

“HELM Soccer partners with organizations making a difference in their communities.
When we learned about Soccer Assist, we knew it would be a perfect fit.”

LANDON DONOVAN, CO-FOUNDER, HELM SOCCER AND ALL-TIME LEADER IN GOALS AND ASSISTS, US MENS NATIONAL TEAM

Big goals.
Generous Assists.

In soccer
and in life,
participation
is everything.



SOCCERASSIST.ORG | SOCCERASSISTATX@GMAIL.COM



Some kids
can't afford to play
the most popular
game on earth.
Soccer Assist
wants to change that.



Fees for soccer academies can range between \$600–\$1200 annually. For families at the top of the poverty line, that's 3 to 4% of one's total annual income. Select Soccer is even more expensive. As a result, too many kids get shut out of the best leagues, limiting their development and visibility. And those are just the soccer consequences.

Team sports is also about building relationships, fostering passion, sportsmanship and learning one's strengths and weaknesses. Soccer also teaches kids to respect those others who are different, an invaluable lesson in today's increasingly diverse society. Yet too often, these benefits are limited to those who can afford to pay. In Austin, data from a recent report (Annie E. Casey Foundation) suggest that 25% of children live below the poverty—15% of those in extreme poverty. For these kids, playing in top leagues is beyond their reach.


Thank you to our Founding Sponsors: Altus Foundation and Fiesta.
Please consider adding your name to our growing list of partners.

We partner with
top soccer clubs to
provide scholarships for
youth aged 7-11. Early
involvement in sports is key
to numerous health and
social benefits.

“Soccer Assist is not only about increasing access and diversifying the playing fields. It's also about growing and enhancing our talent pool, making US Soccer stronger locally, nationally, even internationally.”

AARON ROCHLEN, PH.D. SOCCER ASSIST CO-FOUNDER

A TALE OF TWO AUSTINS

#1 Fastest Growing City in America	1/3 of all individuals in Travis County struggling to make ends meet
#8 Best city to raise a family	1/4 children in Austin live in poverty
#2 Top performing real estate market in 2012	1/4 renters spend more than half their incomes on housing
#10 Fittest city in America	35% of low-income children in Central Texas are obese
 <p>One Voice Central Texas is a coalition of health and human service nonprofit leadership advocating on behalf of vulnerable Central Texans and supporting best practices in nonprofit management since 1983: www.OneVoiceCentralTX.org</p>	

Your generous, tax-decutible contribution to Soccer Assist will open the playing field to kids currently on the sidelines.