



2025 COMMUNITY IMPACT REPORT



A LETTER FROM THE CLUB

Dear Forward Madison FC Community,

Since its inception, Forward Madison FC has been built on its connection to the community. While our rosters and results may fluctuate, one constant has always been our commitment to being more than just a soccer club—to being something greater for Madison both on match day and outside of the walls of Breese Stevens Field. I want to recognize our staff, players, coaches, and fans for their work to reinforce that mission. 2025 marked one of the most engaging years with our community yet, while simultaneously laying the framework for projects that will have an impact for years to come. I am pleased to announce that last year we raised over \$125,000 for numerous local organizations, made over 185 appearances within the community and hosted a myriad of initiatives and events benefiting members of the Greater Madison Area.

In addition to these successes in 2025, I was also thrilled to see the growth of Women's Soccer here in Madison. While our organization continues our push to bring professional Women's Soccer to our city, we are committed to providing a professional environment to the athletes and fans, in a pre-pro space through Rally Madison FC in 2026. With over 850 season ticket holders locked in for the inaugural year, the city of Madison has already made it abundantly clear what this team means not just to the fans, but to the players that will wear the colors and to the youth players who will grow up seeing the height of possibilities for women in sports. With the announcement of Rally Madison FC also brings the Rally Girls Soccer Fund, a platform that will strengthen our commitment to making soccer more accessible for those in our community.

No season is ever our final product on or off the field. It is our goal to continue to further strengthen and elevate our experiences, relationships and connection to our community every year. I want to thank our fans, partners, and community members who continue to trust and support us. I look forward to welcoming everyone back to Breese Stevens Field for an even greater year in 2026.

Forever Forward,

Forward Madison FC & Rally Madison FC General Manager, Kyler Donovan

FUNDRAISERS



BREESE STEVENS FIELD CONCERTS

MADISON PARKS FOUNDATION DONATION

Each year Breese Stevens Field makes a donation of a portion of concert ticket sales to the Madison Parks Foundation to support community projects. This year over \$16,500 will be donated.

\$16,500+ DONATED

NON-PROFIT FUNDRAISING

Each concert at Breese Stevens Field hosts various volunteer groups to fundraise for their non-profit organizations. This year, over \$22,000 was raised through these opportunities.

\$22,000+ RAISED



MERCHANDISE COLLECTION

\$9,000+ RAISED



AAPI HERITAGE



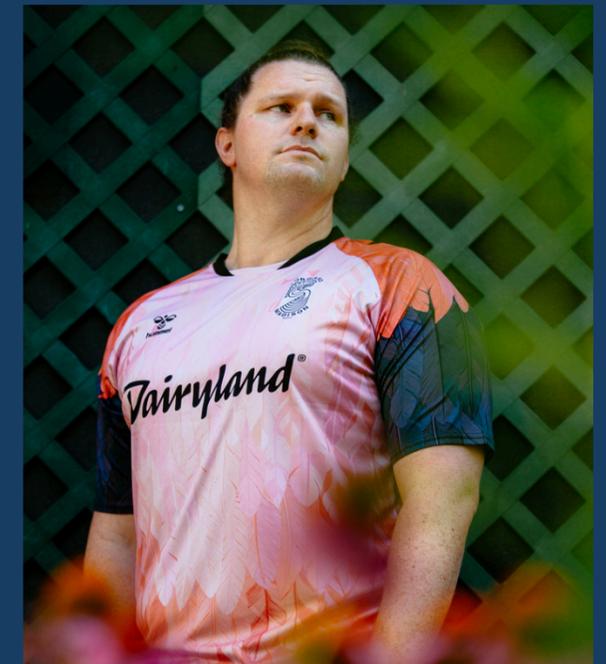
PRIDE



JUNETEENTH



HISPANIC HERITAGE



FLOCK

AAPI HERITAGE GOAL KEEPER KIT

The AAPI Heritage Goal Keeper Kits are inspired by the traditional textile pattern of the Philippines and the Sampaguita, the National Flower of the Philippines. The kits were designed in collaboration with PAMANA. During the season, 25% of the proceeds benefited PAMANA

\$1,035 RAISED

PRIDE PRE-MATCH TOP

The Pride Pre-Match Top was designed by local queer artist Bernie & Zuzu. 25% of the proceeds from the Pride Pre-Match Top benefited the Outreach LGBTQ Center

\$4,220 RAISED





JUNETEENTH PRE-MATCH TOP

The Juneteenth Pre-Match Top was designed by local artist, Brooklyn Doby. Throughout the month of June, 25% of proceeds from the sale of the Pre-Match Top were donated to the Progress Center for Black Women.

\$1,604 RAISED



HISPANIC HERITAGE PRE-MATCH TOP

The Hispanic Heritage Pre-Match Top was designed by a local artist and muralist, Rodrigo Carapia. During Hispanic Heritage Month, 25% of the proceeds from all purchases of the top went to the local student organization, Raza United. A \$250 donation was contributed by our partners at TruStage as part of their Hispanic Heritage Month celebration

\$1,200 RAISED

FLOCK SOCCER FOUNDATION

FLOCK END TICKETS

Since the inaugural season, Forward Madison FC has donated \$1 from every Flock End ticket to the Flock Soccer Foundation, with the primary focus of making soccer more accessible in the Madison Community. This year, over \$8,800 will be donated from ticket sales.

\$8,800+ DONATED

FLOCK KIT COLLABORATION

Forward Madison FC collaborated with members of the Flock to create the Plume and Pride kit, with \$5 from each sale going back to the Flock Soccer Foundation.

\$1,000+ RAISED SO FAR



\$43,000+

In tickets donated

Organizations from all over the state of Wisconsin received donations in the form of raffle and auction items to be used for fundraising in 2025

\$9,400+

Raised through ticket drives

Over \$9,400 was raised for various non-profit organizations and youth soccer clubs through ticket sales fundraisers in the 2025 season



\$3,500+

Raised for Special Olympics WI

In partnership with The Flock, fans and front office staff took part in another year of the Polar Plunge, raising over \$3,500.



\$1,500+

Raised through the Annual Battle of the Badges of the Badges

Madison area firefighters and police officers took the field in the 6th annual Battle of the Badges charity match, raising over \$1,500 for Big Brothers Big Sisters of Dane County



PARTNERSHIPS IN THE COMMUNITY



FORWARD FOR A CAUSE

Forward for a Cause with our partners at Exact Sciences has been a staple of Forward Madison FC's community efforts since the inaugural year of the program in 2023. As part of the program, 20 tickets are made available, courtesy of Exact Sciences, for each game to nonprofits in an effort to increase the accessibility of Forward Madison FC games. In addition, Forward for a Cause also showcases the more than 135 community appearances made by Forward Madison FC players, coaching and front office staff.

135+ COMMUNITY APPEARANCES

**EXACT
SCIENCES**



FORWARD FOR A CAUSE CONTINUED

**EXACT
SCIENCES**



Forward Madison FC players and coaches volunteering at the Village Family Diaper Bank



Nico Brown and Walis Lapsley visited the UW Health Children's Hospital



Nico Brown and Walis Lapsley visited the UW Health Children's Hospital

SPECIAL OLYMPICS UNIFIED TEAM

**EXACT
SCIENCES**

For the fourth straight year, Forward Madison FC teamed up with Special Olympics Wisconsin for the Unified Series. This year saw the Unified Team take on new competition as they welcomed the USL Championship club, Colorado Switchbacks' Unified Team. The Forward Madison FC Unified Team also took on its usual opponents, Union Omaha, in a home-and-away series. The team ended 2025 2-2.



The Forward Madison FC first team had the privilege of welcoming Trevor Thwing to training during his return to the Forward Madison Unified Team.



Forward Madison FC and the Colorado Switchbacks take the pitch for the first matchup against each other in program history.



LEXUS GOOOOAAALLLS

Bergstrom Lexus of Madison was the entitlement sponsor of Forward Madison FC's goals scored during home matches. As part of Lexus' sponsorship, they pledged to donate \$100 for each Forward Madison FC goal scored to Forward Madison FC's Mini Pitch Initiative. At the end of the season, Bergstrom Lexus of Madison's final donation total was \$3,800.



CANOPY CORNER KICKS

Canopy Wealth Management was the entitlement sponsor of Forward Madison FC's corner kicks during home matches. As part of Canopy Wealth Management's sponsorship, they pledged to donate \$50 for each Forward Madison FC corner kick to the Mini Pitch Initiative. At the end of the season, Canopy Wealth Management's final donation total was \$4,000.

DON'S HOME FURNITURE

BEST SEATS IN THE HOUSE

This year, Don's Home Furniture thanked our community's volunteers with tickets in the Best Seats in the House at Forward Madison FC games all season long.



HISPANIC HERITAGE NIGHT

PRESENTED BY TRUSTAGE

In partnership with TruStage, Forward Madison FC hosted Hispanic Heritage Night on October 11th. As part of the celebration, four individuals working within local school systems were recognized for their contributions to the community.





PIGGLY WIGGLY POINTS FOR A PURPOSE

For every point earned by Forward Madison FC this season, Piggly Wiggly donated 50 pounds of food to Hunger Task Force, totaling 1,500 pounds of food.



GOODWILL BACK TO SCHOOL

Goodwill of South Central Wisconsin and Forward Madison FC surprised one lucky winner with a back-to-school shopping spree with help from Jackson Dietrich.

DIA DE FUTBOL

PRESENTED BY MADISON GAS AND ELECTRIC

Madison Gas and Electric hosted the annual Dia de Futbol at Breese Stevens Field in collaboration with Forward Madison FC. The event saw over 600 people attend a day of soccer, education and an appearance from international soccer stars Marco Fabian and Lauren Sesselman for autographs and a free clinic.



VERLO SAVES

For every save Bernd Schipmann made on August 27th, Verlo Mattress of Madison donated \$100 and a dog bed to the Dane County Humane Society.

COMMUNITY INITIATIVES

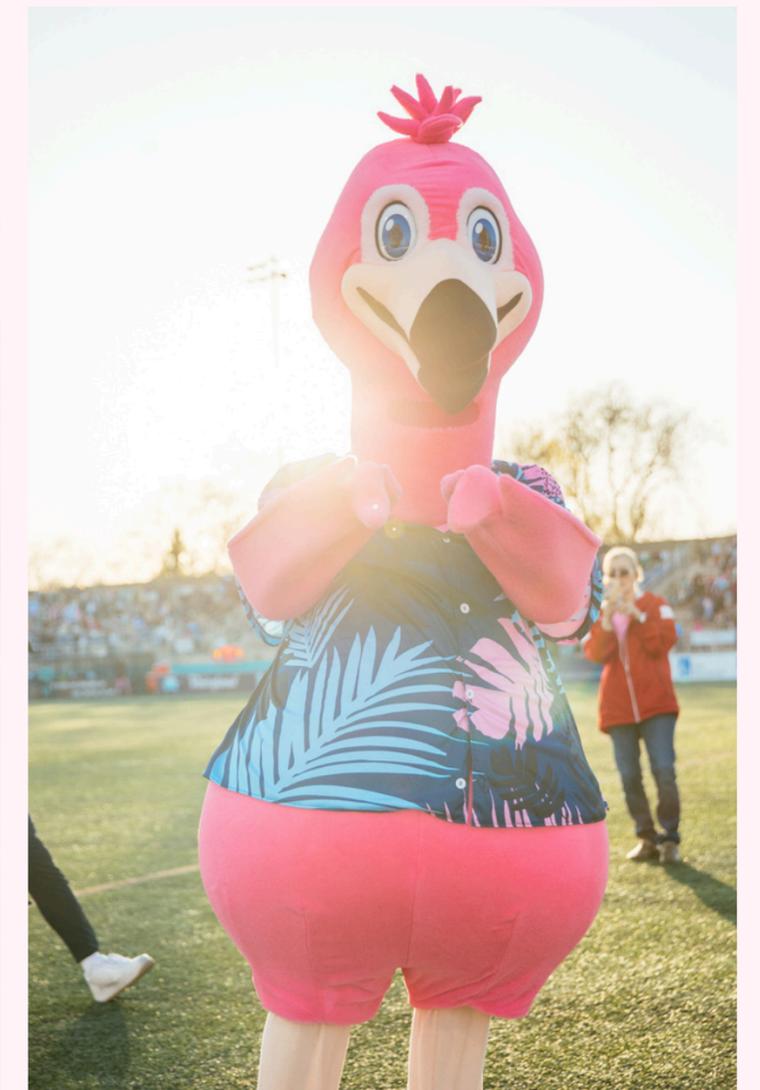
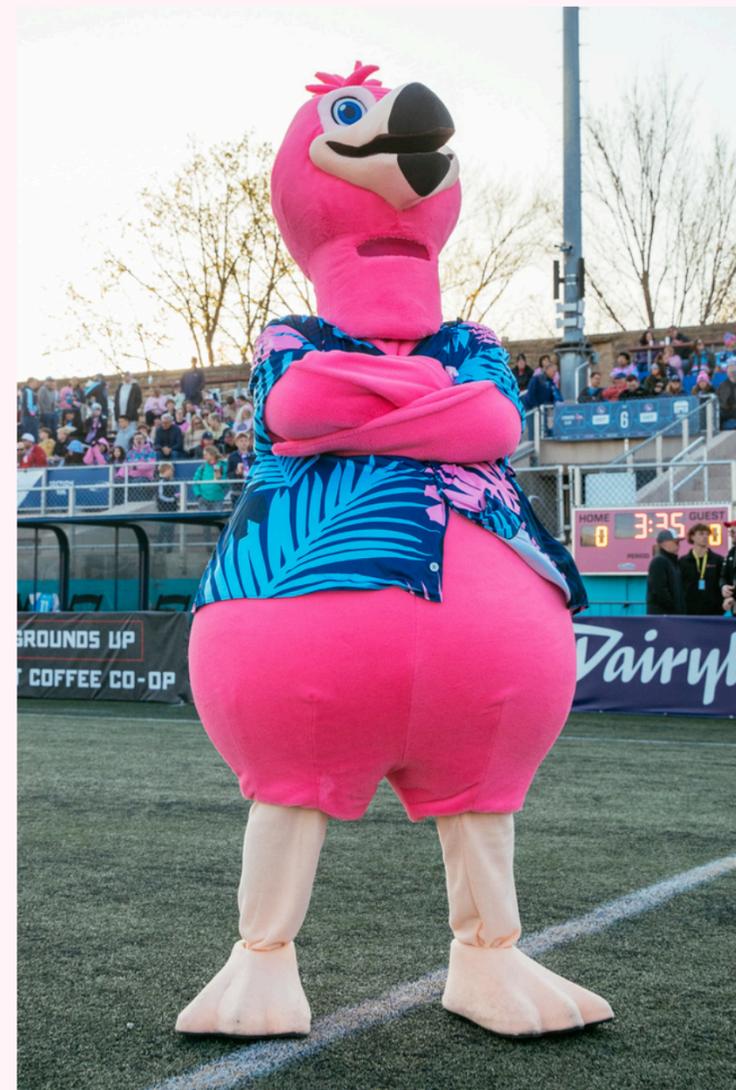


WELCOME STRUT!

THE NEWEST ADDITION TO THE FORWARD MADISON FC FAMILY

This spring, Forward Madison FC visited over 40 schools in the Madison area for a community design contest for the latest addition to the Forward Madison FC squad, Strut the mascot! Three winners were selected, with design elements used from each drawing. In 2025, Strut has made over 50 appearances within the community.

OVER 4,000 DESIGN
SUBMISSIONS COLLECTED



OUR WINNERS

Strut was unveiled at the home match on April 26th alongside the three winners from the design contests.



Elliot



Annika



Lucy



WE READ YOUTH VOICES

IN PARTNERSHIP WITH THE MADISON PUBLIC LIBRARY

Forward Madison FC partnered with the Madison Public Library again for the We Read Youth Voices contest that saw three winners recognized at a Forward Madison FC match. Forward Madison FC goalkeeper Walis Lapsley joined the contest as a judge, continuing the tradition of player involvement.

KOATS FOR KIDS DRIVE

New and gently used coats were collected at the Forward Madison FC match on September 13th for the Boys and Girls Club Koats for Kids initiative.



MILLENNIUM SOCCER CLUB

In Partnership with Hummel, Forward Madison FC's official apparel provider, 1,426 uniform pieces were donated to Millennium Soccer Club, including tops, shorts, socks, coaching uniforms and MAYSA Cup Team uniforms for the Club's 2025 season.



MILLENNIUM GALA

Forward Madison FC hosted the annual fundraising gala for Millennium Soccer Club.

**OVER \$4,000 RAISED AT
THE ANNUAL GALA**

FMFC ACADEMY

This year saw the addition of the Forward Madison FC academy program, with over 350 kids participating across 22 different teams. Through the academy, Forward Madison FC provides a professional training and competition environment for the area's top talent. Over \$95,000 in scholarships were provided to academy players this year, working to break down accessibility barriers within the sport. In addition to the academy, Forward Madison FC's development center welcomed 70 players from over 10 different local clubs for supplemental training.



\$95,000
IN SCHOLARSHIPS PROVIDED
TO ACADEMY PLAYERS





RALLY MADISON FC



THE LAUNCH

On August 16th, 2025, USL W League Madison was announced to the public. Before there was a brand, over 850 people rallied for women's soccer in Madison, becoming founding members and season ticket holders. On December 12th, 2025, Rally Madison FC was born in front of hundreds of fans.



RALLY GIRLS SOCCER FUND

During the launch of Rally Madison FC, the Rally Girls Soccer Fund was announced. The purpose of the Rally Girls Soccer Fund is to bridge the financial, logistical, and cultural barriers that prevent girls in our community from accessing and continuing to participate in soccer. In support of the Rally Girls Soccer Fund, Rally Madison FC will be donating \$1 from every ticket sold back into the project. The first grant recipient, Madison East Booster Club and the High School Girls' Soccer Team, was announced at the launch.

