

**To: Members of the Loudoun Soccer Community**  
**From: Tom Thomas, on behalf of the Loudoun Soccer Board of Directors**  
**Date: May 2nd, 2011**  
**Subject: Q1 2011 Organizational Update**

Hello everyone,

Before we proceed further into our organizational update, we wanted to share our mission statement and core values:

#### **MISSION STATEMENT**

Our mission is to provide soccer programs within our community that develop and motivate players to maximize their potential as athletes and people via a life-long love of the game.

#### **LOUDOUN SOCCER CORE VALUES:**

Sportsmanship, Fairness, and Safety

Respect, Trust and Inclusion

Courtesy, Dignity and Integrity

Commitment, Stewardship and Accountability

One Club, One Mission!

As you can see, one of our core values encompasses commitment and accountability. You may remember from our message in November 2010, we committed to providing a quarterly update on the performance and progress against the key objectives of our organization. Read below for some of the highlights on our progress.

#### **The 2011 six key objectives are:**

- Financial Management/Efficiency
- Club & Business Management
- Fundraising
- Quality of Program/Player Retention
- Community Outreach
- Marketing & Public Relations

#### **Objective 1 – Financial Management and Efficiency**

- In November, we committed to improve our financial reporting framework to **create full transparency of the club's financials**. We are proud to **report for the first time, we have posted our 2009 Federal Tax Return, our 2010 and Q1 2011 financial statements on our website**.
- We looked for efficiencies within our operations and our Executive Director conducted a reorganization of the office staff which resulted in the conversion of two part time staff to full time, **extended office hours for the convenience of members and the creation of a new position (Fundraising Manager), all without adding any additional payroll costs**.
- We also **created a comprehensive budget for 2011** to effectively manage the financial operations of the club.

- We are moving our fiscal calendar to be in-line with our playing calendar so starting July 1, 2011, the fiscal year will be July 1st to June 30th

- As of January 1st 2011, we are operating under a new General Ledger which will allow us to more closely monitor our program income and costs to continue to help identify and drive financial efficiencies in club operations.

## **Objective 2 – Club and Business Management**

- On the field development front, progress continues with Loudoun Soccer's development of two lighted turf fields in Leesburg. **Last week, we received the long awaited approval from VDOT and expect ground breaking to occur in less than thirty days with completion by late summer/early fall.**

- All monthly board meeting minutes for 2011 are posted on our website.

- Policies and Procedures of the club will continue to be reviewed and completed throughout 2011.

- We have passed a resolution to create a committee to review and recommend changes to the club's current by-laws.

- We have **created a new convenient on-line option for our Recreation program parents to purchase uniforms and player kits** – another first in the history of our Recreation program.

## **Objective 3 – Fundraising**

- In an effort to improve the Club's overall fundraising program, we are in the process of hiring a Fundraising Manager. **In the first quarter of 2011, we managed to apply and receive grants from Visit Loudoun (\$5,000), Liberty Mutual (\$2,500) and All State (\$1,000).**

## **Objective 4 – Quality of Program/Player Retention**

- We managed to have **record player registration** numbers for the Spring 2011 season.

- We supported the County Board of Supervisors to establish Philip Bolen Park in Leesburg. We are excited to announce that the Park is expected to open by May 14, 2011 which will provide **six full size lighted fields.**

- In Q1 2011, we **aggressively worked to fill the Technical Director position** which was vacant since 2008. We are excited to have Darryl Gee as our new Technical Director and he has contributed greatly in the short two months he has been in this position. **He has added two college coaches to our training staff and hired 5 new coaches to our coaching staff, all of whom are part of the Virginia Olympic Development Program staff.**

- In Q1, we also **made a significant decision to join the VCCL.** More details on this league are on our website but Loudoun Soccer is one of only 8 soccer clubs that were selected to join the VCCL North region. **This league will provide our top tier travel teams high level competition against other local member clubs as well as against the South region.**

- For the Spring season, we enhanced our Recreation training program to include professional trainers for the U7 age group without any additional costs.

## **Objective 5 – Community Outreach**

- As mentioned last quarter, we established a separate financial assistance fund. This is something the club has never been able to offer in the past. We are **proud to announce that we offered full financial assistance to 13 Travel soccer players and over 130 Recreation players**, all of whom who otherwise would not have been able to afford to play soccer.

## **Objective 6 – Marketing and Public Relations**

- In Q1 2011, **Harris Teeter once again renewed our yearly corporate sponsorship.**

- We have also **established a partnership with the National Conference Center** in Lansdowne which offers complimentary meeting space and discounted conference services.
- We also managed to create **a new relationship with Bonefish Grill in Broadlands** which offers complimentary dinners and meals to thank our volunteers, administrative and technical staff.
- There are also several other partnerships in the pipeline which are designed to provide additional corporate sponsorship.

While we are making great progress, there is more to be done. If you would like to get involved with Loudoun Soccer, please contact us at [board@loudounsoccer.com](mailto:board@loudounsoccer.com). There are many areas and committees that are in need of volunteers – field development, office or event support, scholarship and community outreach, by-laws committee etc.

At this time, we would like to **thank our volunteer coaches, coordinators, volunteers, referees, office staff and technical staff**. All that we accomplish at Loudoun Soccer has been the result of volunteers and staff committed to building a quality program.

Thank you for all your support.

Sincerely,

Tom Thomas  
President