



D.C. United Community Relations Programs

D.C. United has committed itself to serving the Greater Washington, D.C. community since its inception in 1996. Through its Community Relations department and its non-profit arm, United for D.C., D.C. United impacts hundreds of organizations and thousands of kids through its programs and initiatives each year.

OVERVIEW of COMMUNITY PROGRAMS

1) United for D.C., Inc. Programs:

- **United Reads (p. 3):** Supports childhood literacy through partnerships with neighboring elementary schools and local health care centers.
- **Kicks for Kids (p. 4):** Provides game-day experience for thousands of urban, inner-city and under-served youth throughout the Greater Washington, D.C. region.
- **United Soccer Club (p. 6):** United for D.C.'s own after-school soccer program serving youth in the Anacostia community of Washington, D.C.

2) Additional D.C. United Community Programs:

- **United Drives (p. 7):** Benefits worthy non-profit organizations in the area by collecting much-needed items to help with each beneficiary's mission.
- **United Builds (p. 7):** Connects the D.C. United family, which consists of the players, coaches, staff and fans, by building a better community through volunteering in and around the D.C. area.
- **D.C. United Soccer Geography (p. 8):** Takes the team's travel schedule across the United States to provide valuable geography lesson plans for teachers to introduce into their classrooms.
- **Good Sport Program (p. 9):** Runs at every D.C. United home game, encouraging fans to act responsibly and to respect the rights of others while in attendance at RFK Stadium.
- **D.C. United Community Stars (p. 9):** Recognizes and supports organizations and individuals for their contributions to communities in the Washington, D.C. area.
- **Community Soccer Series (p. 10):** Free soccer clinics open to children ages 7 to 13, led by D.C. United coaches and players, as well as instructors from the D.C. United Academy.



3) United Community Partnerships:

- **American Red Cross Partnership (p. 10):** Helps to raise money for the victims of Hurricane Katrina, an effort that raised more than \$35,000.
- **DC Scores (p. 11):** Local after-school program, which bridges the academic and athletic development of youth by providing them with creative writing and soccer activities each day after-school and for five weeks during the summer.
- **The Leukemia & Lymphoma Society (p. 12):** Helps raise funds in an effort to find a cure for leukemia, lymphoma and other blood-related disorders.
- **Read Out Loud (p. 12):** Public service campaign designed to help adults looking to improve their literacy skills and find opportunities in Washington, D.C.
- **Washington Regional Transplant Consortium (p. 13):** Educates on the importance of becoming organ and tissue donors.
- **Water Use It Wisely (p. 13):** Campaign to promote the importance of water conservation, offering steps that the team's fans can implement to "use water wisely."
- **Men Can Stop Rape (p. 13):** Launched in every D.C. public high school to increase young men's capacity in challenging harmful aspects of traditional masculinity and to become allies with women and girls in fostering healthy relationships.



FULL PROGRAM INFORMATION

United for D.C., Inc. Programs:



UNITED READS

United Reads supports childhood literacy through partnerships with neighboring elementary schools and local health care centers located in Wards 6, 7 and 8 in the District of Columbia. Through United Reads, United encourages area youth to fall in love with reading while also promoting literacy amongst children and their families.

United Reads Schools

In 2002, United for D.C. established the first United Reads School at Payne Elementary School in Ward 6 of Washington, D.C., the closest elementary school to RFK Stadium. Starting the 2007-2008 school year United Reads will be in six total schools, providing the students at these schools with the opportunity to create their own personal libraries through the distribution of free children's books throughout the school year

In addition to distributing brand new children's books three times per school year, United for D.C. also operates a reading challenge at these schools and encourages reading comprehension via guest readings performed by D.C. United players, coaches and senior management, who speak on the importance of, and fun, of reading on a daily basis. With over 2,000 students combined at the six schools, United Reads will donate over ,000 books throughout the school year.

United Reads Reading Corners

United Reads also works with Reach Out and Read DC to spruce up the waiting rooms at Children's Health Centers through the District. To date, two United Reads Reading Corners have been launched in Ward 8, providing new children's books and other materials as part of a "prescription" to parents and their children, that being to read. United for D.C. knows the importance of early reading programs for ensuring the good development of the community's youth.

United Reads Partners

United Reads would not be possible without the support of corporations and other literacy-driven organizations. United for D.C. would like to thank the organizations below for their contributions to United Reads.



KICKS FOR KIDS

Kicks for Kids provides the game-day experience for thousands of urban, inner-city and under-served youth throughout the Greater Washington, D.C. region each season.

Program Elements

- Free D.C. United game tickets to qualified non-profit organizations and other groups that work with children and their families
- Kicks for Kids Coordinator package to be sent to every participating organization with information on how to make the most of the "game-day experience"
- Access to transportation funding to assist with bringing the youth to the games
- Access to food and drink vouchers in order to provide light snacks for the youth while at the games
- Access to special Kicks for Kids give-away items at select D.C. United home games
- Access to behind-the-bench seating and an opportunity for post-game autographs

Each year, approximately 7,500 disadvantaged youth, families and chaperones come to RFK to watch D.C. United through this program, representing over 125 various organizations. Beneficiaries include: the Boys & Girls Clubs of Greater Washington (Wards 1, 6, 7 and 8), the Coalition for the Homeless/DC Village Shelter (Ward 8), DC Parks and Recreation (All Wards), DC SCORES (All Wards), Horton's Kids (Ward 8), the Latin American Youth Center (Ward 1) and So Others Might Eat (All Wards).

Kicks for Kids Corporate Benefactors

The Kicks for Kids program is made possible by contributions from local companies, private foundations, organizations or individuals. Below is a list of the 2007 Kicks for Kids supporters. United for D.C. and the beneficiaries greatly appreciate their support.

Kicks for Kids Beneficiaries

Any non-profit, 501(c)3 organization or other community-based organization serving youth in the Washington, D.C. community may apply to be a Kicks for Kids beneficiary. Priority is given to those groups that work with inner-city, at-risk, urban, disadvantaged or other under-served children and/or those groups that emphasize "life skills" initiatives, particularly those pertaining to reading, literacy and healthy lifestyles in general.



UNITED
FOR D.C.
Community Grants

UNITED COMMUNITY GRANTS

Since 2004, the United Community Grants program has provided in-kind and cash support to non-profit organizations that use the sport of soccer to positively impact the lives of at-risk youth in Washington, D.C. community. In addition to teaching the fundamentals of the sport, United for D.C. looks for partner organizations that use soccer to teach essential life skills, as well, such as dedication, hard work, commitment, team effort and unity.

In 2006, United for D.C. awarded over \$40,000 in grants to six local organizations, assisting established groups expand their urban soccer programming and helping new organizations create inner-city programs. In three years of existence, United Community Grants has provided over \$150,000 in cash grants and thousands of dollars worth of in-kind support across the Washington, D.C. region.

2006 United Community Grants Recipients

- Calvin Coolidge Senior High School
- DC SCORES
- Health Services for Children with Special Needs
- DC SCORES
- IDEA Public Charter School
- Thurgood Marshall Academy Public Charter School
- Washington Jesuit Academy

2005 United Community Grants Recipients

- Boys & Girls Clubs of Greater Washington
- Capital Community Soccer Club
- DC Parks and Recreation
- DC SCORES
- The Latin American Youth Center/Columbia Heights Youth Soccer League
- St. Coletta of Greater Washington

2004 United Community Grants Recipients

- The Capital Area Food Bank
- DC SCORES
- The Joy of Sports Foundation
- The Latin American Youth Center/Columbia Heights Youth Soccer League
- The Lourie Center
- Ninos Unidos



UNITED SOCCER CLUB

Born from a request by parents throughout Ward 8 for opportunities for their children to play organized soccer, United for D.C. has launched its own after-school soccer program, the United Soccer Club. During the spring 2006, United for D.C. and the United Soccer Club, in partnership with DC Parks and Recreation and the Barry Farm Resident Council, ran a ten-week after-school soccer program at the Barry Farm Recreation Center, hosting approximately 88 elementary school students from Birney Elementary, Howard Road Academy and Savoy Elementary. The United Soccer Club members learned fundamental skills on Tuesdays and played mini-games on Thursdays, including their first-ever match on Thursday, May 18th versus a suburban youth soccer team.

In 2007 United Soccer Club launched a second and third site at the Boys and Girls Club of Greater Washington, Robert V. Murray Clubhouse #11 and Ketcham Elementary School, both located east of the river in Ward 8. In addition the program has partnered with the Soccer on the Hill League and submitted a co-ed Under 10 team to compete in games on Saturday mornings in Anacostia Park.

MISSION STATEMENT

To introduce the sport of Soccer to the youth in the Anacostia community of Washington, D.C. Through soccer, D.C. United, United for D.C. and the United Soccer Club will fully engage youth by introducing them to soccer and encouraging their continued participation in the game. The overall goal is to partner with urban families and community-based organizations in order to invest in the athletic, emotional and social welfare of the children living east of the Anacostia River. The primary focus is to teach the joy of the game, to develop soccer skills in youth players and to underline the character that team sports produce in athletes.



Additional D.C. United Community Programs:



UNITED DRIVES

Now in its seventh year, D.C. United will once again conduct the United Drives initiative. United Drives benefits worthy non-profit organizations in the area by collecting much-needed items to help with each beneficiary's mission. This initiative assigns a different charity drive for each month of the 2007 regular season, including the collection of soccer equipment, food, children's books, and school supplies.

Each month during the 2007 Major League Soccer season, D.C. United will collect items at every United home game to benefit pre-determined non-profit organizations within the Washington, D.C. area. These donations will be collected outside of Gate A, and fans who contribute an item will receive a "Buy One, Get One Free" ticket voucher, good for selected 2007 D.C. United regular season home games.

DRIVE DETAILS

- * Location set up outside of Gate A at RFK Stadium
- * Open two (2) hours prior to kickoff
- * Closes fifteen (15) minutes into start of game
- * Donor receives United Drives "Buy One, Get One Free" ticket voucher, redeemable for that day's match or any other 2007 regular season home game



UNITED BUILDS

With four MLS Cup Championships, D.C. United is known for being champions on the field, and are equally dedicated to being champions off the field as well. Beginning its third year, the goal of United Builds is to connect the D.C. United family, which consists of the players, coaches, staff and fans, by building a better community.

United Builds enables volunteers to participate in numerous volunteer opportunities in and around the D.C. area. To date, D.C. United has worked consistently with various non-profit organizations, such as The Dinner Program for Homeless Women and So Others Might Eat by serving homeless men, women and children hot meals and DC Habitat for Humanity by constructing new homes.

The United Builds program has had a palpable impact throughout the DC Metropolitan Area. We kicked off the 2007 year by partnering with the Alice Ferguson Foundation to participate in the Potomac River Watershed Cleanup. On March 31, D.C. United fans and staff spent the day at Poplar Point in Anacostia, an area that is known for pollution and



debris. The volunteers' efforts made for a very successful cleanup, preventing hundreds of pounds of garbage and debris from slipping into a prominent DC waterway. D.C. United and the Alice Ferguson Foundation are working collectively through this initiative to create a trash free Potomac by 2013.

To kick off the spring, D.C. United held a blood drive. Before the team's game on May 26, dozens of fans, staff and community members came out to show their support for both the team and the cause. It was one of our more successful blood drives and we plan to work with the American Red Cross in the future.

Our efforts continued into the summer with Children's National Medical Center. On June 20, a group of players and D.C. United staff members spent the day playing games, performing soccer tricks, and visiting with patients of the Medical Center and their families. The players and staff spent time with the patients in the lobby as well as walked around to the rooms. This gave all the kids a break from their normal routines and a chance to have fun with some of their favorite D.C. United players. It was a great experience for both the patients and the DC United players and staff.

The month of July was all about celebration and D.C. United had big plans for the families East of the River. On July 22, D.C. United welcomed local community leaders and residents to enjoy free barbecue, music and games for D.C. United's Family Fun Day. Over 1,200 community members came out to the event at Ketcham Elementary School and enjoyed a free concert by Cold Rice, and other various activities that D.C. United provided for the bash. Such activities included small-sided soccer games with D.C. United Youth Coach Judah Cooks and bingo. Councilmen Vincent Gray and Marion Barry, along with Congresswomen Eleanor Holmes Norton as well as D.C. United owner, Victor MacFarlane and President and CEO, Kevin Payne, all joined in on the festivities. Councilmen Barry gave all in attendance a treat by singing the blues with Cold Rice! The event was a huge success and we are looking to create more opportunities for the club and the community to interact.



D.C. UNITED SOCCER GEOGRAPHY

The D.C. United Soccer Geography program is an educational tool for students in the Greater Washington, D.C. area. Geared for grades four through eight, the D.C. United Soccer Geography program takes the team's travel schedule across the United States to provide valuable geography lesson plans for teachers to introduce into their classrooms.



GOOD SPORT PROGRAM

D.C. United has once again partnered with Anheuser-Busch, Capital Eagle, the DC Sports & Entertainment Commission and Aramark to implement the Good Sport Program, which runs at every D.C. United home game.

Good Sport:

- * Encourages fans to act responsibly and to respect the rights of others while in attendance at RFK Stadium
- * Is a pledge to our fans that D.C. United intends to maintain the wholesome family atmosphere that they have come to expect and appreciate
- * Focuses on communicating a series of messages to spectators that prompt attitude change and remind spectators of the importance of responsible behavior

Fans can support the Good Sport Program by signing up on game day to be designated drivers.

As a thank you from the program's sponsors, each Good Sport Designated Driver receives:

- * A coupon for a complimentary soda or O'Doul's
- * One entry into the "Good Sport Designated Driver of the Game" drawing, to win a Good Sport prize pack that includes a D.C. United team autographed item.



D.C. UNITED COMMUNITY STARS

D.C. United Community Stars is an initiative designed to further support our commitment to the community by recognizing and supporting organizations and individuals for their contributions to communities in the Washington, D.C. area.

D.C. United Community Stars is open to any person who demonstrates leadership, compassion, dedication and a commitment to make their community a better place! Any person, regardless of age, within the D.C. Metropolitan area is eligible for consideration. The D.C Metropolitan area includes Washington, D.C., Northern Virginia and Southern Maryland. Nominations should be based on one's commitment and involvement in the community.



Individuals can be nominated by completing and submitting a nomination form to D.C. United. Nominations are accepted on an ongoing basis throughout the season.

A winner will be chosen for each D.C. United home game and posted on the D.C. United website. Each winner will receive four (4) tickets to a pre-selected D.C. United home game, a fan pack including D.C. United promotional items as well as on-field recognition for their community contributions. Additionally, winners representing a non-profit organization will also be offered a select number of buy-one, get-one, free tickets for use by the non-profit organization.



COMMUNITY SOCCER SERIES

The D.C. United Community Soccer Series consists of free soccer clinics open to children ages 7 to 13, led by D.C. United coaches and players, as well as instructors from the D.C. United Academy.

The goal of the D.C. United Community Soccer Series is to reach the D.C. metro area youth soccer communities during the soccer season.

Each event will include not only a clinic but also interactive tents, games, and sponsored booths for the whole family to enjoy.

Clinics include 1 hour of instruction and 30 minutes for autographs.



UNITED COMMUNITY PARTNERSHIPS

Each season, D.C. United partners with various organizations to create meaningful relationships aside from the ordinary in-kind donation or player appearance. Organizations include DC SCORES, the Washington Regional Transplant Consortium, The Leukemia & Lymphoma Society, Read Out Loud and more. Learn more about these relationships below.



American Red Cross

D.C. United began its relationship with the American Red Cross (ARC) in 1999. In 2005, the relationship continued as D.C. United partnered with the Washington Nationals, the Washington Redskins, the Washington Wizards and the Washington Capitals to raise money for the victims of Hurricane Katrina, an effort that raised more than \$35,000. In 2006, the partnership continues as D.C. United will host on July 15th an American Red Cross information booth and will partner with the ARC on July 18th to host a blood drive at the Sterling Safety Center in Sterling, VA.



covering kids™

& families Covering Kids & Families

D.C. United, Major League Soccer and the Robert Wood Johnson Foundation have partnered for the second consecutive year to promote the availability of low-cost and free health care for families across the country via the Covering Kids & Families campaign. The campaign focuses on reaching parents of African-American and Hispanic eligible, uninsured children and on helping these parents to enroll their children in Medicaid or the State Children's Health Insurance Program (SCHIP).



DC Scores

Since the team's inception in 1996, D.C. United has always had a strong partnership with the local after-school program, DC SCORES. DC SCORES, which operates in 23 elementary and middle schools within the District of Columbia, bridges the academic and athletic development of youth by providing them with creative writing and soccer activities each day after-school and for five weeks during the summer. Located in Wards 1, 4, 5, 7 and 8, DC SCORES has worked with more than 3,000 8-14 year olds and over 300 coaches and writing instructors in the DC Public Schools. D.C. United, with the assistance of its non-profit arm, United for D.C. ([live link to www.unitedfordc.org](http://www.unitedfordc.org)), provides in-kind donations for fundraisers, player appearances for both soccer and writing activities, financial grants to expand into schools in Ward 8 specifically and to provide a Ward 8 summer camp, Board participation by senior management and other resources.



Get a Kick Out Of Reading

Major League Soccer (MLS), the National Education Association (NEA) and America SCORES have teamed up to show kids nationwide just how much fun reading can be. Since 2004, Get A Kick Out of Reading/!Lee Y Marca Un Golazo!, a bilingual program, uses the sport of soccer to deliver positive messages about the value and fun of reading, targeting kids and teenagers K-12. D.C. United's local spokesperson, forward Jaime Moreno, has lent his name and image to support the campaign for the last three years, whose resources locally are distributed through United for D.C.'s United Reads program and other mediums.



The Leukemia & Lymphoma Society

D.C. United has "teamed" up with The Leukemia & Lymphoma Society to help raise necessary funds in an effort to find a cure for leukemia, lymphoma and other blood-related disorders. Since 2005, D.C. United stars Christian Gomez and Josh Gros have served as Honorary Chairpersons of the Soccer Kicks for Cancer program, which D.C. United additionally supports through various incentives to top fundraisers.



Make Sun Safety Your Goal

The year 2002 marked the first of the Make Sun Safety Your Goal partnership between the American Academy of Dermatology, D.C. United and other Major League Soccer teams and the US Soccer Foundation. Created to increase awareness about the simple steps the public can take to prevent skin cancer - whether on the soccer field or in the stands, Make Sun Safety Your Goal has expanded to a league-wide public awareness program on the importance of sun safety.



LIFELONG LEARNING Read Out Loud

The Read Out Loud initiative is a public service campaign designed to help adults looking to improve their literacy skills find opportunities and services available through Washington, DC's Lifelong Learning Initiative. D.C. United began its partnership with Read Out Loud in 2005 and will continue to support the campaign in 2006. Read Out Loud's television, radio and print public service announcements are designed to engage every citizen in the effort and alert adult learners who need help with reading, math or computer skills-or with getting a GED-to the services available throughout the city. D.C. United captain Jaime Moreno recorded English and Spanish PSAs for distribution across the Washington, D.C. area. On July 12th and September 9th, Read Out Loud will have information booths from which to distribute bookmarks and other information on literacy initiatives throughout the region.



Washington Regional Transplant Consortium

D.C. United and the Washington Regional Transplant Consortium (WRTC) linked up for the first time in 2006 to educate the club's fans on the importance of becoming organ and tissue donors. On April 29, D.C. United hosted the WRTC at its match versus FC Dallas, providing it with an informational booth from which the Consortium passed out literature and other materials on donations.



Water Use It Wisely

Since 2004, D.C. United has partnered with the Metropolitan Washington Council of Governments and its Water Use It Wisely campaign to promote the importance of water conservation and to promote easy every steps that the team's fans can implement to "use water wisely"



Men Can Stop Rape

D.C. United and Men Can Stop Rape (MCSR) first teamed up five years ago in 2001 when four D.C. United players appeared in an in-school poster and bus shelter ad as part of MCSR's Strength Campaign. This original PSA and educational outreach campaign was launched in every D.C. public high school to increase young men's capacity in challenging harmful aspects of traditional masculinity and to become allies with women and girls in fostering healthy relationships.

For the past three years, D.C. United and MCSR's Men of Strength Club have partnered to sponsor the "Strong Words" Essay Contest, which promotes students' use of literacy to communicate how strength is essential to making safe, sound and respectful choices in relationships and in life as a whole. In addition, D.C. United and MCSR constantly look for additional opportunities for collaboration.