

# Community Through Youth Sport Foundation

Improving the Central Indiana Community Through Childhood Development

November 29, 2022

We are pleased to be under consideration by you for a grant to the USA of Indiana Scholarship Fund, Capital Building Campaign, or to become a sponsor.

Our presentation includes

1. Who we are
2. Who we serve
3. Facility Partnership including our \$2,500,000 donated to Indy Parks to design & build Mary & John Geisse Soccer Complex
4. Equitable Facilities: the urgent need to install 2 artificial turf fields for year 'round use by 60,000 Indianapolis youth
5. Inclusion
6. Economic Impact and Conclusion

Sincerely,

*Rodney Shine*

Rodney Shine  
Chairman of the Board of Directors  
Pike Youth Soccer Club  
United Soccer Alliance of Indiana

*Thomas Geisse*

Thomas Geisse  
President  
Community Through Youth Sport Foundation

## WHO WE ARE

Community Through Youth Sport Foundation (USA of Indiana, Pike Youth Soccer Club) mission closely aligns with missions by The Parks Alliance and Indy Parks. We too are committed to helping make Indianapolis-Avon-Brownsburg “vibrant, happy, and healthy places to live” with an emphasis on “the maintenance and safety of Indy’s parks and our

soccer complexes in Brownsburg and Avon.” We also believe in the City and Towns’ economic development mission that “A city is only as great as its public spaces.” Our operations and tournaments are a \$7,000,000 annual economic impact to Indianapolis and Hendricks County. We also are 100% about health, safety and wellness of the children and families we serve in 3 Indy Parks and our Avon and Brownsburg soccer complexes. We are one of Indy Parks longest and best partners, a winner of Indy Parks Partner of the Year. Since 1979, we’ve run one of the best, oldest, and



largest youth development organizations in Indiana. Each of our 3 divisions began to serve the community in 1979. With our all-volunteer army of parents and coaches, we serve 3000 children plus their families each year. This effort results in about 50,000 annual volunteer hours donated to Indy Parks. According to Independent Sector<sup>1</sup>, this is a \$1,500,000 annual valued contribution from us to Indy Parks.

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## WHO WE SERVE

USA of Indiana, serves families from all of Marion County and Hendricks County. We have scores of member families living in every Indy City Council District and each Hendricks County community. Since 1979, we've helped develop fine young men and women, one child at a time. On a typical Grassroots Community Recreation soccer day, we host 1,500 children plus their families at Mary & John Geisse Soccer Complex and in our Avon and Brownsburg complexes. In addition, each season we host thousands of visiting players and families who generate a significant economic impact to Marion County and Hendricks County.

In addition to our core programming, we give back to the Community by our Superintendent Award winning USA of Indiana Have A Ball in school program where our licensed USA of Indiana soccer coaches run free fitness with a ball futsal sessions at local elementary schools. We've reached over 100,000 school children since 2011 at no charge to the school or school district.

We annually serve 15,000 children in our in house Community Recreation League, our 4 annual tournaments, and both Classic Travel and Recreation Plus league play. 3,500 youth travel players and their families visit Mary & John Geisse Soccer Complex from visiting Clubs each season. Our typical youth travel tournaments host 15,000 Park patron including 4,000 youth players and their families. During a typical weekend one of our three tournaments generates an economic impact of \$2,500,000, with 15,000 people visiting Mary & John Geisse Soccer Complex and other venues. Similar number of Park Patrons visit our 2 Hendricks County venues, Northwestway Park, and Eagles Crest soccer fields during our tournaments.



## WE ARE INCLUSIVE OF ALL FAMILIES

Pike Youth Soccer Club (USA of Indiana) strives to be inclusive in programming and pricing. We accept all children from all races, geographic local, social economic status. We have no boundaries. USA of Indiana Community Recreational seasonal tuition starts at \$40 for families that register during standard enrollment.

We also offer the following free programs:

1. Award winning USA of Indiana Have a Ball Partnership with local school districts to offer free fitness with a ball futsal programming during physical education classes for children K-8th grade.

2. Soccer in the Community Free Academy Nights. Each season we offer a half dozen free weekly training sessions from licensed coaches to children in the community ages 6-10. Over 150 children signed up for a recent training session, with 50% coming from the community and never have played youth soccer.

We frequently have participants from neighboring suburban communities who join our soccer program because of our player diversity



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## OUR FAMILIES ARE DIVERSE

Pike Youth Soccer Club – USA of Indiana is in one of the most diverse and economically disadvantaged communities in Indiana. Many people may be unaware that Pike school district has a higher percentage of disadvantaged and people of color than local school corporations in Indianapolis, including Indianapolis Public Schools.

Diversity by Race: Black/African percentage: Pike 60.9%, IPS 40.3%.

Diversity by Race: Persons of Color: Pike 90%, IPS 77.5%

Diversity by Student Groups, Economically Disadvantaged: Pike 65.8%, IPS 65.4%.

Diversity by Race	MSD Washington Township (Enrollment 10,888)	MSD Pike Township (Enrollment 10,919)	Indianapolis Public Schools (Enrollment 22,929)
Black / African	41.0%	60.9%	40.3%
Hispanic	20.4%	24.3%	31.8%
White	28.8%	7.70%	21.6%
Multiracial	5.30%	5.30%	5.40%
Asian	3.6%	1.80%	.70%

Source: Indiana Department of Education 2020 – 2021 School Year.

<https://inview.doe.in.gov/corporations/1053500000/population>



Various Group Representation	MSD Washington Township (Enrollment 10,888)	MSD Pike Township (Enrollment 10,919)	Indianapolis Public Schools (Enrollment 22,929)
Economically Disadvantaged	53.7%	65.8%	65.4%
English Learners	15.2%	18.8%	21.7%
Students of Disabilities	15.0%	14.0%	17.5%

Source: Indiana Department of Education 2020 – 2021 School Year.

<https://inview.doe.in.gov/corporations/1053500000/population>

## INDY PARKS FACILITIES: DEI

While we are 100% Diverse and we are 100% Inclusive, alas, we offer 1% Equitable facilities.

While Indy Parks facilities are among the best, Mary & John Geisse Soccer Complex has fallen behind.

When first constructed the youth soccer fields were among the best in Indianapolis.

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## THE CASE TO INSTALL 2 ARTIFICIAL TURF FIELDS FOR YEAR 'ROUND USE.

**\$1,500,000**

Even as we strive to improve drainage, there is an urgent need for 2 artificial turf fields for year 'round use and use by children when the grass fields are too wet to use. The NFL could install any type field it desires. Half of the NFL teams have artificial turf fields for year 'round use. Pictured: Grand Park \$100 million youth soccer/football built by City of Westfield Parks Department.



## ECONOMIC IMPACT

**Our annual economic impact is \$7,000,000. to Indianapolis and Hendricks County!**

**Our little group of citizens raise and donated \$2,500,000 to Indy Parks to design and build Mary & John Geisse Soccer Complex, Eagle Creek Park!**

**Our youth development program contributes \$1,500,000 per year in value of 50,000 volunteer hours to Indy Parks, DPW, and City Indianapolis.**

## MARY & JOHN GEISSE SOCCER COMPLEX

We are big believers in volunteer adults bringing 2000 children off the Indianapolis streets and into a beautiful Indy Park for organized youth sports in facilities maintained by Indy Parks.

The idea, planning, design, and building of Mary & John Geisse Soccer Complex is a product of an unique private-public partnership to design and build a new Indy Park for 10,000 children and families. Never in the history of Indy Parks has such an undertaking been attempted. It's been a rousing success, albeit now in need of help to complete the mission. We pledged \$1,200,000 and have donated thus far \$2,500,000 in cash and in kind.

Even though other Indy Park athletic sports complexes and most every other Central Indiana youth soccer facility provide restrooms, Mary & John Geisse Soccer Complex does not. Our volunteer parents, at their expense, rent hundreds of portable toilets each year for use by children and their families including soccer families, Greenway Trail users, Eagle Creek Park patrons who park here, and Mayor's Gardeners.

Indianapolis families are fleeing to the suburbs as those youth sports facilities offer improved facilities. There are a dozen indoor youth soccer facilities in Zionsville, Carmel, Westfield, Noblesville, Fishers, Lawrence, and Center Grove. The Mayor of Westfield spent \$100,000,000 to build youth soccer and baseball fields with a large indoor facility with 3 full size soccer fields. The facility attracted the Indianapolis Colts to move its training camp from next door to Mary & John Geisse Soccer Complex to Grand Park.

## CONCLUSION

While on a day-to-day basis, we are fairly self-sufficient and do not rely at all upon any government nor United Way funding, today we please ask for your help to improve facilities so together we may provide more equitable facilities for 10,000 children and their families each year. We thank you for your consideration.