



COMMUNITY IMPACT REPORT
2021 SEASON

TOP FIVE

COMMUNITY ACTIVATIONS





ONE COMMUNITY TICKETING

After returning home to BC Place in August, Whitecaps FC welcomed 2,000 deserving members of the community to watch the team in action. This was the first opportunity for many individuals to attend a professional sports match of any kind. Tickets were distributed in large group numbers so that guests could enjoy matchday together with their friends and family.

2000
Tickets

We donated to Covenant House Vancouver, Special Olympics BC, BC Children's Hospital, Canada Scores, Hope & Health, Qmunity, various Indigenous communities, various school districts, frontline workers.

\$80,000
2,000 tickets x \$40/ticket
VALUE

[Community Ticket Donation](#)
(online article from October 2021)

[Frontline Heroes Night](#)
(online article from September 2021)





Indigenous Night

150 INDIGENOUS YOUTH

participated in an on-field clinic at BC Place



TWO COMMUNITY CLINICS

Between September and December, Whitecaps FC delivered Community Clinics for over 500 youth aged 6 to 13. At each clinic, Whitecaps FC coaches taught various soccer skills, including dribbling, passing, shooting, and more. Through partnerships with organizations like Canadian Tire and BMO, participants received free giveaways such as water bottles, gift cards, and T-shirts.

Canadian Tire Community Clinics

200 STUDENTS **125** STUDENTS

from Surrey School District

from Vancouver School District



BMO Appreciation Night

150 YOUTH

participated in an on-field clinic at BC Place



Canadian Tire Clinic (video from November 2021) [CLICK](#)



THREE

HOME AWAY FROM HOME

Due to COVID-19 and MLS protocols, Whitecaps FC moved operations to its temporary home of Salt Lake City, Utah. While in Utah, the club gave back to the community that had so graciously had taken them in.

Whitecaps FC and their families donated boxes of items that they had accumulated while living in Salt Lake City, including clothing, toys, household items, and soccer equipment.

All items were donated to a community resource center in Salt Lake City that helps families facing hardships get back on their feet

[Salt Lake Donation](#)
(video from July 2021)

\$1000

Donation

to RSL Foundation Light the Rez project, which funded the installation of solar panel kits in the Navajo Nation.

[Light the Rez Project](#)
(video from RSL)

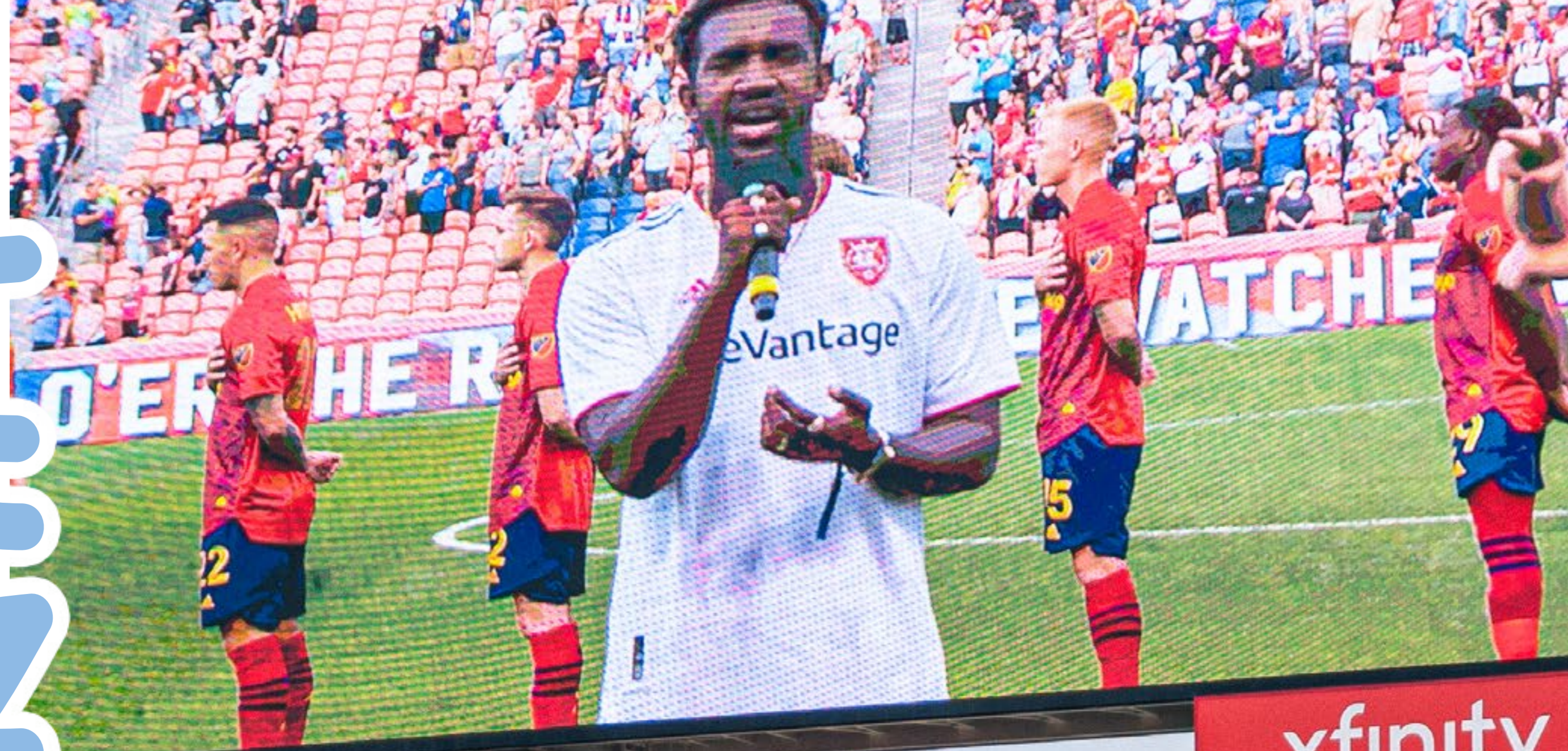


'CAPS PLAYERS & EXECUTIVES

plant trees in Salt Lake
as part of Arbor Day

[Arbor Day](#)
(video from July 2021)

JUNETEENTH



FOUR JUNETEENTH

Led by Whitecaps FC player Tosaint Ricketts and Real Salt Lake player Ashtone Morgan, supporter groups designed and produced tifos to celebrate Juneteenth. It's believed to be the first-time opposing teams and opposing supporter groups worked together on a tifo.

JUNETEENTH JERSEYS

The team wore special Juneteenth jerseys with commemorative patches and a supporter tifo was performed before kickoff.

Jerseys were auctioned off through MLS to raise funds for organizations that support the local Black community.



[Juneteenth](#) ← *click*
(video from June 2021)

FIVE

INITIATIVES TO SUPPORT TRUTH AND RECONCILIATION

We worked in partnership with Indigenous organizations to create meaningful opportunities to learn, celebrate and most importantly, play soccer!

Indigenous Night held at BC Place on October 2nd as Whitecaps FC took on San Jose. Prior to the game, the 'Caps partnered with Hope & Health, I-SPARC and BMO to deliver a full day of soccer programming at BC Place for **150** Indigenous youth, representing over **20** nations. The day kicked off with a soccer jamboree led by Whitecaps FC coaches, then a tour of BC Sports Hall of Fame and Museum, and finally tickets to the match.



500

MEMBERS

from various Indigenous communities attended the match.

250+

SHIRTS

Players and staff from both teams wore special Every Child Matters orange warmup tops and badges on match jerseys.



30 FT Whitecaps FC created a 30ft Every Child Matters orange jersey to be carried on-field before kickoff.



Whitecaps FC announced the installation of the first two soccer pitches in a series of mini-pitches across Indigenous communities in collaboration with Hope and Health and Kw'umut Lelum Child and Family Services.



Indigenous Night
(online article from October 2021)

Pre-Game jamboree
(video from October 2021)

Mini-Pitches
(online article from August 2021)

Mini-Pitch opening
(online article from October 2021)

Profile of Ts'msyen artist Morgan Asoyuf
(video from October 2021)

CLICK →



IN-MATCH
ACTIVATIONS



1

KID CAPTAIN

A staple at every home match, the Kid Captain initiative recognizes one inspiring young person. Typically, the Kid Captain has demonstrated resilience as they overcame challenges in their young lives. The Supporters Groups help celebrate Kid Captain and acknowledge their accomplishments.

14

Kid Captains honoured in 2021.

Whitecaps FC donated a custom-crested jersey, as well as tickets for the Kid Captain and their family to attend the match.

Before kickoff, each Kid Captain was featured in a live hit on the videoboard with the supporters group, club legend Carl Valentine and club mascot Spike.

ORGANIZATIONS INVOLVED



Kid Captain: Armaan
(Example of a feature piece)



2

TYPE 1 UNITED

In collaboration with Andy Rose and Diabetes Canada, we invited children with Type 1 diabetes to each home match of the season.

10 TOTAL MATCHES

Each child received tickets for them and their family to attend the match, a custom-crested Whitecaps FC jersey, and a meet-and greet with Andy Rose after the match to talk about managing the disease, shared experiences, and resiliency

View the thank you message from Diabetes Canada.



FUNDRAISING





50 / 50



Covenant
House
Vancouver

WHITECAPS FC RAISED

\$167,980

for Covenant House Vancouver through 50/50

PLAY UNIFIED
CHALLENGE





PLAY UNIFIED CHALLENGE

11 Whitecaps FC
BMO Academy players

partnered with

11 Special Olympics
BC athletes



Eleven WFC academy players were partnered with eleven Special Olympics BC athletes to compete against CF Montreal and Special Olympics Quebec in a friendly, virtual challenge. The competition consisted of four bi-weekly soccer and fitness challenges between members of both clubs. The WFC academy players motivated their Special Olympics partners, supported their skill development and help fuel their passion for sport through the pandemic.



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