



| 2021 |

ANNUAL REPORT

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“

[Kensington Soccer Club] is an amazing group with a lot of people who not only love the sport but love the community and love the kids they're interacting with. It's been really rewarding in the past year to be a part of that.

- Kisha Gaskins, KSC Volunteer Coach

LETTER FROM THE EXECUTIVE DIRECTOR & FOUNDER, JIM HARDY

Dear KSC Supporter,

Kensington Soccer Club knew coming into 2021 that it'd be a challenging year following the hardships of 2020. We also knew that 2021 would be a year of recovery and growth, as we had learned to think and adapt in new ways that were necessary to keep our important work going. What we didn't expect is just how much we'd grow!

With the help of 68 coaches, we were able to bring back outdoor soccer programming to get our kids back outside playing a game they love with their friends and neighbors, as well as expand our program locations, introducing even more kids to the sport and keeping them off the streets.

We doubled our front-office staff, who are dedicated to optimizing our current efforts on all ends, from development and partnerships to volunteering and communications. They're working to ensure that we function at our best in the present and provide structure so that we can continue to operate efficiently in the future.

2021 was a great year of exposure for us. We were getting recognized left and right by local government offices, organizations, and press. We were even rewarded a grant by the state of Pennsylvania to continue our work of violence prevention through soccer.

Along with existing ones, we got to work with new partners who provided resources to help us engage even more youth and community members through soccer and personal development.

Our mission remains the same: to unite the broader Kensington community with soccer & youth development programs for all, regardless of ability to pay.

Thanks to supporters like you, we know that we will continue to grow our organization to provide even more programming and opportunities for our community. And together, we will continue to use soccer to build healthier and brighter futures.



Jim Hardy
Executive Director & Founder

2021 IN REVIEW

MARCH

- The City of Philadelphia awards Kensington Soccer Club \$13,000 from its Targeted Community Investment Grant program.

JUNE

- Coaches from Philadelphia Union's Youth Academy lead a coaching clinic for Kensington Soccer Club, supported by the DEA Educational Foundation.
- Kensington Soccer Club is awarded a \$35,000 Violence Prevention Grant to expand youth programming across neighborhoods.
- Three teen coaches are honored as Youth Ambassadors for Philadelphia's 2026 World Cup Bid Committee.

JULY

- Kensington Soccer Club hosts a month-long summer camp at John Welsh Elementary, as well as month-long clinics at Harrowgate Park and Hunting Park.
- The Kensington Community Resilience Fund awards Kensington Soccer Club with a \$10,000 grant.
- Youth Leadership Council is established.

AUGUST

- Six female teen coaches represent Kensington Soccer Club at the Girls Soccer Worldwide Leadership Summit.
- Kensington Soccer Club hosted a two-week soccer camp at Hissey Playground with support from the DEA Educational Foundation, Philadelphia's 24th Police District, Iglesia del Barrio, and Councilwoman María Quinones.

SEPTEMBER

- Kensington Soccer Club's official website gets a new look, redesigned to look more modern and simplify user experience.
- Kensington Soccer Club joins the Eastern Premier Soccer League (EPSL) to become a semi-professional soccer club.

OCTOBER

- Thanks to the Sons of Ben and Cloud 9 supporters groups, Kensington Soccer Club packed the River End of Subaru Park for Carli Lloyd's Hometown Farewell Match.

NOVEMBER

- Kensington Soccer Club organized a free vaccine clinic and administered 45 vaccines to community members alongside Temple's Lewis Katz School of Medicine, Esperanza, and Miriam Medical Clinics.
- In partnership with The Sunday Love Project, Kensington Soccer Club distributed 300 meals to families in Kensington.
- The Dick's Sporting Goods Foundation awarded Kensington Soccer Club with an \$8,000 grant for sports youth development.

DECEMBER

- Kensington Soccer Club is awarded with a \$150,000 Violence Intervention and Prevention Grant to reach more teens and young adults
- Kensington Soccer Club announced Techbuyer as an official club sponsor.

“

I got involved with Kensington Soccer Club because I enjoy helping out the youth in this community and engaging them in things that will benefit them in the future.

– Zathdielys Davila, KSC Coach



1,023

Registered program participants

45

Soccer coaches

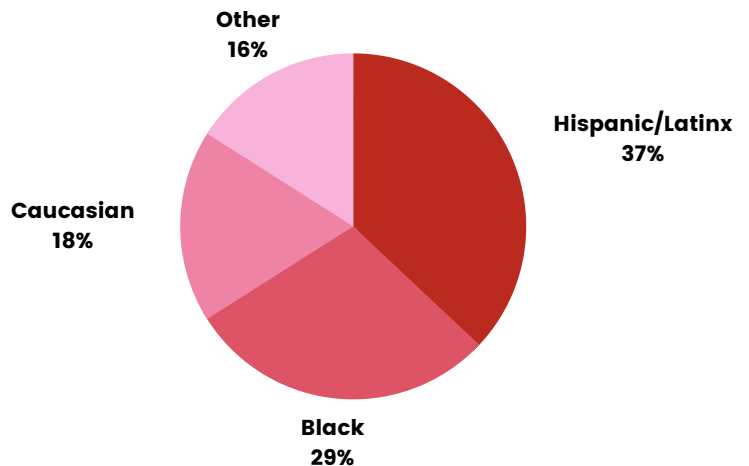
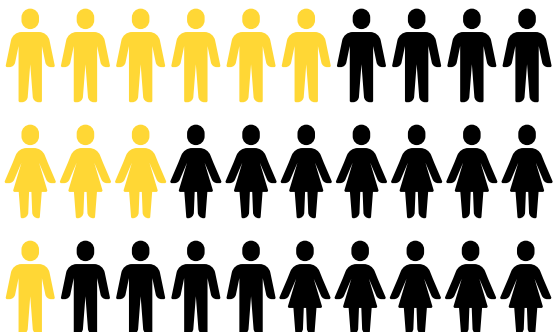
23

Summer Work-Ready Youth Coaches

31

Program sites

BY THE NUMBERS



Our Semi-Professional Soccer Players



Brianna Banks,
Philadelphia Lone Star Women
(WPSL)



Gian Maldonado,
Kensington Soccer Club (EPL),
Atlantic City FC (NISA Nation)



Nagee Morrison
Kensington Soccer Club (EPL)

Kensington Soccer Club was excited to see Brianna Banks, Gian Maldonado, and Nagee Morrison play semi-professional soccer in 2021, with Maldonado and Morrison making their career debuts in September and October respectively. The three players have grown up through the KSC youth system and their playing in semi-professional soccer is a demonstration of the important work we do to provide soccer opportunities to underserved youth in Kensington and across Philadelphia.

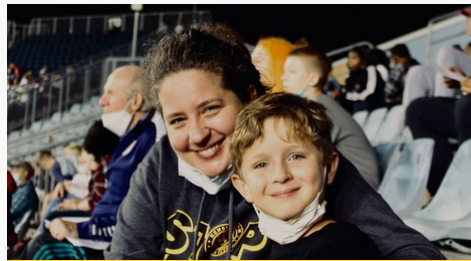
PHL 2026 World Cup Youth Ambassadors



From L to R: Anthony Acevedo, Yancarlo Corredor, Heather Mitts, Jim Hardy, Carlos Acosta, Zathdielys Davila

Three of our youth coaches—Anthony Acevedo, Yancarlo Corredor, and Zathdielys Davila—were honored as Youth Ambassadors for the Philadelphia Soccer 2026 World Cup Bid Committee on June 29 at the opening of “The Pitch” exhibit at Independence Visitors Center. Alongside being recognized by the bid committee board and Mayor Jim Kenney, those in attendance were also able to pin up KSC memorabilia for the exhibit and meet former USWNT defender Heather Mitts (pictured above) and Philadelphia Union Hall of Famer Sebastian Le Toux.

KSC At Carli Llyod's Farewell Match



A Kensington Soccer Club mother and son sit together in the River End to watch Carli Lloyd's Hometown Farewell Match.

With support from the Sons of Ben, Cloud 9 Supporters Group, and a number of individual donors, Kensington Soccer Club was able to take over 50 people to USWNT and NJ/NY Gotham FC midfielder Carli Lloyd's Hometown Farewell match at Subaru Park, where she'd play her final professional soccer game in Philadelphia. It was an amazing opportunity for our families and players (especially our youth female players) to see one of the best and most influential female soccer players in the game's history.

KSC Hosts Free Summer Camp



Coaches Kelvin Rankin (L) and Marvin Saint Jour (R) lead a group of campers through a beginner's soccer drill.

With support from the (insert contributor), Kensington Soccer Club offered youth ages 7-13 a free month-long summer camp at John Welsh School. With the help of our coaches, summer volunteers, and Philadelphia Work-Ready Teen coaches, KSC offered campers with a number of activities including training sessions, soccer games, art and creation stations, cultural learning opportunities, reading time, and field trips across the city.

KSC Provides Free COVID-19 Vaccines



Volunteer Coach Yuan Valcarcel getting vaccinated at our free community vaccine clinic.

In order to help fight the prevention and spread of COVID-19, Kensington Soccer Club worked to provide community members with free vaccines alongside the Temple Lewis Katz School of Medicine, Esperanza, and Miriam Medical Clinics. In total, 45 vaccines were administered to community members who were previously unvaccinated, getting their second shot, or looking to get their booster. We're proud of our efforts to keep our community safe against coronavirus.

PROGRAMS



We were proud to be able to increase the number of programs we could offer to youth in the Kensington community.

On the following page, we've listed our program offerings for the year of 2021.



Fall & Spring
Recreational Soccer

Competitive
Travel Soccer

After-School
Soccer Programs

Teen Leadership
Initiative

Soccer Athletes Value
Education (SAVE)

Soccer For Everyone

Work-Ready & Targeted
Community Investment

Summer Camp

Soccer Clinics

Online Soccer
Instruction



IN THE NEWS



TELEMUNDO 62

Docena de balaceras impactan adolescentes, adultos y hasta policias

In an interview with Telemundo 62's Isabel Sanchez, Executive Director Jim Hardy and Program Director Carlos Acosta spoke about how a \$35,000 grant awarded by the Philadelphia District Attorney's Office would benefit the club's anti-violence efforts amidst rising violence in the city.

STAR NEWS PHILLY

Kensington Soccer Club receives \$35,000 grant from DA's office

Executive Director Jim Hardy and Communications Coordinator Alberto Huichapa sat down with Star News' Tom Beck to describe how KSC planned to further fund its Teen Leadership Initiative following the reception of a \$35,000 grant.



WFMZ 69

"Better Together": Kensington Soccer Club Announces Techbuyer as New Sponsor

WFMZ shared the club's press release on Techbuyer's official sponsorship of the club. KSC Executive Director Jim Hardy and Techbuyer CEO Kevin Towers shared excitement about the partnership to expand the accessibility of programming to many more children in the Kensington area.

OTHER MEDIA MENTIONS INCLUDE

The Philadelphia Inquirer



VOICE PHILLY



THE SUN NEWSPAPERS

THE PROGRESS



To check out all of our media mentions, head to kensingtonsoccer.org/newsarchive

SOCIAL MEDIA OVERVIEW

We began to establish a brand identity across our social channels in order to increase awareness of our club and interaction with our posts. Using a social media calendar to ensure consistent delivery of content, our visually-engaging media helped further convey the mission of our organization: to uplift and support the Kensington community.

TOTAL FOLLOWERS



We had a 4.3% growth rate across all our social media platforms in 2021.

TOTAL ENGAGEMENT



This is how many times users interacted with our content, including likes, comments, & shares.

TOTAL IMPRESSIONS



This is how many times our brand became visible on a social feed, across all social media platforms.

TOTAL LINK CLICKS



Clicks generated across platforms that demonstrate user interest to learn more about us!



5,464
FOLLOWERS



3,421
FOLLOWERS



2,571
FOLLOWERS

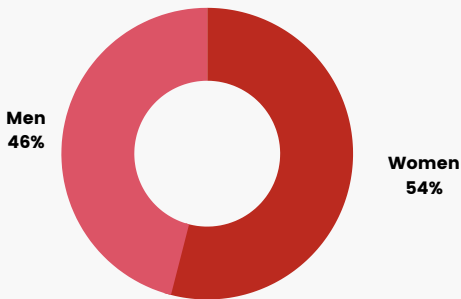


155
FOLLOWERS

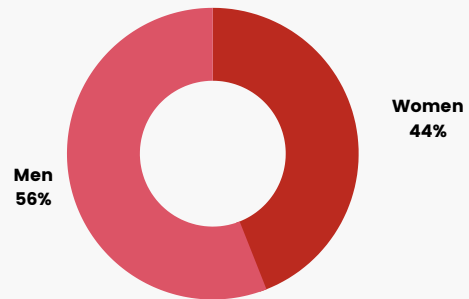


55
SUBSCRIBERS

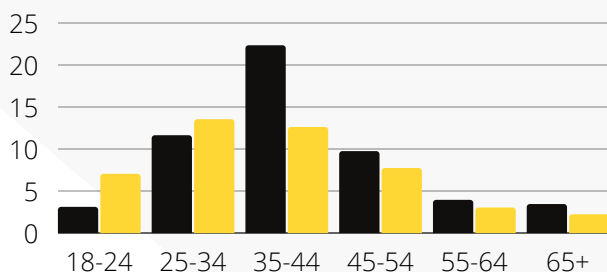
FACEBOOK AGE & GENDER



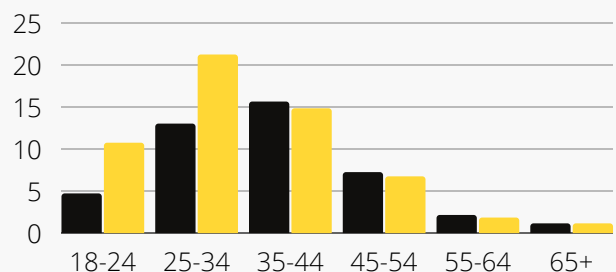
INSTAGRAM AGE & GENDER



■ Women ■ Men



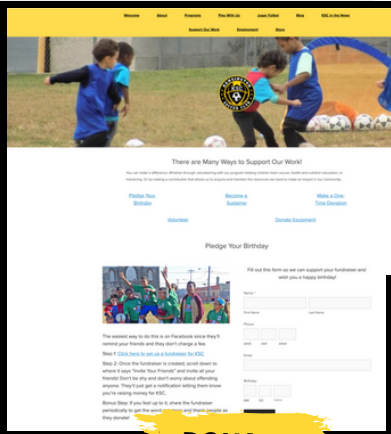
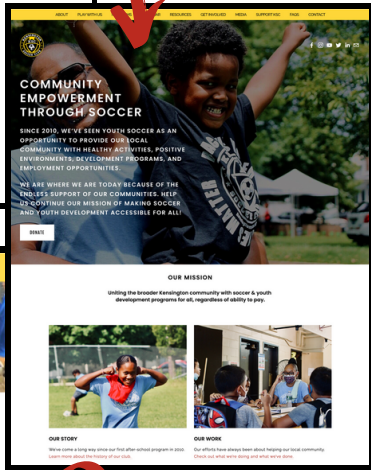
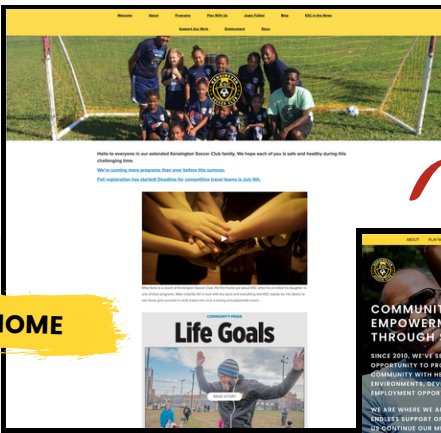
■ Women ■ Men



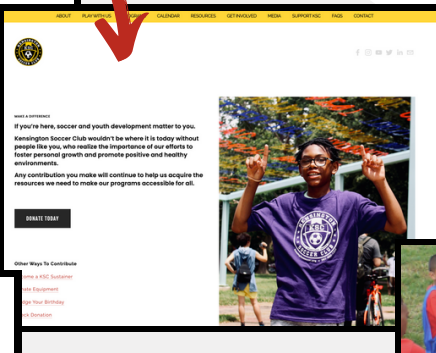
WEBSITE OVERVIEW

Throughout the summer, we worked to redesign our website to improve user experience, accessibility, and navigation. With a simple and modern look, our new website positively highlights our organization's work and provides users with much more organized information to learn about and support us.

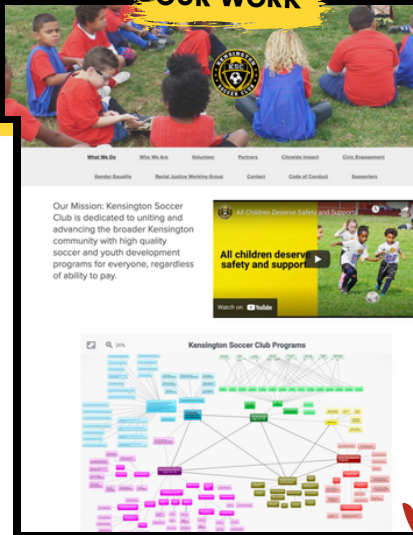
HOME



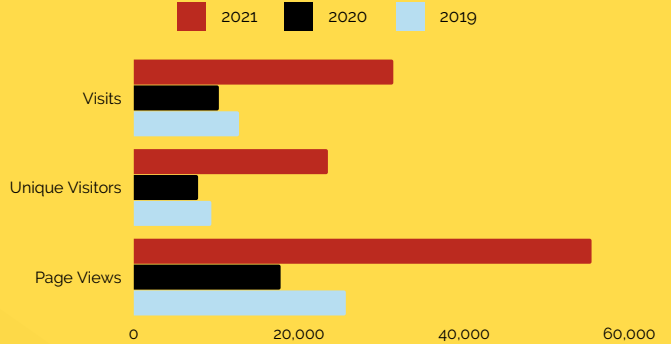
DONATE



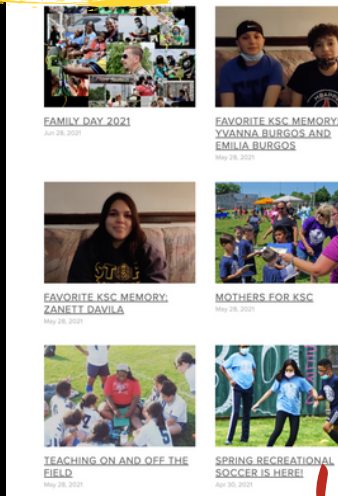
OUR WORK



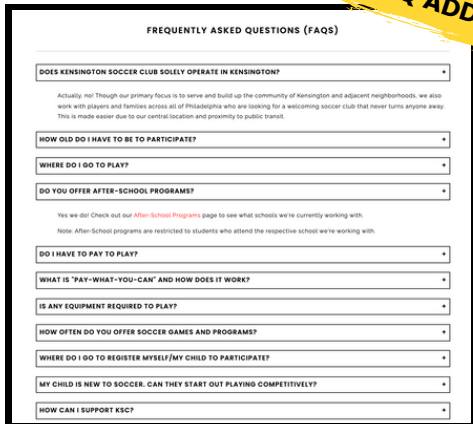
WEBSITE TRAFFIC



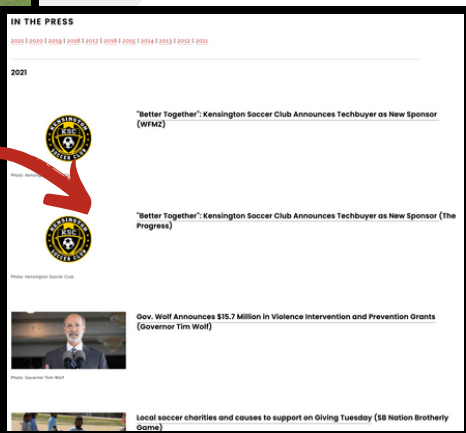
KSC NEWS



FAQ ADDED



COVERAGE



PARTNERS



To see all of our partners, head to kensingtonsoccer.org/our-work

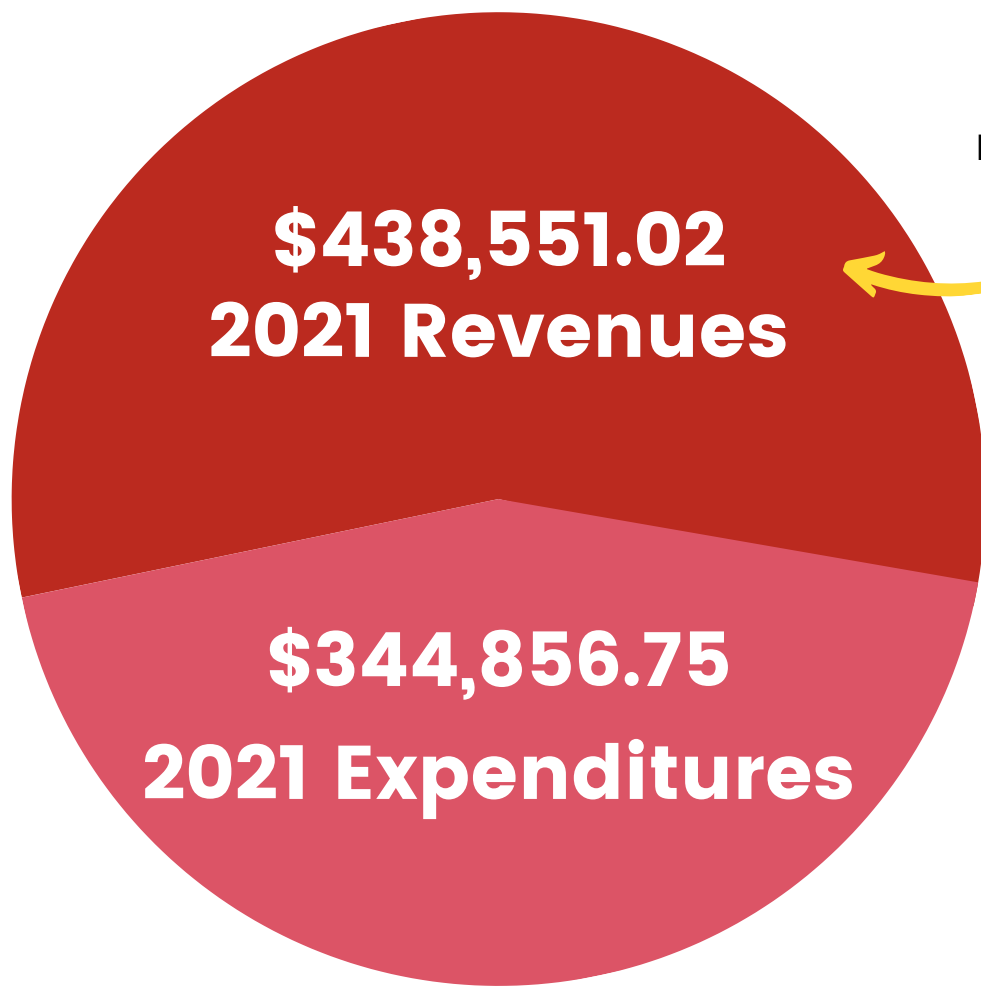
“

Kensington Soccer Club helped me from a young age. The club helped me learn the fundamentals of the game and helped me test myself in different environments. Most importantly, the importance of community and how to help each other.

- Gian Maldonado, KSC Men's Club Player



FINANCIALS



More than doubled
2020 Revenues

\$207,000



“

Throughout the years, this program has become a huge part of who I am. It has improved my mental health and I continue to enjoy the children and coaches whom I share memories and time with.

- Lexus Roman, KSC Teen Coach

DONORS

Thank you, Kensington Soccer Club supporters, for your generosity. Because of your continued support, we were able to continue our work to bring soccer and its many benefits to more children in the Kensington area.

INDIVIDUAL DONORS

This list includes individuals who donated to Kensington Soccer Club in the year 2021.

We have made every attempt to ensure the accuracy of this list and ask that you email communications@kensingtonsoccer.org if you find any error or omission.

Hall of Famers

Donors who donated \$1,000 or more

Robert & Nancy Elfant
Sean Foreman
Dan Hardy
Jim Hardy
Pat Hardy
Robert A. Micheletti
Kevin Towers
Jessica Way

Champions

Donors who donated between \$500-999

Linda Corcoran
Kent Durham
Joseph Featherston
David Hohneker
Maria Huff
Debbie Kempf
Natalie Martinez
Joan Rosenblatt

MVPs

Donors who donated between \$200-499

Tom Avril
Katrina Armstrong
Kelley Collings
Michael Denney
John Featherston
Julie Featherston
Ashley Feuer-Edwards
Kevin Fox
Sweta Gairola
Margot Gramer
Michael & Selena Hoessly
Eliza Jones
James Kennedy
Gerald Kent
Audrey Hardy Lamprey
Brian Mangan
Bridget Mason

Arie Moyer
Melanie Munden
Brett & Jennifer Ostroff
David Robinson
Elisamarie Rodriguez
Jennifer Rogers
Reid Stever
Veronica Stickelman
Aimee Thrasher-Hanson
Jo Ann Zimmerman

Team Captains

Donors who donated between \$100-199

Carlos Acosta-Pizarro
Thomas Amatruda
Jesse Biddle
Marilyn Berberich
Breton Bonnette
Matt Brown
Paul Caccamo
Fernando Carrillo
Emily Crossette
Rob Dingman
Therese Egan
Andrew Foote
Fred Foote
Ryan Gray
Sara Hall
David Hish
David Hohneker
Liz Janczewski
Angela King
David Kornetsky
Emma Kornetsky
William Layton
Marcos Lomeli
Jon Love
Kristin Luebbert
Dick and Nancy Mann
Roberto Marcial II
Carlos Martinez Jr.
Samuel Mercuris
Isaac Mireles
Donald & Barbara Parman

Viet Pham
Scott Raff
Laura Reynolds
Mickey Sanchez
William Sanderson
Christopher Sherman
Rita Sorrentino
Joe Stern
Therese Tiger

Supporters

Donors who donated up to \$99

Leslie Aharonian
Mohamed Aliouat
Orlando Almonte
Marta Aviles
Milagros Baez
Tim Bafaloukos
Dave Beck
Tom Blaszczyk Sr.
Matthew Boben
Ronald Boben
Henry Bonilla
Chuck Booth
Jerilyn Bowler
Jamie Brady
Ellen Bravo
Fred Breeze
Ruth Briggs
Mary Brown
Daiana Cabrera
Laurie Cinotto
Steven Clement
Patricia Codina-Fiocco
Devon Conaboy
Jonathan Cooper
Hailey Costarella
Meg Costello
Tina Cox
Emma Craswell
Felicia Dawson
Lily De Jesus
Lisa Dennis
Michael DeStefano
Steve Dintino
Karen Dixon
Molly Donovan
Zephora Dove
David Enos
Jess Enright
Kaleigh Ewing
Salma Fajardo
Shannon Farrell-Pakstis
Lillian Finley
Jeana Fletcher
Christian Fuest
Nick Gabriele
Aileen Gallagher
Chris Galvin
Robin Gee
Allison George
Marissa Goldberg
Joshua Goldenberg
Blanca Gonzalez
Brigitte Goodwin
Carolann Gosweiler
Julii Green
Sharon Grosso
Duffy Grove
Chris Guido
Viulka A. Guzman
Mary Louise Hagendorf-Nash
Aggie Hall
Denise Hannah
Daniel Hardy
Dave Hardy
Doreen Hardy
Sally Hardy
Sam Hardy
Luke Hauenstein
Dee Helm
Daniel Hernandez
David Hicks
Niall Hinrichsen
Christy Hoffmann
Lisa Hoffman
Kendra Houser
Dave Humes
John Humes

Kristen Humphries
Beth Huxta
Elizabeth Jacoby
Caroline Jane
Kirsten Jensen
Renee Johnson-Felsen
Sommer Jones
Drew Juhas
Nancy Kane
Ryan Kane
Mark Karsch
Luke Kedziora
Steve King
Aurora Kripa
Mardys Leeper
Joseph Lewis
Karen Lewis
Mari Linda
Amy Kate Lobel
David Loeb
Luz Lomeli
Mark Lo Sasso
Sam Lufi
Tracey Macklin
Adan Mairena
Nathan Manthey
Brittany Marie
Mia Marie
Hanna Martin
Gene McBride
Ellen McGrath
Kate McKenna
Gordon McIntyre
Dan McVay
Libeth Melendez
uren Mercadante
Melissa Mercedes
Kristen Micucci
Ron Miller
Jeffrey Mitchell
Salini Mohanty
Satya Mohanty
Stephen Morrell
Gerald Morrison
Jillian Moskovitz
Robin Muldor
Christopher Munden
Kaitlin Murphy-Amoro
Pat Murray
Juan Murillo
Samantha Napierkowski
Mike Nerosa
Carly Noella
Lene Pags
Christine Parchment
Jarrett Paul
Karin Paulsen
Mike Pesa
David Perry
Mike Pesa
Carolyn A. Peters-Eckel
Jon Pflingsten
Auriel Phillips

John Phillips
Prudence Powell
Sharlyn Price
Maria Quinones-Sanchez
Anthony Reilly
Meliza Reynoso
Alexis Richard
Henry Richards
John Riggan
Massimo Riitano
Geoffrey Rittenhouse
Alicia Rivera
Christina Rivera
Lois Robbins
Stephanie Roberts
Kevin Roche
Chris Roller
Becca Roman
Mary Rose
Karin Roseman
Waldemar Ruiz
Marissa Rumpf
Pat Runkle
Peg Ryan
Sarah Ryan
Saul Sanchez
Bill Sandone
Janet Santiago
Bertha Sarmina
Jeannine Savage
Jennifer Savoie
Jim Schule
Molly Scott
Stephanie Scotton
Tinamarie Sexton
Lauren Shegda
Jeniffer Singley
Erin Smith
Michael Smith
Paul Socolar
Amanda Sommerville
Joan Spiece
Jeanne Speir
Christopher Sponsler
Caroline Swift
Gwen Szymczak
Donovan Tann
Tom Toto
Zoey Toy
Karen Trainer
Lisa Trillo
Bridget Umble
Joe Valentin
Helen Vanbenschoten
Francis Vargas
Valerie Vitale
Sara Walker
Keli Walsh
Mary Webb
David Weinstein
Steven Whisler
Mollie Willems
Brad Youtz

Suppliers
Donors who donated
soccer equipment

David Broida
Annette Coreano
Jacob Coreano
Jonathan Doran
Ethan Ernst
Laurie Ernst
Marshall Good
Chris Hackley
Dorothy Holmes
Alex & Caitlyn Ketover
Julie Ketover
Billy Layton
Mia Riegler
Ken Rosso
Jamie Steen
Maurisha Tighe
Sean Tighe

Organizational Donors
Kensington Soccer Club
received grants and
contributions from the
following organizations:

Almac
Bread & Roses Community
Fund
CASA Soccer Philly
Catholic Worker Clinic
Charities Aid Foundation
City of Philadelphia Activities
Fund
City of Philadelphia District
Attorney's Office
City of Philadelphia Office of
Children and Families
City of Philadelphia Office
of Community
Empowerment and
Opportunity
City of Philadelphia Office
of the Mayor
City of Philadelphia Office
of Violence Prevention
Cloud 9 Supporters' Group
Congreso
DEA Educational
Foundation
Dick's Sporting Goods
Foundation
Ertz Family Foundation
Fishtown Beer Runners
Icarus FC
JT Dorsey Foundation
Kensington Community
Resilience Fund
King of Prussia Soccer
Club
K Ten Kids Foundation
League Apps

Nelson Foundation
New Kensington
Community
Development
Corporation (NKCDC)
Noel Soccer Foundation
Norris Square Community
Alliance
Pennsylvania Commission
on Crime and
Delinquency (PCCD)
Penn Treaty Special
Services District
(PTSSD)
Philadelphia Foundation
Philadelphia Youth Network
RR Soccer Academy
Sons of Ben
Techbuyer
Temple Men's Soccer
The Allen Hilles Fund
The School District of
Philadelphia
U.S. Soccer Foundation

If you'd like to make a
donation to Kensington
Soccer Club to support
youth sports and personal
development, please head
to our website at
kensingtonsoccer.org
and click on "Support KSC."

Options include:
- Online donation
- Check donation
- Pledge your birthday
- KSC Sustainer
- Equipment donation

We thank you in advance for
your support!



ALVIN ALAMO
President

**VIULKA J.
ARIAS-GUZMAN**

SARA HALL

DAN HARDY
Non-Voting

DAVID HICKS

LIZ JANCZEWSKI

ADAN MAIRENA

NATALIE MARTINEZ
Secretary

CHRIS MUNDEN
Vice President

CARLY NAJERA

YADELIES PRIETO

GEOFF RITTENHOUSE
Treasurer

ALICIA RIVERA

**VERONICA
STICKELMAN**

JOE VALENTIN

2021 BOARD OF DIRECTORS

2021 STAFF

JIM HARDY

Executive Director

CARLOS ACOSTA

Program Director

FELIX AGOSTO

Development Director

CYNTHIA KANE

Strategic Partnerships
Coordinator

ALBERTO HUICHAPA

Communications
Coordinator

MARIA BLASZCZYK

Volunteer & Member
Services Coordinator

PAT HARDY

Program Coordinator

DAN HARDY

Program Coordinator

JAKEEMA BURTON

Coach Trainer & Youth
Leadership Coordinator


BRIANNA BANKS

Coach Trainer & Youth
Leadership Coordinator

MICHAEL KANE

Coach Trainer





**Uniting the broader Kensington
community with soccer & youth
development programs for all,
regardless of ability to pay.**

Kensington Soccer Club
307 W. Dauphin St.
Philadelphia, PA. 19133
267-536-2717

