



Soccer with a Purpose

KAL Firm

Atlanta, Georgia

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Developing
future business
leaders equipped
to help solve
some of today's
toughest
economic and
social challenges

Internship Site Overview



Kenan Institute of Private Enterprise



Some of their many partners



Soccer in the Streets (SITS)

- A non-profit based in Atlanta, GA founded in 1989 in Jonesboro, GA
- The mission: Improving the lives of children by providing access to the benefits of sport through high-quality community-based soccer programs

SITS Initiatives/Programs

- SITS's initiatives can be broken down into 3 main silos: Kids Programming, the Adult League, and Station Soccer
- Fun fact: Station Soccer is the first initiative transit-based soccer league in the world in which unused land is transformed into soccer pitches for play!

SITS Impact/Reach (2024)

- ~1300 total kids served
- ~3,000hrs spent on programming for kids
- ~10,000hrs spent by coaches on programming for kids
- ~53hrs of programming/kid
- ~129hrs of programming/coach
- 77 total coaches

The 3 main silos

- **Kids Programming:** Specialized training for kids' soccer skills and "life lessons".
- **Adult League:** Building community through soccer while supporting youth
- **Station Soccer:** Turning transit stations into soccer hubs that connect communities

Internship Roles and Responsibilities

Position Title, responsibilities, and expectations

- Internal consultants (4) to the client Soccer in the Streets regarding their StationSoccer initiative; conducted interviews and research for an internal business plan
- Events (1): Write grant proposals, support development work, plan the Corporate Cup, etc.
- Marketing (1): Create marketing campaigns, write social media posts, capture content, etc.
- Programming (2): Support day-to-day operations for running camps (internal and external), assist with planning programming staff meetings, analyze programming metrics, etc.

Research Initiatives within the role

- East Point Case Study: proved that StationSoccer sites were drivers of economic development via interviews & financial analysis (89% increase in local business rev!)
- Met with the Kupcakerie and Oz Pizza

Opportunities within the role

- Interact and partner with other nonprofits in Atlanta
- Understand the city's philanthropic ecosystem, meeting with major donors and foundations with a total of \$200M+ in giving potential
- Network with Fortune 500 company employees across Atlanta
- Field time interacting with the kids, not a typical 9-5



Key Findings and Takeaways

Additional activities

- Soccer Coaching – helped whenever possible to coach the kids, specifically in Girls with Goals, Global Village Project, and more.
- Assisted in planning, organizing, and supporting volunteers during the Corporate Cup fundraising event, helping raise over \$75,000! We connected with corporate sponsors such as Google, Deloitte, and Visa.

Summary of work

We worked day in and day out to really understand the organization. This meant meetings, interviews, volunteering, and working alongside the current members. By the end of our time, we were able to identify key organizational issues and present comprehensive solutions for them to adopt.

Major findings, recommendations, and solutions discovered

1. Developed data consolidation / collection strategy in order to prove *why* StationSoccer
2. Created a master calendar to better prioritize youth programming and maximize revenue
3. Automated partner intake processes to develop sustainable, long-term partnerships
4. Reevaluated marketing strategy to prevent brand confusion



Experience Highlights

We side-quested to the max...

- Lots of Sports: Atlanta United Game, Inter Miami versus Porto FC (we saw Messi!), Braves Game
- Aqua Pass to the Georgia Aquarium (unlimited visits!)
- Line-dancing & Salsa lessons in the city!
- Atlanta Jazz Festival
- City of East Point's Wine Down Wednesday with the Mayor
- Roller-skating @ Cascade
- Visit other Luther Hodges Scholars at their junior internship
- Tried H Mart for the 1st time w/our co-worker
- Tuesday trivia with other UNC students and new friends
- UNC alumni meet-up
- Savannah Trip during the 4th of July





Thank You!

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