



2022 | **SWB HUB
REPORT**
Oakland Edition





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"There is no way I would be where I am today without all the support and love I got from my coaches and teammates at SWB."

-Ravis, SWB Oakland Alumnus

About Soccer Without Borders



Our Mission

To use soccer as a vehicle for positive change, providing under-served youth with a toolkit to overcome obstacles to growth, inclusion, and personal success.

Our Vision

A more inclusive and equitable world where all young people have the opportunity to reach their full potential.

Our Culture

Our six mantras – Leave Your Shoes at the Door, We're Glad You're Here, Know the Thingy Thingy, You Play Best When You're Smiling, Get Them to the Field, and Celebrate the Pass More than the Goal – guide us to prioritize what matters most. [Learn more!](#)



About SWB Oakland

Through in-school, after-school, weekend, and summer programs, Soccer Without Borders Oakland is a crucial resource to newcomer refugee and immigrant youth across Alameda County, CA. As leaders in social inclusion and getting girls in the game, and as active participants in the Bay Area sports-based youth development community, SWB Oakland also hosts free, intentional leagues where under resourced youth from other organizations can play. SWB Oakland also leads trainings for coaches to build more equitable program spaces for youth.



What We Do

Our Sites

All programs take a holistic approach to youth development through sport, combining soccer, education, and community-building led by trained, caring coaches. SWB Oakland current program sites include:

- Castlemont High School
- Fremont High School
- Frick United Academy of Language
- Oakland International High School
- Oakland High School
- Roosevelt Middle School
- Ruidsdale Continuation School
- San Antonio Park
- Tennyson High School
- Urban Promise Academy

The Team

- Hajar Abulfazi
- Keith Drury
- Felipe Palma
- Rafa Barrios
- Jose Herrera
- Patrick Robinson
- Maddy Boston
- Sophie Goethals
- Victor Rodriguez
- Bela Bucciarelli
- Asi Graham
- No Roah Swa
- Eric Cortez
- Ben Gucciardi
- Ye-Htet Soe

Our Programs

- **TEAM Programs:** Combining soccer, education, and community-building, each TEAM program is uniquely tailored to meet the unique needs of the specific community.
- **Summer Programs:** Soccer activities, English language instruction, and academic support keep youth engaged with learning and connected to a community of teammates while out of school for the season.
- **Camps & Clinics:** Each camp is purposefully designed to support the 'whole person' through a range of activities that starts with soccer, but can also include art, dance, music, cultural celebrations, yoga, and more.
- **Leagues & Tournaments:** More than lifting a trophy, these programs are designed to strengthen community cohesion, teach social-emotional skills, and raise awareness and knowledge about specific social issues.



In the Media

Laureus Sports For Good spoke with Soccer Without Borders' Founder and Oakland Hub Director Ben Gucciardi and SWB Co-Founder Mary Connor on the opportunities and challenges for newcomers to the US and how soccer is supporting their resettlement.

[Read the Article](#)

At Home on the Soccer Pitch: SWB Oakland's Alumni Tournaments

At Soccer Without Borders, we aim to make our teams feel like family. In 2022, as students returned to in-person school and readjusted to teacher expectations, peer interactions and dealt with ongoing physical and mental health challenges presented by the COVID-19 pandemic, the sense of belonging an SWB team offers has been especially important.

Every December at SWB Oakland, we look forward to welcoming back familiar faces for one of the most exciting events of the year: Alumni tournaments! Alumni tournaments unite former and current participants in a day of fun, play, and celebration.

Alumni tournaments in Oakland are an opportunity for alumni to return to the space, reconnect with their coaches and mentors, and form new bonds with each other and with younger participants. When alumni create relationships with participants, it allows younger participants to see others that have had similar experiences, and lets them envision a positive future for themselves. And keeping alumni actively involved in programs allows them to benefit from the space even after they've graduated.

Having served the Bay Area for more than 15 years, SWB Oakland has a robust alumni network. This year, over 40 alumni boys and 20 alumni girls joined the tournaments alongside current participant youth. In many ways, the event embodies all of SWB's mantras and provides a joyful and safe space for all.

[Check out the blog page of our website](#) for photos from SWB Oakland's 2022 Alumni Tournaments and to learn how SWB's mantras played a major role throughout.

Adapted from a blog article written by SWB staff member Sophie Goethals.

Did You Know?



42%

of SWB Oakland's
coaching staff in FY22
were program alumni



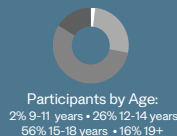
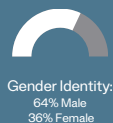


SWB Oakland by the Numbers

SWB Oakland delivers holistic youth-development programming throughout the year, intentionally-designed to 'get them to the field'. We work to eliminate obstacles that too often keep newcomer youth from participating in the game they love: all of our programs are free of charge, transportation is provided, and all of the necessary equipment is supplied. Learn more about the types of programs offered at SWB Oakland on [our website](#).

Participant Numbers

(Fiscal Year 2022)



Our Outcomes

Our program model combines soccer practices and games with educational support and community-building activities focused on whole person youth development. Our programs are trauma-informed and designed to create a sense of belonging, build individual agency, and provide avenues for every youth to feel valued and contribute. Learn more about [Our Methods here](#).

In Maslow's hierarchy of needs, safety and belonging are essential basic needs. This means that in order to optimize education outcomes and personal goals, we must first make sure that youth feel safe, welcomed, and experience belonging.

Sport is a powerful intervention to support healing from trauma and to build positive mental health. Not only is exercise beneficial to combating anxiety, but the relationships with peers and mentors allows youth to feel safe instead of dysregulated. In a safe and supportive environment, participants build a healthy identity and gain the social capital and skills they need to confidently take the next step in their lives.

Youth Survey Results

(Fiscal Year 2022)

English Language

"I feel comfortable using English at SWB."

95%

Program Connectedness

"I feel like I am part of the SWB community"

97%

Cross-Cultural Understanding

"I make new friends from other cultures"

94%

Safe Space

"I feel comfortable being myself at SWB"

95%

Safe Space

"I feel safe at SWB."

96%

SWB Oakland Hub Highlights



2022 Project Play Champions Award

SWB Oakland—in recognition of their impactful work supporting refugee and newcomer youth in the Bay Area with year-round soccer activities, academic help, and community building—have been named one of the Aspen Institute's 2022 Project Play Champions.

This year's cohort of Project Play Champions were chosen from a community of more than 20,000 organizations and leaders building healthy children through sports. Each year, the Project Play Champions program recognizes local and national organizations that are taking new, meaningful, and specific actions consistent with the Project Play framework.

Making an Impact with Global Goal 5

Throughout the year, with support from the Westly Foundation, SWB Oakland's Global Goal 5 league continued to grow in size and impact.

The 2022 edition brought together girls from across teams and program sites into safe spaces where they can grow in confidence, develop leadership skills, and build community—all through the game of soccer!

It was a wonderful sight to see so many girls on the field supporting one another and growing as a team. One weekend, during the fall edition of the GG5 league, seven participants were able to play their first ever game of soccer!

Team Building through Field Trips

Along with soccer and education, community remains a key pillar of all SWB programs. Both on and off the soccer pitch, we work to provide opportunities for participants to build trust with coaches and mentors, form lasting bonds with one another, and to create unity across cultures.

One of our favorite ways of doing this is through team building trips! These trips allow participants to try something new, learn about themselves and their teammates, and support each other in a special and exciting environment.

In 2022, SWB Oakland participants were able to experience a ropes course, equine therapy, and more!



Featured Spotlights

Both on the field and off, our passionate team brings a culture of welcoming and inclusion to life. Operating through a lens of diversity, equity, and inclusion, we strive to be authentic in all we do by ensuring that our staff and volunteers understand, represent, and reflect the communities we serve. Graduates of our programs remain a part of the SWB family, bringing their perspective and experiences through coaching, volunteering, and alumni days.



SWB Oakland Represented in the Play Proud Movement

In a world where sport has historically been an unsafe and unwelcoming space for LGBTQ+ youth, SWB is proud to be part of Common Goal's Play Proud movement, a program designed to ensure that soccer is a space where LGBTQ+ youth athletes can feel safe and belong. In 2022, SWB was among 12 'soccer for good' organizations who teamed up to design an inclusive and accessible toolkit. SWB Oakland's very own, Maddy Boston, represented SWB as an LGBTQ+ ally. [Learn more](#)



Oakland Roots' Partnership for Social Good

In 2022, SWB Oakland's partnership with Oakland Roots Sports Club continued to thrive. The Roots, a local USL soccer club with a mission to "harness the magic of Oakland and the power of sport as a force for social good", has included SWB as a 'purpose partner' since 2018 and have supported efforts for anti-racism education and training, equity and inclusion for newcomer and refugee youth, and more. It doesn't end there, in December, the Roots hosted World Cup Watch Parties with proceeds going to support SWB Oakland. Stay tuned for even more incredible initiatives in 2023 and beyond.

Stay in the Know!



Get the latest news around SWB Oakland and all SWB hubs by visiting the "[Stories from the Field](#)" page of our website!



Our Local Partners



Albany-Berkeley Soccer Club
 Bay Area Wilderness Training
 Bustillo Family Foundation
 Cal State East Bay
 Capelli Sport
 Castlemont High School
 City of Oakland
 Clif Bar
 East Bay Asian Youth Center
 East Bay Refugee and Immigrant Forum
 Girls Inc.

Fremont High School
 Frick United Academy of Language
 Hayward Unified School District
 Hellman Foundation
 International Rescue Committee
 La Familia Counseling Services
 Mill Valley Soccer Club
 MVLA Soccer Club
 Oakland Fund for Children and Youth
 Oakland High School
 Oakland International High School
 Oakland Public Education Fund

Oakland Roots Sports Club
 Oakland Unified School District
 Olympic Club Foundation
 Senda Athletics
 Tennyson High School
 Refugee and Immigrant Transitions
 Ruidsdale Newcomer Continuation HS
 Urban Promise Academy
 Up2Us Sports
 The Westly Foundation
 Youth Empowerment Program (YEP)

Our Volunteers

37

SWB Oakland
 Volunteers in FY22*

SWB is an outstanding organization with a commitment to youth development, combined with compassion, humor, enthusiasm, and a sense of community and love for these young people. I'm grateful to witness the kids enjoy themselves playing, as they form friendships, and experience the motivation and encouragement from the SWB staff that stretches far beyond soccer.

– 'aeichmri2091', from [GreatNonprofits.org](https://www.GreatNonprofits.org)

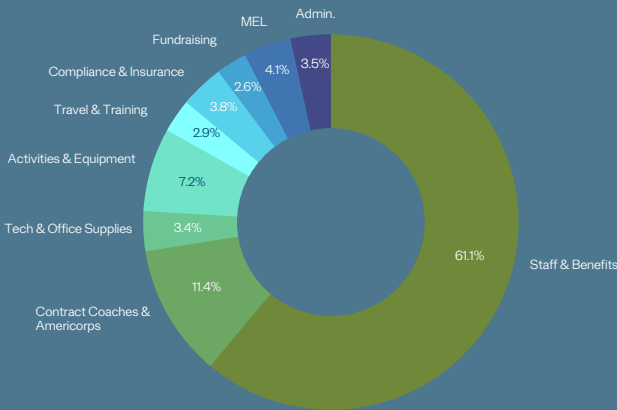


Financials

SWB Oakland has been embedded in the East Bay community since 2006, and is local Hub of Soccer Without Borders, EIN 20-3786129. We operate as a shared service organization with centralized administrative functions, sharing the costs of these typically higher-priced functions, optimizing collective learning, and creating an economy of scale that gets more of every dollar to the ground.

*These financials encompass Aug 1, 2021- Jul 31, 2022.
Organizational financials are independently audited by Daniel Dennis & Co.*

SWB Oakland Detail Expenses: \$762,515



Top 5 SWB Oakland Revenue Sources

Oakland Unified School District
Southern Alameda County
Refugee & Immigrant Transitions
East Bay Asian Youth Center (21st Century)
Hellman Foundation

SWB Organization Expenses: \$3,188,847

Direct Program: \$2,682,003 (84.1%)
Administrative: \$346,451 (10.9%)
Fundraising: \$160,393 (5.0%)

SWB Oakland Advisory Board

Our advisory board are local professionals who are passionate about our mission and work hard to bring their individual and collective expertise to support our SWB Oakland leadership team and participant community.

- Omsri Bharat
- Dan Chamberlain
- Andrew Coleman
- Mara Decker
- Neha Desai
- Yohannes Harish
- Deborah Leland
- Michael Littleton
- Kathryn Nagy
- Mike Weitalla



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