

Board Highlights November 2022



Director of Coaching Report

Erin Sharpe

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Updates



- Conclusion of Rec season with successful tournaments, All-Star event, beginning to transition into black team winter and spring programming (formerly grey team programming)
- High School aged Select/Comp teams: many wrapping up this week as they transition into High School seasons. 5 teams continue with major college showcases in these next 4 weeks: ECNL Phoenix, ECNL Nashville, NPL Showcase and Silverlakes event
- Transition into winter programming for Comp teams, heavy with futsal and technical focused training
- Weather, lack of light and our move to becoming a second tier sport with the city in Dec leaves us very vulnerable to cancellations. The need for additional all-weather and/or indoor, lit facilities continues to be a major need we ask of the board
- Player and Coach evaluation and assessment period: Nov and Dec
- 9 seniors signing tomorrow night on initial NLI signing day. Event at 4:15pm at Stanford Medical Complex
- Fun Social event last night to raise funds for our scholarship program (dueling bartender event at Porky's). These social events continue to be a critical need we ask the board to help coordinate: At least 4 annual events to help shape and improve our parent culture

Director of Operations Report

Tamie Shadle





Updates

- Rec Season complete (tournament + all-stars)
 - all-star players transition to Black teams (formerly Grey)
- Comp Fall season winding down
- ECNL San Diego/Phoenix chaperoned
- RAGE Kicks Cancer HUGE success

Future Initiatives

- Test TGS RAGE app on comp team(s) for spring 2023
- Orange&Gold

Recreational Director Report

Megan Walinski -



Current and Future Initiatives -

November 2022



- Rec Tournament - done
- All-star event - done
- End of season wrap up - collecting equipment/coaches gifts
- Rec All-Stars - winter futsal, spring black teams
- Rec Winter clinics

Recreational VP

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Current Initiatives - Nov 2022

- Rec Season wrapping up for 2022
- Rec Survey to be distributed for 2022 season
- Thank you to staff and BoD!

Future Initiatives

- Review of survey results
- Rec VP role - consider applying 2023; Transition
- Rec Committee members + member volunteers

Competitive VP Report

Martha Brown

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Current Initiatives - November 2022



- National Letter of Intent signing day event on Wednesday, 11/9/2022; As of today, 9 seniors have committed to play collegiate soccer at many levels (DI, DII, DIII). Event at Stanford Medicine Sports Complex to celebrate these players. Come!
- ImPACT Concussion Testing (05s-09s) at 90% completion (128/142); 9 players no response; the other 5 players will test at later date due to current concussion, covid, invalid test, etc.
- Competitive Program Survey: Goal to release survey on Monday, Dec. 5 and keep open until December 18. Will review questions with President and DoC.

Future Initiatives

- RAGE Scholarship Awards for Excellence in Academics and Service application will be available to the senior class by 12/19/22 w/deadline to submit by 2/15/23, notification by 3/1/23. Recipients to be recognized at the Honors Night event in the Spring. Will form a committee to review applications. Do we want to increase the award amount?

Treasurer's Report

Randy Smith

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Current Initiatives -

- **Pleasanton Girls Soccer Club (RAGE) continues to be in a strong financial position.**

● Revenues	\$1,765,576
● Net Operating Income	\$ -4,160
● Net Assets:	\$1,689,904

Future Initiatives

- 990 will be filed this week
- Our Investments in short term securities will be coming due over the next 9 months. We will look into taking longer positions.

President's Report

Cassandra Fuller

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Completed Initiatives - November 2022

- RAGE Kicks Cancer
 - Community Raised \$8,200
 - RAGE donated \$1,800
 - Who wants to take over?

Future Initiatives

- Easy transition for new President
- Performance Review for DoC



Facilities Update

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Update

If Measure I Passes

- Meet with PUSD and become the “Squeaky Wheel”
- Have RAGE representation at PUSD committee meeting for PUSD facilities

If Measure I Does Not Pass

- Focus efforts on City of Pleasanton facilities
- Explore other private facility partnerships

Fundraising Update

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August Updates

- Need to schedule meeting to regroup
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- Please see:

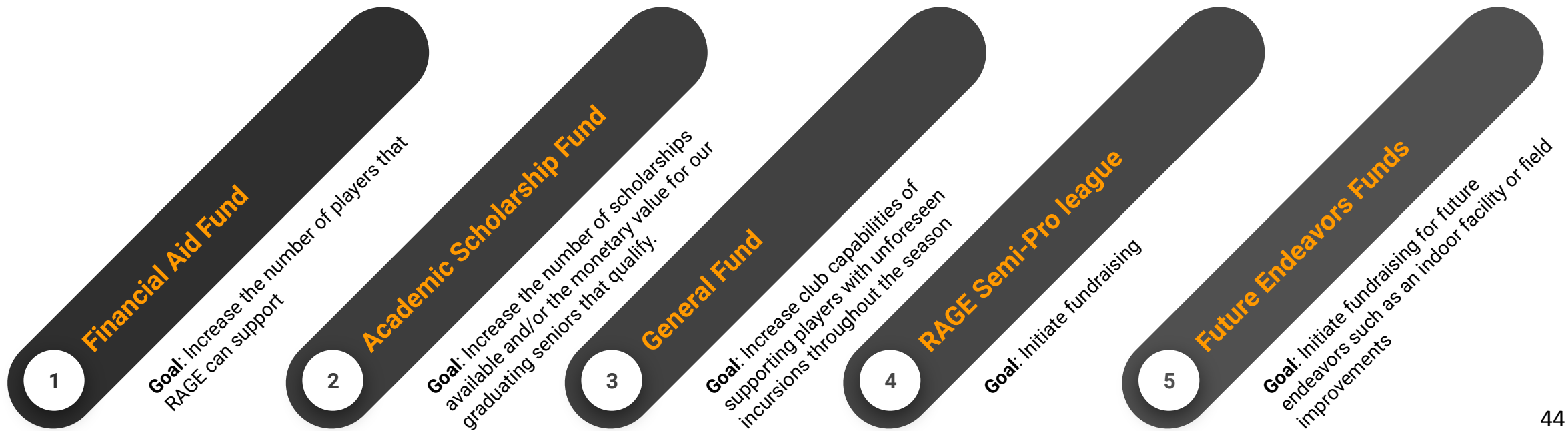
<https://docs.google.com/spreadsheets/d/1FvDD1kXlStXyZiGEUSk5aAIBUtKAFHLNZCIIPQpOPzQ/edit?usp=sharing>

Fundraising Goals

Why Fundraise?

- To build, strengthen, and develop the RAGE Community and RAGE within our communities
- **To increase opportunities for player access to and success in all levels of soccer by helping players and their families seek, obtain, and make the best use of all financial resources**
- Create an accessible soccer environment both locally and beyond our borders

What will the funds support?



RECENT WINS

Car Decals

- Sell for \$5 each
- ~\$4 profit per decal

Water Bottle Stickers

- Sell for \$4 each
- ~\$3.30 profit per decal

Soon to Come.....

- ★ RAGE Plaid PJ Bottoms
- ★ Sweatshirts
- ★ Hats

SWAG Galore!!!! Just in time for the holidays!



November Updates

Primary Focus:

- **First Annual Golf Tournament**
 - Late Summer/Early Fall 2023
 - Main fundraiser for _____
 - Currently in the research phase
 - TIMELINE
 - Upfront cost
 - Hole sponsors
 - Prizes
 - Location



November Updates

Secondary Focus

- First Annual Community Watch Day
 - Late Spring 2023 (move to Fall 2023 for next season)
 - Fundraising for _____
 - Currently Research/Idea phase
 - ECNL/ECNL-RL teams
 - USL Players available
 - USL Merch & Autographs
 - BBQ/food trucks/pre-order, Boba/Coffee/Tea
 - Club Merch
 - Location
 - TEQball/cornhole
 - Canned Food Drive (Alameda county or other local food bank)



Additional possibilities

Considerations to open to more than the membership.
Greater appeal within the community

- Poker Tournament with wine or distillery tasting tickets
 - Considerations
 - Location
 - Hiring a company to run the tables
 - Distillery/brewery
- Cornhole tournament

Corporate Sponsorship Update

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November Updates

- Primary Sponsor Opportunity: ServiceNow determined as conflict of interest per ServiceNow legal policy

2.4 Ineligible Grant Recipients

ServiceNow will not distribute grants to —

- Organizations that have missions based on discriminatory behavior or known 'hate groups'
- Membership or dues-paying organizations
- Payments for tuition, subscriptions, dinners, raffles, etc., that provide benefits to the individual employee
- Non-school-related sports teams, i.e., club sport teams

2.7.1 Board Affiliation and Formal Positions

- A SN employee or employee's family member that holds a formal position with a non-profit (e.g., position on the board of directors) cannot solicit their team to submit a donation to that organization.
- A SN employee or employee's family member that holds a formal position with a non-profit cannot manage a relationship with SN and the organization, nor can someone who reports to them.



Next Steps

- Identify parents or “in’s”
- Target accounts and secure meetings in November





Merchandising

- Get non-player and coach spirit wear
- Sourcing merchandise from additional Die Hard Scarves
- Use vendor for knitwear scarves, socks, beanies; keep sweatshirt and t-shirt vendors separated
- Designs can be changed

Scarves

Champions Knit Pricing

50 scarves // \$15.00 per scarf

100 scarves // \$12.00 per scarf

250 scarves // \$11.00 per scarf



Vendor will change "Pleasanton Girls SC" to "Pleasanton Rage"

Beanies

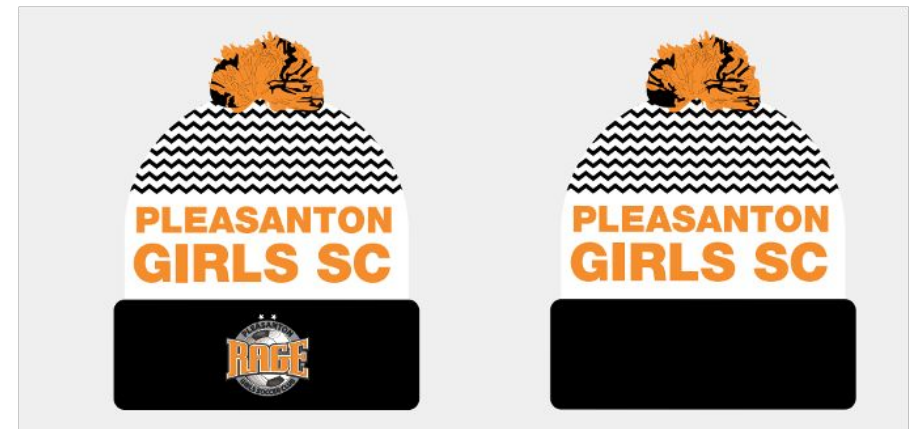
Pom Knit Beanie

50 beanies // \$12.00 per beanie

100 beanies // \$10.50 per beanie

250 beanies // \$9.50 per beanie

*Pricing includes 1 location embroidery



Socks



Crew Sock Pricing

50 pairs // \$12.00 per pair

80 pairs // \$11.00 per pair

120 pairs // \$7.75 per pair

240 pairs // \$5.75 per pair



Vendor will change "Pleasanton Girls SC" to "Pleasanton Rage"

Shirts/Sweatshirts



Gilden Cotton Crewneck Sweatshirt 2XL
+\$3, 3-4XL +\$5.
24 - \$20.25
48 - \$18.75
72 - \$17

Gilden Cotton Tshirt 2XL +\$3, 3-4XL +\$5.
24 - \$9.50
48 - \$8.25
72 - \$6.50

Gilden Cotton Hoody Sweatshirt 2XL
+\$3, 3-4XL +\$5.
24 - \$25
48 - \$23.50
72 - \$21.75





Ask

- Approve \$3130 to buy 80 pairs of socks, 100 scarves, and 100 beanies for an oppty to gain \$2,170 or a 69% profit.

	Qty/Unit Price	Rage Cost	*Sell @	Sales	Profit
	QTY: 80				
Crew Sock Pricing	\$11	\$ 880	\$15	\$1200	\$ 320
	QTY: 100				
Champions Scarves Knit Pricing	\$12	\$ 1,200	\$23.5	\$2350	\$ 1,150
Pom Knit Beanie	\$10.5	\$ 1,050	\$17.5	\$1750	\$ 700
Total		\$ 3,130			\$ 2,170
					69%

Social/Community Outreach Update

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Progress Report & Next Steps

Database & Survey:

- Gathering updated emails from last 3-5 years of alumni
 - Coordinating with league office
- Creating survey to gather feedback from alumni

Events:

- Identified potential opportunities, need to work back from survey outreach and build out calendar of events
 - Alumni Game
 - Alumni Breakfast
 - Leadership speaker series
 - Profile former players on Rage website. Coordinate with Director of Social Media to promote Alums.
 - Mentorship opportunities

Themes for Alumni Activities:

- Showcasing continued soccer career
- Highlight career successes
- Job networking
- Overcoming adversity
- Mental health