



GOTHAM FC

ALWAYS BUILDING *NEVER FINISHED*

Gotham FC's 2025 Community Impact



INTRODUCTION

As we reflect on the 2025 season at Gotham FC, our community and social impact efforts remain rooted in our mission: to be a true asset to New York and New Jersey, leveraging the power of women's professional soccer to create space for connection, opportunity and change.

OUR 4 GUIDING PILLARS

YOUTH ACCESS TO SOCCER

Our pillars define not only why we do this work, but how we show up in every matchday activation, partnership and community initiative.

This report highlights a year of impact initiatives driven by Gotham FC and our community. This work is at the core of who we are and every initiative, fundraising effort, community activation and in-stadium celebration is created with the mission that we also reflect the values of you, our fans, partners and Gotham FC family. Your support furthers our impact and ensures that together, we'll carry forward our vision of access, inclusion and empowerment for all.

LGBTQIA+ RIGHTS & ADVOCACY

WOMEN'S ADVANCEMENT

SUSTAINABILITY



TO OUR GOTHAM FC COMMUNITY

At Gotham FC, our social impact is powered by a community that believes in soccer's ability to create real change. We are deeply grateful to our fans for their continued support and engagement throughout 2025. Together with our supporters and our presenting partners – CarMax and Dove – our community partner organizations play a vital role in how we show up meaningfully in the New Jersey and New York community. We are profoundly thankful for the leadership, vision, and sustained commitment of the Laurie M. Tisch Illumination Fund, which plays a critical role in fueling our initiatives, and Charter Oak Impact, Girls Leadership, and Playworks, whose strategic guidance and collaboration enables us to turn purpose into a legacy of lasting impact.

– CAROLYN TISCH BLODGETT, GOVERNOR, GOTHAM FC

Gotham FC impact is a team effort and would not be possible without the dedication and efforts of our partners, with CarMax presenting CarMax Kids and Dove presenting Keep Her in the Game, as well as our **community partner organizations**:



THE LAURIE M. TISCH ILLUMINATION FUND is the founding philanthropic partner of Keep Her in the Game and newly Elevate Play. Based in New York City, the Illumination Fund is dedicated to increasing access and opportunity for all New Yorkers and fostering healthy, vibrant communities. Through strategic grantmaking and initiatives such as Play to Thrive, the foundation supports programs that use the arts and sports to improve health and promote equity, especially for girls and youth at risk.



CHARTER OAK IMPACT, a social impact and sponsorship firm, supports Gotham FC's Community Impact team in the creation and implementation of its initiatives, and is instrumental in both the execution and monitoring and evaluation process of programs such as Keep Her in the Game, Elevate Play and new ventures. The Charter Oak team is invaluable to Gotham FC's impact work and their unwavering partnership underpins the success of the club's mission.



The non-profit **GIRLS LEADERSHIP** has played an integral role in the development and execution of Gotham FC's flagship program, Keep Her in the Game. The thoughtful design and implementation of coach and parent training sessions and the research-backed curriculum are a result of Girls Leadership's expertise and dedication to creating environments where girls exercise the power of their voice.



PLAYWORKS NEW YORK/NEW JERSEY'S mission is to improve the health and well-being of children by increasing opportunities for physical activity and safe, meaningful play. The non-profit's educational training assists children and their supporting adults in becoming well-rounded physically, socially, and emotionally. Together with the Illumination Fund and Gotham FC, Playworks will lead the implementation of Elevate Play to combine best-in-class instruction to enhance school physical activities while also providing young people meaningful opportunities to experience Gotham FC home matches in their community.



IMPACT REPORT OUTLINE

01 CREATING ACCESS TO GAMES + PLAY

- CarMax Kids + Clinics
- Elevate Play (launching 2026)

02 KEEP HER IN THE GAME

- Celebrating 1 year of KHITG
- 2nd Year Kick Off
- Impact in Numbers

03 PRIDE 365

- Lesbian Visibility Week
- Pride Month
- Cloud 9 Prideraiser Campaign for the Ali Forney Center

04 IN-GAME RECOGNITIONS

- Pre-Game Parades
- On-field Recognitions
- Torchbearers

05 IN-KIND DONATIONS + TICKETS

- Gotham FC Donations
- Fundraising with Fans
- Complimentary Tickets

06 LEADERSHIP IN THE COMMUNITY

- Aspen State of Soccer Advisory Group
- NJ Youth Sports Conference
- *Changing the Game:* Rebel Girls Book Release

07 GOTHAM FC FAMILY

- Thank you to our 2025 supporters, partners and engaged organizations



CREATING ACCESS TO GAMES & PLAY

CARMAX KIDS + CLINICS

IN-STADIUM EXPERIENCE

CarMax Kids, presented by CarMax, provides local nonprofit organizations and the youth they serve the opportunity to access and experience a Gotham FC game day. Organizations are provided tickets, transport and meal vouchers, tackling the barriers to access.

CLINICS WITH VOLO KIDS FOUNDATION

Together with CarMax and Volo Kids Foundation, we hosted summer youth clinics to champion access to soccer for kids.



90+ YOUTH

ages 5-13 years old, accessed free soccer clinics and received exclusive giveaways.

2 LOCATIONS

served across McCarren Park in Brooklyn, NY, and Lincoln Park in Jersey City, NJ.

3 CLINICS

led by Volo Kids Foundation coaches, including soccer drills and games.

1,333 TICKETS

DISTRIBUTED ACROSS THE 2025 SEASON VIA THE CARMAX KIDS PROGRAM, PROVIDING ACCESS TO A GOTHAM FC HOME GAME.

12 NONPROFITS SERVED

4 of these nonprofits were new program participants, seeing Gotham FC build impactful relationships with leaders in their spaces such as Dear Black Girl, Apex for Youth, Project Glimmer and the YMCA of Newark.



For many of us, this was a first-time experience – some had never left the Bronx before – and to witness their awe and happiness was deeply moving. Coming from moderately low-income households, opportunities like this are rare, and this was nothing short of **magical**.

– CASSANDRA PRYOR
Founder and Executive Director of
Dear Black Girl



CREATING ACCESS TO GAMES & PLAY

ELEVATE PLAY (LAUNCHING 2026)

Together with the Laurie M. Tisch Illumination Fund and Playworks, Gotham FC will provide a record-breaking 10,000 youth, public school educators and caregivers with free access to attend Gotham FC games in the 2026 season. Playworks will additionally provide 20 schools and organizations with capacity building training to support partners with safe and healthy play focused on the principles of fairness, respect and teamwork.

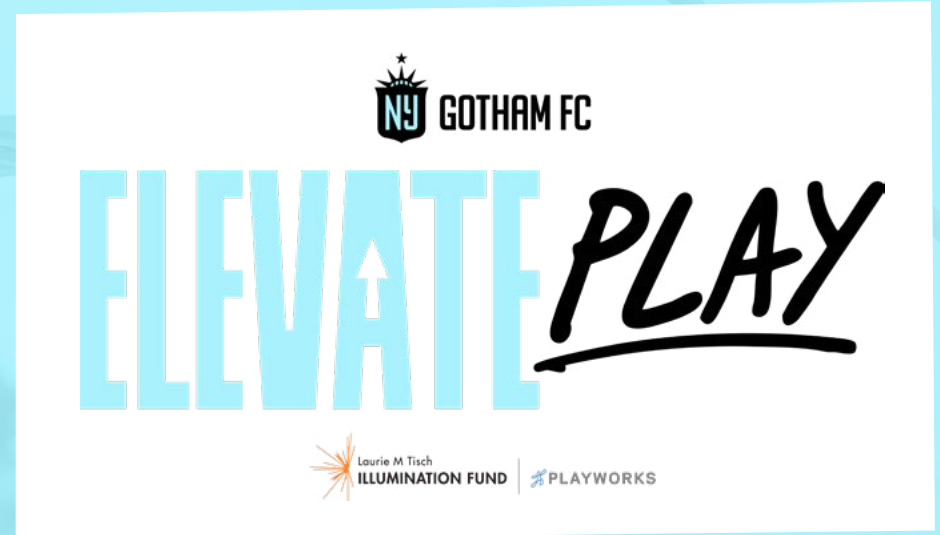
Learn more [here](#).

If you are a school or nonprofit youth organization, request tickets for the 2026 Gotham season [here](#)!

“

Soccer is more than a sport, it is **a force** for building community, developing leadership, and creating opportunities for all.

— LAURIE M. TISCH
Founder & president of the
Laurie M. Tisch Illumination Fund



KEEP HER IN THE GAME

1 YEAR OF KEEP HER IN THE GAME

PRESENTED BY 

PRESENTING PARTNER



PROGRAM PARTNERS



FOUNDING PHILANTHROPIC PARTNER



CELEBRATING 1 YEAR OF KEEP HER IN THE GAME

In August we celebrated 1 year of Keep Her in the Game, presented by Dove and backed by the Laurie M. Tisch Illumination Fund. The program tackles the high rates at which girls drop out of sports by age 14, equipping the trusted adults in girls' lives – caregivers and coaches – with research-backed training to help girls develop leadership skills and a growth mindset. Check out our [KHITG-specific impact report](#) to learn more about our first year of programing.

YEAR 1 IMPACT



97 COACHES TRAINED

30 PILOT FALL COACHES
67 SPRING COACHES



700+ GIRLS CELEBRATED

during pre-game ceremonies at the 2024 KHITG launch game and the 2025 Keep Her in the Game Day, presented by Dove, at Sports Illustrated Stadium



1,783 GIRLS AGED 11-14

reached via curriculum deployed by their coaches



226 PARENTS / CAREGIVERS TRAINED

through two Raising Resilient Athletes Workshops



15 GIRLS IN 9TH-10TH GRADES

engaged via an intensive five month leadership development program called the KHITG Youth Leadership Council



160+ GIRLS VISITED

by Gotham FC players

2ND YEAR KICK OFF

YEAR 2 HIGHLIGHTS

With exciting momentum underway for the second year of KHITG, in September 2025 we welcomed our next cohort of 95+ coaches – our biggest yet.

For the first time, the program will run from fall through spring, giving coaches more time and space to integrate the curriculum into their teams' practices and games. This expansion also allows for deeper alignment with Dove's Body Confident Sport program, providing even more tools to build self-esteem through sport.

FALL 2025 - SPRING 2026 COHORT INSIGHTS

- 95+ new coaches trained and onboarded in collaboration with curriculum partner, Girls Leadership
- Introduced office hours with Girls Leadership's Dr. Jia Nettles and Gotham FC's Emma Walley to further support coaches
- Designed conversation cards to prepare coaches for challenging conversations with their players
- Created a resource hub of files for coaches to more effectively access all necessary program information

100% OF GIRLS SURVEYED AT THE END OF THE SEASON REPORTED SEEING THEMSELVES

PLAYING SOCCER
A YEAR FROM NOW

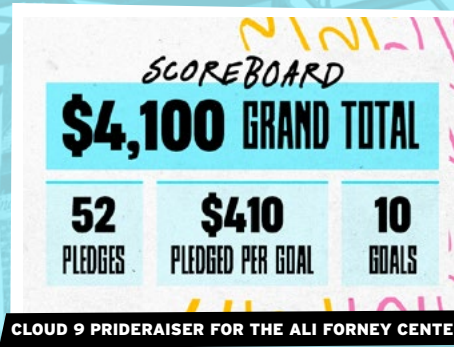


One of the most valuable aspects of the KHITG program is that it expands the role of the coach. I think it's important for coaches to reflect on their impact on players besides teaching them the sport. I also think the program gives power back to the players to be involved in their playing experience.

– COACH AMY

PRIDE 365

Pride 365 is Gotham's FC's initiative dedicated to advocacy, education, and celebration – and is at the core of our year-round commitment to advancing LGBTQIA+ rights and advocacy. Powerful moments of connection, creativity, and community impact happened all year round – here's some of our favorite moments.



NYC PRIDE MARCH



IN-GAME RECOGNITIONS

Gotham FC matchdays are our opportunity to spotlight local trailblazer figures and organizations.

Local voices are uplifted and missions are celebrated through:



PRE-GAME PARADES



ON-FIELD RECOGNITIONS



TORCHBEARER OPPORTUNITY

Our powerful tradition that symbolizes the start of the match and has been carried forth by trailblazers and advocates for women in sports, including the legendary Billie Jean King.

TORCH BEARERS



CLOUD 9 REPS



THE 2025 SEASON SAW OVER 100 ORGANIZATIONS, INDIVIDUALS AND CAUSES HONORED AT GOTHAM FC GAMES

Championing groups advocating across mental health, the Latinx community and the rights of black and indigenous folk.

COMMUNITY HEROES



JUNETEENTH



KHITG COACHES



LATINX PARADE



CANCER WARRIORS



LAUREN HOLLIDAY IMPACT AWARD



KATIE'S
SAVE

IN-KIND DONATIONS & TICKETS

\$50,000+

IN-KIND DONATIONS PROVIDED TO HELP RAISE FUNDS

In 2025 Gotham FC formalized its donation process, opening a new online system enabling local organizations to submit a request for in-kind donations to support fundraising efforts across the tri-state area. Enabling the club to be a resource for the charitable efforts of our fans.

\$18,000+

RAISED TOGETHER WITH FANS

Together with our fans and supporters' group Cloud 9, we raised more than \$18,000 for three organizations – South Bronx United, the Ali Forney Center and the Curve Foundation – long-standing partners aligned across all four of our community pillars.

\$13,860

SOUTH BRONX UNITED DONATION

\$4,100

CLOUD 9 PRIDERAISER FOR THE ALI FORNEY CENTER

\$400

DONATED BY FANS FOR LESBIAN VISIBILITY WEEK

200+

COMMUNITY ORGANIZATIONS ACCESSED COMPLIMENTARY TICKETS

Throughout the season, Gotham FC invited over 200 local community organizations to attend matches, helping to build and strengthen community relationships while giving individuals the chance to experience the excitement and inspiration of a Gotham FC matchday.



LEADERSHIP IN THE COMMUNITY



ASPEN INSTITUTE'S STATE OF SOCCER

NEW YORK CITY/NORTHERN NEW JERSEY ADVISORY GROUP + 10/10 STATE OF SOCCER SUMMIT

Gotham FC is a founding member of the Advisory Group, and invited key stakeholders from the soccer community to join us in guiding the Aspen Institute's new research, underwritten by the Laurie M. Tisch Illumination Fund, analyzing the local youth soccer ecosystem to understand the challenges and opportunities for more children to play soccer.

Learn more here: <https://projectplay.org/communities/soccer-nyc-northern-nj>

In 2025, Gotham participated in 3 in-person convenings, culminating in the State of Soccer Summit in October, where Gotham GM Yael Averbuch West was featured, and Gotham's new impact program Elevate Play was announced in collaboration with the Laurie M. Tisch Illumination Fund and Playworks.

11/5 NJ YOUTH SPORTS CONFERENCE

Gotham co-hosted a first-of-its-kind New Jersey Youth Sports Conference alongside the NY Giants, NY Jets, NJ Devils, NY Sirens, and NY Red Bulls. Our Community/Social Impact Team, Corinne Counsell and Emma Walley, presented about Gotham's Impact initiatives.

We're proud to support collective action across New Jersey to increase youth sports participation – and keeping youth in the game through joy and connection.



ALL SUMMIT AND CONFERENCE ATTENDEES
WALKED AWAY WITH A GOTHAM FC

CHANGING THE GAME:

A PLAYBOOK FOR CHAMPIONS IN TRAINING
REBEL GIRLS BOOK!



CHANGING THE GAME: REBEL GIRLS BOOK RELEASE

In August 2025, Gotham FC, in collaboration with Dove and girl empowerment brand Rebel Girls, launched **Changing the Game: A Playbook for Champions in Training** – a first-of-its-kind children's book by an NWSL club.

The book, inspired by Gotham FC's Keep Her in the Game initiative, presented by Dove, features educational tools for body confidence and mental resilience, alongside training tips for young soccer players.

Changing the Game highlights:

- Gotham FC's World Cup winners and Olympic gold medalists
- Keep Her in the Game participants

In addition to Gotham FC stars such as Jess Carter and Rose Lavelle, the book also shares the stories of three girls and one coach who are part of the Keep Her in the Game initiative, reinforcing that role models exist at every level of the sport.



MORE THAN
1,000
PHYSICAL COPIES

of Changing the Game through matches, youth programming, events, and partner fundraisers

MORE THAN
26,000
DIGITAL COPIES

The project has become a powerful extension of Gotham FC's commitment to keeping girls in sports – fueling confidence, joy, and inspiration while building the next generation of players, leaders, and lifelong fans of women's soccer.

Want to bring Changing the Game to your school, local library or other? Contact ewalley@gothamfc.com



DOWNLOAD YOUR
FREE COPY **HERE**

THANK YOU!

To every individual, organization, partner and beyond, thank you for joining us in our 2025 impact mission.
ALWAYS BUILDING, NEVER FINISHED.

ENGAGED ORGANIZATIONS

A3FC / Artists Athletes Activists
Ali Forney Center
ASPIRA
Athena Keke's
Athlete Ally
Best Friends Animal Society
Brick City Run Club
Brooklyn Community Pride Center
Cafecito Road Runners
Charter Oak Impact
City Parks Foundation
City Señorías
Design FC
Entre Amigas
Fairleigh Dickinson University Spanish Club
FOCUS Hispanic Center for Community Development
Girls Leadership
GLAAD
HiTOPS
Hudson Pride
Jackie Robinson Museum
Katie's Save
La Familia Project
Ladies Village Soccer
Latinas in STEM
Latinas in Tech NYC
Latinx in Sports
Laurie M. Tisch Illumination Fund
New Jersey Youth Soccer
Newark Pride
NY Ramblers
Playing With Pride
POC Fútbol Brooklyn
Power Play NYC
Puerto Rican Alliance of Elizabeth
Queer Joy NJ/NY
Success Academy
Sylvia Rivera Law Project
Teach For America New Jersey
The Black Women's Player Collective
The Pride Center of New Jersey
Tom Coughlin Jay Fund
Triumph Together
Tunnel to Towers Foundation
Women's Sports Rally
99Smiles

CARMAX KIDS

NON-PROFIT PARTICIPANTS

America SCORES
Apex for Youth
City Parks Foundation
Dear Black Girl Inc
Newark YMCA
Playworks
Project Glimmer
Safe-Hub PA
South Bronx United
Street Soccer USA
University Settlement
Volo Kids Foundation

KEEP HER IN THE GAME CLUBS (SPRING AND FALL 2025)

AC Inspire
Albany Alleycats
Arlington Soccer Association
B&B United
Barnegat Soccer Club
Bayonne Youth Soccer Association
Beachwood Soccer Club
Bellmore Soccer Club PAL
Bloomfield Soccer Club
Bricktownship soccer association
Bridgewater United Soccer Club
Brooklyn AYSO (Region 473)
Brooklyn City FC
Brooklyn Italians Youth SC
Brooklyn United Academy
Cedar Stars Academy
CF Empire
Chelsea Piers
Cherry Hill Soccer Club
Cheshire Soccer Academy
City in the Community
City Parks Foundation
Clark Soccer Club
Clarkstown Soccer Club
Community S.C
Cougar Soccer Club
Downtown United Soccer Club (DUSC)
Dragons Soccer Club
DV7 Academy

East Hanover Soccer Club
East Windsor Police Athletic League
Egg Harbor Township Soccer Club
EP United SC
EUSA
Fair Lawn All Sports
FC Copa Academy
FC Westchester
Freehold SL
Garden City Centennial Soccer Club
Girls Academy
Hackensack Royals
Hamilton Wildcats FC
Harrison FC
Hasbrouck Heights Soccer Association
Hawks FC
HBC
Hoboken United
Holmdel FC
Huntington Inter FC
Jackson Soccer Club
Jersey City Soccer Association
Just One / Legacy
Kearny Thistle United Paisley
Kosmos FC TST
LaGrange Soccer Club
Lakewood Soccer Club
Lakeland Junior Soccer Club
Livingston Soccer Club
Manhattan Soccer Club
Matchfit Academy
Middletown Soccer Club
Montgomery Travelers Soccer Club
Mount Laurel United
NJ14 Soccer Club
NJ Premier FC
NJ Stallions Academy
Northern Burlington Soccer Club
Nutley United
NYCPS
Ocean Township United SA
Old Bridge Soccer Club
Park Slope United
Parsippany Soccer Club
Patriots FC
PDA South
PDA Vistula (Maywood, NJ)
PDA-SCP

Peninsula Soccer Club
Princeton Soccer Academy (PSA)
River Dell Blackhawks
Rivertowns United
Rockaway Township
Rocky Point Youth Soccer Club
Roselle Park Soccer Club
Royals FC
RUF
Samuel Gompers High School
SC Gjoa
Seymour Soccer Association
Soccer Club of Springfield
Soccer Fun for Kids
SOMA United FC
Southampton Town United
STA
Stars FC
Stateline SC
Success Academy Soccer Program
SURF Matchfit Ocean
Tiempo Soccer
Toms River FC
Town of Cortlandt
Vikings FC
Wall Soccer Club
Wappinger United Soccer Club
Warwick Soccer Club
West Milford Soccer Club
Westfield Soccer Association

INDIVIDUAL RECOGNITIONS + TORCH BEARERS

Abi Chavez
P.O.C. Fútbol Brooklyn

Adrian Conoboy
Community Hero - We Can Kick It

Alana Meraz
Latinx in Sports, NWSL

Ali Krieger

Alycia
Design FC Academy Participant

Alyssa Fox
Broadway Performer - Wicked

Astor Wu
Gotham FC Coordinator of Growth and Retention

BJ Beckwith
Sports Are Fun Podcast

Bridget and Anastasia
Success Academy Coaches

Brian Benson
Owner of Magnus the Therapy Dog

Brittany Joslin
Community Hero - Brooklyn Public School Teacher

Caroline Hoang, her wife Jessica and two sons, Jay and Simon
Season Ticket Members of the Match

Cassandra Colaizzi
Cloud 9

Cassandra Pryor
Executive Director, Dear Black Girl Inc.

Chell Margulis
Cloud 9

Clara
Singer, Songwriter, Philanthropist

Coco Rocha
Founder, Coco Rocha Model Camp

Corinne Schroeder
New York Sirens

Daniel Pecoraro
Cloud 9

Danielle Vento
Season Ticket Member of the Match

David "Scuzzy" Guzman
Season Ticket Member of the Match

Delora Baker
5th Grade Student, Power Play NYC

Denise Weber
Cloud 9

Dr. Doreen Germaine
Community Hero - Family Nurse Practitioner

Dr. Rebecca Yang
Comprehensive Breast Health Center; RWJBarnabas Health / Rutgers Cancer Institute

Elli Lewis and participant Anabeth
City Parks Foundation

Ellie Arino Trzaska & parents, Lisha Arino and Andrew Trzaska
Cloud 9

Esteban Flores
KHITG Coach

Fiona Weber
Cloud 9

Fred Walters
99Smiles

Giuseppe
Tom Coughlin Jay Fund

Honor Smoke
Youth Wrestler, Sports Illustrated Re-Illustrated Cover

Ibrahim Sankanou
Power Play NYC

Isabella Flores
Harrison FC U12 Inter, KHITG Participant

Josh Ezeudu
New York Giants

Joyce Yeung
Community Hero - Mail Carrier, Princeton NJ

Justin Tuck
Super Bowl Champion, New York Giants

Kayla Vespa
New York Sirens

Kaylee Wan
Triumph Together - Cancer Warrior

Kelly Nagel
Cloud 9

Kid Mero
Dominican-American writer, comedian, and actor

Kimberly Shinkle
Cloud 9

Laura Benanti
Tony Award-Winning Actress & Singer

Leah Kennedy and her daughter
Season Ticket Member of the Match

Liam Greco
Cloud 9

Maggie Munoff and her dog Ziggler
Cloud 9

Marqweesha Guthrie
Season Ticket Member of the Match

Morgan Kind
Volo Kids Foundation

Natalie Anderson & Kyle Fraser
Survivor

Paulson Adebo
New York Giants

Plant Kween
Educator, Author, Digital Creator

Power Malu
A3FC / Artists Athletes Activists

Rail Scott
Cloud 9

Robin Nagel
Cloud 9

Sara Fisch
Cloud 9

Sara Schultzer
Queer Joy NJ/NY

Samantha Gibson
Jackie Robinson Museum

Shane Diamond
GLAAD

Stanley Evanowski
RWJBarnabas Health Behavioral Health Center

Taylor Girard
New York Sirens

Uzo Njoku
Nigerian Artist & Designer; Gotham FC Juneteenth Collection

Willie Norris
Fashion Designer; Gotham FC Pride Collection

William Hartley
Cloud 9
Zander Schlacter
Brooklyn-Based Artist; Merch of the Match Designer