



**2024: A YEAR OF PROGRESS, PURPOSE, AND PLAY**





## A Message From Our **EXECUTIVE DIRECTOR**

What a year of transformation, progress, and purpose it has been for the Cherokee Youth Foundation! I am proud to present this annual report as a celebration of our shared achievements and a testament to the power of community.

Many of you know our story — how CYF grew out of the Georgia Impact Soccer program and a simple but powerful observation: too many children were being left on the sidelines. Soccer was out of reach due to financial barriers and transportation challenges. Cherokee Youth Foundation was founded to change that.

Our first goal was clear: bring soccer to where kids already are — their schools and communities. You'll read in the pages ahead about how we're doing just that. From elementary playgrounds to high school fields, more children are playing the game they love, and it's changing lives. We hope their stories warm your heart as much as they have ours.

This past year, we also set a bold new course for the future. Our strategic goals will expand access to soccer, create more inclusive spaces to play, and increase financial aid to families. And we can't do this alone — we'll be calling on new and existing partners to help us grow our impact by investing in facilities, equipment, and community outreach.

We're ready — ready to bring more soccer, to more kids, in more places across Cherokee County. We are deeply grateful to our supporters and collaborators — thank you for believing in our mission and standing with us.

Together, we are building not just better players — but a stronger, more connected community.



With Gratitude,  
**SHANE MOORE**

## **MISSION**

At Cherokee Youth Foundation — the sister organization of Georgia Impact Soccer — we are committed to making soccer more accessible and inclusive for every family in Cherokee County. We do this through school-based soccer clubs, investments in equipment and facilities, financial assistance for players, and emergency support for families facing unexpected challenges.

## **VISION**

A Cherokee County where every child can play the sport they love — no matter their zip code, background, or financial circumstances.

## **BELIEVE**

We believe in the power of community.  
We believe sports can teach responsibility, teamwork, and leadership.  
We believe in inspiring compassion, volunteerism, and generosity — all through the game of soccer.

# 2024 IN REVIEW

## SCHOOL SOCCER CLUBS

Our school-based soccer clubs are the heart of CYF's work — a public-private partnership that brings the game directly to schools and removes the most common barriers to play: cost and transportation.

## ELEMENTARY AND MIDDLE SCHOOL

At the elementary and middle school level, students joined after-school clubs, many playing soccer for the very first time.

## HIGH SCHOOL SOCCER CLUBS

At the high school level, our Strive for 23 initiative goes even further. Soccer is integrated into the academic experience — and students must stay on track to earn the 23 credits needed for graduation. Many are first-generation Americans and will be the first in their families to graduate high school and/ or attend college.



## PARTNERING FOR A STRONGER CHEROKEE

CYF proudly serves as a Partner in Education with Liberty Elementary School, supporting soccer clinics and celebrations for 300 students during the 2024–25 school year.

4200+ players and families engaged in volunteer service and community-building initiatives. Dozens of community partners joining us in creating inclusive opportunities to play and grow through soccer.

We also lead monthly Cherokee Collective meetings, bringing together nonprofits, educators, churches, businesses, and government leaders to collaboratively address individual and community needs.



# This Year's **IMPACT** STATISTICS

6   
Local Schools  
Reached

274   
Elementary & Middle  
School Students

66   
High School  
Participants

370   
Soccer Balls  
Donated

4200+   
Families  
Engaged

19   
Students  
Graduated



“This program gives my child more than a chance to play—it gives him a team, a purpose, and a place where his abilities shine. It’s more than a sports program. **It’s a lifeline for inclusion, confidence, and joy.**”



# HONORING OUR CHAMPIONS

**GRIFF TATUM**

Leadership Development Award

**DR. SANDI HARRISON**

Academics Award

**EDI MONTERROSO ESCOBAR**

Youth Volunteer Award

**COACH BARRY DALTON**

Youth Development Award

**COACH JASON BISHOP**

Shane Moore Award

**PAIGE REID**

Special Needs Award



# THE DIFFERENCE **THAT IS MADE**

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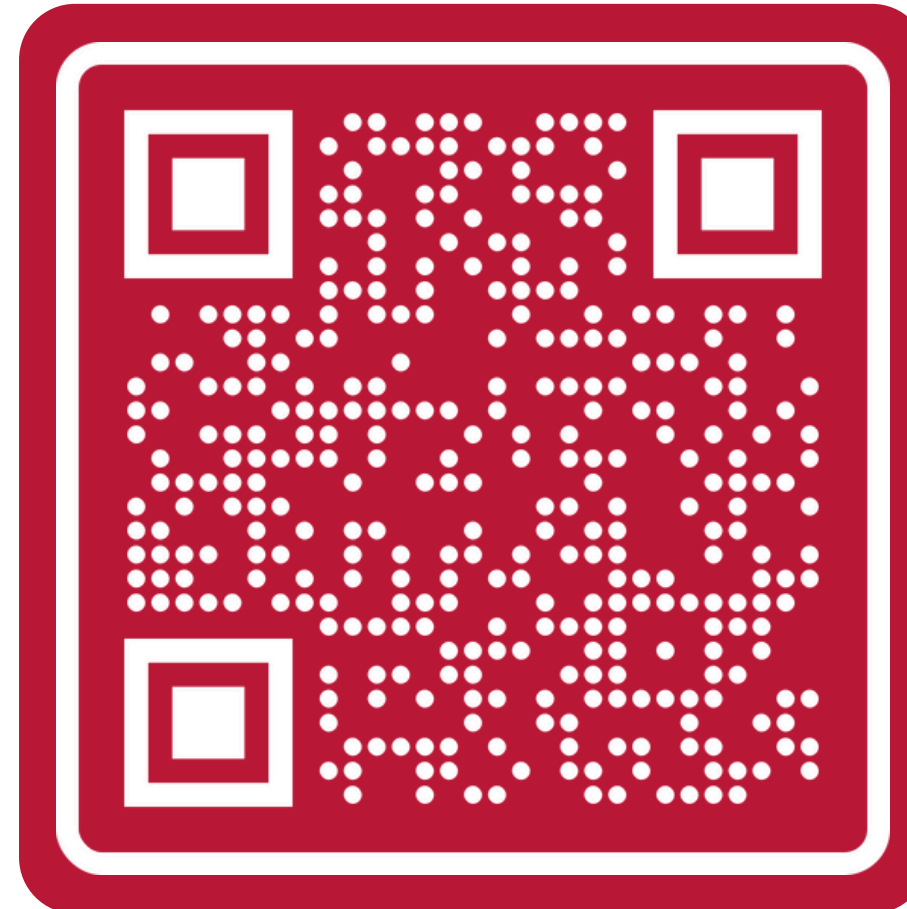
“This incredible program provides a safe, inclusive environment where my child can experience the joy, camaraderie, and confidence-building power of team sports without the barriers that typically shut him out. With the help of trained coaches and compassionate volunteers, Cass isn’t just a spectator—he’s a player. He gets to run, kick, laugh, compete, and belong.”

## HELP GROW OUR IMPACT

Expand our reach to more schools

Increase financial aid for students

Invest in equipment & community outreach efforts



WE ARE DEEPLY GRATEFUL  
FOR THE GENEROUS  
SUPPORT OF OUR  
COMMUNITY PARTNERS AND  
DONORS WHO MAKE OUR  
MISSION POSSIBLE:

