



COMMUNITY & SOCIAL IMPACT REPORT 2022 SEASON



2022 COMMUNITY ACTIVATION HIGHLIGHTS

COMMUNITY SOCCER EXPERIENCE

In partnership with Sport BC & BMO, Whitecaps FC launched the Community Soccer Experience program in 2022 with the goal to promote inclusive access for all to the sport of soccer. The club facilitated free soccer programming for over 6,000 youth across BC from May-September 2022. Helping to remove barriers to participation Whitecaps FC donated equipment to remote communities and youth focused organizations that will provide the resources necessary to create or expand soccer programs in BC. Our priority communities included new Canadians, Indigenous children and youth, girls, children and youth with disabilities, and underserved populations.

Organizations participating in the CSE program included: Alert Bay, BC Newcomers Camp, BGC Okanagan, Hope & Health, Pacific Sport, Musqueam Nation, Squamish Nation, Promise Vancouver.



70 Community Soccer Experience clinics delivered
Program participants included:

100

youth with designated disabilities

600+

Indigenous youth participants

300+

Refugee or newcomer participants

The community soccer experience was perfectly aligned with our purpose to Grow the Good in business and life. We are so pleased to expand the game of soccer across the province of BC and connect communities through the beautiful game. The universal appeal & accessibility of the game of soccer continues to bring communities together, and BMO feels privileged to be part of growing the sport in Canada.

Jana Masiewich
Managing Director; BMO Sponsorship Marketing





COMMUNITY TICKET PROGRAM

The 2022 MLS season saw the fulltime return of fans back to BC Place stadium. Via the clubs Community Ticketing Program Whitecaps FC welcomed members of the community to enjoy an exciting matchday experience. Tickets were distributed to non-profit organizations, registered charities, and youth focused community groups.

8000
TICKETS DONATED
\$320,000 in total ticket value donated

Community organizations to receive tickets included Covenant House Vancouver, BC Children's Hospital, Boys & Girls Clubs, Special Olympics of BC, Hope & Health, Canada Scores, Ethos Lab, Greater Vancouver Foodbank, local school districts, various Indigenous communities.



VWFC SCHOOL PROGRAM

15
SCHOOLS
VISITED IN
BURNABY, DELTA,
RICHMOND, SURREY
AND VANCOUVER

105
HOURS
OF SOCCER
INSTRUCTION
PROVIDED



314
INDIGENOUS
YOUTH
PARTICIPANTS

72
STUDENTS
WITH DISABILITIES



MANY OF OUR STUDENTS FACE MYRIAD CHALLENGES AND NEGATIVE BARRIERS, SO TO EXPERIENCE SOMETHING SO POSITIVE LIKE THE WHITECAPS FC SCHOOL PROGRAM MEANT THE WORLD TO THEM.
PRINCIPAL, HOLLY ELEMENTARY

INSPIRING THE NEXT GENERATION OF LEADERS

This spring, we kicked off the Vancouver Whitecaps FC School Program, helping students become leaders on and off the pitch with soccer coaching and community-based education.

Through 30 minute on-site coaching sessions, our dedicated team of community coaches helped students develop physical literacy, sportsmanship, teamwork, respect for others, and appreciation for an active lifestyle.

Plus, we provided every school with a learning resource package to facilitate student discussion on important community topics, including mental health, physical wellness, anti-bullying, and anti-racism.

WATCHING THE VIDEOS IN CLASS LED TO GREAT CONVERSATIONS ABOUT THE IMPORTANCE OF LOOKING AFTER OUR MENTAL HEALTH AND WELLNESS. IT'S GREAT TO SEE THE WHITECAPS HELP DRIVE THESE CONVERSATIONS AMONG YOUTH.

TEACHER, LADNER ELEMENTARY



8
COMMUNITY
GRASSROOTS
COACHES HIRED

21
LGBTQ+,
TWO-SPIRITED AND
NON-BINARY
PARTICIPANTS

3781
STUDENT
PARTICIPANTS

2124
MALE
+
1636
FEMALE
PARTICIPANTS (GRADES K-7)

50+
LANGUAGES
SPOKEN AMONG
PARTICIPANTS

250
REFUGEE
OR NEWCOMER
PARTICIPANTS

JUNETEENTH

Vancouver Whitecaps FC forward Tosaint Ricketts led the club's second annual commemorative Juneteenth Tifo project in collaboration with FC Dallas and supporters of both clubs. The tifo was unveiled prior to kick off in Dallas before the June 18 matchup, and then was proudly displayed at BC Place Stadium on June 26 against New England Revolution. Both 'Caps players as well as supporters from Rain City Brigade, Southsiders, Southsisters and Vancouver Albion contributed to the creation of the tifo.



"It's going to be special. For me, it's going to mean unity, collaboration, equality, equity, fighting to maintain the rights we worked hard to get. We all love soccer. We all want our team to win, but at the end of the day, we're all people and you got to want the best for humanity."

Tosaint Ricketts
Manager of Community Impact



[Tifo Painting](#)
(online video) ← *CLICK*



THEME MATCH CELEBRATIONS



VAISAKHI

In April the club hosted its first ever Vaisakhi night at BC Place, celebrating the South Asian community and the Solar New Year. The Vancouver and Surrey Vaisakhi parades are regularly among the world's biggest outside of India, attracting over 350,000 combined people annually.

Whitecaps FC worked with local artist Sandeep Johal designed the club's Vaisakhi logo.

Sandeep Johal designs
Whitecaps FC Vaisakhi logo (online video) [← CLICK](#)



300

South Asian youth from across the lower mainland attended the match through the club's ticket donation program.

\$2500

Whitecaps FC made a \$2,500 donation to Guru Nanak's Free Kitchen which is a volunteer-led, not-for-profit organization. GNFK provides freshly prepared langar (food) to over 1,000 residents of Vancouver's Downtown Eastside on a weekly basis. GNFK also works in collaboration with community members, aid agencies and various other partners to assist communities affected by natural disasters.



WOMEN & GIRLS IN SPORT

On August 27th Whitecaps FC celebrated the incredible women and girls working, playing, and setting new standards in sports at our Women & Girls in Sport match. The specially designed logo for the Women & Girls in Sport match was created by Whitecaps FC designer Kelsie Lee.

PRE-MATCH JAMBOREE IN PARTNERSHIP WITH FAST AND FEMALE

100 young women between the ages of 8 to 14 participated in a pre-match jamboree featuring 20 role models and mentors focused on female empowerment and wholistic health and wellness. Participants played soccer on the pitch at BC Place under the guidance of Whitecaps FC community coaches, and participated in interactive educational seminars led by high performance athletes from Fast and Female.

Jamboree participants represented local community organizations: [KidSport BC](#), [Her Time](#), [Girls Who Leap](#), [BC Newcomer Camp](#), and [Promise Vancouver](#) ← *CLICK*



1500
FANS

Received a custom tank top featuring the Whitecaps FC Women & Girls in Sport logo.



700
TICKETS

Whitecaps FC welcomed special guests from female focused community groups to the match including: [Aunt Leah's Place](#), [Justice for Girls](#), [Voices of Muslim Women](#), [Minerva BC](#), [Atira Women's Resource Society](#), and [Wish Drop-In Centre Society](#)

CLICK →



Matchday Representation

- The match featured three women as part of the officiating crew
- Our in-stadium voice for the match was local PA announcer France Perras
- Several of the in-stadium staff and volunteers were led by women. This includes security, as well as all girls accompanying the player walkouts and ball retrievers on the sidelines.
- Before the match, Whitecaps FC hosted a panel on The Rising Tide of Women in Sports featuring leading women from Vancouver's sports community.



INDIGENOUS PEOPLES MATCH

The 2nd annual Indigenous Peoples Match, in collaboration with BMO, was celebrated on June 4 as the 'Caps took on Real Salt Lake at BC Place. Whitecaps FC welcomed Indigenous athletes and members of the BC Sports Hall of Fame, as well as honouring Indigenous groups pre-match, along with a performance from the Tsatsu Stalqayu (Coastal Wolf Pack).

650

Members from various Indigenous communities attended the match

100+

Indigenous youth from across the region participated in a pre-match jamboree on the pitch at BC Place. Whitecaps FC partnered with BC Soccer, Hope and Health, and I-SPARC to lead on-field activities providing youth the opportunity to gain new soccer skills in a fun & inclusive learning environment!



Vancouver Whitecaps FC helped open the Snaw-naw-as Strong Mini-Pitch, in partnership with Hope and Health. The Snaw-naw-as Strong Mini-Pitch is the second completed mini-pitch in a series of pitches across Indigenous communities.



To celebrate National Indigenous History Month, Whitecaps FC teamed up with Musqueam artist Debra Sparrow to create a special Whitecaps FC logo.

Mini-Pitch Opening | Pre-Game jamboree

CLICK →

Deb Sparrow Feature



An aerial, top-down view of the ocean's surface, showing intricate, swirling patterns of white foam and deep blue water. The waves are dynamic and energetic, creating a complex, organic texture. The lighting is natural, highlighting the white foam against the darker blue of the water. The overall mood is powerful and expansive.

FUNDRAISING



50 / 50



Covenant House Vancouver

WHITECAPS FC RAISED

\$297,830

for Covenant House Vancouver through 50/50



WHITECAPS FC HELP RAISE

\$22,500

for local community organizations via donations of matchday tickets, signed merchandise & exclusive VWFC experiences used for charitable fundraising activities.



WHITCAPS FC COMMUNITY & SOCIAL IMPACT REPORT 2022 SEASON