



# *FORWARD MADISON 2023 COMMUNITY IMPACT REPORT*





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## A LETTER FROM COO, CONOR CALOIA

Dear Forward Madison Community,

I want to start by thanking you for your amazing support during the 2023 season both on and off the pitch. What we have built together as a Forward Madison community has far exceeded our expectations for professional soccer in Madison and we feel like we are just getting warmed up.

While 2023 was a step forward on the pitch with a return to the playoffs, I am even more proud of our players, coaches and staff for their engagement in the community. Since the start, Forward Madison has been guided by our fans and the greater community. We strive to be the community's Club and we hope that our continued commitment to being an active player in the greater Madison area reflects that. I want to recognize our players and coaches for making 135 appearances at local events over the past year. Along with our corporate partners and the Flock, we raised more than \$45,000 for local charities. In total, we engaged with or had an impact on more than 80 local non-profit or charitable organizations. This is a result of amazing community support and a dedicated effort by our front office, players and coaches.

We see 2023 as a building block for a higher level of community engagement and impact moving forward. We look forward to unveiling a long-term significant plan for community investment in the near future while continuing to support our great local charitable partners. Thank you for your continued support of Forward Madison on and off the pitch and I will see you at Breese Stevens Field on April 13th.

Forever Forward,  
Conor



# COMMUNITY INITIATIVES

**FORWARD**  
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PRIDE

\$5,572.08

Proceeds from both the Pride merchandise capsule as well as the player worn Pride top auction were donated to Outreach LGBTQ+ Community Center, totalling \$5,572.08.

EARTH DAY

\$662.08

\$662.08 was raised for Clean WI through the Earth Day merchandise capsule.

DAV

\$2,000

The Disabled American Veterans Wisconsin Chapter received \$2,000 through the auction of player worn jerseys during Military Appreciation Night.

FLOCK

\$14,520

Over the 2023 season, \$14,520 was raised for the Flock Soccer Foundation through the sale of Flock End tickets, away jerseys, blankets, and away kit scarves.

LA BARRA

\$575

In partnership with La Barra, proceeds from a limited edition baseball jersey were donated to Amigos en Azul.





# \$56,000+

## IN TICKETS DONATED

Various organizations across the state of Wisconsin received donations in the form of raffle and auction items to use for fundraising efforts in 2023.

# \$11,000+

## RAISED THROUGH TICKET DRIVES

Over \$11,000 was raised for various nonprofit organizations and youth soccer clubs through ticket fundraisers throughout the 2023 season.





# DANE COUNTY FOSTER CARE PROGRAM

Each match, eight tickets were donated to the Dane County Department of Human Services for foster families to attend a Forward Madison FC game. Each attendee received a free meal voucher and scarf.

# AMIGOS EN AZUL

Amigos en Azul, the Latino outreach arm of the Madison Police Department, stopped by the stadium for a tour, team presentation and player meet and greet.



# VERONA HIGH SCHOOL LATINX LEADERSHIP GROUP

The Verona High School LatinX Leadership Group stopped by the stadium to watch a training session and speak with some players about their career path. The group also spoke with front office staff about the various aspects of working in sports.

# WE READ YOUTH VOICES WRITING CONTEST

In partnership with the Madison Public Library, the We Read Youth Voices finalists were recognized and the winner was selected at a Forward Madison FC home match. Andrew Wheeler-Omiunu was on the panel of judges.





# BATTLE OF THE BADGES

The 4th annual Battle of the Badges charity soccer match between the Madison Fire and Police department was hosted. Proceeds from event were donated to Big Brothers Big Sisters of Dane County with over \$2,000 raised.

# \$2,000+ RAISED





# SPECIAL OLYMPICS POLAR PLUNGE

Forward Madison FC technical staff, front office, players, and Flock members took part in the 2023 Polar Plunge in an effort to raise money for Special Olympics Wisconsin. Together with the help of fans, friends, and family, \$6,212 was raised.





# PARTNERSHIPS IN THE COMMUNITY

**FORWARD**  
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## FORWARD FOR A CAUSE

### PRESENTED BY: EXACT SCIENCES

In 2023, Forward for a Cause was launched in partnership with Exact Sciences. Forward for a Cause encapsulates all volunteer appearances made by players, coaching staff, and front office members. Along with different volunteer appearances throughout the Madison community, 20 tickets were donated to a local nonprofit each Forward Madison FC home match courtesy of Exact Sciences.

# 20 TICKETS

# DONATED A GAME

## EXACT SCIENCES

## OVER 135 APPEARANCES

As a part of Forward for a Cause, Forward Madison FC players visited numerous community centers, schools, the American Children's Hospital, Habitat for Humanity, and many more organizations.



### LAPHAM ELEMENTARY SCHOOL VISIT

Eric Conerty, Jake Crull, and Isidro Martinez spent time at Lapham Elementary School, located just up the street from Breese Stevens Field.



### AMFAM CHILDRENS HOSPITAL VISITS

Derek Gebhard and Isidro Martinez, as well as many other players visited the American Family Children's Hospital throughout the season.



### HABITAT FOR HUMANITY

Sam Brotherton joined Flock members at Habitat for Humanity to assist in cleanup and moving.



## TDS SCHOOL SUPPLY DRIVE



School supplies were collected at a Forward Madison FC match and donated to One City Schools. Additionally \$6,000 was donated to One City Schools to support their mission of providing affordable, accessible and high-quality schooling.

## DON'S HOME FURNITURE



### BEST SEATS IN THE HOUSE

This year, Don's Home Furniture honored Madison area small businesses with a night out in the Best Seats in the House. Each match, eight touchline chairs were used by local small business owners and employees. At the end of the year, two chairs were given away to a lucky Forward Madison FC fan.



## NORTHWESTERN MUTUAL



### ALEX'S LEMONADE STAND

In partnership with Northwestern Mutual, \$1 from every lemonade sold this season and the proceeds from a co-branded scarf were donated to Alex's Lemonade Stand Foundation for a total of \$567.



# STUFF THE TRUCK

**PRESENTED BY: GORILLA MOVERS WITH THE SUPPORT OF CANOPY WEALTH**

Together with Gorilla Movers and the support of Canopy Wealth Management, Forward Madison FC hosted over 30 volunteers at a practice to help build 500 athletic packs. The packs included non-perishable snacks, Forward Madison FC scarves and stickers, a reusable water bottle, and an activity checklist that could be redeemed for two free tickets to a Forward Madison FC match.

**500 ATHLETIC WELLNESS PACKS CREATED**  
**40 FUTSAL BALLS TO BE DONATED TO MADISON PARKS**



**Gorilla Movers**  
OF WISCONSIN

**FORWARD**  
MADISON • FC





# TREK PRIDE RIDE

**COMMUNITY BIKE RIDE & HAPPY HOUR**  
**10 LGBTQ+ FOCUSED ORGANIZAITONS TABLING**

**NEARLY 500 PARTICIPANTS**

After a successful Trek Pride Ride in 2022, the event returned even bigger in 2023. Nearly 500 participants gathered at Breese Stevens Field on June 3rd to partake in a bike ride to Olin Park and back in celebration of Pride in Madison.

**“We want to make sure everyone knows that they’re welcome to come here. To be a part of this community, this city, this team.”**

**- Taylor Pieper Director of Corporate Partnerships**





# DÍA DE FÚTBOL

PRESENTED BY MADISON GAS AND ELECTRIC



A free family-friendly event presented by Madison Gas and Electric celebrating soccer and community energy including youth clinics with FMFC players, an international pro player appearance and more.

**OVER 200**

**PARTICIPANTS**





# KLONDIKE CHEESE COMPANY



## CHEESE AND YOGURT DONATION TO FSF



Through the sale of cobranded cheese and yogurt, Klondike Cheese Company, Buholzer Brothers, and Odyssey Yogurt raised \$8,898.13 for the Flock Soccer Foundation.



# JUST COFFEE CO-OP **JUST** COFFEE CO-OP

## WAKE THE FLOCK UP DONATION TO FSF

Over \$5,294 was raised in 2023 through the sales of the cobranded Just Coffee Co-Op coffee line, Wake the Flock Up.



# WOLLERSHEIM WINERY



## CHATEAU MINGO DONATION TO FSF

Money was raised for the Flock Soccer Foundation through sales of Wollersheim Winery Chateau Mingo.



# ACCESSIBILITY OF SOCCER

**FORWARD**  
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# SPECIAL OLYMPICS UNIFIED SERIES

## PRESENTED BY EXACT SCIENCES

The Special Olympics Unified Series presented by Exact Sciences returned in 2023. The Forward Madison FC Unified Team took on the Union Omaha Unified Team in a two legged cup, as well as the Chicago Fire FC Unified Team in a friendly at Breese Stevens Field. Forward Madison FC and Special Olympics Wisconsin hosted a joint press conference and signing day to welcome all of our 2023 Unified Athletes.



*Unified Series match against Chicago Fire at Breese Stevens Field*



*Unified Series match against Union Omaha at Breese Stevens Field*



# MILLENNIUM SOCCER CLUB



## MILLENNIUM SOCCER

Building Community Through Soccer



# \$2,900+ RAISED

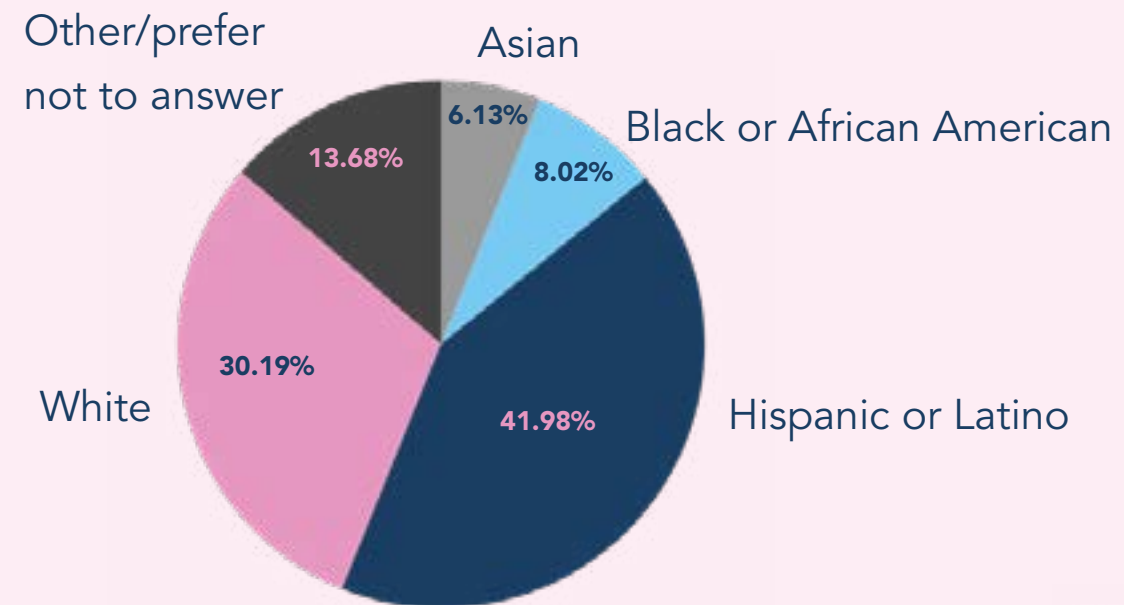
Over \$2,900 dollars was raised through ticket drives and the first ever Millennium Soccer Club Summer Gala to celebrate 22 years of the club and the efforts by community members to make soccer accessible to children around the greater Madison area.

# 100 SHIRTS DONATED

100 Hummel kits were donated to Millennium Soccer Club volunteer coaches.

# 400+ PARTICIPANTS

Over 400 first through fifth graders participated in Millennium Soccer Club programming throughout the Fall or Spring season in 2023.





## Camps and Clinics

# 575+ CAMPERS

Forward Madison FC hosted over 575 campers at various half-day camps, free community clinics and Eintracht Frankfurt camps hosted by UEFA licenced coaches.



## Forward Futures

# 60 PARTICIPANTS

2023 marked the launch of the Forward Futures program. The program included 60 participants identified through MAYSA area clubs, high schools, and other local coaches. Participants received high-level training sessions with the top talent in the state of Wisconsin, supplemental with the player's current club and/or school team.





# 2023 REVIEW





**\$13,000+**

**RAISED FOR FLOCK SOCCER FOUNDATION  
THROUGH COBRANDED PARTNERSHIPS**

**135+**

**COMMUNITY PLAYER  
APPEARANCES**

**80+**

**LOCAL COMMUNITY  
ORGANIZATIONS IMPACTED**

**\$30,000+**

**RAISED FOR VARIOUS  
COMMUNITY INITIATIVES**







THANK YOU FOR  
YOUR SUPPORT