

SIERRA MOUNTAIN SOCCER CLUB
CLUB MANAGER'S REPORT
September 21st, 2009

Grants – the request to the Truckee Tahoe Community Foundation for \$1000.00 to benefit our scholarship fund under a new Donor Advised Fund specifically directed to provide opportunities for youth enrichment activities was granted. The check has been received!

I am still working on Conexion de Futbol program proposal to both the Queen of Hearts Women's Fund and the TTCF, due in October. I have begun a dialogue with the various partners for the project, including local law enforcement folks, the North Lake Boys and Girls Club and the Family Resource Center. I attended the Queen of Hearts Share Fair, where I connected with many of the key women on their grants committee. See attached Conexion de Futbol flyer. I am hopeful that our proposal will generate an invitation to apply for the \$10,000.00 grant. I will also prepare our proposal to the TTCF for their October grant cycle. I am researching other opportunities and will continue to pursue other sources for funding our mission.

Finance Committee – a final budget has been submitted to the Board for approval at this meeting. I have revised those original estimates with current knowledge of participant numbers, expenses to date. Rick has created a comparison and forecasting tool with Quickbooks.

Community Relations – Although the Latino Community Liaison Board position was filled by Saul Corral and he was helpful at the evaluation sessions and attended our registration night to assist our Spanish speaking families, we have needed additional help with follow up projects to finalize registration for all of the Spanish speaking players and their families. We have received help from Heather Urrea-Sullivan (parent on U10B team and bi-lingual ESL provider for the school district). I think a request to formalize her role as either a full Board member or on the advisory council would be well-received. We are still trying to set a date for Jaime Frias, the UNR Women's Coach, to come up to do a speaking engagement and possibly a clinic in our community as a way to further inspire and attract Latino players to our Club. We have also offered to translate the GBYSL forms into Spanish to further eliminate barriers to our Spanish only speaking parents for their child's participation in our Club. It will be placed on the October League Board meeting agenda by league administrator, Vicki.

Efforts to partner with TTPRD to host the Tournament were met with negative results. We paid full non-profit fees for the whole weekend. However, many local businesses sponsored the Tournament, thanks to Tad's efforts in the last few weeks prior to date. See attached Press Release sent to the paper for publication during the week of September 21 to 27. The Tournament created opportunities to partner with the Chamber, and some small local businesses who made good money selling food and beverages. I believe the tournament will become a sustainable, profitable event for this community and provide solid funding for our scholarship fund.

Major Donor recruitment – per last meeting’s directive from the Board, this effort has been suspended in favor of team fundraising activities.

Individual Donor Drive for the Scholarship Fund – per last meeting’s directive from the Board, this effort has been suspended in favor of team fundraising activities.

FINANCIAL ISSUES – see tournament report for profit and program breakdowns for best info, will offer recommendations once we have an accurate picture of where we are now.