



SOUTH BRONX UNLIMITED

2020 Annual Report

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LETTER FROM THE EXECUTIVE DIRECTOR

One year ago, I was with SBU Academy seniors Maria Martinez and Mohamed Konate on stage at the Laureus World Sports Award in Berlin, Germany. We were accepting the 2020 Sport for Good Award—selected from a pool of hundreds of nonprofit organizations worldwide that use sports for development and social change—from the actor Hugh Grant in front of Olympians, World Champions, and other celebrities. This award was an incredible validation of eleven years of work in the South Bronx community and an unbelievable opportunity to share our story with the world.

Berlin now feels like ages ago. Less than one month later, our programming shut down along with the rest of New York City as the South Bronx, for a time, became the global epicenter of the COVID-19 pandemic, one that has disproportionately impacted low-income Black and brown communities. The rest of 2020 turned into a whirlwind of tragedy, disappointment, stress, but also hope.

We responded as best we could. As schools closed, our staff distributed more than 30 laptops to SBU students and college enrolled alumni. Our team live-streamed community forums in Spanish and English providing information on food resources, immigration, healthcare, and how to access government assistance programs. SBU dispersed \$50,000 in debit cards through the New York Community Trust's Emergency Cash Assistance Program (ECAP) to the neediest of families. Individualized consultations helped families, alumni, and youth through difficult times, providing application support, agency referrals, and counseling.

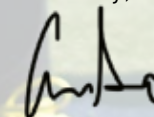
In April, our SBU Academy staff logged online to deliver tutoring, fitness sessions, and discussion groups for young people who were isolated from their peers. Staff members advocated for students by speaking with school teachers and counselors and by helping students manage remote learning work and schedules. Remote college prep sessions for seniors were particularly crucial. Despite the upheaval of their final semester, all but two Class of 2020 seniors graduated high school on-time, and every graduate is now enrolled in college at schools including Connecticut College, Fordham University, Kenyon College, Stony Brook University, Binghamton University, and many others. On June 24th, we gathered on Zoom for a remote SBU Academy Graduation and College Announcement Ceremony, the only high school graduation most seniors experienced.

In a year when communities could no longer stay silent on the tragic deaths and racial injustices, we held community conversations and Activism Club meetings to amplify youth voices. To raise awareness, SBU student-athletes took a knee before games, encouraging their opponents to join in, and engaged in discussions with professional athletes who have used their platforms to push for change.

The most hopeful days of the year came in August and September when South Bronx United programs returned to the field and to the classroom with a hybrid model, following strict health protocols. Bringing back community soccer programs, not just for SBU but for the entire city, required the most resolve. We led a citywide campaign to restore field permits for youth programs collecting endorsements from 12 elected officials and 122 organizations and petition signatures from 8,941 individuals. After ten days of pressure, the Mayor reversed the initial ban on youth program permits.

The issues laid bare by 2020—economic, health, and education disparities, resulting from centuries of systemic racism—direct our work as we begin another undoubtedly challenging year. South Bronx United's mission is clear. More than ever, we must continue to deliver quality programs that support the social, emotional, and physical well-being of youth. More than ever, we must hand underrepresented youth a megaphone to make their voices heard. More than ever, we must ensure that, despite going a year with little or no time in school buildings, South Bronx students can still excel academically and prepare to embark on college and adulthood. More than ever, we are looking for additional champions to help us achieve this mission: by spreading the word, joining our team, or investing in our work. In 2021, that champion could be you.

Sincerely,



Andrew So
Executive Director & Co-Founder
South Bronx United



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MISSION AND VISION

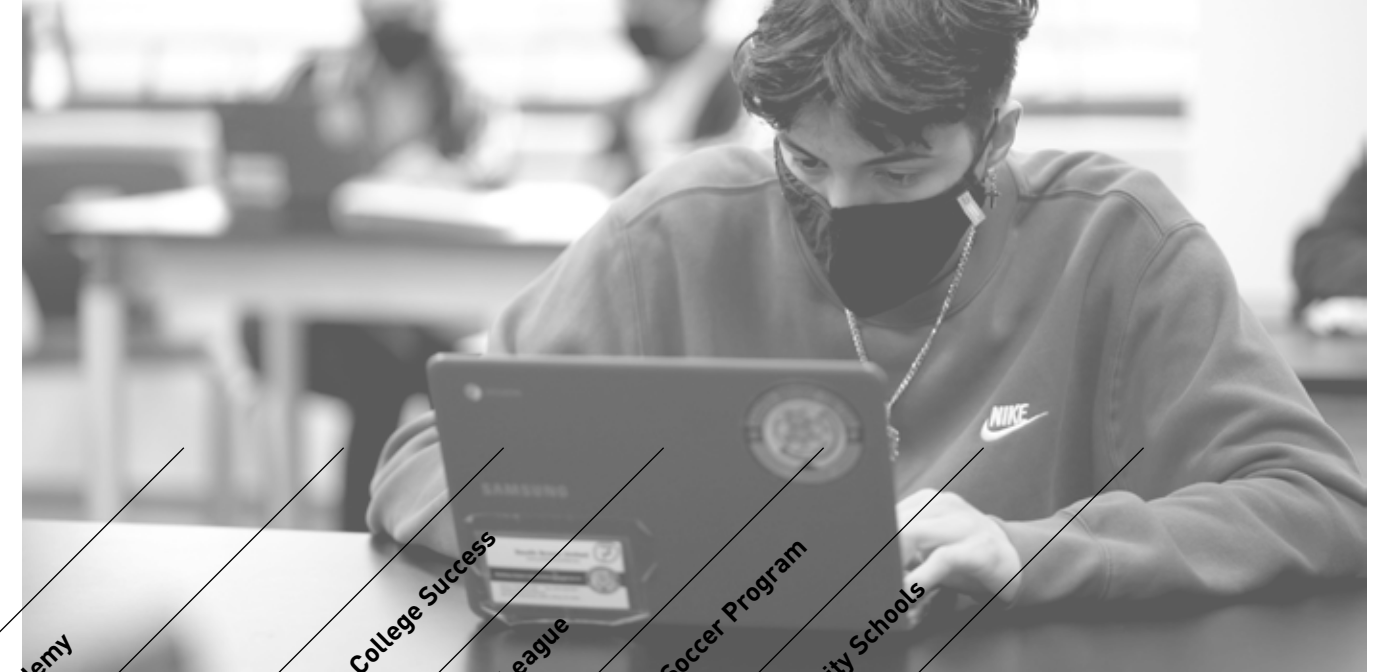
South Bronx United's mission is to use soccer as a tool for social change. We aim to help youth build character, teamwork, and leadership so that they can succeed in high school, college, careers, the greater community, and beyond. We strive to promote educational achievement, health and wellness, and character development through activities on and off the soccer field and to unite a diverse group of individuals and an incredibly diverse community toward common positive goals.

SBU envisions a South Bronx community where:

- ... all youth have the support network they need to succeed in school, college, careers, and in their community.
- ... all youth have access to educational, athletic, and college and career readiness resources.
- ... all immigrant families receive dignity, support, and opportunity.

SBU's vision is to become:

- ... an international leader in a place-based approach to using sports for youth development
- ... a citywide leader in expanding academic, college, and career opportunities for immigrant youth and their families.
- ... a community leader in youth development programs and services for at-risk and immigrant youth.



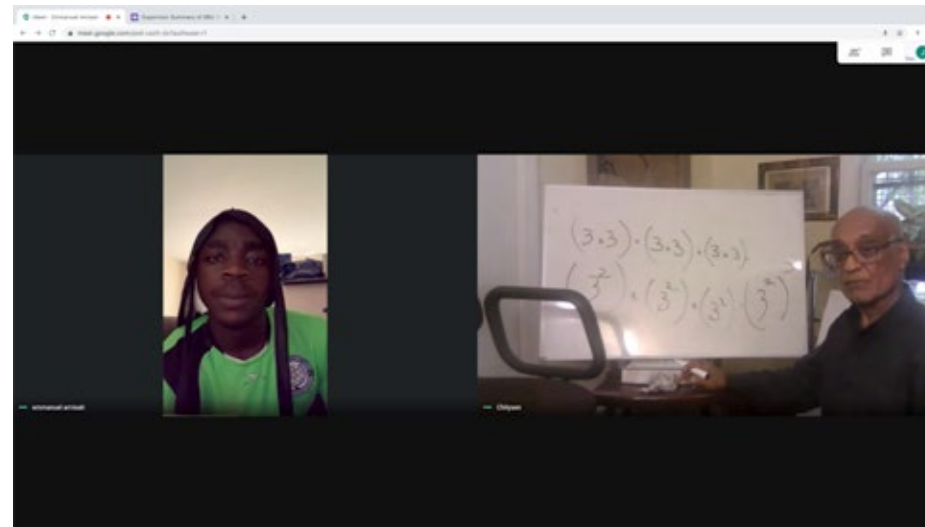
1,387
YOUTH
SERVED
IN 2019-
2020

	SBU Pre-Academy	SBU Academy	SBU Academy College Success	Global Youth League	Recreational Soccer Program	SBU Community Schools
Youth Served Annually	45	190	130	200	700	90
Soccer Level	Travel	Travel	Adult	Local	Local	Local
Pre-K - Grade 5						
Grades 6 - 8						
Grades 9 - 12						
Post High School						
Academic Advising and School Admissions						
Afterschool Tutoring						
College Prep and SAT Prep						
College Scholarship Fund						
Literacy Fairs						
Social Emotional Learning (SEL) Activities						
Activism Club						
Job Training and Opportunities						
Professional Networking and Workshops						
Health and Wellness Fairs						
Health and Nutrition Curriculum or Classes						
Immigration Service Screenings - All Participants						
Access to Immigration Legal Services						
Access to Know Your Rights Workshops						

ACADEMICS
LEADERSHIP
HEALTH & WELLNESS
IMMIGRATION

30

Laptops were distributed to SBU Academy student-athletes. 100% of SBU Academy participants were offered electronic devices.



564

Virtual one-to-one tutoring sessions were hosted for SBU Academy students while schools remained closed through the end of the 2019-2020 school year.

3

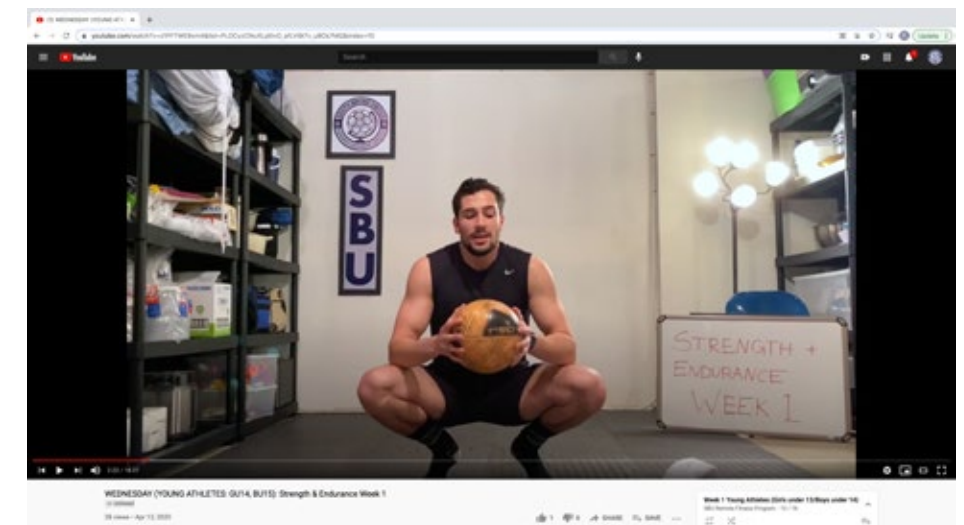
Live Community Resources Webinars were held in both English and Spanish to support families with government assistance information and other resources.

\$50,000

In debit cards were distributed by SBU to 100 South Bronx families through the NY Community Trust Emergency Cash Assistance Program.

12

Weeks of remote soccer training plans and videos were shared online.



COVID

RELIEF

12

Elected officials endorsed the letter to the Mayor.



In August, the New York City Department of Parks and Recreation announced that it would not issue field permits for the start of the fall season. South Bronx United led a coalition of NYC youth organizations, representing more than 60,000 youth and families from every neighborhood and all socioeconomic backgrounds, to demand a reversal of the decision. The #Fields4NYCYouth movement succeeded. By the end of the month, Mayor Bill de Blasio reversed the “first-come-first-play” policy, and the Department of Parks and Recreation began issuing permits to youth organizations that had previously applied, including South Bronx United. This meant that more than 900 South Bronx youth could return to the field through SBU’s Recreational Soccer Program, Global Youth League, and competitive soccer teams.



122

Organizations across New York City joined SBU, signing a letter calling for Mayor de Blasio to return field permits to youth organizations for the Fall 2020 season.



The SBU Academy returned on September 21st with a hybrid academic program: an option for in-person academic programming once per week to complement one weekly remote session.

8,954

Individuals signed our petition calling for the return of field permits.



In August 2020, SBU published a safety plan on its website detailing how the organization would follow strict health protocols to allow for a limited in-person return. The document included requirements on (1) Social distancing, contact, and crowd reduction, (2) Maintaining a clean and safe environment, (3) Community screening and symptom monitoring, and (4) Case reporting and tracing protocols. Since SBU returned, the organization has not experienced any cases of spread within the SBU community.

#SBU RESTART

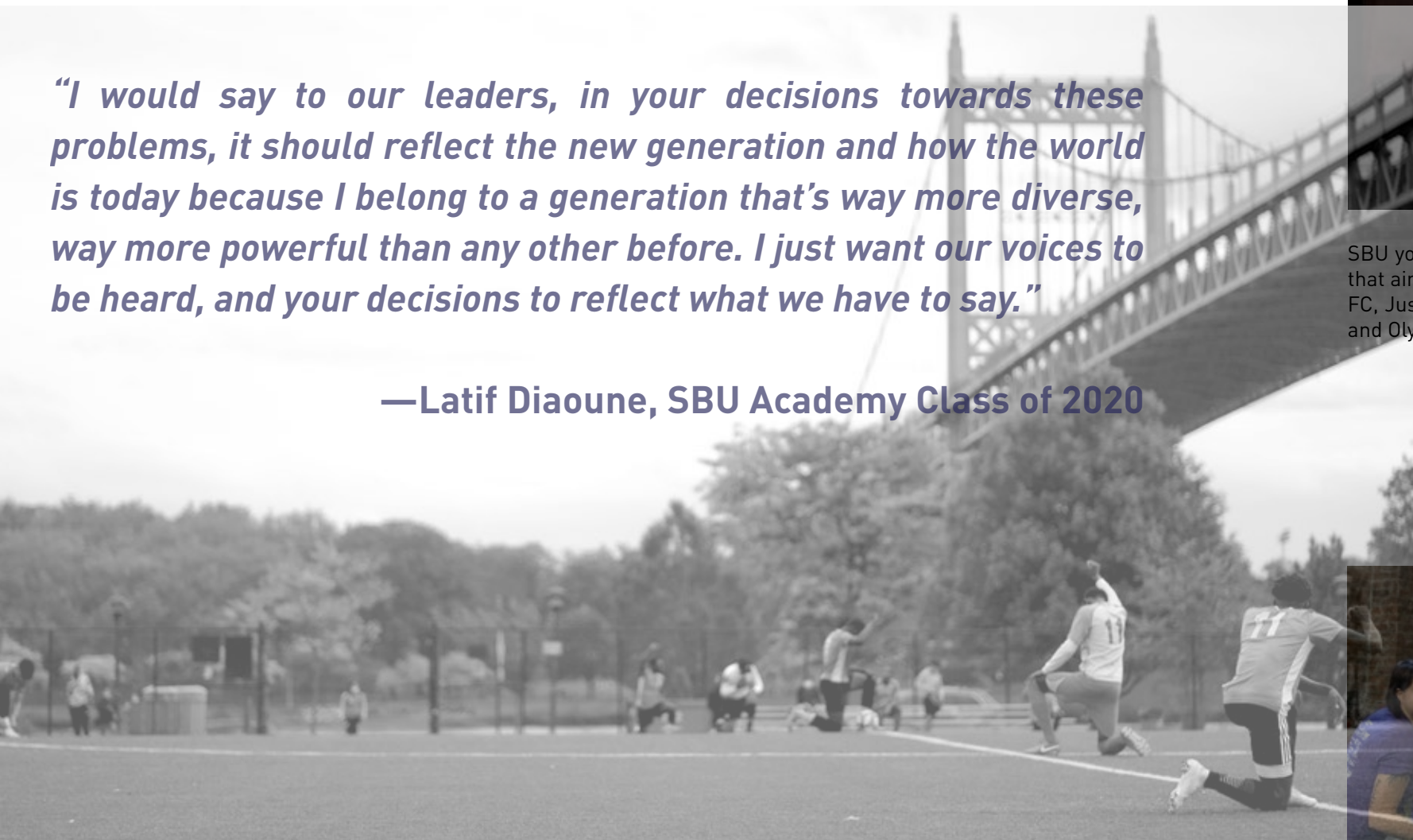
Supported in part by the FIFA Foundation, SBU launched an Activism Club in 2020. Starting from youth council discussions in January, the club began weekly meetings over the summer and continued through the fall.



SBU's Boys and Girls U19 teams made the decision to kneel before their games, often with their opponents joining in solidarity, to express support and raise awareness for Black Lives Matter and issues of social justice.

“I would say to our leaders, in your decisions towards these problems, it should reflect the new generation and how the world is today because I belong to a generation that’s way more diverse, way more powerful than any other before. I just want our voices to be heard, and your decisions to reflect what we have to say.”

—Latif Diaoune, SBU Academy Class of 2020



SBU youth leaders Sanoussi Cisse, Meredith Cazales, and Javi Lopez moderated a discussion with activists in the sports world that aired as part of SBU's 2020 United for Change Benefit on November 19th. The discussion featured Imani Dorsey of Sky Blue FC, Justin Morrow of Toronto FC and the Executive Director of Black Players for Change, and Vin Baker, a former NBA All-Star and Olympian and the current Assistant Coach of the Milwaukee Bucks.



South Bronx United was one of the first members of Play Proud, a global initiative to make our game more inclusive and accessible for adolescents of all backgrounds, genders, and sexual orientations. Throughout 2020, SBU's Play Proud Committee worked to equip coaches and mentors with the skills and knowledge to establish our programs as safe spaces for LGBTQ+ youth. In 2021, SBU aims to make the initiative more pervasive throughout all of its programs and contribute towards a more inclusive youth sports landscape.



In January, students participated in the 2nd annual SBU Academy Day of service. Teams engaged in service and activism projects including packing supplies for families in need and participating in a poverty simulation at Trinity Church.



A set of two community conversations titled SBU Unfiltered in June to allow youth to share their thoughts and feelings on the tragic killings of George Floyd and many others, on the Black Lives Matter movement, and on the devastating impact in their neighborhoods, the Bronx, and New York City.

ACTIVISM



Latif Diaoune

Amaris Carrillo

Joana Olivares

"I want to be a role model to my younger brothers. I want to accomplish my dream of getting a college education that will lead me to a good job where I can help my family accomplish their dreams as well.... Being accepted into Binghamton was an accomplishment for me. I didn't think I would get accepted but all my hardwork and effort has finally paid off."

—Amaris Carrillo, SBU Academy since 2013

"At a young age, I was captivated by the game of soccer. It was an outlet for my energy and conveniently how I connected with many of my friends. This was my very first form of networking and I was completely oblivious to it. With my drive and determination, I quickly became competitive, joining my first team when I was eight. Playing in tournaments and small leagues around New York City, I built further connections with friends and coaches and finally joined South Bronx United, where I found a family away from home. I have played with the same team for seven years and we have grown and improved together through multiple seasons, showcases, and finals, developing a brotherhood that is irreplaceable."

—Latif Diaoune, SBU Academy since 2013

"My mom was denied an education by her parents when she was in Mexico and they made her work in the sowing fields. I always set the goal of pursuing a career and in order to do that I knew I would have to go to college.... I wanted to go through college and have it set me apart from others."

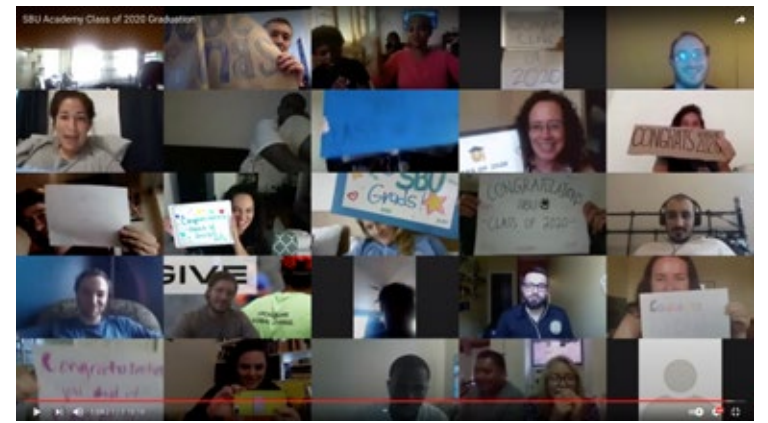
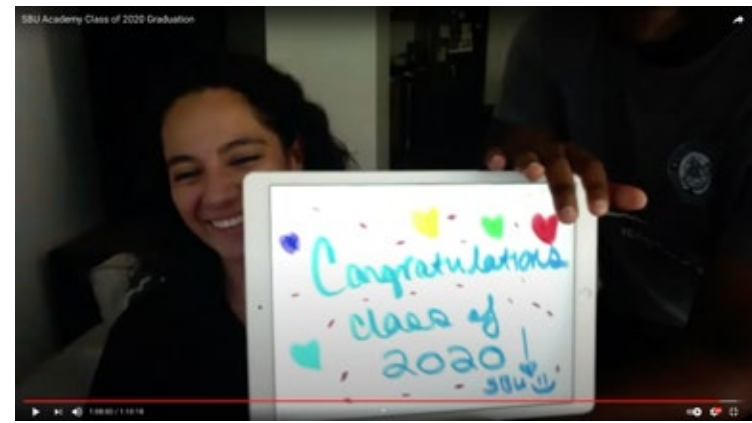
—Joana Olivares, SBU Academy since 2017

SBU ACADEMY CLASS OF 2020

- Prince Amponsah, Wake Forest University*
- Giselle Balvuenza, Cornell University**
- Amaris Carillo, Binghamton University
- Freddy DePaz, Bronx Community College
- Ronny Delgado, Mercy College
- Latif Diaoune, Fordham University
- Kassim Doumbia, Saint Peter's University
- Jordi Flores, Alfred State College
- Kelvin Fosu, Stony Brook University
- Giovanni Grant, Manhattan College
- Kamaludeen Ibrahim, Skidmore College***
- Mohamed Konate, SUNY New Paltz
- Jair Luna, City College

- Maria Martinez, SUNY Oswego
- Jose Mejia, Buffalo State College
- Alou N'diaye, University at Albany
- Mohamed Ndiaye, University at Albany
- Joana Olivares, Manhattan College
- Joan Roque, Lehman College
- Fernando Sandres, Mercy College
- Esmeralda Santos, Lehman College
- Mohamed Traore, Baruch College
- Jose Vargas, New York City College of Technology
- Justin Vidals, Lehman College
- Leslie Villegas, Connecticut College
- Wajay Watson, Iona College

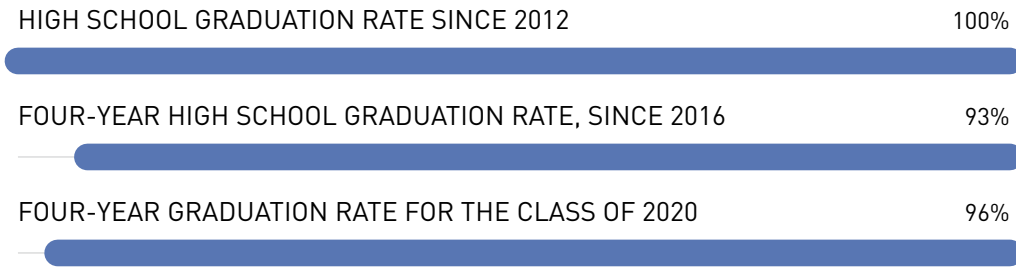
* via New York City FC Academy
 ** via Lawrence Academy
 *** via Choate Rosemary Hall



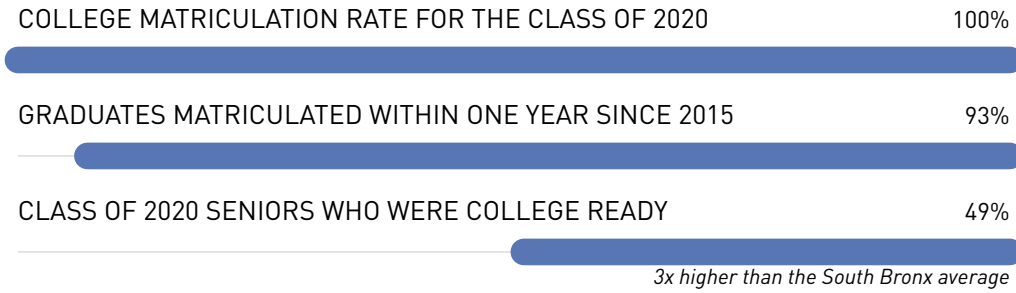
IMPACT



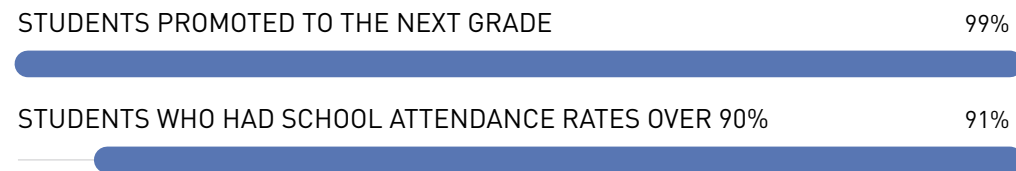
HIGH SCHOOL GRADUATES



COLLEGE MATRICULATION & READINESS



ACADEMIC PERFORMANCE OUTCOMES



MENTORING IS KEY TO THE SBU ACADEMY PATHWAY OF SCHOOL TO COLLEGE TO CAREERS

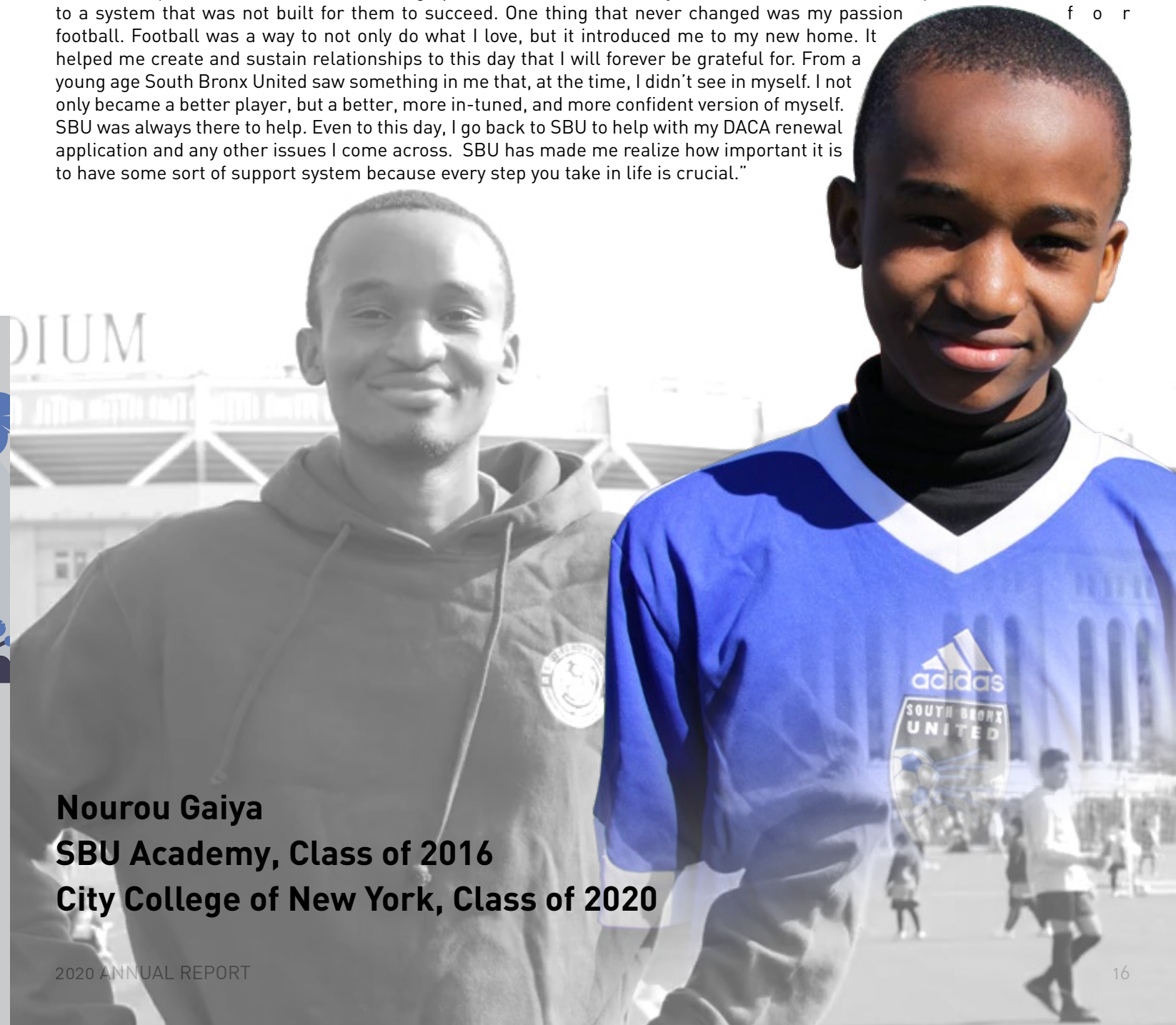


ALUMNI HONOREE

Nourou Gaiya is the first ever student-athlete to complete the 11-year SBU Academy cycle: from sixth grade to college graduation. Nourou left Niger when he was seven years old, reuniting with his parents in the Bronx. He joined South Bronx United as a 10-year-old in 2009, the organization's first year, to explore his interest in soccer. In 2016, after seven years competing on the pitch as a center midfielder and defender and attending SBU academic programming every week, he graduated from the SBU Academy and from Bronx Preparatory Charter School.

Nourou is also a Dreamer, a recipient of the Deferred Action for Childhood Accountability (DACA) program. Ineligible for federal financial aid, he attended college thanks to the City University of New York (CUNY) Dream scholarship and the Cosmopolitan Junior Soccer League Senior Scholarship. In 2020, he graduated from the City College of New York with a Bachelor's degree in International Relations and Affairs. He has pursued his passion for international development and community development as a representative of Environmental Development Action in the Third World (ENDA-TM) and as an intern at the Bronx Defenders. Nourou aspires to one day combine his business acumen with his passion for international development to start his own nonprofit NGO in Africa.

"After arriving in America, I realized how different my life would become. I spoke no English, was not properly acclimated to the school system, and I felt stuck. Growing up in the South Bronx is no joke. I have been witness to my own friends fall victim to a system that was not built for them to succeed. One thing that never changed was my passion for football. Football was a way to not only do what I love, but it introduced me to my new home. It helped me create and sustain relationships to this day that I will forever be grateful for. From a young age South Bronx United saw something in me that, at the time, I didn't see in myself. I not only became a better player, but a better, more in-tuned, and more confident version of myself. SBU was always there to help. Even to this day, I go back to SBU to help with my DACA renewal application and any other issues I come across. SBU has made me realize how important it is to have some sort of support system because every step you take in life is crucial."

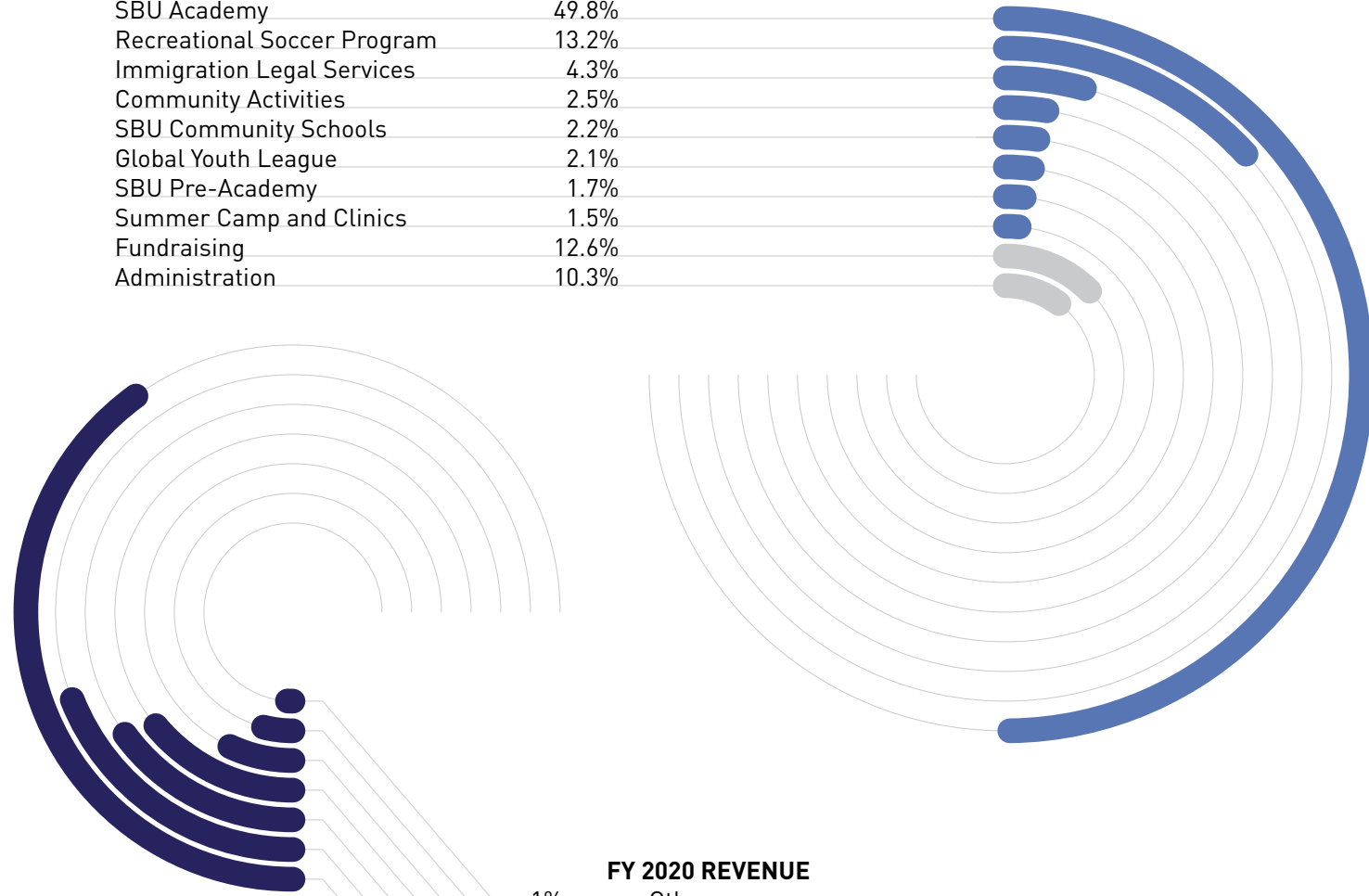


Nourou Gaiya
SBU Academy, Class of 2016
City College of New York, Class of 2020

FINANCIAL SUMMARY

FY 2020 EXPENSES

SBU Academy	49.8%
Recreational Soccer Program	13.2%
Immigration Legal Services	4.3%
Community Activities	2.5%
SBU Community Schools	2.2%
Global Youth League	2.1%
SBU Pre-Academy	1.7%
Summer Camp and Clinics	1.5%
Fundraising	12.6%
Administration	10.3%



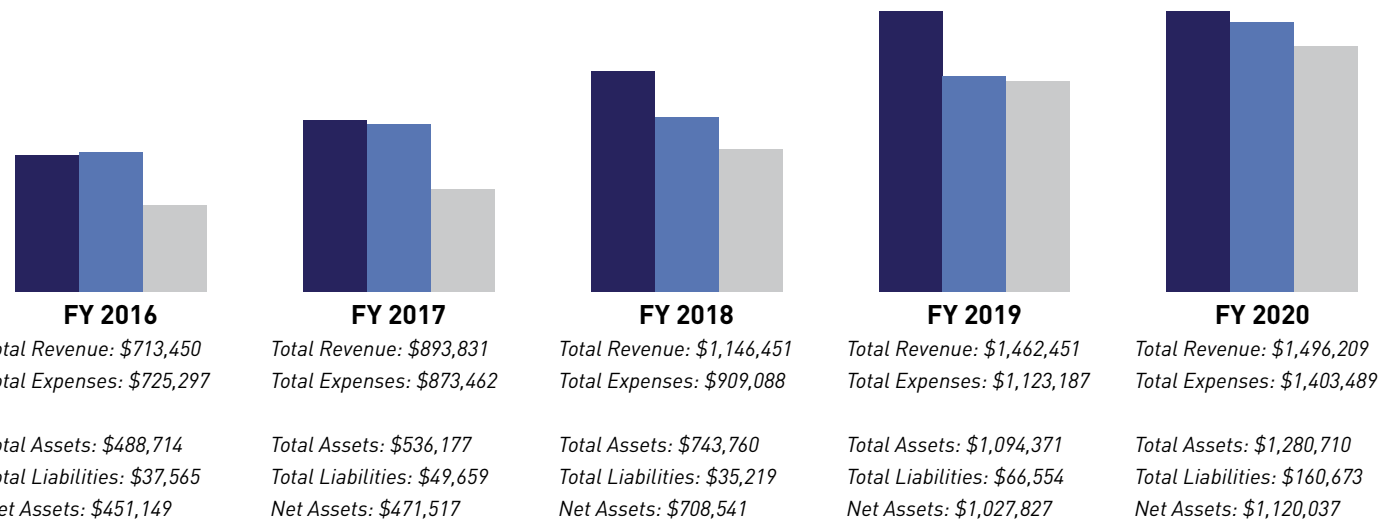
FY 2020 REVENUE

1%	Other
4%	Program Service
7%	Government Grants
14%	Fundraising Events
15%	Corporate Support
19%	Individual Support
40%	Foundation Support

REVENUE

EXPENSES

ASSETS



THANK YOU

South Bronx United is very grateful to all of our donors and supporters for their investment in the South Bronx community and our youth! The following individuals, corporations, foundations, and institutions made South Bronx United's programs possible through their contributions between July 1, 2019 and December 31, 2020.

\$100,000 and Up

Stavros Niarchos Foundation

\$50,000 and Up

Heckscher Foundation for Children

Heisman Trophy Youth

Development Fund

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Jon and Ester Lee

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Ashwin Verma

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William Wolcott

Ginger Woolridge

Mila Yankova and Eric Saraniecki

Anthony Yoseloff

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Connor Bastible
David Beer
Danny Bernstein
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Conner Lachenbruch
Debby and David Lalonde
Yonit Lax

Jonathan Lo
Christine Long
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Jack Mennis
Angel Meza
Myerson Wagner Family
Charitable Fund
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Ali Paksima
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Victor Quiroga
Matthew Regan
Lauren and Debs Salem
Michelle and Danny Scaramellino
Julien Schoenlaub
Patrick Shields
Peter Siris
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David Strider
Ellen Sudow
Victor Svensson
Pamela and Charles Swearingen
Joshua and Elizabeth Timian
U.S. Soccer Federation
The Vitaliano Foundation
Dana Vandagriff
Ashley Wu
Alexander Wynn
Peter and Lily Yam
Nathaniel Zilkha

In-Kind All-Stars (over \$1,000)
Adidas
Bronx Brewery

Corporation of National and
Community Service
Dos Toros Taqueria
Elevate Catering
Haus
Heineken USA
Lagunitas Brewing Co.
LeagueApps
Major League Soccer
New York City Office of School
Food
Nike, Inc.
PricewaterhouseCoopers
Relish Caterers
Shake Shack
SportsRecruits.com
Team Prep LLC
Tens Club
Upper 90
World Vision

Partners
Bottom Line
Boys Prep Bronx
Bronx Immigration Partnership
Careers in Sports High School
Catholic Charities of the
Archdiocese of New York
City in the Community
Corporation for National and
Community Service
Future Leaders in America
Girls Prep Bronx Elementary
School
Laureus USA Sport for Good
Foundation
Montefiore Hospital Sports
Medicine
Morgan Stanley Institutional

Nonprofit Collaborative (MS
Inc.)
Mott Haven Educational Campus
New York City FC
New York Immigration Coalition
NYC Footy
NYC Parks and Recreation
Department
Randall's Island Park Alliance
PlaySoccer2Give
Public Prep Network, Inc.
Raising the Bar
Sauti Yetu Center for African
Women and Families
Sky Blue FC
South Bronx Health Center
Sporting SC
streetfootballworld
Terra Firma NYC
TrustLaw
U.S. Soccer Foundation
UA3
Up2Us
WHEDco
World Vision
Youth Inc.



Coe Walker

Leaders (5-24 Hours)

Stephanie Acosta
Jessica Anguiano
Emmanuel Ansah
Lisa Arnold
Aristarchus Arowoile
Varun Arte
Emmanuel Avila
Ramatoulaye Bah
Ron Basumallik
Ron Basumallik
Andreas Becker
Nicola Benatti
Carlos Bhanji
Lauren Blum
Jenelle Bonner
Alex Brashear
Chelsea Bravo
O'Jay Burgess
Daniel Butler
Ben Cadwallader
Kiyomi Calloway
Heather Cannady
Jamie Canton
Amaris Carillo Gonzalez
Aine Chalmers
Nandhini Chandramoorthy
Inhwan Chi
Jonathan Ciriaco
Parker Conneen
Fabian Crudele
Elise Czajkowski
Craig Davis
Carlos de la Lama
Ash Dean
Lily Delgado
Wilfrido Diaz

Nicholas Dominguez
Christopher Doyle
Damien Ekechukwu
Elias Everett
Sean Farrow
Louise Favre-Gilly
Victor Feffer
Parker Ferguson
Chanelle Figueroa
Madison Filzer
Tom Foster
Michael Fox
Frankie Gallucci-Jenkins
Krysten Garcia
Liam Gibbons
Sara Gomez
Conor Gray
Channon Green
Dena Greenbaum
Vanish Grover
Julia Hamilton
Safwan Hazari
Stephen Henriquez
Francisco Hernandez
Jim Hertzberg
Hannah Howroyd
Aimee Hubay
Cheryl Jacobs
Josh Jagota
Nicholas Jarratt
Lily Jebejian
Mary John
Allisen Johnsen
Kirk Jones
Ahmed Kemal
Zachary Klinger
Bryan Knapp
Marvin Koceku
Shaan Koduro

Lawrence Krieger
Vinu Kumar
Paul Kushner
Matt Laird
Colin Lamb
Catherine Lantigua
Dayanna Larios
Victoria Lebronq
Yujie Leng
Carolyn Lengel
Arielle Linsky
Julia Littlehale
Diana Llivisaca
Jonathan Lo
Kevin Lombard
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Magdalen Lucci
Michelle Lucero
Russell MacArthur
Julianne Maeda
Ismail Marraki
Mila Martin
Edwin Martinez
Russ Martonis
Katherine Mashikan
Trevor Mauck
Antoine Mayweather
Matt McMullan
Gulshan Meem
Ana Mejia
Felipe Mejia
Dylan Meredith
Harrison Meyer
Angel Meza
Angie Miguel
Matthias Milton
Andriy Moisyeyenkov
Christian Monsanto
Farhan Mostafa

Nicholas Mulford
Janvi Nanavati
Deborah Navins
Kevin O'Hanlon
Joana Olivares
Julian Pablo
Lucas Pace
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Tyira Singleton
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Claire White-Dzuro
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Chad Wilson
Jennifer Wilson
Ginger Woolridge
Mark Yeager
Tszman Yeung
Patricia Young
Naishan Yu
Geoffrey Zartarian
John Zhou
Joseph Zoyhofski

VOLUNTEERS

South Bronx United programming would not be possible without all the incredible volunteers dedicating their time to serving South Bronx youth. Thank you! The following individuals were our top volunteers between July 1, 2019 and June 30, 2020 for an estimated total of 10,000 hours.

Legends (100 Hours or More)

Jack Andrews
Maddie Dale
Adam Dicce
Megan Farr
Anila Fnu
Edward Gbekie
Leslie Gutelius
Mohamed Jagne
Jai Khandpur
Matt Lalonde

Wyatt Marshall
Nevan McCann
Katelan Newman
Lizbeth Nunez
Josh Son
Eric Strebel
Josh Timian

MVPs (50-99 Hours)
Nicholas Buxton
Sarah Jessup

Elizabeth Timian

All-Stars (25-49 Hours)

Hunter Bosson
Katharine Callahan
Isis Castillo
Ross Cato
Emily Chun
Dwight Davis
Francis Dsouza
Zoe Heller

Brendan Murphy
Kelly Ng
Romulo Novillo Jr.
Sean O'Keefe
Luke Orland
Carlos Quito
Elizabeth Roper
Tyra Stewart
Leda Strong
Sneha Subramanian
Raphaël Viguier

TEAM SBU

Administration

Andrew So
Executive Director

Mario Biancamano
Director of Operations

Caitie Adams
Development Director

Joshua Guerra
Comms and Community Outreach Manager

Lillian Martinez
Office Coordinator

Katelan Newman
Development and Communications Assoc.

Programs

Bridget Hillin
SBU Academy Program Director

Andy Jenkins
Director of Soccer Programs

Jessica Marroquin
Director of College Guidance and Alumni

Lynn Thach
High School Education Director

Hector Maquieira
Middle School Education Director

Sara Gomez
Immigration Services Program Manager

Djedji Camara
Social Services Program Manager

Mario Cornejo
College Success Coordinator

Sam Kellogg
Community Soccer Programs Coordinator

Reindorf Kyei
Soccer Operations Coordinator

Alondra Vasquez
Volunteer Coordinator

Coaching Staff

Julieth Noguez Adorno
Americorps Up2Us Coach-Mentor

Ronny Delgado Zavala
Americorps Up2Us Coach-Mentor

Carmel Addae
Coach-Mentor

Jorge Guiracocha
Coach-Mentor

Jai Khandpur
Coach-Mentor

George Nantwi
Coach-Mentor

Daniel Vergara
Coach-Mentor

Lia Zelada
Coach-Mentor

Jefferson Baum
Coach





South Bronx United

192 E 151st Street, 5th Floor, Bronx, NY 10451 | (718) 404-9281
info@southbronxunited.org | www.southbronxunited.org