



Haiti United Equipment Drive

**PROGRAM MANUAL
2010**

*“L’Union Fait La Force”, means “Unity Makes
Strength”*

www.haitiunited.org



MESSAGE FROM THE PROJECT COORDINATOR

As the world comes to terms with the aftermath of the devastating earthquake in Haiti, we search for ways we can make a difference. When dealing with a tragedy that has affected 3 million people and the collapse of an entire country, there is only one option: we must stand together.

The Haitian national motto, “L’Union Fait La Force”, means “Unity Makes Strength”. Let’s build this unity with our shared passion for the beautiful game and its ability to bring people together in times of great joy – and of great need.

Haiti United is built on the model that has shown the compassion and generosity of the US soccer community, whose past efforts include: Soccer United for the victims of the September 11th attacks and the Soccer United Relief Fund for the families and communities affected by Hurricane Katrina.

Please join us in the collection of soccer equipment to help Haiti recover.

Once the essential items such as food, water and medical supplies/services have taken hold in Haiti, it is important to focus on helping the country recover physically and mentally. Through the game of soccer, we can help.

As of February 1st, we will be collecting any and all soccer equipment- both new and gently used to ship to organizations in Haiti.

The main items we are looking to collect are:
Soccer jerseys, soccer shorts, soccer socks, soccer shoes- cleats/indoors/turfs, shinguards, soccer balls, goalkeeper gloves/jerseys/pants/shorts, soccer nets, and cones.

We encourage both individual and group donations.

Thanks,

Sarah Pickens- Community Outreach & Development Coordinator, U.S. Soccer Foundation
Steven Fear- Passback Program Manager, Eurosport



Setting up the Collection

In the past, collections have been set up in a number of different ways:

- one-time events (at a soccer game, tournament, league opening day, etc.)
- on-going collections (at a school, field or concession stand over the course of a season, at a local sports store for a few months, etc.)
- as part of a community project (through school or church, to earn an Eagle Scout badge, as part of a Bar/Bat Mitzvah ceremony, etc.)

Feel free to organize your collection in whatever way works best for you. However, there are some important things to remember when preparing for your collection - no matter how you set it up:

- **Build Donor Lists.** It is extremely important to identify equipment donors prior to the start of your collection. You are the best judge as to where the new and gently used soccer equipment will come from, but in addition to close family and friends, some possible outreach opportunities include: your state youth and adult soccer organizations, local school and club teams, and local athletic equipment stores. **Reach out to as many people as possible!!**
- **Advertise.** The only way your collection will be successful is if you successfully advertise prior to the start of the collection so people know to save their gear. To help advertise, we will provide you a copy of the Haiti United logo (to use in any additional notices you wish to send out). Please be sure to put the time and location on the logo to create a flyer. In addition to passing the flyer out to your immediate circle of contacts, you may also want to try finding local stores, schools, banks, etc. willing to post your flyer until the collection is complete; contacting local media (newspapers, radio stations) to see if they'll make an announcement about your collection; make an announcement over your local school's PA system; make an announcement at your church/synagogue; etc. **Reach out to as many people as possible!!**
- **Get the Message Across.** One of the most important things to remember when advertising for your collection is to let people know why you're doing what you're doing and to make sure they know the effect that this Project will have for the people of Haiti. Some of our most successful collection coordinators in the past credit their success to really explaining how the program benefits the less fortunate side of the soccer world and encouraging people around them to participate and help make a difference. The Project really does speak for itself. "L'Union Fait La Force", means "Unity Makes Strength"



Things to Remember When Collecting

- Set up bins (can be cardboard boxes or trash cans) that are located at fields during practices and games so individuals can drop off their gear. You can also put bins around town, especially at churches, elementary schools, and your club offices.
- Affix copies of the Haiti United logo on the collection bins. Ideally, try to use color copies of the logo- they will show up better. This will help show what you are trying to accomplish.
- This project is a collection of **new and gently used** soccer equipment. “*Gently used*” refers to any soccer equipment that is not ruined, torn, or excessively dirty – really anything that could be used again. Having used gear is better than having none at all!
- Donations of all kinds are acceptable. We will take anything a soccer player could use, including jerseys, shorts, shin guards, socks, cleats, balls, bags, warm-ups, goalkeeping equipment, etc.
- Jerseys do not have to be in complete sets and it doesn’t matter if they have logos or numbers on them.
- Balls do not have to be deflated.
- It is helpful to us if you count out the gear you receive and complete an inventory list. You can have coaches turn the uniforms in counted and separated or you can invite coaches or parents to a packing site where everyone can pitch in to count, fold, and pack all the donated gear. Please send us a copy of your inventory list in the packages, along with the gear. Also, make sure you record the amount you send so you can report back to the families that participated as well as to local papers, etc.



Shipping the Equipment

- Ship the equipment to the following address:

**Haiti United
Passback Program
c/o Eurosport
431 US HWY 70-A East
Hillsborough, NC 27278**



Follow Up Information

In order to receive communications about the Project, a thorough follow-up is required. Please send the following information to Sarah Pickens (via email at spickens@ussoccerfoundation.org) and Steven Fear (via email at passback@sportsendeavors.com) as soon as you are done collecting.

- **Contact information.** Please provide us with your name and/or club name, mailing address, phone number, and email address. We want to make sure that you receive updated information on the progress of Haiti United.
- **Inventory.** Please send us an inventory of how many pieces of equipment you collected (ex. 17 pairs of cleats, 15 red jerseys, etc.). Not only will this count allow us to keep track of how many items we have collected and distributed through the Program, it will also enable us to give you credit on our website and in all other Passback material for the hard work you've done.
- **Photos.** We need you to take photos of all collected equipment so that we can share the generosity of all those that participate. We will also use these photos on the Passback website (www.passback.org) and in the monthly newsletter, In Touch.



Project Contacts:

Sarah Pickens- US Soccer Foundation
Email: spickens@ussoccerfoundation.org
Phone: 202-872-6639

Steven Fear- Eurosport
Email: passback@sportsendeavors.com
Phone: 919-640-6100

*** The Haiti United equipment collection is a special project that the Passback Program is spearheading. The Passback Program will concurrently collect donations for their ongoing projects. If you are interested in learning more about the normal operations of the Passback Program, please check our webpage at www.passback.org.

HAITI



UNITED

L'UNION FAIT LA FORCE

UNITY MAKES STRENGTH

www.haitiunited.org