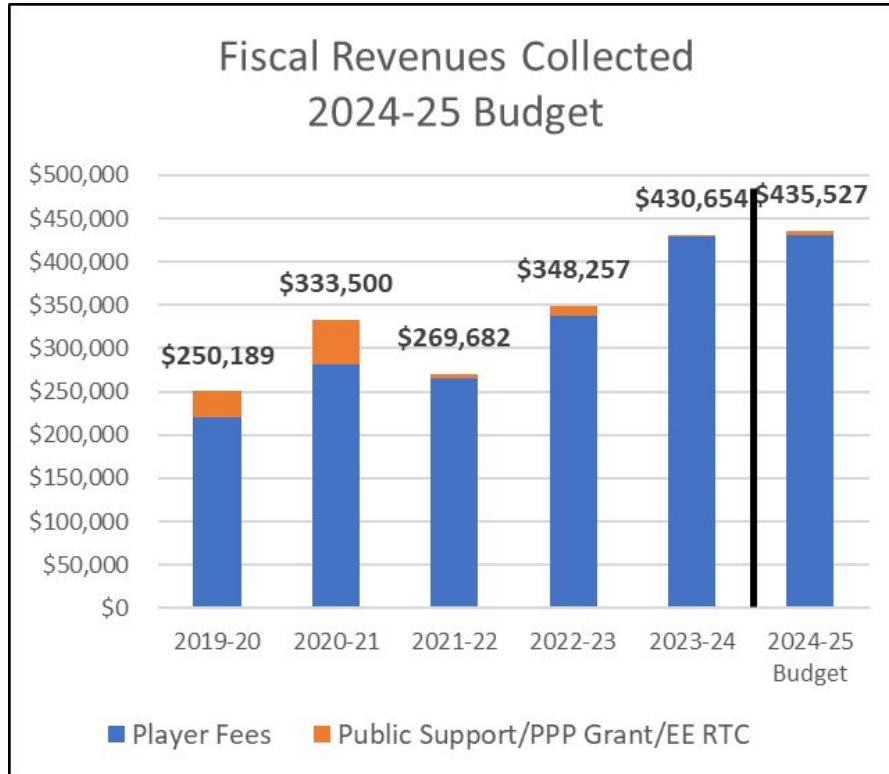
2023-24 FINANCIAL AID



ENROLLMENT By Season

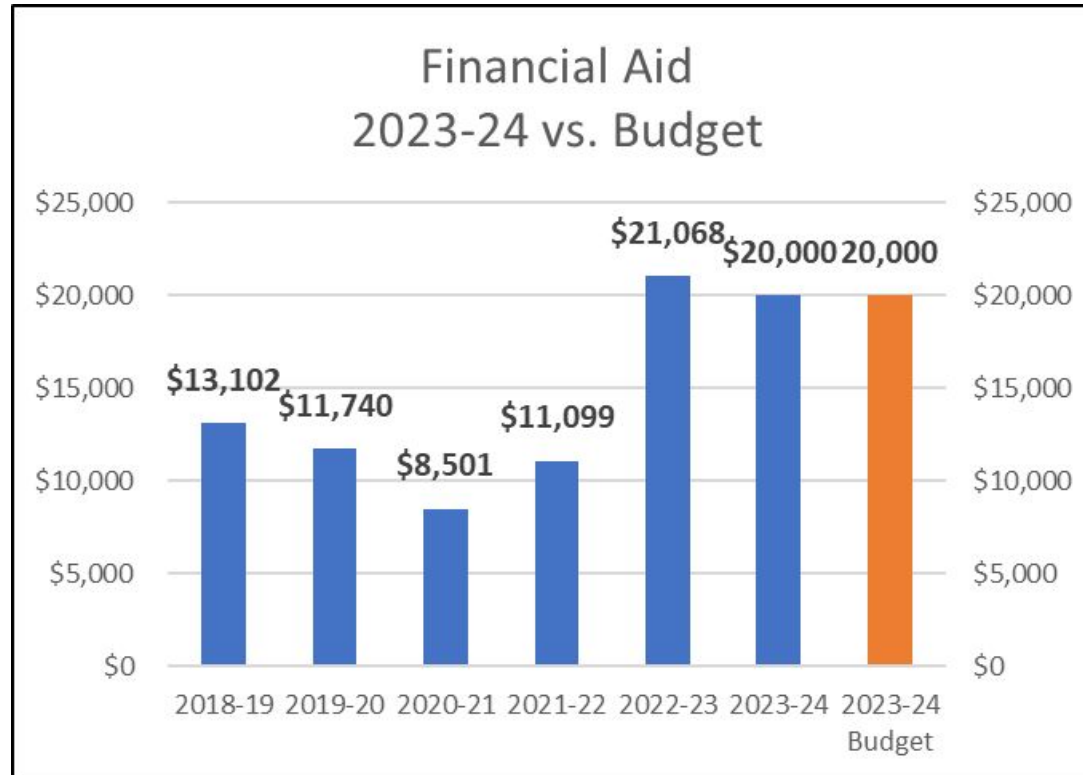


2024-25 REVENUES

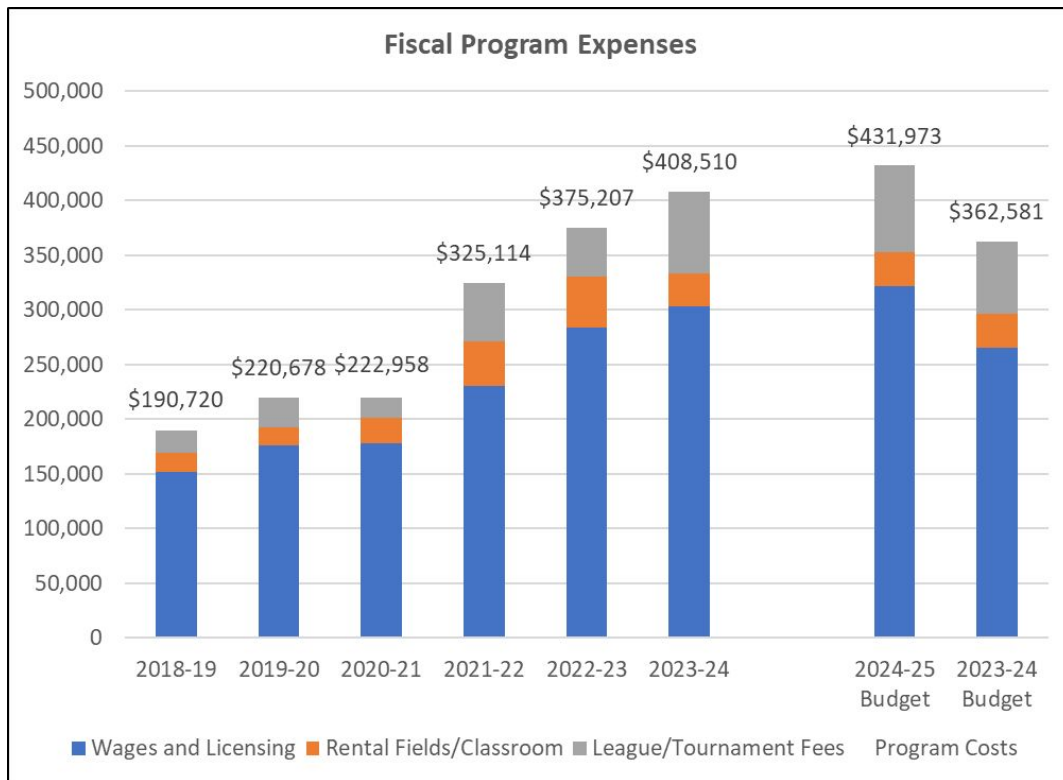


- Assuming no Employee Retention Grant
- Based off similar registration levels as prior year for Winter and Spring
 - Higher registration this Fall

2023-24 FINANCIAL AID



PROGRAM EXPENSES



Payroll shows large increase:

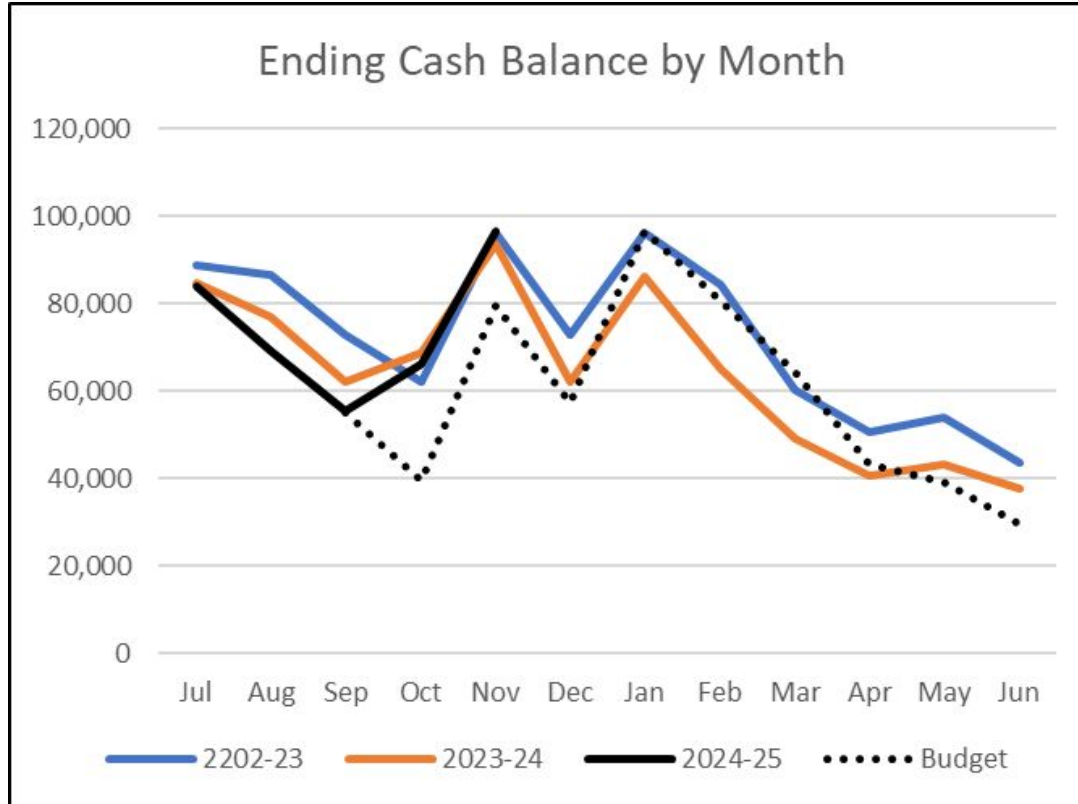
- 20-21 reduced due to federal workshare program
- 22-23 increased minimum wage and lower end of wage structure
- 23-24 increased enrollment and higher coaching certification

PUTTING IT ALL TOGETHER

Pelada Football Academy				Actuals				Budget
Historical Profit and Loss, cash basis								
	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
Player Fees (Collected)	219,990	217,890	220,130	281,593	265,935	337,050	428,416	430,177
Public Support/Other	5,115	2,536	30,059	51,908	3,746	11,207	2,238	5,350
Total Revenues	\$225,105	\$220,426	\$250,189	\$333,500	\$269,682	\$348,257	\$430,654	\$435,527
	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
Wages and Licensing	133,024	152,319	176,413	177,950	230,400	284,005	303,764	321,990
Rental Fields/Classroom	13,576	17,228	16,027	23,403	40,963	46,559	29,604	31,084
League/Tournament Fees	28,691	20,455	27,497	18,526	53,751	44,643	67,689	71,073
Gear/Veo/Balls misc.	46,214	718	741	3,078	0	0	35,231	5,000
Program Costs	\$221,505	\$190,720	\$220,678	\$222,958	\$325,114	\$375,207	\$436,287	\$429,147
	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
Other Business Costs	\$17,499	\$11,343	\$7,721	\$1,059	\$10,851	\$18,823	\$10,558	\$5,000
Total Profit	(\$13,899)	\$18,363	\$21,791	\$109,484	(\$66,284)	(\$45,773)	(\$16,191)	\$1,380

- 20-21 benefited from timing of payments and Federal Support
- 21-22 and 22-23 lost money (cash basis) as no federal support and increased wages
- 23-24 increased participation and large one-time purchases (balls)
- 24-25 no large one-time purchases planned

Goal to Maintain Cash



- Through November stand ahead of expected cash outcomes
- If becomes tight mid-month, can take contingencies (next page)
 - 5/6/24 reached low cash point of \$13k

Ensure Positive Cash Flow

REVENUE OPPORTUNITIES

- Fundraising, including selling footballs
- Increased Enrollment
- Employee Retention Credit

CONTINGENCIES

- Raise [late] fees
- Actively manage Cash flow in Spring
- Further optimize staffing scheduling

ACADEMY PROGRAMS OVERVIEW

2024-25 SEASON

PROGRAM STRUCTURE
PFA CORE PROGRAMS OVERVIEW
PFA EXTRA PROGRAMS OVERVIEW

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.



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 alongside the technical and tactical skills of the game.

Pelada FA fills a niche between the recreational youth soccer environment and the competitive (elite) club model. It was formed in 2012, built around the feedback of parents who had experienced the pros and cons of both.

THE HEART - (borrowed from the **REC** model)

- ♥ Teams built around friends, classmates, and social groups
- ♥ Emphasis on fun, flexibility, and affordability

THE ENGINE - (borrowed from the **CLUB** model)

- ⚙ Professional, curriculum-driven approach to player development
- ⚙ Paid coaching staff with technical oversight and resources

FOUR PILLARS OF THE PELADA ACADEMY MODEL



Coaches as Educators:

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

Positive Approach and Human Development:

Inclusive and supportive environments for players; insistence on fair play. Train leaders and foster mentoring relationships between players.

Flexibility and Opportunities for All:

No tryouts. Every player is welcome and plays at least 50% of each match. Registration is seasonal, year-round participation is optional (multi-sport athletes welcome!)

Competitive Player Development:

Curriculum and club practices designed to improve each player's standard of play and ability to compete at a high level.

PELADA FA VISION FOR TEACHING SOCCER TO CHILDREN



Create a **PLAYER-CENTERED** environment focussed on the needs and motivations of the children in our care within which they can learn how to:

- Be a functional contributor to a team
- Solve problems and embrace new challenges
- Build confidence and self-belief through the acquisition of new skills
- Deal with conflict and disappointment in positive ways
- Grow soccer knowledge and mastery

THE ENVIRONMENT WE STRIVE TO CREATE is one in which **LEARNING** is a byproduct of **PLAY**, and the club community is the **PLAYGROUND**. *We must:*

- Make it fun & keep it positive
- Give players ownership of key parts of the process & foster growth mindsets
- Build friendships & relationships within & beyond the boundaries of the team
- Reinforce aspirational social dynamics & values (cooperation, kindness, work ethic, self-belief, gratitude, & optimism)

TEAM FORMATION

CONTINUITY

Players who have been grouped together before

REQUESTS

Friends, schoolmates, carpools, etc

INCLUSIVITY

Make room for every player

AGE GROUP

Birth Year (LEAGUES)

School Year (Secondary)

ROSTER MAX/MIN

7v7 teams: 9-12 players

9v9 teams: 12-16 players

11v11 teams: 15-19 players

LEVEL

Compatibility w/ competition level

PFA PROCESS

OUR TEAM FORMATION PROCESS IS COMPLEX AND BUILT AROUND THE VALUES THAT SET PELADA FA APART FROM OTHER CLUBS.

WE HAVE NEVER CUT A PLAYER

WE CONSULT INDIVIDUALLY WITH ANY PARENT/PLAYER THAT HAS A SPECIAL SITUATION OR REQUEST

WE VALUE COMMUNITY OVER COMPETITIVE TEAM COMPOSITION

PROGRAM UPDATES

We moved into our second kit cycle with, **Hummel & Direct Kick**.

Due to changes in the Hummel products lines we have dropped the lighter blue kits from the girls line-up, added a white jersey and socks, and made minor changes to the boys kit.



HUMMEL KITS



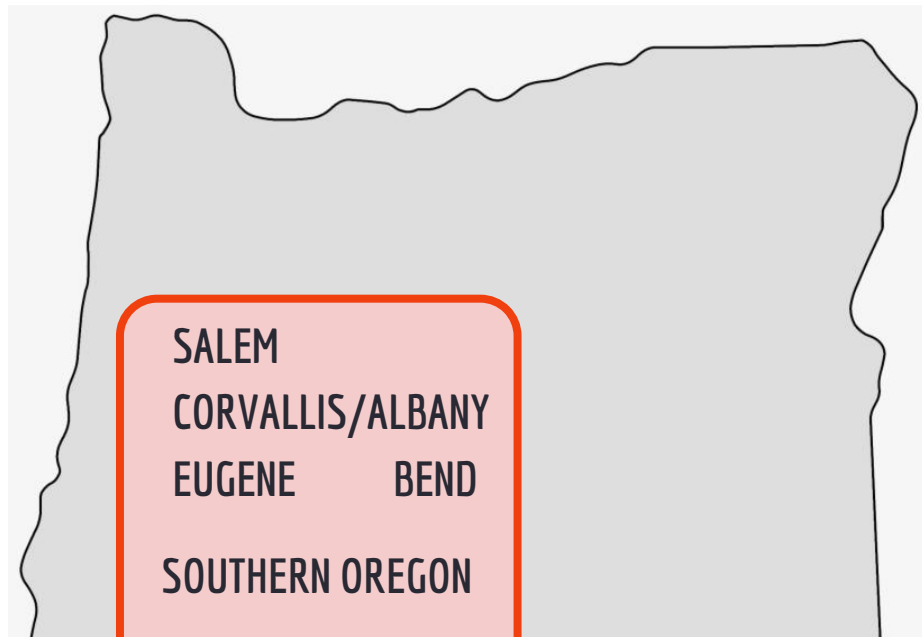
PROGRAM UPDATES

Oregon Youth Soccer Association is transitioning to regional divisions for the Winter U15+ leagues. This will significantly change the composition of the brackets that our U15-U19 teams compete in.

CENTRAL VALLEY REGION WINTER LEAGUE

- ❖ Open to teams in the **U15-U19** age ranges.
- ❖ Eliminates travel to Portland, but potentially increases travel to central and southern Oregon for league play.

OYSA REGIONAL LEAGUES



***TEAMS MAY STILL TRAVEL TO PORTLAND AND OTHER AREAS FOR POSTSEASON CUP PLAY**

PROGRAM UPDATES

FUNDRAISING

In order to battle rising costs and keep our fees stable we will be expanding our efforts to bring in additional funding through:

SPONSORSHIPS

PARTNERSHIPS

FUNDRAISING

Pelada community members with expertise in these areas and an investment in keeping quality coaching and programs affordable, **we would love to hear from you!**

PROGRAM UPDATES

- A fun and colorful organization-wide email
- Contains: Message from the director, team updates, community member and sponsorship spotlights, registration reminders, etc.
- Sent quarterly
 - Winter Season (Jan/Feb), Spring Season (May), Summer Season (Aug), Fall Season (Nov)

NEWSLETTER

MOCK UP



Summer '24 Newsletter

Pelada Community Week was a Success!



This August we held our 3rd annual Pelada Community week! We managed to collect and recycle 30 pairs of soccer shoes and donated over 100 articles of clothing to our local non-profits! A huge thank you to everyone who showed up, played some soccer, and gave back to our Pelada community!

Mt Hood Tournament



Congratulations to all of the teams who participated in the Mt. Hood tournament! A special shout out to Vitesse, Spartak, and Bafana for making it to the championship matches and bringing home some hardware! Olimpia had a crazy finish, scoring two goals in the final 5 minutes to send the game into penalty kicks and then winning from the spot! All of our teams combined for scoring a total of 154 goals, giving us a total goal differential of +55.



SWAG ALERT!!
Our merch store is up and running! Spend \$50 on shirts, balls, and stickers and get 10% off your fall registration! All proceeds go to our scholarship fund.

Fall registration is now open!



Sponsor Spotlight:

Tensegrity Physical Therapy



Tensegrity Physical Therapy

is an outpatient practice local to Eugene, Oregon. They strive to meet patient goals for recovery and health utilizing principles of tensegrity to treat the body as a responsive system of interacting forces. Their educated team of physical therapists, exercise specialists, and data technicians, which includes Pelada Coaching staff alum Sean and Armando, combine perspectives to create personalized patient game plans.

2023-24 REPORT

PLAYERS & PROGRAMS

RECORD PLAYER PARTICIPATION: 2023-24 set all time highs for participation for a third year in a row.

- ❖ **630 players** participated in 2023-24 (**576** players in 2022-23)
- ❖ **1423 program registrations** in 2023-24 (**1330** registrations in 2022-23)













PROGRAMS	SUMMER	FALL	WINTER	SPRING
U5-8 FOUNDATIONS	28 PLAYERS	N/A	24 PLAYERS	17 PLAYERS
U9-U10	20 REG 2 TEAMS	59 PLAYERS 6 TEAMS	31 PLAYERS 3 KC TEAMS	70 - PLAYERS 7 TEAMS
U11-U15	82 REG 6 TEAMS	186 PLAYERS 12 TEAMS	100 PLAYERS 9 KC TEAMS	159 PLAYERS 10 TEAMS
U15-U19	130 REG 8 TEAMS	N/A	148 PLAYERS 8 TEAMS	N/A
CAMPS, FUTSAL, ETC.	239 REG / 6 CAMPS	N/A	130 FUTSAL PLAYERS	N/A

2024-25 MID-YEAR REPORT

PLAYERS & PROGRAMS

RECORD PLAYER PARTICIPATION: steady growth seems set to continue through 2024-25. As of 12/15/24:

- ❖ 652 players have participated in 2024-25 (630 players in 2023-24)
- ❖ 1426 program registrations in 2024-25 (1423 registrations in 2023-24)

PROGRAMS	SUMMER	FALL	WINTER	SPRING
U5-8 FOUNDATIONS	56 PLAYERS 	N/A	40 PLAYERS 	1 PLAYER (INCOMPLETE)
U9-U10	11 REG 1 TEAM 	59 PLAYERS 6 TEAMS 	48 PLAYERS 4 KC TEAMS 	13 PLAYERS (INCOMPLETE)
U11-U15	98 REG 7 TEAMS 	226 PLAYERS 14 TEAMS 	129 PLAYERS 12 KC TEAMS 	159 PLAYERS (INCOMPLETE)
U15-U19	130 REG 8 TEAMS 	N/A	151 PLAYERS 8 TEAMS 	N/A
CAMPS, FUTSAL, ETC.	217 REG / 5 CAMPS 	N/A	116 FUTSAL PLAYERS 	N/A

2025-26 PROGRAM CALENDAR

	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
U8 & Younger		SUMMER FOUNDATIONS					WINTER FOUNDATIONS						
U9-U10	SUMMER TOURNAMENTS			FALL LEAGUE			WINTER SUPPLEMENTAL ACTIVITIES			SPRING LEAGUE			
U11-U14	SUMMER TOURNAMENTS			FALL LEAGUE + CUPS			WINTER SUPPLEMENTAL ACTIVITIES		SPRING LEAGUE				
U15 8th Graders	SUMMER TOURNAMENTS			FALL LEAGUE + CUPS			WINTER LEAGUE + SPRING CUPS						
U15-U19	SUMMER TOURNAMENTS						WINTER LEAGUE + SPRING CUPS						
CDA	WORK W/ U8s + U10s			WORK W/ U10s			WORK W/ U8s + U10s			WORK W/ U10s			
	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN



Questions?

Thank you
for attending!