



## 2023 IMPACT REPORT

# ALEX MORGAN FOUNDATION

[alexmorganfoundation.org](https://alexmorganfoundation.org)

[@alexmorganfoundation](https://www.instagram.com/alexmorganfoundation)



# OUR STORY

The Alex Morgan Foundation launched in March 2023 with eyes set on a more equitable and empowered future. To get there, we invest in meaningful programs and create unique opportunities to help girls and women find their confident path forward in sport and in life.



**Creating equity and opportunity on the field and off.**



# FACTS & FIGURES



3

GEAR DROPS TO  
GRASSROOTS  
SOCCER PROGRAMS

4

LEADER OF THE YEAR  
AWARDS GRANTED

8

COMMUNITY INITIATIVES  
SUPPORTED

45

KITS OF ESSENTIALS  
GIFTED TO NEW MOMS ON  
MOTHER'S DAY

53

GIRLS AT LET'S GO  
SOUTH BAY! SOCCER  
EMPOWERMENT CAMP

120

GIRLS HOSTED AT  
NIKE FC CLINIC + NWSL  
CHAMPIONSHIP GAME

234

WAVE FC TICKETS FOR  
13 HOMEBREAK TEAMS

\$188,500

IN GRANTS DISTRIBUTED



# MILESTONE MOMENTS

## 3/21/2023 LAUNCH DAY

The day we set our eyes on a more equitable and empowered future. We shared our mission with teens, moms, and community leaders in San Diego's South Bay region and celebrated March 21 as the Alex Morgan Foundation Day, as declared by the County of San Diego.



## 5/8/2023 MOTHER'S DAY

This Mother's Day we gave our first cash grant of \$20,000 to Casa Familiar's Promotora program, supporting the moms of San Ysidro who do critical community outreach. We also teamed up with Nike to give 45 Essentials Kits to new moms at Rady Children's Hospital and San Ysidro Health Center.



## 10/3/2023 VISIT TO RADY CHILDREN'S HOSPITAL

Alex and the foundation visited with kids, families, and staff at Rady Children's Hospital to learn more about the incredible programs at Rady Children's and how the foundation can help support families during critical times.



## 10/19/2023 USD VS CAL WOMEN'S GAME & PLAYER PANEL

We welcomed 25 middle- and high-school soccer players from Let's Go South Bay! and the Sweetwater Union High School District to attend a USD vs CAL women's soccer game, followed by a post-game panel where the players talked teamwork and resilience on and off the field.



## 11/11/2023 NIKE FC SOCCER CLINIC

We invited 120 girls to a Nike FC soccer clinic, where they received instruction from an all-women's coaching staff, a custom sports bra fitting, and new gear to take home. After the clinic, the girls visited Snapdragon stadium for on-field warm-ups, watched the NWSL Championship game, and enjoyed a surprise visit with Alex.





# CELEBRATION OF CONFIDENCE

10/11/2023

Storytelling, connection, and community were at the heart of our first-ever Celebration of Confidence. This unforgettable evening highlighted the powerful programs we support, the community impact of our first seven months, and the empowered future we’re creating together.



## BY THE NUMBERS

- 260 guests
- 26 event sponsors
- 4 grants provided on stage





# IMPACT INITIATIVES



## Casa Familiar – Promotoras

Casa Familiar's Promotora program consists of a dedicated group of women, mostly moms, who serve as community advocates across the border community of San Ysidro. The Alex Morgan Foundation supported the Promotoras through grant funding to further their impact in the community.



## Let's Go South Bay!

We know the powerful effect soccer can have on girls, and Let's Go South Bay! ensures more have that opportunity. We funded their first-ever Soccer Empowerment Camp, helping 53 girls enhance their soccer skills and learn about teamwork, confidence, and mental health.



## Rady Children's Hospital

Rady Children's Hospital has been a leading voice in children's health since their start in 1954. We launched a partnership to help fund the comprehensive care of children and their families at Rady Children's and, together, raise the next generation of healthy, confident kids.



## Girl Effect

We know the playing field isn't always equal, especially for girls. Girl Effect leverages media and tech to unlock the power and potential of girls everywhere. Together, we launched "In the Field," amplifying the voices of young female changemakers around the world.



## TranscendANCE

Confidence through creativity. TranscendANCE is a nationally-recognized organization that works with youth in San Diego's under-resourced communities to foster self-expression through the arts. This year, we covered the costs to install a new dance floor at their second facility.





# ALEX'S HOMEBREAK

At every home game for the San Diego Wave, a pink banner that reads 'Alex's Homebreak' proudly marks the section where youth girls' soccer teams attend games and find inspiration to make waves of their own. This year we hosted 13 teams across San Diego County and contributed funds toward supplies and transportation to help keep girls playing.



## LEADER OF THE YEAR

Every year, we ask Homebreak coaches across San Diego to nominate the student athletes that blaze their own trail as teammates and leaders on the field and in the community.

### NOMINEES

Stella Boyd, City SC

Genavie Panza, AYSO Region 290

Isa Asnani, North Park Girl Scouts Troop 4906 & Matrix

Lydia Chavez, Albion Chula Vista

Milah King, Albion Chula Vista

Emily Guerra, East County Surf U17

Brooklyn Chapman, Boys & Girls Clubs of San Dieguito Gris

## 2023 Leader of the Year Winners: **Siena Schwarz** and **Nina Asnani**

Siena Schwarz: City SC

Nina Asnani: North Park Girl Scouts Troop 4906 & Matrix

### 2023 BY THE NUMBERS

**10 GAMES**

**150 GIRLS**

**30 PARENTS/  
COACHES**

**150 GIFT BAGS**

### TEAMS

SOUTH BAY MATRIX FC

BOYS & GIRLS CLUB OF GREATER  
SAN DIEGO - OAKES BRANCH

CITY SC CARLSBAD 2012 TEAM U15 & 2018  
TEAM 2008

AYSO REGION 290 U14 BLUE VENOM

NORTH PARK GIRL SCOUTS TROOP 4906

NORTH PARK MATRIX G2009

ALBION SC

CHULA VISTA - G2011

EAST COUNTY SURF U17

BOYS & GIRLS CLUB OF SAN DIEGUITO

CITY SC SOUTH BAY 2010 TEAM





# THANK YOU TO OUR PARTNERS

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## Starting XI

RON BURKLE



TOGETHER

Carousel

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## Event Sponsors



HUBLOT



BODYARMOR





# WE'RE JUST GETTING STARTED



## HELP US PAVE THE WAY FORWARD

All that we have achieved this year would not have been possible without support from our donors and partners. Learn more about how you can get involved and help us build a confident path forward for girls and women everywhere.

[LEARN MORE](#)

