

SOUTH BRONX UNITED

Annual Report

2010-2011



Building Leaders and Scholars Through Soccer



South Bronx United
2010-2011 Annual Report

Table of Contents

Letter from Executive Director
Mission and Vision
Programs Overview
Financial Report
Youth Profiles
Gift Report
Volunteers
Board of Directors and Staff



SOUTH BRONX UNITED, INC

Annual Report

2010-2011

Letter from the Executive Director

Soccer changes lives. That's a fact. A Google search of the exact phrase "soccer changed my life" reveals 14,500 results. No other sport comes even close. The phrase "football changed my life" is not far behind, but at least three-fourths of those results refer to the world's football.

At South Bronx United, we embrace this fact. Every one of the 500 boys and girls who participated in our programs last year came to the organization because of soccer. To many of them the sport is one of the driving forces in their lives: In a preliminary survey of South Bronx United travel program youth (part of a study commissioned by Bard College), 61% of said soccer was extremely important to them. 100% agreed that soccer was either important or extremely important.

South Bronx United's challenge is to use this passion for soccer to open the eyes, ears, minds, and hearts of our youth. To truly change lives, we take youth beyond the soccer field. SBU youth respond to adults who share their passions and show an interest in them. Coaches, staff, and tutors provide a support network that is missing from many of their lives. 76% of those surveyed reported that they would go to a South Bronx United coach for help with trouble in home or school. They begin to see the value in education, gain the academic skills to improve in school, develop leadership skills, and build a sense of individual responsibility.

Over the first two years of this organization we have seen the change with so many youth, but in 2010-2011 we truly began to feel it. We achieved numerous successes on the field:

- SBU served more youth than ever before: over 500 boys and girls.
- The SBU Rising Stars—20 girls, ages 14-18—took the field, sponsored by Estée Lauder Companies; the first ever girls' high school travel team in the South Bronx.
- Travel and recreational participants developed as soccer players, as athletes, and individuals.
- Five boys travel teams garnered multiple trophies (including 1st and 2nd place finishes in the Cosmopolitan Junior Soccer League at the U17 and U13 age groups).
- The 2nd Annual SBU College Showcase Tournament welcomed twenty college coaches to recruit talent from the Bronx and the New York metropolitan area.

More importantly, however, South Bronx United made huge strides with youth off the field:

- In its first year, the After School Tutoring Program provided homework, test prep, and academics every weekday offering 80 youth a needed place for adolescents to go after school.
- SBU high school students gained essential exposure to the college process through college nights and college visits.
- 11 high school seniors graduated high school and enrolled in college.
- Literacy Day distributed over 500 books into the homes of children.
- As of June, the new Summer Soccer Scholars program was preparing to deliver academic, character development, and athletic programming to 55 boys and girls during the summer.

Despite all the growth that we experienced over the past year, this new year will be our most defining year to date. With each South Bronx United program now building off at least one year of experience, the organization, staff and volunteers have the opportunity to further improve upon the quality of services. We will ensure that South Bronx youth continue to improve academically, physically, socially, and emotionally. We will know through the story of each youth, some of which are told in the following pages. I hope that in reading South Bronx United's 2010-2011 Annual Report, you will learn about the great work that has been done and accomplishments that have been made. I also hope you will see the tremendous potential that still lies ahead of us. This potential is attainable thanks to the continued support of numerous organizations, foundations, businesses, and individuals like you.

Sincerely,



Andrew So
Executive Director
South Bronx United



Guiding Goals

1. Develop thoughtful, team-oriented leaders prepared to contribute to society and their community.
2. Increase youth educational achievement, awareness, and attainment in a community with the lowest academic achievement of any district in New York State.
3. Draw at-risk youth away from gangs, violence, and risky behaviors and towards positive activities.
4. Address issues of youth health and wellness among youth.
5. Unite a community of diverse populations and vibrant cultures towards common positive goals.
6. Develop soccer players who demonstrate good technique, tactical awareness, and teamwork.

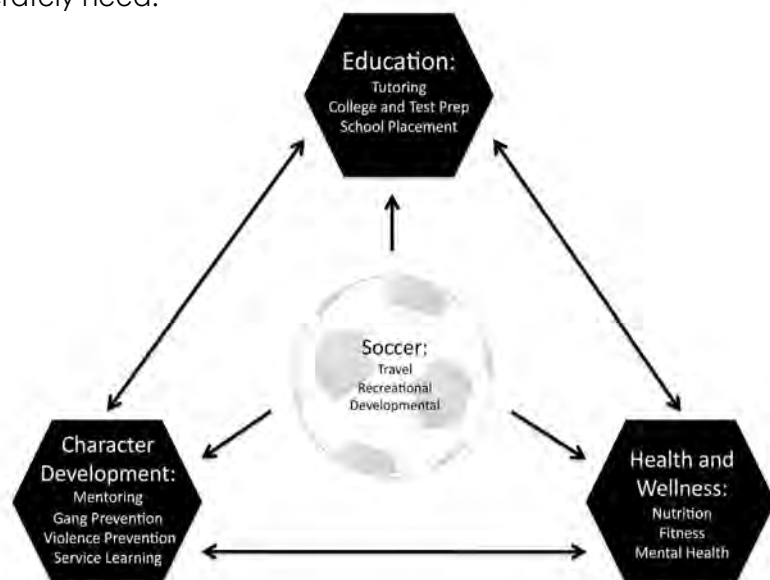


SBU MISSION

South Bronx United uses soccer as a vehicle for social change. South Bronx United aims to help youth build character, teamwork, and leadership so that they can succeed in high school, college, careers, their community and beyond. South Bronx United strives 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.

Vision/Future

“Soccer for Social Change,” an SBU motto, just glosses the surface of South Bronx United’s vision. Soccer is the catalyst, but social change will result from other services that can make a broader impact. The Bronx’s immigrant community is particularly in need of support and soccer provides an ideal entry point for many youth and families. Soccer is the tool to attract youth, to draw them away from gangs and other risky behaviors, to help them develop strong character and community awareness, and to steer them towards future success. To ensure the academic, social, emotional, and physical well-being needed to achieve these goals, South Bronx United must begin to provide youth and family services in a range of areas and expand academic and career development programs. Ultimately, South Bronx United aims to trigger community change as a center that brings youth and their families together through the world’s sport and provides the supports they desperately need.



500 - youth registered in our programs during 2010-2011.

26 - countries of birth represented on travel teams.

2010-2011 Program Overview

Education Program

After School Tutoring Program

100 youth served. Boys and Girls, Ages 10-18

Held every weekday afternoon to assist youth with homework, study skills, test prep, language skills, and overall academic development, the program is open to all travel program youth and is held at the Urban Assembly School for Careers in Sports.

College Prep Program

60 youth served, Boys and Girls, Grades 9-12

College Prep activities increase college awareness, improve college preparation, and assist with graduation requirements. Also includes college campus visits, test preparation, and college application assistance. SBU is beginning an SAT Prep program in 2012.

Summer Soccer Scholars

55 youth served, Boys and Girls

The Summer Soccer Scholars Academy is a 4-week summer program that combines academics, life skills, and soccer and fitness training.

SOCCER PROGRAMS

Travel Program

100 youth served. Boys and Girls, Ages 10-19

Competitive program gives youth the opportunity to be part of a close-knit team all year round, compete throughout New York City and State, and receive quality training. Affiliated with the East New York Youth Soccer Association (ENYYSA) and US Youth Soccer. Youth are required to participate in education and character development programming.

Recreational Program

400 youth served. Boys and Girls, Ages 4-18

Open to all children to participate in Fall and Spring seasons, training and games. Promotes health and wellness through good nutrition and active lifestyles.

Developmental Program

500 youth served. Boys and Girls, Ages 4-18

Emphasizes player and character development of children at all levels with special events, clinics, and spring and summer break camps. Events included clinics and camps with the New York Red Bulls, U.S. Women's National Team players, Monroe College, and Mexican National Team star Claudio Suarez. The after school Soccer for Success program began in the Fall 2011 supported by the U.S. Soccer Foundation.

CHARACTER DEVELOPMENT

100 youth served. Boys and Girls, Ages 10-18

Activities develop youth leadership and community awareness including leadership summits and workshops and community service. Emphasis on teamwork, sportsmanship, and character growth on the field. Coaches and staff serves as mentors.

HEALTH AND WELLNESS

500 youth served. Boys and Girls, Ages 4-18

Emphasis on good nutrition and active lifestyles to fight obesity includes an organic snack food partnership.

2010-2011 Student Highlights

- 11 graduates began college in Fall 2011.
- 100% graduation rate for students with tenure of at least 1.5 years with SBU.
- 2 first place finishes in the city by travel teams.
- 9 youth set up with summer jobs
- 2 student athletes sent to the 2010 National Youth Leadership Institute

2010-2011 FINANCIAL REPORT (July 2010 – July 2011)

Income

Corporate	\$42,092	36%
Foundations	\$33,900	29%
Program Service*	\$21,544	19%
Individual	\$7,996	7%
Government Support	\$4,500	4%
Nonprofit Organizations	\$3,610	3%
Fundraising Events	\$1,250	1%
Other	\$829	1%

Total Income \$115,719

Expenses

Programming	\$84,855	85%
Administrative	\$14,134	14%
Fundraising	\$972	1%

Total \$99,961

* Includes player contribution of \$0-\$60 a year for soccer programs and SBU hosted tournament fees.



YOUTH PROFILES

Mariela Cipriano, 13, SBU Rising Stars

No one was more excited about South Bronx United's new girls travel team than Mariela. For two years she had been part of South Bronx United, waiting for any chance to play the sport she loves. Even before the start of the recreational program, which opened up opportunities for girls she would train with the SBU 97 Strikers, the boys travel team at her age group. Although most boys may have been physically stronger and faster, Mariella never backed down from any challenge. In fact, her fearlessness and her technical ability allowed her to compete evenly with boys in clinics, camps, and training. When the girls travel program finally kicked off in spring 2011 with a high school team, Mariela again had an uphill battle as a seventh grader competing with high school students. Despite being up to four years younger than some girls, she again stepped up to the challenge, making the team and even becoming a regular starter. Now an 8th grader carrying an 86 grade average, she is looking forward to attending high school in Washington Heights and is glad to have the assistance of South Bronx United staff. She is ready for more challenges as the SBU Rising Stars prepare for their first full season.



BY THE NUMBERS

- 435 - hours of after school tutoring provided
- 47 - hours of soccer programming per week
- 38 - total teams in recreational and travel programs
- 10 - hours per week spent by travel youth with SBU
- \$155,584 - raised through June 2011 to support SBU youth

2011 Graduating Class

- Hector Aguilar - Lehman College
- Carmel Addae - Morrisville State College
- Jeff Asare - Undecided*
- Ahmed Bagigah - College of Staten Island
- Kimani Hines - Monroe College
- Erick Hungria - Monroe College
- Mohamed Jalloh - Borough of Manhattan CC
- Christstely Mboundou - Monroe College
- Francisco Mendoza - Hostos CC
- Nathanael Ojeda - Monroe College
- Kebba Sanneh - Undecided*
- Leudy Veras - The City College of New York
- Daniel Vergara - New York City College of Technology
- Sheick Wattara - SUNY Maritime College

*Awaiting financial aid

Daniel Oduro, Alumni, SBU Class of 2010

Daniel Oduro joined the South Bronx United U19 team in shortly after arriving in the Bronx from Kumasi, Ghana. As a child, soccer was his passion and he couldn't go a day without playing. Thanks to South Bronx United's first College Showcase Tournament, Daniel's strength and skill caught the eye of college coaches at NCAA Division I schools as well as the ASA College, an up-and-coming junior college. As a recent immigrant without formal testing preparation speaking English as a second language, Daniel fared poorly on the SATs. This prevented him from taking a full-ride scholarship to more established schools; however, ASA still offered Daniel a full-ride athletic scholarship. There, he has succeeded on and off the field, maintaining a 4.0 GPA while studying to be a medical assistant, and being named the team captain. Daniel is poised to transfer in 2012 in order to pursue a bachelor's degree and a potential career in radiology, while continuing to play soccer at the highest level. He says: "Everything I am in soccer now all started from South Bronx United. [Before I moved here] all I thought about was soccer, just to play and nothing about education. Ever since I stepped my feet on the South Bronx United soccer field I realized that they are not just there for soccer but also about focusing on the education side... My plan for next year is to continue my education to the highest level in one of the best schools in the country and help build a better South Bronx United in the future."



Sheick Wattara, 17, SBU 93 Sonics

"South Bronx United is my home away from home," says Sheick, who graduated in June from the Urban Assembly School for Applied Math and Science. "Not only did I get to enjoy doing what I love most at the club: playing soccer, SBU has also provided me with academic help over the course of my final two years in high school and played a major role in my admittance to several universities."

Sheick, whose parents are from the Ivory Coast, joined the SBU 93 Sonics' first season after moving to the Bronx. He was so excited to play that he contacted the organization while still living in Ohio. Soccer was one way for him to get out of a crowded home that includes one sister and three brothers; including Mahtche who plays for the SBU 97 Strikers (his other brothers prefer American football). During his two years with the organization, Sheick maintained a 3.0 GPA but also became a leader on and off the field. He represented South Bronx United on a health and wellness advocacy youth panel for the Alliance for a Healthier Generation (below) and the New York City YouthBridge Leaders to Leaders Youth Summit. Both experiences have motivated him to consider a career in diplomacy. Sheick was accepted to several top private and state universities, before deciding to attend the State University of New York at Maritime College in order to stay close to home. He concludes: "As I ready for college and future endeavors, I am grateful for everyone at SBU, from my coaches to teammates and everyone who keeps the club going, for all the work and time they have put in me the past two years. I know I am a better and smarter person (and of course better soccer player)."



SOUTH BRONX UNITED GIFT REPORT 2010-2011

The following individuals and institutions provided support for South Bronx United. YOU make this all possible! South Bronx United is very grateful for your investment in our youth!

Donors and Supporters

Diamond (\$10,000 and up)
New Yankee Stadium Community Benefits Fund
i.e. Design Events Inc.

Platinum (\$5,000 to \$9,999)
Estee Lauder Companies

Gold (\$2,000 to \$4,999)
AC Juniors
AllState Insurance
The Moriah Fund
Smalls Electrical Construction

Silver (\$1,000 to \$1,999)
All Stars Helping Kids Foundation
Susan A. and Donald P. Babson Foundation
AT&T
Goldman Sachs
Margaret and Richard Greenawalt
Laura B Volger Foundation
New York Red Bulls
Nike
Tuck It Away Storage
Unilever US Foundation

Bronze (\$500 to \$999)
Grady Levkov and Co.
Jewish Community Relations Council Youth Bridge
Play Soccer 2 Give
Brian Samuels
Stephanie and Andrew So

Sponsors (\$100 – 499)
David and Joyce Adamson
Kevin Adamson-Jackes
John Adonai
Anonymous
Paul Carberry
Courtney Carroll
Challenger Sports
Collective Cares
Robert Clements
Thomas Conboy
Dylan Dodd
Natalia Echeverria
Raj Gandesha
Charles and Elizabeth Gleason
Timothy Goodell
Jeff Greenspan
Frederick Jackes
Martin Jacobson

Sponsors (\$100 – 499)
Jolly Blast Productions
Derek Lee
Legends Photography
Vincent Mai
Major League Soccer
The Marquesano Family
Nathan Auction and Real Estate
Evan Odim
Michael Porta
Matthew Steege
Jeffrey Sandgrund
Daniel Tierney
Ellen Tolmie
Justin Tuyay
U.S. Soccer Foundation
Work In Progress NYC

Friends (\$99 and below)
Megan Admson-Jackes
John Beck
Frank DeRose
Daniel Diamond
Mark Edmonds
Sidney Glass
Emmanuel Harris
Mikell Iles
Jeffrey Lipson
Lucas Nathan
Carl Oliver
Michael Saperstein
Jeff Saunders
Mike Schall
Max Stewart
Sean Sutherland
Scott Szul
Erika Tarantal
Village Soccer Shop
Harund Zankel

In-Kind Support

South Bronx United would also like to acknowledge the following companies and institutions for donating invaluable resources, time, and services.

Berry Hill Elementary School
Creer Initiative
DXA Design
Growth Through Sport
Half-Price Books
Hostos Community College
i.e. Design Events
iSoccer.org
Kiwi Magazine
Monroe College
Mosaic Languages
NYC Department of Youth and Community Development
NYC Parks and Recreation Department
New York Red Bulls
Peter Rabbit Organics
Seward and Kissel, LLC
Urban Assembly School for Careers in Sports



Volunteers

South Bronx United would like to acknowledge the following individuals for providing invaluable resources and tremendous support as coaches, tutors, mentors, committee members, and much more.

- Zulema Guajardo
- Xiao Lei Guo
- Kristen Hackett
- Dave Hahn
- Daniel Hoyos
- Grant Hunter
- Adia Johnson
- Chad Kaser
- Michael Kebede
- Elizabeth Keller-Trip
- Matthew Kenji Lesyk
- Alex Klosterkemper
- Jenny Ko
- Sara Lesko
- Evan Ma
- Matthew Mackarevich
- Asia Marchaman
- Russell Martonis
- James McDonagh
- Derek McKechnie
- Seamus McKiernan
- Elkin Mejia
- Roey Mizrahi
- Jillian Moran
- Cassidy Morris
- Lucas Nathan
- Guillermo Nemirovsky
- Phuc Peter Nguyen
- Yahaira Nova
- Victor Nwokocho
- James Offut
- Carl Oliver
- Uzo Ometu
- Frank Osborn
- Dhurata Osmani
- Felipe Osorio
- Cayce Pack
- Jee Young Park
- Lara Pizzato
- Katherine Polin
- Kris Pollina
- Shervin Rezaie
- Nikki Riegler
- Samara Rudolph
- Ivan Salas Orono
- Roberto Salas Silva
- Michael Saperstein
- Emily Sawicki
- Pranav Sawjany
- Chris Schonberger
- Geeta Seepersaud
- Ronald Sequiera
- Alberto Silva
- Bakary Sise
- Shantay Stevenson
- Jane Sullivan
- Marie-Alix Tabuteau
- Charlton Tabuteau
- Angelika Tapia
- Daniel Tierney
- Jonathan Tootell

- Kevin Adamson-Jackes
- Karen Adgers
- Wesley Adjei
- Hercules Andrade
- Duncan Asiedu
- Giovanna Ayala
- Ugo Belu
- Mara Black
- Marva Brown
- Steve Burnstin
- Cathy Casey
- Pedro Chavarria
- Subin Cho
- Bryan Ciambella
- Courtney Carroll
- John Casey
- Aderonke Coker
- Douglas Cortese
- Rose Costello
- Megan Crawford
- Allan Damkilde
- Domingos Dias
- Tara DiLuca
- Natalia Echeverria
- Isaac Edusei
- Kaitlin Finnegan
- Anthony Fischer
- Sandra Galvin
- Spencer Gantsoudes
- Nicole Gittens

- Justin Tuyay
- Nikul Ukani
- Stephanie Vasconez
- Herve Vixamar
- Chi Vu
- Christine Watts
- Allison Whip
- Christie Wilson
- Earl Wilson

Travel Program Volunteer Coaches

- Allan Lazarovici
Coach, SBU 99 la Furia Azul
- Ajani Clunie
Coach, SBU 99 la Furia Azul
- Brian Samuels
Assistant Coach, SBU 97 Strikers
- Jim Hertzberg
Assistant Coach, SBU 97 Strikers
- Andrew So
Head Coach, SBU 97 Strikers, SBU 95 Blue Devils
- Tenzin Yeshay
Assistant Coach, SBU 95 Blue Devils
- Gerardo Andres Hardy Gonzalez
Assistant Coach, SBU 95 Blue Devils
- George Nantwi
Head Coach, SBU 93 Sonics
- Ken Irish-Bramble
Head Coach, SBU U19 Golden Eagles
- Kimani Calnek
Assistant Coach, SBU U19 Golden Eagles
- Jenica Bridges
Head Coach, SBU Rising Stars
- Maria Gama
Assistant Coach, SBU Rising Stars
- Jose Lopez
Assistant Coach, SBU Rising Stars

South Bronx United Interns

- Andrew Durkin - Summer 2010
- Jennifer VanSparrentak - Summer 2010
- Eric Chin - Fall 2010
- Hafsa Muhammad - Spring 2011
- Ayana Anderson - Spring/Summer 2011
- Tiffani Miller - Spring/Summer 2011
- Rachel Epley - Summer 2011
- Daniel Khan - Summer 2011
- Gerson Lanza - Summer 2011
- Kristopher Robinson - Summer 2011
- Bruno Roche - Summer 2011



"Ever since I stepped my feet on the South Bronx United soccer field I realized that they are not just there for soccer but also for focusing on the education side too."

- Daniel Oduro, SBU Class of 2010

"I love South Bronx United because it helps me be a better person. It helps me get out of trouble, and I just really love soccer!"

- Rachel Balbuena, 11

"I have never been part of a team like this before. We are not just friends—we are a big family."

- Iyayi Imade, 15

"I found the [recreational] league and the people who ran it absolutely fantastic! My wife kept teasing me asking who's having more fun, you or Aaron? [South Bronx United] brings parents and kids out together. Too many times I see kids in the park alone or mom and dad are just not paying attention."

- Charlton Tabluteau-Swinton, Coach and Parent

"It's been amazing how fast SBU has grown in the past year. What the future can potentially bring is simply unbelievable. On the field, adding the girls program has helped filled a major niche in the community for young women interested in the sport while the recreational league continues to grow as a community staple. Off the field, adding events such as Career Day and more college nights to the existing educational programs shows the club's commitment to playing a major role in the personal and academic futures of its members."

- George Nantwi, Coach, SBU 93 Sonics





Board of Directors

Cathy Casey, Chair
i.e. Design Events Inc.

Dave Hahn, Secretary
Grady Levkoy and Co.

Brian Samuels, Treasurer
MACRO Consulting Group

John Assadi
Assadi & Milstein, LLP

Steve Burnstin
Wilson, Elser, LLP

Juan Cervantes
U.S. Postal Service, Learning Disabilities Support
Center of New York

Maria Gama

Lucas Nathan*
Town Real Estate

Andrew So
Executive Director

Stephanie So
Estee Lauder Companies

Sabidou Sylla
Bronx Preparatory Charter School

*New Board Member for 2011-2012

Staff

Andrew So, Executive Director

Carlos Bhanji, Director of Operations

Geeta Seepersaud, After School Program Coordinator

South Bronx United, Inc.
199 Lincoln Avenue, Suite 319, Bronx, NY 10454

Phone: 718.404.9281
Email: info@southbronxunited.org
www.southbronxunited.org