



**STRATEGIC PLAN**

**DEVELOP**

**AS A**

**PLAYER.**

**DISCOVER**

**YOUR**

**PURPOSE.**

## AARON DELOACH

### *Founder & President*

“Cities of the world are facing greater challenges than ever before: poverty, homelessness, violence, and substance abuse are all on the rise. We need leaders who can bring about lasting change.

Impact City FC uses soccer to develop the next generation of leaders who will bring transformation to our cities. Our licensed Christian coaches educate, inspire, and create opportunities for players from all levels to serve the suffering.

*In Cap-Haitien (Haiti) soccer has elevated the status of girls, decreased teen pregnancy, and put an end to Satanic worship. Jean-Marc found himself violent, depressed, and drumming in Voodoo worship prior to a newly trained mentor coach inviting him to play soccer. Since then Jean-Marc has learned what it means to follow Jesus, love others, and become a leader. He is now the team captain and leads worship for the younger kids in his church.*

We have an increasing opportunity to use soccer as a tool for transformation across the globe and in the US.

With more young people playing soccer than ever before and 77% of people coming to faith in Jesus prior to age of 18, we believe the time is now to raise up more workers to reach every soccer player, in every city, everywhere.”

*“And He told them: The harvest is plentiful, but the workers are few.” (Luke 10:2)*



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## THE GREAT COMISSION

*"More than 4 out of 10 people in the world, consider themselves soccer fans, making the game the world's most popular sport." (Bloomberg)*

*"All authority in heaven and on earth has been given to me. Therefore go and make disciples of all nations, baptizing them in the name of the Father and the Son and the Holy Spirit and teaching them to obey everything I have commanded you. And surely I am with you always to the very end of the age." (Matthew 28:16-20)*

*"A coach will impact more people than an average person will in a lifetime" (Billy Graham)*

*"Currently, American households with more than \$100,000 in annual income provide 35% of soccer players." (Sports & Fitness Industry Association)*

Regardless of birthplace, language, socio-economic status, religious, or political affiliation Impact City FC (ICFC) knows that all people were created for relationship with God first and then with others. Over the years, we have found soccer to be a powerful tool for connecting with people and pointing them towards a transforming relationship with Jesus.

Players we encounter have a variety of needs and come from a variety of spiritual backgrounds. At the soccer field we utilize the coach-player relationship to fulfill the Great Commission.

## HISTORY

ICFC first got started in St. Louis, MO. There was no grand vision at that time, simply a field and availability to love and serve the community in a creative way. Through our pro chaplaincy, youth club, and CityReach programs we have seen the brokenhearted find healing and wholeness. We have seen the eyes of the spiritually blind open. We have seen those held captive by anger, hatred, lust and greed be set free. And the truth is, God isn't done yet. There is more to be done.

In 2019 God expanded the vision for Impact City FC beyond St. Louis. In 2020, we moved forward by faith to replicate this self-sustainable model of soccer ministry for the first time into South Florida. Over the next 3 years we will multiply the ministry model into 6 more US cities in an effort to actively develop 8,000 players to become leaders who will transform their city.



## LOVE SOCCER

*'Youth participation in soccer is double that of flag football and larger than baseball by about 1 million participants.'*  
(Wallstreet Journal)

More kids are playing soccer in the U.S. than ever before. Not only is Major League Soccer as popular with 12- to 17-year olds as Major League Baseball, but there are also a lot more children and teens (ages 4-14) playing soccer now. There were 103,432 children registered to play soccer in the U.S. in 1974, 1.6 million children registered to play in 1990, and more than 3 million registered to play in 2014. With the World Cup of Soccer coming to the US in 2026 this number will continue to grow.



*"Soccer participation is 30 times higher now than it was just 40 years ago."*  
(US Youth Soccer)

## NO BIBLICAL WORLD-VIEW

George Barna indicated that "nearly half of all Americans who accept Jesus Christ as their Savior do so before reaching the age of 13 (43 percent), and that two out of three born-again Christians (64 percent) made that commitment to Christ before their 15th birthday." The 4/14 window describes the opportunity for evangelization within the 4-14 age range, suggesting that most people who become Christians do so during those ages.



## SOCIAL ISSUES

*"Sport can awaken hope where once there was despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all discrimination."* (Nelson Mandela)

Youth are growing up in a time when humanity is more divided than ever before. Hatred, violence, and technology only seem to drive us further apart. At ICFC we use soccer to unite the next generation. We teach that all people were created in the image of God and should be treated as a person of great value. This principle in action leads to lasting social change in our cities as our programming elevates the status of girls, fosters a spirit of collaboration between races, and activates a healthy lifestyle in at-risk youth.

OUR HIGHLY QUALIFIED LEADERSHIP TEAM HAS A COMBINED 35 YEARS OF GLOBAL SOCCER MINISTRY EXPERIENCE AND A COMBINED 35 YEARS OF ORGANIZATIONAL MANAGEMENT EXPERIENCE.

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IMPACT CITY FC PROGRAMS STRATEGICALLY ENGAGE PROFESSIONAL, YOUTH, AND GRASSROOTS PLAYERS IN EACH CITY

*"The highest missions priority is now children and youths between the ages of 4 and 14 within the 10/40 Window (the geographical frame with the largest population of non-Christians in the world). (Dr. Luis Bush, International facilitator of Transform World Connections).*

## PRO CHAPLAINS

We place and train chaplains at local professional teams that provide environments for players to be cared for in difficult times, find wisdom for daily life, ask spiritual questions, grow in their faith, and serve the world.



## YOUTH CLUB

Our club teams compete in the highest levels of youth soccer across the country. Impact City FC's licensed Christian coaches deliver our age appropriate soccer curriculum and spiritual leadership training to the next generation.

## CITYREACH

CityReach provides high quality free programming for underserved communities in urban areas. Our grassroots approach provides accessibility and opportunities for children to play in a safe and supportive environment that points them to Jesus, teaches valuable life skills, and promotes an active lifestyle.



## MISSIONS EXPERIENCES

Missions Experiences give players and coaches from our programs a chance to use their gifts and talents to serve others outside of their normal context. So often, this change of place and pace provides an entirely different perspective for their future. From South America to the South Pacific, we send them out to the ends of the earth to love those who are hurting and in need.

## COACHING COURSE

In response to the growing need for more workers, we have curated the world's best instructors to create a nationally recognized online certification course. The course is designed to train others how to develop world changing leaders from the professional to grassroots level through the game of soccer.



Impact City FC programs strategically engage professional, youth, and grassroots players in each city:

<b>PROGRAMS</b>	<b>2020–2021</b>	<b>2021–2022</b>	<b>2022–2023</b>
Pro Chaplains	4 chaplains serving 4 pro teams in 4 cities	6 chaplains serving 6 pro teams in 6 cities	8 chaplains serving 8 pro teams in 8 cities
Youth Club	4 clubs in 4 cities	6 clubs in 6 cities	8 clubs in 8 cities
CityReach	4 outreach programs in 4 cities	6 outreach programs in 6 cities	6 outreach programs in 6 cities
Missions Experiences	2 global experiences in 2 countries	4 global experiences in 4 countries	6 global experiences in 6 countries
Coaching Course	1 residential course and 1 online course	1 residential course and 2 online course	1 residential course and 3 online course
<b>Total Impact*</b>	<b>1450</b>	<b>2965</b>	<b>4325</b>

\*The impact of ICFC programming is defined as direct (program participants) and indirect (participants in direct surroundings).



<b>INCOME</b>	<b>2020–2021*</b>	<b>2021–2022</b>	<b>2022–2023</b>
Donated Income	\$295,000	\$340,00	\$380,000
Other Income (including strategic programs)	\$300,000	\$400,000	\$560,000
<b>Total Income</b>	<b>\$590,000</b>	<b>\$740,000</b>	<b>\$940,000</b>

<b>EXPENSES</b>	<b>2020–2021*</b>	<b>2021–2022</b>	<b>2022–2023</b>
Strategic Programs	\$438,750	\$532,500	\$648,750
General & Administration	\$130,000	\$155,000	\$180,000
Fundraising	\$16,250	\$22,500	\$36,250
<b>Total Expenses</b>	<b>\$585,000</b>	<b>\$710,000</b>	<b>\$865,000</b>

| \*ICFC fiscal year is July 1-June 30



## **YOUR SUPPORT**

In an effort to be fiscally responsible, Impact City FC has developed a model that each city can become sustainable after 2 years of the initial investment of \$75,000.

- Your gift of \$50,000 starts the youth club ministry in a new city
- Your gift of \$20,000 develops ministry in a refugee neighborhood for 1 year
- Your gift of \$10,000 mobilizes coaches & players to share their faith through a global experience
- Your gift of \$5,000 impacts pro players for 10 months through a trained chaplain
- Your gift of \$3,000 trains and places a Christian coach in the life of a player
- Your gift of \$1,500 scholarships a youth club player for a year

Join us as we join Jesus in an effort to **CHANGE THE GAME.**

**STRATEGIC PLAN  
2020/2021–2022/2023**



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