



LOUDOUN S O C C E R

To: Members of the Loudoun Soccer Community
From: Tom Thomas, President, on behalf of the Loudoun Soccer Board of Directors
Date: November 19, 2012
Subject: 2012 Organizational Update

Dear Loudoun Soccer Families,

I am happy to report that 2012 has been a very exciting year for Loudoun Soccer. This year we have seen an expansion of our Technical Staff, a record number of players trying out for our Travel program, the addition of new Recreation programs such as Rec Technical Training Academy and the new U8 Academy, the opening of Loudoun Soccer Park, launch of our Adult Soccer League, a State Cup Championship and the announcement of the new NASL Virginia professional team. Just this month, more than half of our Recreation and Travel players, ages 6-18, were able to practice or play, some under the lights, on world class FieldTurf at the newly established Loudoun Soccer Park. Thank you for your support to make this a landmark season in Loudoun Soccer's 34 year history.

At the beginning of 2012, the Board of Directors defined six key objectives for the organization. I am excited to provide an update on our progress in fulfilling the key objectives of our organization during the year.

Objective 1 – Financial Management and Efficiency

- Loudoun Soccer turned the financials around from losses in 2008 and 2009 to surpluses in 2010 and 2011. These surplus amounts are being carefully managed and held in a field development fund.
- Added an accountant to the staff who manages our club and Loudoun Soccer Park including the accounting, payroll and financial reporting.
- Implemented financial reporting standards, a new chart of accounts, and an operational budget offering full transparency of financial results. [See tax filings and financials on our website.](#)

Objective 2 – Club and Business Management

- After 2 years of planning, Loudoun Soccer Park (LSP) opened in September. LSP sits on 12 acres in Leesburg and provides 2 full size, lighted, premier quality FieldTurf fields, one irrigated grass field, a garage/bathrooms/concession stand building and a 4,000 sq. ft. building which will soon become the headquarters office for the club. Grand opening is set for April 6, 2013 and we plan to make this a fun event for both Loudoun Soccer families and the entire community. If you are interested in joining the opening event planning team, please email info@loudounsoccer.com.
- Converted all paid travel coaches from independent contractors to employees of the club thereby strengthening the consistency of our coaching staff and complied with IRS rules.
- Worked much closer with the Loudoun County Board of Supervisors on field development and improvement efforts including support for Supervisor Letourneau's field's initiative-[Improving the Utilization and Maintenance of County and School Athletic Facilities](#)

Objective 3 – Fundraising

- Significant sponsorships were added and expanded with INOVA Loudoun Hospital, Harris Teeter, DICK's Sporting Goods, Steigerwald, Gordon & Koch, PR Performance Sports and more generating over \$100,000 in sponsorship funds.
- In-kind sponsorships were provided by DULLES MOTORCARS (Loudoun Soccer van) and Frederick Equipment Company (Kubota RTV for LSP) supporting Loudoun Soccer operations totaling over \$32,000 in value.

- Through a new partner, Network for Good, an online donation capability was added to LoudounSoccer.com to support future fundraising efforts.
- Developed discount programs, [Family and Dining Deals](#) for Loudoun Soccer families with local restaurants and businesses.
- Awarded a Visit Loudoun Sports grant for 2013 and 2014 to assist in hosting the Loudoun Soccer College Showcase.

Objective 4 – Quality of Program/Player Retention

- Won the first boy's STATE CUP championship in the history of the club – 95B Red team – CONGRATULATIONS!
- Record player/registration numbers – travel program has grown from 700 players in 2010 to 1,100 players today competing on 73 teams (over 1,700 players tried out in June 2012).
- A combined total of 13,153 players participated in Recreation programs in the Spring and Fall.
- Hosted first annual Loudoun Soccer College Showcase - attended by over three dozen college recruiting coaches.
- Introduced a Recreation Technical Training Academy program (RTTA) for recreational players.
- Created the new Loudoun Soccer Adult League with over 550 players in 6 divisions in its inaugural season, many of whom are Loudoun Soccer parents.
- Completed the Conklin Park new field project in South Riding providing four high quality, irrigated grass fields.

Objective 5 – Community Outreach

- Continue to assist families with need - we have increased the number of families that receive full financial assistance from 13 Travel soccer players to 36 and over 110 Recreation players each season, all of whom would otherwise not have been able to afford to play soccer.
- In partnership with the Town of Leesburg's R.O.C.K. program, Loudoun Soccer provided a fun afternoon of soccer for children in a neighborhood designated as "at risk" by the Leesburg Police Department. Thank you 94B Red players who assisted as coaches for this event and to Cici's Pizza and Glory Days for sponsoring.
- Expanded TOPSoccer beyond Leesburg to Brambleton to provide more opportunities for children with physical and mental challenges to play soccer.
- DC United, in the Spring, brought a half dozen players to Aldie for a Community Soccer Series event dedicated to Loudoun Soccer families. It was one of the highest attended DC United Community Soccer Series events this year.

Objective 6 – Marketing and Public Relations

- Rolled out a complete website makeover of LoudounSoccer.com which added a new design, functionality and ease of use.
- Expanded active social media presence via Facebook, Twitter, YouTube and Flickr – more than 1,030 [LIKE our Facebook page](#).
- Added Adidas spirit wear line available via our website and in a dedicated section of the Sterling Soccer store.
- Developed a partnership with the North American Soccer League (NASL) Virginia – Loudoun's new professional soccer team.

While much has been accomplished, there is still much work to be done to continue improving Loudoun Soccer. And we want to hear from you. Many of you have participated in our end of season surveys in the past. I ask our Recreational program families to spend a few minutes to take the Fall 2012 Recreational Survey by November 30 – [Click here for Rec Survey](#). Our Travel families will be asked to participate in a similar survey at the end of their Fall season.

At this time, I would like to extend an invitation for you to consider joining this dynamic and progressive board for 2013. Nominations are being accepted via board@loudounsoccer.com. Please [CLICK here for additional details about our Board of Directors](#).

On behalf of the Board of Directors, we would like to thank our volunteers, coaches, referees, age group coordinators/commissioners, office staff, technical staff and sponsors. All that we accomplish at Loudoun Soccer has been the result of volunteers and staff committed to building a quality program and passionately following our Mission Statement and Core Values as listed below.

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!

Thank you for all your support. Have a wonderful Thanksgiving holiday!

Sincerely,

Tom Thomas
President, Board of Directors
Loudoun Soccer