

RiverFlow

S O C C E R C L U B



USING SOCCER FOR
POSITIVE CHANGE
SINCE 2002



RiverFlowSoccer.org

 @RiverFlowSoccer

 @RiverFlowSoccerClub

**“ IT IS EASIER TO BUILD STRONG
CHILDREN THAN TO REPAIR
BROKEN ADULTS. ”**

— Frederick Douglass



A MESSAGE FROM OUR PRESIDENT

Thank you for your interest in the RiverFlow Soccer Club!



Since our founding in 2002, the mission of RiverFlow Soccer Club has been to use soccer as a vehicle for positive change in the City of Rochester, NY, and neighbouring communities. RiverFlow Soccer Club is a 501 (c)(3) nonprofit organization with 100% of our coaches, managers and Board of Directors being volunteers.

Our family of volunteers is dedicated to building productive responsible citizens and bridging racial, religious, cultural and socio-economic divides. Together we assist and guide our young people along the path from athlete to student to leader.

Recent data released by the U.S. Census Bureau showed that Rochester now ranks third in overall poverty among the 75 largest metropolitan areas in the United States. In 2025, 53% of our participants received registration scholarships, which is a full waiver of their registration fees. This places a tremendous financial burden on our club. Your support will play a vital role in the sustainability of RiverFlow by easing this burden and allowing us to never turn a child away due to financial hardship.

Whether you invest in one of our student-athletes, a team, or our entire Club, your support of RiverFlow Soccer Club will make a profound impact on our community. Your investment will also provide valuable exposure for your company, proof of your commitment to diversity and inclusiveness, and your dedication to the Greater Rochester community.

Sincerely,

Deon Rodgers
President
RiverFlow Soccer Club

RiverFlowSoccer.org



RIVERFLOW'S STORY: LOCAL ACTION, GLOBAL REACH

Now in its 24th year, River Flow Soccer Club (RFSC) is a not-for-profit, 501(c)(3) organization, with a 100% volunteer staff of coaches, managers and Board of Directors.

From its humble start in 2002, with only 32 players playing on two teams, RFSC has seen significant growth. In 2025 we had our greatest number of participants ever on our youth teams and adult team.

Soccer truly is the world's game, and our club's diversity is seen at every game and practice. Our athletes come to us from across the world!

We help our participants to become better students, athletes, and leaders. We explain that this is a continuous path of growth, not a final destination.

Mentoring our young people to become leaders is a priority at RFSC and part of our continuing efforts to break the cycle of poverty and violence among young people of color. Statistics show that a disproportionate number of Black and Hispanic young men are unemployed or involved in the criminal justice system. These young men are more than six times as likely to be victims of murder than their White peers and account for almost half of the country's murder victims each year. (Source: My Brother's Keeper Alliance fact sheet.)

The success of these efforts is shown in the growing number of former RFSC youth players returning as adult

leaders. Michael Henry, Nekabari Tor, and Omar Watts are some examples of former players who are now volunteering to mentor our student-athletes and help them grow to be tomorrow's leaders.





The success of our efforts to bring our diverse community together is highlighted by the diversity of the places of origin of our families:

AFGHANISTAN
BURUNDI
CANADA
COLUMBIA
CUBA
DR CONGO
EGYPT
ETHIOPIA
GUATEMALA
HAITI
HONDURAS
IVORY COAST
JAMAICA

KENYA
MEXICO
NEPAL
RWANDA
SOUTH SUDAN
SOMALIA
TANZANIA
THAILAND
TRINIDAD
UKRAINE
VENEZUELA
UNITED STATES
YEMEN



LEADERSHIP TEAM: BOARD OF DIRECTORS



DEON RODGERS

President



JIM HERRMANN

Vice-President



MICHAEL HENRY

Director of Coaching



RUI FIGUEIREDO

Treasurer



AMY CUOMO-OBERST

Scholarship Coordinator



ROBERT BONFIGLIO

Registrar



NICOLE MENDICINO

Safety Coordinator

RiverFlow's family of volunteers is made up of more than 35 coaches, managers, and committee members, all dedicated to using soccer to improve the lives of those in our community.

RIVERFLOW: BY THE NUMBERS

3

According to the U.S. Census Bureau, Rochester ranks third in overall poverty among the 20 largest U.S. cities with the highest poverty rates.

32

In 2002, the year of our founding, RiverFlow had only 32 players playing on two teams.

53

In 2025, 53% of our participants received full scholarships, which is a full waiver of their registration fee.

214

In 2025 we had our largest number of participants ever: 144 student-athletes on our eight travel soccer teams, 45 participants in our free Heidi's Wish Summer Camp and 25 athletes on our adult team.

100%

100% of RiverFlow's coaches, managers and Board of Directors are volunteers.

RECENT HIGHLIGHTS



2025 SECTION V PLAYER OF THE YEAR

RiverFlow's Yassin Ali was named 2025 Section V Rochester/AC Player of the Year for his exceptional play at Wilson/Early College!



WXXI RADIO SHOW "CONNECTIONS"

RiverFlow's Deon Rodgers, Jim Herrmann, and Mike Henry, discussed how to make soccer accessible to all children with host Evan Dawson.



ANNUAL "HEIDI'S WISH" SOCCER CAMP

RiverFlow partnered a local organization and the family of Heidi Fine, a Mercy High School teacher who passed away, with to honor her memory by providing a free summer soccer camp.



ROCHESTER CLEAN SWEEP

Our volunteers participate each Spring in the City of Rochester's "Clean Sweep," an annual neighborhood beautification project.



2025 CHAMPIONS!

Our U10, U15 and U16 teams were all champions in 2025 season!



THE PROBLEM: LACK OF FUNDING

The fact that all of our staff and coaches are volunteers allows us to keep the costs as low as possible. For our youth travel soccer teams, student-athletes aged 8-19, the yearly registration fee is only \$450.

Despite this being the lowest fee of any travel soccer club in our area, many of our families are unable to afford the cost. RiverFlow has never turned anyone away due to an inability to pay, and we provide financial aid for families dealing with financial hardships. In 2025, 53% of our participants received a 100% waiver of their registration fees. While this is a great aid to our families, it places a tremendous financial burden on our Club. We must pay annually for insurance, uniforms, equipment, league fees and more. Finding funds to cover these expenses is a serious problem.



THE SOLUTION: YOUR SUPPORT

We believe that our diversity and inclusiveness makes us stronger, and improves our entire community. So we are asking you to become a Sponsor to invest in our student-athletes by donating to our Future fund. The following two pages detail support levels available for the 2026 season.



READY TO JOIN THE TEAM? CONTACT US

If you are ready to become a RiverFlow sponsor, or have any questions, please contact our Fundraising Coordinator Michael Henry at cmichaelhenry10@gmail.com



Support RiverFlow with a tax-deductable donation! Use the QR code above, or visit www.riverflowsoccer.org/fundraising



BECOME A SPONSOR: COMMITTED TO OUR COMMUNITY



PLATINUM TITLE SPONSOR \$10,000/YR



- Your Company logo on the chest of all RiverFlow home and away game jerseys.
- Invitation to RiverFlow Soccer Club events.
- Your Company logo on our Club Banner, displayed at events & tournaments.
- Your Company logo on special event t-shirts and listed as special event Sponsor.
- Promotion as Title Sponsor in RiverFlow Soccer Club e-newsletter and on our social media.
- Banner as Title Sponsor throughout our website and our Sponsor page, linking to your website.
- Announcement of your Company's support during home games at East High School.
- RiverFlow Soccer Club polo shirt.
- Framed picture of RiverFlow Soccer Club teams.
- Banner on sponsored team's web page and our Sponsor page, linking to your website.



GOLD CLUB SPONSOR \$5,000/YR



- Your Company logo on the sleeve of all RiverFlow home and away game jerseys.
- Invitation to RiverFlow Soccer Club events.
- Your Company logo on our Club Banner, displayed at events & tournaments.
- Your Company logo on special event t-shirts and listed as an event Sponsor.
- Promotion as Title Sponsor in RiverFlow Soccer Club e-newsletter and on our social media.
- Banner as Gold Club Sponsor throughout our website and our Sponsor page, linking to your website.
- RiverFlow Soccer Club polo shirt.
- Framed picture of RiverFlow Soccer Club teams.
- Banner on sponsored team's web page and our Sponsor page, linking to your website.



SILVER TEAM SPONSOR \$1,000/YR



- Your Company logo on the sleeve of one RiverFlow team's home and away game jerseys.
- Your Company logo on our Club Banner, displayed at events & tournaments.
- Promotion as Team Sponsor in RiverFlow Soccer Club e-newsletter and on our social media.
- Banner on sponsored team's web page and our Sponsor page, linking to your website.
- RiverFlow Soccer Club polo shirt.
- Framed picture of the team you are sponsoring.



BRONZE SUPPORTING SPONSOR \$500/YR



- Banner on our Sponsor web page, with a link to your website.
- RiverFlow Soccer Club T-shirt.
- Framed picture of the RiverFlow Club.



INVEST: IN A STUDENT-ATHLETE'S FUTURE

Our diversity and inclusiveness make us stronger, and improve our entire community. When you make a donation to the RiverFlow Future fund you are investing in the future of our student-athletes and helping to build a better future for our entire community! Your donation is tax deductible.



INVESTMENT LEVELS:

1



INVEST IN A TEAM: \$8100

To finance a team of 18 student-athletes for the 2025 travel soccer season.

2



INVEST IN A STUDENT-ATHLETE: \$450

To finance one student-athlete for the 2025 travel soccer season.

3



INVEST IN EQUIPMENT: \$200

To finance one student-athlete's equipment for the 2025 travel soccer season.

4



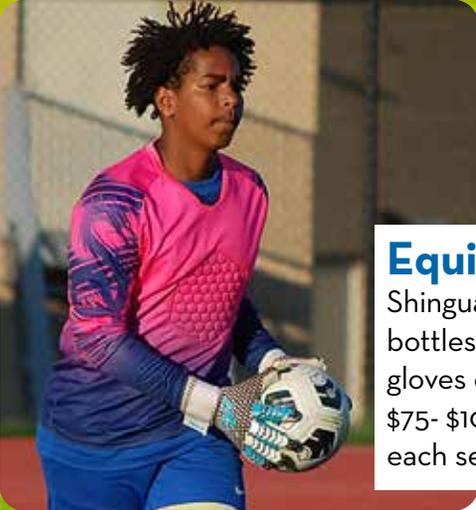
INVEST AN ACADEMY STUDENT-ATHLETE: \$75

To finance one Academy student-athlete for the 2025 soccer season.



VISIT RIVERFLOWSOCCER.ORG/FUNDRAISING TODAY TO INVEST IN YOUR FUTURE!

EXPENSES FOR A STUDENT-ATHLETE'S SEASON



Equipment

Shinguards, water-bottles, cleats and goalie gloves can cost between \$75- \$100 per player each season.



League Fees

League fees include background checks for all our volunteers, insurance and League administration costs.



Referee Fees

League games are officiated by professional referees, who are paid for every game they officiate.



Uniforms

Each player receives their uniforms at no additional cost. They each receive a training shirt, a home jersey, an away jersey, one pair of game socks and one pair of game shorts.

Tournament Fees

RiverFlow Soccer programs are committed to teaching the fundamentals of teamwork, not just technical skills. When our student-athletes succeed as a team, they grow together. Tournaments provide a unique opportunity for additional competition and exposure to college scouts.



We Support Urban Soccer



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SINCE 2002**



RIVERFLOW SOCCER CLUB, INC.
www.riverflowsoccer.org

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