

Pleasanton RAGE Girls Soccer Club

2022 Annual General Meeting

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AGM Agenda

1. Call to Order
2. Roll Call
3. Introduction of Guests
4. Acceptance of Minutes of the previous AGM
5. Summary of Job Description and Progress Report to the General Membership
 1. President
 2. Director of Coaching
 3. Secretary
 4. Treasurer
 5. Competitive Vice President
 6. Recreational Director
 7. Recreational Vice President
 8. Director of Operations
 9. Committees
6. Amendments to the Constitution
7. Nominations for Elected Positions
 1. Presentation of Nominations
 2. Nominations from the Floor
8. Adjournment



2021 AGM Minutes

2021 RAGE AGM Presentation

2021 RAGE AGM Zoom Recording

Passcode: DN9NKU+E

President's Report

Cassandra Fuller- AGM 2022

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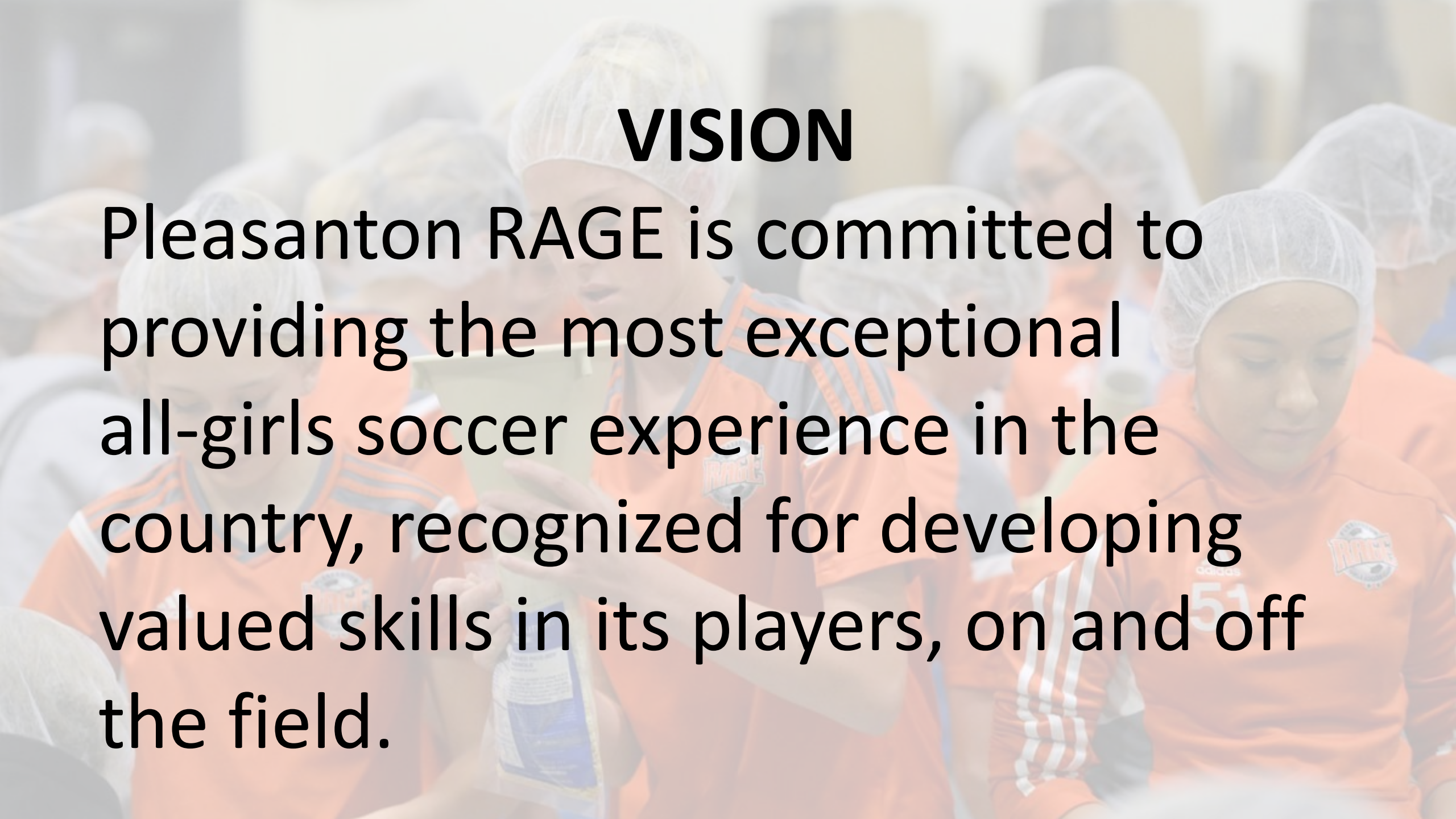
Responsibilities of the President

- Shall preside over all meetings of the General Membership, Board of Directors, and Executive Committee.
- Shall cast a vote only in the case of a tie.
- As necessary, will act as the official representative of the Club.
- In collaboration with the Executive Committee, shall develop and maintain an annual plan of operation.
- In collaboration with the Executive Committee, shall facilitate an annual strategic planning meeting and maintain a strategic plan for the Club.
- Shall appoint committees and their chairperson in accordance with the provisions of Section 2:05 Committees and subject to the approval of the Executive Committee.
- Shall be an ex-officio member of all committees.
- Shall have management responsibility for the Director of Coaching.
- Shall provide oversight of all RAGE affiliations, sponsorships, and contracts.

A group of young girls in orange and yellow soccer uniforms are huddled together on a grassy field. In the background, a soccer field is visible with a goal and a sign that says "RAGE".

MISSION

Pleasanton RAGE is an all-girls soccer club that empowers its players to reach their full potential through soccer, service, and leadership programming for all ages and abilities.

A background image showing a group of young girls in orange soccer uniforms and white hairnets, looking down at something in their hands. The image is faded and serves as a backdrop for the text.

VISION

Pleasanton RAGE is committed to providing the most exceptional all-girls soccer experience in the country, recognized for developing valued skills in its players, on and off the field.



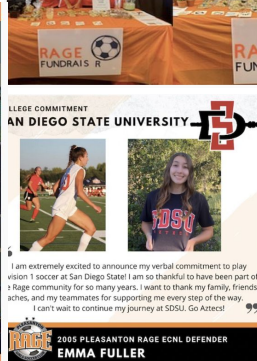
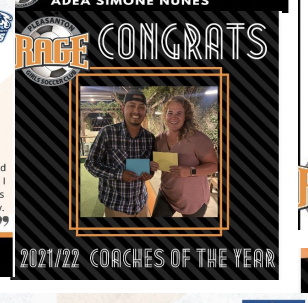
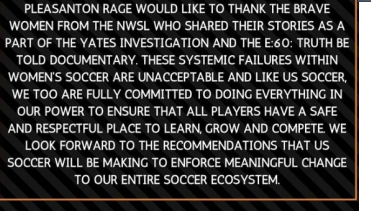
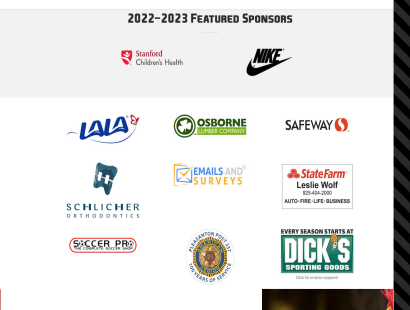
2022 - 5 Strategic Priorities

- Attract, develop, and retain players
 - Continue to promote youth sports as an integral part of child development
- Attract, develop, and retain high quality coaches
- Drive a commitment to developing leadership, character and a service mentality in our players
- Develop and promote a strong, positive RAGE culture by improving communications/connections with our members
- Develop and apply our financial strength



2022 Highlights

- Increased membership and continued financial strength as we emerged from the pandemic
- Community Service
 - 5th annual Spring Into Action
 - 3rd annual RAGE Kicks Cancer underway
- Updated, targeted sub-committees to work toward our strategic priorities
- Working with elementary schools to increase outreach to potential young players



Director of Coaching Report

Erin Sharpe - AGM 2022

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Responsibilities of the Director of Coaching



- Shall report to the Club President.
- Shall provide regular updates to the Board of Directors.
- Shall recruit, hire, assign or dismiss, and mentor all coaches.
- Shall be responsible for recruiting and hiring the Director of Goalkeeping.
- Shall lead all coaching development.
- Shall work with all Staff to create a culture that values, incentivizes, and prioritizes whole player development according to the Club's Mission statement.
- Shall define and implement the coaching organizational structure for the Competitive Program, including full-time and part-time coaches.
- Shall assign and develop professional coaches so that they can support the volunteer coaches in the Recreational Program.
- Shall create and oversee a positive environment throughout the Club that adheres to the principles of the Positive Coaching Alliance (PCA).
- Shall inspire the next generation of female leaders by being a champion for women's leadership in program development and as a spokesperson and community outreach leader for the Club.
- Shall instill a culture that fosters and demands positive player-coach and parent-coach partnerships with an expectation of regular communication and feedback.
- Shall set standards for and oversee semiannual player evaluations for the Competitive Program.
- Shall regularly attend afternoon, evening, and weekend trainings and games to support coach and player development.
- Shall work from the Club office a minimum of 3 days per week.

Responsibilities of the Director of Coaching (cont'd)



- Shall help develop and support community outreach programs, camps, clinics, and other activities designed to grow participation in the Club and to develop a passion for the game.
- Shall represent the Club at the local, regional, and national level through participation in soccer governing bodies, league conferences, meetings, discussions, decisions, events, etc...
- Shall attend all Board meetings, communicate with Board members, and advise on all soccer issues.
- Shall develop and present to the Board of Directors an annual strategic plan, and an annual review at the Club's Annual General Meeting (AGM). In collaboration with the Club Treasurer, shall prepare, justify, and manage the operational budget including, but not limited to: coaching assignments, staff development (training, coaching education, etc.), and equipment.
- Shall establish policy, procedures, and guidelines for coaching staff operations.
- Shall lead the College Advisory Program for the Club, establish and build relationships within the college game and guide coaches, players, and parents through the process.
- Shall recruit college coaches to attend the RAGE College Showcase tournament.
- Shall recruit teams to attend all RAGE tournaments.
- Shall implement and oversee training and game analysis programs (video, data analytics, fitness, nutrition, etc...)
- Shall support the overall activities of the Club by helping to plan and execute tournaments, leadership events, community service events, fundraising, etc. If needed, the Director of Coaching may be required to coach a team.
- Shall participate in the creation, implementation, analysis and feedback for all Club surveys.



A Year in Review - Highlights

- Proud and thankful for RAGE community and work of Staff, Coaches and Board for their commitment to growth and excellence
- Special thank you to Dr. Boyd of Stanford Children's Health for all of her work as our Medical Advisor and her partnership with us on COVID-19
 - Play has normalized
 - Return to in-person coaching meetings and events
- Hybrid chaperoned events began again in June 2022, full chaperoned events in October 2022
- Increase in overall membership by approximately 100 players in 2022-2023 season

Highlights - cont'd



- Continued evolution of curriculum, coaching standards, expectations and investment in education
- New Staff and Coach hires
 - Full-time staff additions of Sarah Fawcett and Grant Matsumoto
 - GK Directors: Addition of Jimmy Adranly (11v11) and additional position added for Select/Comp 7v7 and 9v9 (Marissa Kalchik)
- Addition of several outstanding part-time coaches, raising the bar with overall RAGE licensing levels and experience
- College: 18 players competing in collegiate programs from the class of 2022. 9 players committed thus far from the class of 2023 and many more to come in future weeks and months



Highlights - cont'd

- Social Media improvements through addition of Social Media Coordinator staff member
- TOPSoccer reinstated and addition of staff Coordinators
- Referee pool much improved in size and education levels from last year. Continued investment in mentorship and resources allocated to female referees, including unprecedented commitment to and number of all-female referee crews in RAGE Tournaments
- RAGE tournaments success, thank you to staff for inaugural year of leading the events



Highlights - cont'd

- Increased access to financial aid, including travel related aid
- RAGE Honors Night
 - Wonderful to celebrate in-person again with college signees, honor all HS aged academic award recipients and involve players throughout the club, including little sister teams.
 - Thankful to be able to honor Philippe Blin in person at this ceremony, prior to his departure to Morocco

Secretary Report

Jon Asmussen - AGM 2022

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Secretary Role

- Record the minutes and proceedings of the Annual General Meeting, Board of Directors' meetings, and Executive Committee meetings as a permanent record.
- Give notice of meetings to Board members.
- With input from the Board, prepare the Agenda document and post to the current Board Packet prior to each meeting.
- Shall ensure that the adopted minutes from each Board meeting are posted to the Club website
- Provide for the safe keeping of all Club legal documents.
- Responsible for Secretary of State filings and any and all playing league filings.

Treasurer's Report

Randy Smith - AGM 2022

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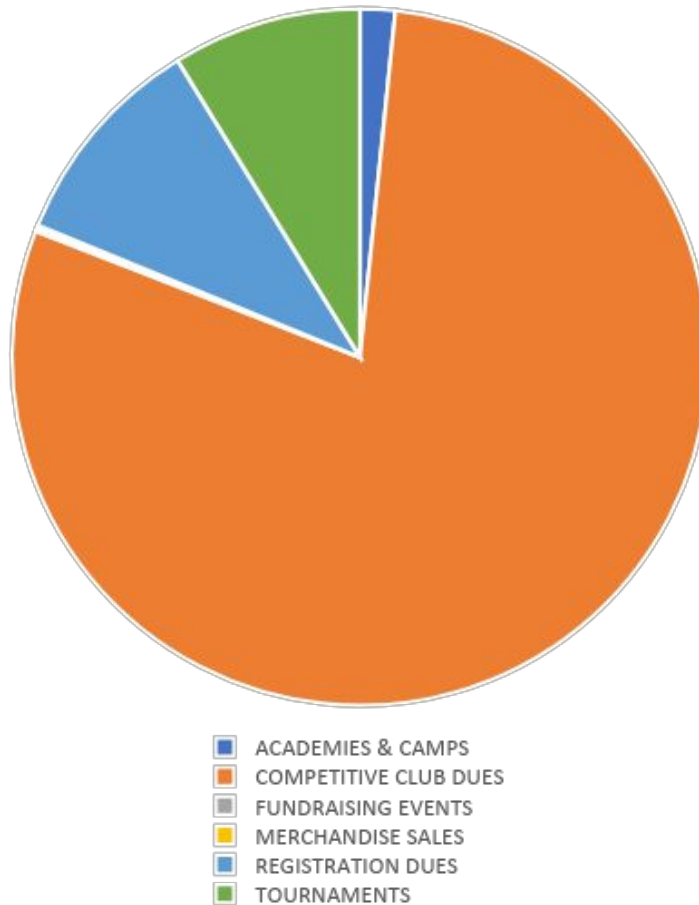
Treasurer Report

I'm pleased to share that Pleasanton RAGE continues to be in a strong financial position. We are back on track after 2 difficult years of Covid.

Over the last 12 month (Oct 1st, 2021, through Sept 30th, 2022)

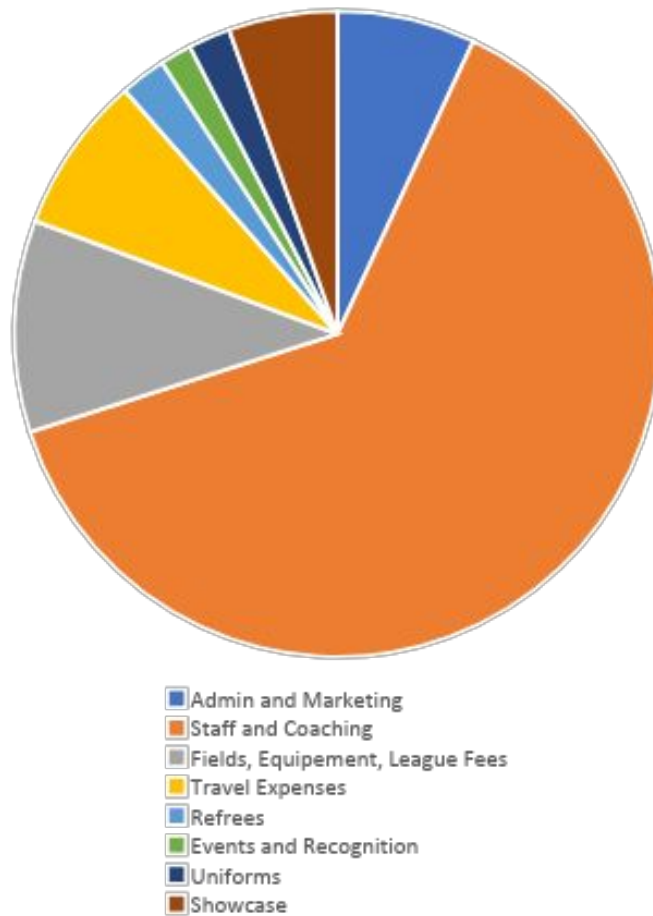
Income	\$1,976,344
Expenses	\$1,996,723
Net Income	-\$20,379
Current Assets	\$1,742,348

Club Revenue



Oct 1, 2021, to Sept 30, 2022	%	Club
ACADEMIES & CAMPS	2%	32,120.86
COMPETITIVE CLUB DUES	79%	1,566,719.88
FUNDRAISING EVENTS	0%	2,409.25
MERCHANDISE SALES	0%	3,240.96
REGISTRATION DUES	10%	198,365.70
TOURNAMENTS	9%	173,487.81
Total Income	100%	\$ 1,976,344.46

Club Expenses



Oct 1, 2021, to Sept 30, 2022	%	Club
Admin and Marketing	7%	\$ 138,200.09
Staff and Coaching	63%	\$ 1,261,175.72
Fields, Equipment, League Fees	11%	\$ 211,704.47
Travel Expenses	8%	\$ 157,362.33
Referees	2%	\$ 45,741.82
Events and Recognition	2%	\$ 31,655.08
Uniforms	2%	\$ 42,081.69
Showcase (tournaments)	5%	\$ 108,802.62
Total Expenses		\$ 1,996,723.82



Highlights of the last 12 months

- Merged Recreation and Competitive budgets.
- Continue to grow our financial support to members.
- Increase our budget for Financial Aid
- Financial Travel Aid approved by board
- Program for hardship financial support
- Long-Term Liability (Patelco) removed from Balance Sheet.

Competitive VP Report

Martha Brown - AGM 2022

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Competitive VP Roles & Responsibilities

- In the absence of the President, shall preside at all meetings of the Board of Directors, or the Executive Committee.
- Shall collaborate with the Director of Coaching on the goals and direction of the Competitive Program environment, including, but not limited to RAGE Tournaments, RAGE National Letters of Intent Signing and Honors Night Event, RAGE College Advisory Program, Team Manager training and support.
- In collaboration with the Treasurer, Bookkeeper, and the Director of Coaching, shall be responsible for developing and administering an annual budget for the Competitive Program.
- Shall be a member of a hiring committee for all full-time employees.
- Shall collaborate with the Director of Coaching on all Competitive Program surveys.
- In collaboration with the Director of Coaching and Soccer Pro, shall be responsible for the Competitive Program uniform decisions.
- Alongside the Treasurer, shall be a member of the Financial Aid Review Committee
- Shall be head of the committee responsible for selecting the recipients of the RAGE Scholarship Award for Excellence in Academic Achievement and Community Service.



Competitive VP - Highlights 2022

- Thank you to our DoC, DOO, full-time, and part-time coaches for their dedication to the Competitive and Select Programs and the players and families.
- Comp Player Registration: Comp Players: 480 (+46); Comp Select Players: 152 (+52); Total: 632 (+98); 31 Comp teams (3 more than 2021-22); 11 Select teams (2 more than 2021-22); Total: 42 Comp Program teams
- Competitive Program Survey: 2021-22 season survey; released: December 2021. 65% response rate. (In conjunction with the Rec program, created separate surveys with program specific questions as well as 5 overarching Club type questions that overlapped both surveys.)
- Financial: Budget; Financial Aid Program, Club Dues FA Requests: 14 families = ~40K - Travel aid (new policy & application 2022-23): 6 families = ~\$2,400
- Full-Time Staff coaches: Sarah Fawcett & Grant Matsumoto



Competitive VP - Highlights 2022

- Stanford Children's Health Partnership: YAA 3-yr Agreement updated/signed; No more jersey sponsorship \$; Continued overall support and services: ImPACT/ Concussion testing admin; ATCs at Tournaments (no charge 2022), ECNL games, and WPSL games
- ImPACT Concussion online testing 05s (U18) - 09s (U14) 145 players -- Completion deadline 10/16; 28/145 (20%) completion as of 10/11/22 — not good enough; follow ups sent
- Tournaments: July 2022 RAGE Showcase/Girls Summer Cup
- Uniform/Jersey Number Coordination; Team Manager support/mtgs
- Events: 11/2021 NLI Signing at Patelco; 4/2022: RAGE Honors Night Event: 18 Seniors & ~70 scholar athletes, & RAGE Academic & Service Scholarship Award recipients Sam Lim & Sadie Brown; RAGE night events: Santa Clara vs Stanford (9/18), Oakland Roots (10/1), & CSUEB vs Cal Poly Pomona (10/21)

Recreational Director Report

Megan Walinski- AGM 2022

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Recreational Director Role

- Responsible for the execution of all activities related to the Recreational program.



Recreational Director - Highlights

- Successful winter and spring clinics in January, March and April
- Friday night futbol in Spring
- Spring Grey teams from Rec all stars
- 2nd annual on field Rec coaches clinic - August
- Fall rec season - 61 teams
- First year - Get On The Bus team
- Professional training - all age groups
- Upcoming Rec tournament
- Upcoming Rec all-star game

Recreational VP Report

Colin Chang- AGM 2022

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Recreational VP Role

Shall collaborate with the Director of Coaching, Director of Operations, and Recreational Director on:

- The goals and direction of the Recreational Program environment.
- Developing and administering an annual budget for the Recreational Program with the Treasurer
- Recreational surveys
- Leading the Recreational Committee
- Supporting various recreational events



Recreational VP - Highlights

- Downtown Pleasanton Parade with BUSC
- Initial version of Pleasanton RAGE App integrated with TGS
- Continuation of professional training for all teams



2022 Recreational Registration Summary

	2019	2020	2021	2022
Registered Players	595	333	667	667
% Change		-44	100	0



2022 Recreational Registration Summary

<u>Age Group</u>	<u>2021</u>	<u>2022</u>	<u>% Change</u>
U5-6	90	97	8
U7	72	101	40
U8	108	83	-23
U9	78	105	35
U10	72	68	-6
U11-12	90	106	18
U13-14	53	38	-28
U15-16	53	45	-15
U17-19	49	24	-51



2022 Recreational Cost Benchmark

	Early Bird		Regular		Late	
	Local Compare	RAGE	Local Compare	RAGE	Local Compare	RAGE
	Feb 1 - Feb 28	May 2 - June 1	March 1 - June 15	June 1- July 1	After June 15	After Aug 1
U5-U7	300	250	325	275 (300 on 7/1)	400	350
U8-U19	350	325	375	350 (375 on 7/1)	450	425



Additional Discounts Available

Multi-Player Discount	-\$50
Head Coach Reimbursement	-\$100
Volunteer Reimbursement	-\$50
US Soccer Coaching License (Grassroots +)	-\$50

Director of Operations Report

Tamie Shadle - AGM 2022

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Director of Operations Role

- Leader of all Club Operations
 - Registration
 - Fields
 - Member services, etc.
 - Ambassador of club culture, PR, differentiation



Highlights - 2022

- Transition to Total Global Sports (TGS) - Recreational
 - All players now in 1 software platform
 - Beta testing RAGE app (through TGS) with rec
- RAGE Tournaments
 - 1st year for RAGE Staff to run events
 - Very positive comments from participants and EBRA
- Chaperoned travel re-opened for ECNL teams
 - San Diego/Phoenix/Nashville
- Sports partnerships pay off - Cricket

Corporate Sponsorship Committee Vishakha Sant AGM 2022

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Corporate Sponsorship Goals

Secure a 2-year sponsorship(s) with companies who want to partner with Pleasanton RAGE Girls Soccer Club, community, and surrounding areas.

Wearables

- Establish sponsorship program for player wearables
 - Comp vs Rec options
 - Uniform vs Training options
 - Primary vs Complimentary Placement options

Events

- Sponsors and donors for key events (aka one-time moments)
 - Tourneys, Galas, Camps, etc
 - Work with Bod & Staff to establish key events calendar

Communications

- Secure sponsors for logo inclusions in club messaging
 - Web, social media, email blasts

2022 Focus

2022 Achievements



- Merchandise: Wearables - sourced vendors for non-kit club wearables; Car decals and PJ's
- Sponsorships: Secured local sponsors for various rec. teams
- Events: Sponsorships for RAGE WPSL Girls Festival





Future Planned Projects

- Secure jersey corporate sponsorships by March 2023
- Engage with employer non-profit match/donation programs
- Source sponsors for 2023 RAGE Cup
- Procure merchandise in time for holidays

Fundraising Committee
Julian Symons, Martha Brown, Katie Moe, Grant Matsumoto
AGM 2022

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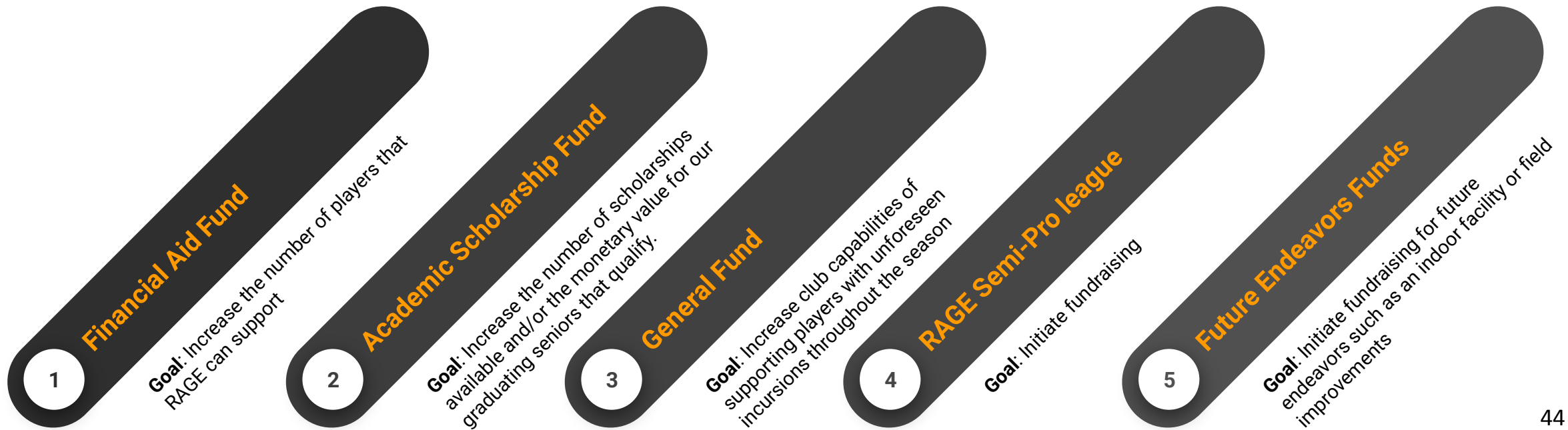


Fundraising Goals

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?





2022 Achievements

RAGE WPSL Spring Festival

- 200+ Registered Attendees
- Younger REC player participated
- Q&A WPSL Player sessions were a hit
- Shooting on the Keeper was a hit
- Families stayed to watch the games
- Good turn out at games that followed
- Raised ~\$1300

Merchandise Sales

- RAGE WPSL Spring Festival
 - RAGE and WPSL merchandise table
 - Big hit ~ RAGE trucker hats and grey sweatshirts
- RAGE WPSL Games
 - RAGE and WPSL merchandise available
 - Big hit ~ orange PJ pants



Future Planned Projects

First Annual Golf Tournament

- Late Summer/Early Fall 2023

Team Level Fundraising Opportunities

- Creation of a resource page for teams to access
- Coordination with team fundraising volunteer

ECNL/RL Community Watch Day

- Spring 2023

RAGE Merchandise for Sale at Events

- Car Decals
- Stickers
- Hot ticket items

Social and Alumni Outreach Committee

Todd Carter, Dawn Chapman, Walter Pratte - AGM 2022

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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

Facilities

Ryan Callahan - AGM 2022

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Facilities Goals (Short and Long Term)

Short Term

- Partner with PUSD to add turf and lights to existing fields
 - Passing of PUSD Bond Measure I will be crucial to the success of creating a partnership
- Work with the City of Pleasanton to create more soccer field space on City owned property (City is understaffed to maintain what they have)
- Protect existing soccer field space that we currently have

Long Term

- Build our own soccer facility in Pleasanton



2022 Achievements

Relationship Building with Key Partners for Future Success

- Met with Ahmad from PUSD and started to brainstorm what a RAGE/BUSC/PUSD working relationship would look like
- Got rough budget numbers to add lights at a Hart Middle School (where turf may exist in future): \$1-\$1.2M
- RAGE endorsed the Measure I and has asked RAGE Membership to support the Measure
- Met with City of Pleasanton new City Manager to brainstorm about how we can improve existing field quality and add additional field space



Future Planned Projects

- Partner with PUSD to get lights added to the scope of work for Hart Middle School. (Based on Measure I passing in November)
- Continue working with City of Pleasanton on ways to improve existing field conditions
- Work with City of Pleasanton to add turf to existing field space
- Work with PUSD and City of Pleasanton to create Futsal space
- Continue to work on finding an economical solution to building our own facility in Pleasanton

Closing Remarks & Adjournment

Thanks for attending!

