



Sonoma Valley Youth Soccer Association

PO Box 1992, Sonoma, CA 95476

www.SonomaSoccer.org

Non-profit tax ID number: 94-2734392

Dear Neighbor:

January, 2010

Soccer is the most played youth sport in the Valley. Every year, the Sonoma Valley Youth Soccer Association (SVYSA) organizes the soccer season for more than 1,200 Sonoma Valley youth, ages 4 - 18. Perhaps you have a family member involved in soccer. If not, you almost certainly know somebody who does. The SVYSA is a 501(c) 3 non-profit corporation with the sole purpose of serving the youth of the Sonoma Valley by promoting and administering the game of soccer.

In addition to organizing soccer for Sonoma's youth, we put on two tournaments in the fall involving teams from out of town. Each of these tournaments brings over 1,000 players, coaches and parents to Sonoma on two weekends. Many of these visitors stay overnight. They patronize local businesses. In short, the Sonoma soccer community encompasses and attracts thousands of customers (and potential customers) for virtually any business in Sonoma.

The vision of the SVYSA is:

- To create a thriving soccer community for all children and their families
- To build character through the game of soccer, teaching life lessons
- To be an alternative to negative influences and peer pressure
- To bridge Sonoma's rich cultural communities, building cross-cultural harmony

The SVYSA board is entirely voluntary, but we need money to provide the best for our young players and their families. In the short term we need money for scholarships - these are partial subsidies that SVYSA provides to help children who could not otherwise afford to play. This year we need \$10,000 to fund scholarships awarded.

Another immediate need is to restore and maintain the soccer fields where our children play. Most games are played at fields owned by the Sonoma Valley Unified School District. Unfortunately, these fields have been overused; in dire need of attention. Working in conjunction with SVUSD, Sonoma Soccer has undertaken the task and sole expense of extensive work on three school fields (Adele, Prestwood, and Sonoma Valley High School). The cost is significant (\$20,000.00). Using public funds to restore these fields is simply not an option. Although SVYSA is shouldering the burden, these fields are also enjoyed by year-round sports in addition to soccer. This year, we need to raise \$30,000 for restoring fields and maintaining the condition of them (\$10,000.00 for 2011). We need assistance from in-kind donors, as well as cash.

In the long term we plan to build a state-of-the-art soccer facility. We are presently exploring options. We know we need land and money. The City of Redding built a soccer complex that now brings an estimated \$4.7 million to their local economy every year. We would like to do the same thing in Sonoma. With your assistance, we can. We estimate the cost of building this facility to be about \$7 million. This project has tremendous potential benefits for the community. For example, we receive approximately 125 applications from teams all over California, for just one of our tournaments. Due to our limited facilities, we can accept approximately only 60 teams out of those 125. Imagine the possibilities for our children and our local economy, being able to accommodate additional teams!

When you support SVYSA, you directly support more than 1,200 Sonoma children and their families. In turn, we recognize your business and ensure that the Sonoma Soccer community is aware of your contribution. For examples of recognition our supporters have received, please visit www.SonomaSoccer.org and click on the *Thank You!* Link.

SVYSA Fundraising Team
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