

Dear Member or Friend of High Country Soccer,

We posed this question to our young members in our club:

# What does soccer mean to me?



You would be amazed by and proud of the inspiring responses we received. The responses are a constant reminder of why we keep the most important piece of the HCSA puzzle at the forefront: our kids.

## leadership

*“I got to be team captain at my last game. My coach said I had a really good week of practice and that I was leading by example. I try to help my teammates as much as I can.”*



Soccer is so much more than a sport. We see it as an outlet that helps create well-rounded youth through fun experiences and friendships while providing lifelong skills such as **confidence, leadership, teamwork, responsibility, accountability, perseverance**, and how to be humble in victory and gracious in defeat. You see this happening every day in our Academy, Challenge, and Travel Team programs.

But what you may not see are our efforts to provide youth soccer to underserved communities like **Crossnore School & Children's Home**. We're also starting a **TOPSoccer** program for kids with mental and/or physical disabilities. Lastly, our **Soccer in Schools** program introduces the game to kids in our local public schools.



## self-esteem

*“I'm kinda shy and I didn't know many of the kids on my team. Once I got to know them and my coach, I started to become more confident. I scored my first goal last game!”*

As we approach the end of the year, please consider us as part of your year-end giving plans to help us fund these and other crucial projects. If all of our club members donated just \$20 per family, we would raise more than \$10,000. But whether you donate \$20, \$200, \$2,000, or more, any amount is greatly appreciated. We need help to make an even bigger impact for our kids.

## teamwork

*“I'm a defender and don't score many goals. Last game I had three assists. My coach says every player has a role and we all need to play together.”*



I'm asking you to please donate. Your donation can be earmarked specifically for our **Capital Campaign (re-turfing the fields or the dream of building an indoor facility)**, outreach, operating, or general expenses. And we stand behind our words: 100% of HCSA's administrative staff is donating.

## friendships

*"I have been playing with some of my teammates since we were five-years-old. Even though we go to different schools, we always know we're going to see each other during soccer season."*



Thank you for taking the time to read this letter. Please use the enclosed stamped envelope to send your donation, or you can give online at [www.HCSoccer.com/donate](http://www.HCSoccer.com/donate). HCSA's Board of Directors and Staff wish you a merry holiday season, and we look forward to a prosperous new year with you and your children.

Happy Holidays,  
Rick Suyao, Executive Director  
High Country Soccer Association



## fitness

*"Last summer, I started doing extra work just to help with conditioning. I actually got faster and a lot stronger this season."*

## responsibility

*"My parents and my coach tell me that I'm responsible for all my stuff for practices and games. If I don't pack everything, it won't get done."*

### Where would you like to allocate your donation?

#### A Look at Some of HCSA's Annual Expenses

Referee Fees .....	\$37,000	Mowing .....	\$2,500	Balls.....	\$250
Tournament Fees .....	\$21,000	Print Collateral .....	\$2,500	Copy Paper.....	\$250
T-Shirts.....	\$13,000	Turf Testing .....	\$2,000	Medical Supplies .....	\$250
Scholarships .....	\$11,000	Other Field Rental.....	\$3,000	Website/Email Hosting ...	\$250
Office Rent.....	\$10,200	TOPSoccer.....	\$2,800	Recycling .....	\$100
NCYSA Player Fees .....	\$10,000	This Fundraiser Mailer...	\$1,650	Postage .....	\$100
Field Lighting .....	\$9,000	Crossnore Outreach .....	\$950	Toilet Paper/Paper Towels..	\$75
Insurance.....	\$7,000	Portajohn Rental .....	\$600	Soap/Cleaning Supplies....	\$60
Awards.....	\$4,500	Computer/Repair .....	\$500	Pens .....	\$15
Soccer in Schools .....	\$3,750	Futsal Goals/Repair .....	\$400	<b>Returfing 2 Fields ..</b>	<b>\$830,000</b>
Nets .....	\$3,000	Software.....	\$350	<b>Indoor Facility .....</b>	<b>\$1,450,000</b>

# HCSA BY THE NUMBERS

HCSA Tournaments =

**5,500+**  
Visitors

HCSA Tournaments =

**\$950,000**  
Economic Impact

**180**

Home League Games

=

**10,000+**  
Out-of-Town  
Visitors

**300+** Adult League Players

**600+** U6-U18 Players

3-Way Partnership: HCSA, ASU, Watauga Co. Parks & Rec

**35** College Players  
Produced Since 2008

**\$476,000** Annual Budget

## **Soccer is so much more than a sport.**

We see it as an outlet that helps create well-rounded youth through fun experiences and friendships while providing lifelong skills such as

***confidence, self-esteem, leadership, physical fitness, responsibility, accountability, perseverance, teamwork***

and how to be humble in victory and gracious in defeat.

**Together we can impact the lives of our kids  
both on and off the field.**