

10TH ANNIVERSARY REPORT

PART TWO

WHERE DO WE GO NOW

support for *“the beautiful game”*

It Starts with the Shoes, Inc.

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Program Platforms

In its ten-year existence, *It Starts with the Shoes, Inc* has provided programs in reaction to the needs of the student athletes. One of the most glaring was the lack of nutrition needed to sustain the duration of after-school activities such as soccer practices and games. For this reason, many of the donations have gone toward expenses usually covered by team parents such as pre-season team meals, pre-game team meals, post-game snacks, post-season team meals, and soccer awards banquet team and family meals.

The mission started with providing soccer shoes for those without the appropriate footwear to compete and participate during the daily rigors of a three and a half month long soccer season. To understand the general picture of what this means regarding soccer shoes, is this. Gone are the days of durable leather soccer cleats that can last season after season when matches were played on grass fields.

Today, matches are played on synthetic fields with synthetic lightweight shoes that rarely last a complete year of training. Leather shoes are resilient and return to form, and grass fields are cooler and more forgiving. Synthetic shoes lack the resilience and once they are stretched out, they lose their fit. Additionally, their lightweight nature requires thinner material which is more susceptible to tears. A simple slide tackle on artificial turf can ruin a pair of shoes. Coach Jim always admonishes any player who slide tackles as this typically puts the team at a tactical disadvantage if a player is on the ground. If this admonishment saves a shoe, so be it.

To continue the mission, the following donor directed funding platforms were established to focus on immediate and reoccurring needs. They are as follows:

1. Shoe Program

- a. The shoe program has grown since 2015 from accepting used shoes, to receiving new shoes bought by others, to purchasing various brands from retailers, to obtaining a sole source and brand. The sole source and has been instrumental in expediting the distribution of shoes to the players by eliminating style preference selection delays and focusing on appropriate fit.
 - i. 2025 shoe acquisition budget: \$2,500
 1. Funded
 2. Volunteer Hours: 60 hours/year
 - ii. 2030 projected budget: \$10,000
 1. Unfunded
 2. Volunteer Hours Projected: 200 hours/year

- a. The purpose behind the expanded budget is to establish a proactive shoe program at “pre-approved at-need schools” rather than a reactionary upon request laborious and schedule dependent distribution. The pre-approval process will allow for an inventory of shoes in assorted sizes to be available for each participating school.

2. Nutrition Program

- a. The nutrition program has grown from accepting donations from food pantries to schools and alumni organizations expanding food options for athletes, to purchasing snacks and meals for several area high school teams.
 - i. 2025 nutrition acquisition budget: \$2,700, and
 1. Funded
 2. Volunteer Hours: 80 hours/year
 - ii. 2030 projected annual budget: \$20,000
 1. Unfunded
 2. Volunteer Hours: 600 hours/year
 - a. The purpose of the expanded budget is to continue to use the nutrition program as an introduction to ISWTS and as a vehicle for high schools to become more aware of the nutritional needs of their athletes, and to encourage the schools to step up their athletic programs to support player nutrition at schools where parental support is non-existent.

3. Winter Futsal Program

- a. The Futsal program has remained steady since its inception in 2018. The Futsal League is used to introduce students to the sport without a season-long commitment. Initially, the Futsal league was implemented as a vehicle to introduce non-English Language Learning educators to the immigrant students. The league then extended the opportunities of those willing to further their commitment to the sport and introduce the students to the fall soccer season. To bridge the timespan between winter Futsal and the fall soccer season, activities such as spring open field

sessions, summer camps, and tryouts and conditioning programs were added to the offerings provided by ISWTS.

- i. 2025 Winter Futsal program budget: \$1,000
 - 1. Funded
 - 2. Volunteer Hours: 90 hours/year
- ii. 2030 projected annual budget \$6,000
 - 1. Unfunded
 - 2. Volunteer Hours: 450 hours/year
 - a. The purpose behind the expanded budget is to offer the Winter Futsal League to four more targeted schools.

4. Spring Open Field Program

- a. The spring open field sessions started in 2015 and have been a necessary part of the fall soccer season. The Spring Open Field Sessions are needed to complete the required *physicals* and administrative forms before summer dismissal, which allow students to participate in the fall soccer season. Many schools start their fall seasons before the new year classes start. The spring sessions are used to educate student athletes in the eligibility requirements and time commitments to participate in the fall. Historically, at-need programs had reduced match schedules with first competitions starting later in the season if the Spring Open Field Sessions were not provided.
 - i. 2025 Spring Open Field Session budget: \$0
 - 1. To date no costs are associated with Spring Sessions
 - 2. Volunteer Hours: 45 hours/year/school
 - ii. 2030 projected annual budget: \$6000/year/school
 - 1. Unfunded
 - 2. Volunteer Hours: 300 hours
 - a. The purpose behind the expanded budget is to introduce Spring Open Field Sessions to other schools so that at-need schools can participate in a fuller fall schedule and enhance the stipend schools could offer their coaches to accommodate extra demand on the coaches' time supervising Spring Open Field Sessions. (see Coaches Stipend Program)

5. Summer Soccer Camp Program(s)

- a. The summer soccer camps started in 2016 and have been an essential part of the fall soccer preparations. Summer camps provide additional training for the at-need population who otherwise could not afford other camps or clubs, and another opportunity to provide food in the summer to those in need. ISWTS has grown from training individuals from one soccer program, to training individuals from multiple soccer programs separately in multiple weeks, to training individuals from several programs simultaneously. On several occasions, the Summer Camps guided immigrant families towards a particular school selection based on knowledge shared by camp participants, such as which school had a large Guatemalan population, or Senegalese and so forth. Summer Camps have proven to be a great program to help the newly arrived immigrants choose and assimilate to their communities.

- i. 2025 Summer Camp budget: \$1000

1. Funded

2. Volunteer Hours: 45 hours/year

- ii. 2030 projected annual budget: \$6000/year/school

1. Unfunded

2. Volunteer Hours: 300 hours

- a. The purpose behind the expanded budget is to introduce Summer Camps to include junior high school students along with additional high school students. Cincinnati Public Schools (CPS) and Cincinnati Metro Athletic Conference (CMAC) could partially or fully support this camp.

6. ISWTS Pre-Season Invitational Tournament Program

- a. This pre-season tournament originated in 2018 as the Withrow Invitational, then to the Inner-City Invitational, and then recently to the CMAC League Championship (post-season). ISWTS did not fund the CMAC Championships but strived to create a pre-season CMAC Invitational. However, it was difficult to field rosters for newly created CMAC teams prior to classes starting as many of the individuals were not yet aware of the school's soccer program. In other forms, this pre-season team activity was formerly the Alumni Game.

- i. 2025 Pre-Season Invitational Tournament Budget: TBD
 - 1. Unfunded
 - 2. Volunteer Hours: TBD
 - a. This program has not yet been finalized as to which format will be provided in 2025. Invitations to teams have not yet been sent, nor have the location, time and place been confirmed.
- ii. 2030 Pre-Season invitational Tournament Budget: TBD
 - 1. Unfunded
 - 2. Volunteer Hours: TBD
 - a. The purpose behind the expanded budget is to include area-wide at-need schools beyond just the teams within CMAC.

7. Fall In-Season Coach Stipend Enhancement Program

- a. The Fall In-Season Coach Stipend Enhancement Program purpose is to recruit and retain qualified coaches to at-need soccer programs. Historically, these programs attract young coaches looking to begin their high school coaching experience somewhere. Many of these coaches are unmarried, or if they are married, they are without children. On average, these coaches last no more than three years at these schools. Some school alumni associations enhance the coaches' stipend to improve the quality of the hire and length of service to the school. ISWTS intends to support the coach stipend program with the condition that the coaches participate in the schools' Winter Futsal, Spring Open Fields, Summer Camps and Pre-Season Tournament programs. Coach Jim had intended to offer the stipend to coaches returning after their third year in the same program, however, to date, no coach has chosen to return for a fourth year since ISWTS began in 2015.

- i. 2025 Fall In-Season Coach Stipend Budget: TBD
 - 1. Unfunded
 - 2. Volunteer Hours: N/A
- ii. 2030 Fall In-Season Coach Stipend Budget: TBD
 - 1. Unfunded
 - 2. Volunteer Hours: N/A

- a. ISWTS is considering offering a Coach's Stipend for new hires and assistants, and for subsequent years to obtain and retain qualified coaches at these at-need schools.

8. Referee Certification Scholarship Program

- a. The Referee Certification Scholarship Program purpose is to provide a path to income for graduating high school students interested in refereeing as the demand for game officials is high.
 - i. 2025 Referee Certification Budget: \$300
 - 1. Funded
 - 2. Volunteer Hours: N/A
 - a. This program has not yet been finalized due to no referee candidates. The budget is set aside to fund 3 individuals.
 - ii. 2030 Referee Certification Scholarship Budget: TBD
 - 1. Unfunded
 - 2. Volunteer Hours: N/A
 - a. The purpose behind the expanded budget is to increase the number of referee candidates.

9. Coaching License Scholarship Program

- a. The Coaching License Scholarship Program purpose is to provide a path to income for graduating high school students interested in coaching as the demand for coaches is high.
 - i. 2025 Coaching License Budget: \$1500
 - 1. Funded
 - 2. Volunteer Hours: N/A
 - a. This program has not yet been finalized due to no coaching candidates. The budget is set aside to fund 1 individual fully to a C license or two individuals to a D license.
 - ii. 2030 Coaching License Scholarship Budget: TBD
 - 1. Unfunded
 - 2. Volunteer Hours: N/A
 - a. The purpose behind the expanded budget is to increase the number of coaching candidates.

10. REWDAWG FC Club Program

- a. The 18+ Club Program's purpose is to provide post-high school players additional opportunities to showcase their talents for college scouts or "path to pros" leagues such as the Ohio Valley Premier League.
 - i. 2025 Club Program Budget: \$2500
 1. Funded
 2. Volunteer Hours: 50 hours per season
 - a. This program budget represents fifty percent of the league costs. Coach Jim is requiring these young adults to match ISWTS's contribution.
 - ii. 2030 Club Program Budget: \$70,000.00
 1. Unfunded
 2. Volunteer Hours: TBD
 - a. The purpose behind the expanded budget is to increase the number of club teams to three age groups for each gender, plus a camp for younger players:
 - i. 18+ Men's Adult Club Team
 - ii. 18+ Women's Adult Club Team
 - iii. U-18 Boys' High School Club Team
 - iv. U-18 Girls' High School Club Team
 - v. U-14 Boys' Junior High Club Team
 - vi. U-14 Girls' Junior High Club Team
 - vii. U-8 Boys and Girls Camps
 - b. The expanded club program will be demographic focused and will be an operational replacement for the current Spring Open Fields and Summer Camps while the Pre-season Invitational will be fulfilled by the Club.

These ten existing programs are the initial donor-directed funding platforms that are essential stepping stones to a much larger plan to pursue the Global Dawn™ Infrastructure Platforms. It is important to continue bridging the gap between what support is available for the displaced immigrant families and individuals of today, to what support can be provided by implementing an ambitious vision to lessen the hardship of the displaced persons of tomorrow.

This vision is to show the world how Cincinnati addresses displacement with Cincinnati's own Global Dawn™ Community as a prototype. Build one community and start on the next and keep going until displacement is no longer a hardship or needed. Displacement is going to happen. Rather than slowly responding to the aftermath of wars, violence, exploitation, natural disasters and other calamities, the world needs to expect and anticipate that displacement needs will be a necessity until all man-made and natural catastrophes are mitigated.



Global Dawn™

Global Dawn™ is a collection of infrastructure funding platforms assembled to meet the needs of the displaced. Each platform is created in priority order to address a specific deficit of service provided, or lack thereof, for relocated people - immigrants or otherwise. These are services that address the initial challenges of relocation and care for the most vulnerable, the children.

The proposed Global Dawn™ Community Center is a budgeted \$12 million, 100,000 square foot building facilities that will house offices for vendor operated support services which addresses immediate relocation needs such as legal, housing, education, employment, healthcare, social, cultural, faith and language assistance. Additionally, adjacent to the community center, a budgeted \$8 million youth indoor/outdoor sports facility focused on Coach Jim's passion for soccer. The youth center will house space to provide conditioning and fitness, nutrition, and physical therapy. Furthermore, the youth center will serve as the headquarters for ISWTS and its club programs offering technical and tactical soccer training for ages eight and up, and group activities for those younger than eight.

The proposed Global Dawn™ Learning Center is a budgeted \$5 million, 25,000 square foot facility that will house vendor operated pre-school and daycare support, K-12 classrooms, trades workshop programs, work internship/study programs, cultural arts/heritage preservation programs, and coaching/referee certification programs. This learning center will have ancillary support spaces such as libraries, laboratories, and assembly rooms that can be cross utilized by the community center, and vice versa.

The proposed Global Dawn™ Healthcare Center is a budgeted \$6.5 million, 25,000 square foot facility that will house vendor operated urgent care, primary family care, and mental health care focused on medical, health and mental conditions specific to the immigrant demographics.

The proposed Global Dawn™ Legal Center is an unbudgeted 2500 square foot facility that will house vendor operated legal services within either the community, learning, or health care center focusing on family law, immigrant/refugee law, and tenant housing services.

The proposed Global Dawn™ Cultural Center is \$3.5 million, 15,000 square foot facility that will house vendor operated ethnic food court and commissary, cafeteria, cultural clothing and consumer goods thrift shop, and oratory/devotional chapel space.

The proposed Global Dawn™ Community Housing is \$35 million housing development that will model vendor operated senior and/or assisted living style communities. Facilities will offer single family units for forty families, and apartment units for forty-five couples and twenty-five individuals. This housing community is intended to be a temporary 3 to 5-year placement that offers community support via the adjacent proposed infrastructures as outlined in this report. This timeline aligns with the trending “indeterminate circumstances” period in which immigrants are most vulnerable.



The proposed Global Dawn™ Sports Gear Manufacturing Facility is \$1.2 million, 6,500 square foot shoe and soccer gear manufacturing plant. The intent is to provide immigrants guaranteed income via employment at the shoe factory which in turn produces shoes for the ISWTS beneficiaries. The plant will produce branded shoes, equipment and apparel to be distributed to soccer retailers and wholesalers and given worldwide to players in need.



These Global Dawn™ infrastructure funding platforms represent a prototype solution that can be adapted to other sports, community needs, regional developments, and civic identities. Global Dawn™, for example, can be an economic driver in Zimbabwe with development themed around cricket, a popular sport in that country. The possibilities are endless, and the solution is real with the right financial undertaking, philanthropic commitment, and visionary stewardship.

The Infrastructure Platform outline that follows was derived from Coach Jim’s experience listening to, and being immersed in the day-to-day, week-to-week, and year-after-year challenges of the immigrant community in Cincinnati. With immigration a worldwide issue, Cincinnati can show the world how to address and support the displaced by starting with Global Dawn™ Alpha Parish™.

