

Dear Striker Families:

We as a club are very aware of the frustration of practicing on smaller fields. As a board we have been beyond frustrated also, but we are grateful the first four fields are done and we officially received the temporary occupancy permit last week. We want to publicly thank Maricopa county (who has been incredibly helpful in expediting our process of building the complex) for their help in getting us rolling. It was exciting to finally have our first league games at the NSFC Striker Soccer Complex this past Saturday.

We hope your kids fall in love with the quality of these fields. We just want to say “finally” and also apologize for the delay in getting to the fields. When we started the process we truly believed we would be on the fields early in August. Unfortunately, like many projects, there were numerous unforeseen obstacles and hold ups. We are currently working to get “Phase 2” (more parking, 3 more fields, restrooms, snack bar and meeting room area) approved through the county so it will be ready for next year’s season as long as fund raising efforts go as planned.

For many years many of us soccer fanatics saw a need for a non-Sunday competitive soccer club, and this year we finally made dreams become a reality. Last January, when we sat down as a board to begin operations as a club, we put together a league manifesto with our club goals. While we have been far from perfect, we still have our sights set on achieving the numerous objectives we outlined. The great thing is the club is started and we are well on our way to accomplishing the lofty goals of the club. We sincerely want to thank all of the parents and players who have taken the risk to jump to our club, and for your support thus far.

A short summary of the manifesto: first and foremost, protect Sundays. Second: protect family time and family values and not have soccer control families lives. Third: develop a high quality soccer program that could compete with the best clubs in the state based on researched European models that emphasize development and practice (increasing numbers of touches) over playing too many games each year. We also wanted our emphasis to be on development, execution and skills, over winning at all costs. Fifth: for the club to be financially stable.

Here are a few of the exciting things we are doing as a club. First, we are one of only a few clubs in the state with their own private fields and the only club with private sand based fields. Second, these fields are some of the best fields in the state. We have hired our own field maintenance manager who is doing a terrific job on keeping them green and well maintained which has been difficult due to tight time constraints. Third, very few clubs offer one night of “skills only training.” We are excited to continue to offer this specialized training without additional charge to all members of our club. These optional skills only sessions are held from 5-7 every Wednesday lasting one hour per session. If your child has not participated in the skills sessions yet, please give it a try, they are extremely valuable for development. Fourth, no athlete in our club will ever have to miss “youth night”, “family night” or Sunday time with their families; Again, we are the only club in the state offering this benefit. We will never play on Sunday’s. Fifth, beginning December 1st, every team will be practicing on Tuesday and Thursday nights so all families know their schedule for the rest of the year and even into next year. This will be our future approach with all teams practicing every Tuesday and Thursday, with optional skills sessions and goalie training on Wednesdays. We believe there is great value in planning ahead and knowing in advance your children’s soccer schedule, especially for families with multiple children in the program. Sixth, we continue to be approached by many exceptional coaches from

other leagues and programs who love the concepts of what we are trying to do. As we grow and develop as a club we will continue to look to strengthen our training program each year through quality coaches, coaching development and having strong academy programs. Seventh, this summer we will be offering some specialty training. Friday mornings we will be offering skills training. We will also have two different week long soccer clinics at some point during the summer.

Financing: Our generous donors for the league and for our fields have donated money not because they wanted to be one of almost 80 Arizona soccer clubs, they donated based on our manifesto and club values. They donated because of our non-Sunday play and our goals of protecting family time, Christian values, and making soccer an integral piece of family time not a replacement for family time. They donated so that in a few years many of the best soccer players will never have had to play on a Sunday to improve their skills. For years in Arizona tradition has said that if you don't play Sundays you can't make the top teams or play in college. This tradition will end because of our club.

We thank these donors as we could not have started this venture without great financial support. Unfortunately, it takes a significant amount of money to make programs and clubs run. Fields need maintenance, professional coaches are paid in club soccer, and the league has some fixed expenses for critical employees. We are doing our best to keep these budget items to a minimum and costs to a minimum. NSFC is a 501C3 public non-profit foundation. This club was not started to be a profit making venture, but was merely started because of a desperate need for competitive non-Sunday soccer.

With these thoughts in mind, we have created a full-time fund raising position. Our goal in creating this position is to focus on different sponsorship opportunities and other fund raising activities without distracting other club leadership. Through these increased fund raising efforts we are hoping to continue to raise money for the club to meet expenses, keep fees low and begin our second phase of the Striker Complex. In the coming weeks and months, you will see different donor opportunities and a variety of fund raising efforts. Our sponsorship and fundraising programs are not the "selling candle" or "selling cookie dough" types, but just opportunities for individuals and companies to contribute to a cause they believe in that desperately needs funding.

Everyone in the club will be approached about different opportunities to donate and if one of these sponsorships, donation programs, or advertising opportunities works for you; wonderful. If the timing is not right for a contribution, we certainly understand. If you know someone who would love to contribute to this cause let us know, and we will politely contact them. We also have volunteer opportunities available for those who can support the club in this valuable manner. Thank you in advance for your help. We love what we are doing. We love the cause and we love the soccer that is being played and the development that is taking place. We know we haven't been perfect, but we are making significant progress.

Sincerely,

Jeff Erickson
President: Strikers Board of Directors