





# Events

# Events Calendar January- March

- **NIT Qualifiers:** December 15 – February 3, 12- U16 and 13 – U19, assigned 515 teams to qualifiers
- **Disney Field Hockey Showcase:** February 7 – 10, maxed out number at 192 teams
- **National Indoor Tournaments**
  - U19 Girls and 12 Boys teams, March 1-3 in Richmond
  - U14 & U16 Girls, March 8-10 in Virginia Beach
- **Regional Club Championships:** March 15 – May 15, 12 RCC in 6 Regions



# Events Calendar June-December

- **National Futures Championships:** Mid- June, Virginia Beach
- **National Club Championships:** July 10-18, Virginia Beach
- **Disney Junior Showcase:** July 20-23, U12 & U14 teams, 7 v 7
- **AAU Junior Olympic Games:** July 31-August 3, 128 top U16 athletes selected from NFC
- **National Hockey Festival:** November 28-31, West Palm Beach, FL



# Event Preparation and Execution

- **Pre-Event**
  - Bid presentation
  - Request for Proposals
  - Site Selection
  - Local Organizing Committee
  - Communicate with Team Contacts, Registration, Roster Verification, Logistics
  - Logistics: from staffing to venue set-up
- **During Events**
  - Oversee all aspects of event execution
- **Post-Event**
  - Evaluation
  - Get ready for the next event



# Economics of Events

- USA Field Hockey is Event Driven
- Premier Event Presentation
  - Premier Venues
  - Premier Look- Branding
  - College Coaches
- Generate approximately \$500,000 annually.





# Membership

# Membership Data

Under 19	15,215
Under 12	2,671
Adult	1,261
Coach	1,590
Umpire	681
Friends of Field Hockey	167
<b>Total</b>	<b>22,145</b>
<b>2012 Revenue</b>	<b>\$1,216,181</b>
<b>2012 Surplus</b>	<b>\$ 909,189</b>



# 2013 Initiatives

- **Annual Survey**
  - Sent in February to Full Membership
  - 2000+ Responses Anticipated
- **New Membership Card Process**
- **Categories and Benefits Review**
  - Lifetime Membership
  - Friends of Field Hockey Membership
  - Adult/College Membership
- **Review CRM (Webpoint System)**





# Marketing

# SPONSORS

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Where Olympic Journeys Begin

## PREMIER PARTNERS

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## SPONSORS

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## LICENSEES/SUPPLIERS

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# Fundraising

# 2012 Fundraising

- **Hired Full Time Fundraising Manager in 2012**
  - Meg Connolly
- **2013 data**
  - \$139k
  - 1,444 gifts
  - 34 gifts over \$500



# Key Learnings

- **This will take time**
  - ‘Culture of Giving’
- **Peer Face to Face Meetings Most Successful**
- **USOC is a Great Partner**
  - Matched \$50,000
  - NGB Fundraising Manager Support (Martha Johnson)
- **Software is Needed**
  - Blackbaud module added Jan 2013
- **Foundation Model with proactive Trustees**
  - Most successful model in place at NGBs





# Sport Development

# Sport Development

- ***Fundamental Field Hockey***

- Launched May 2012
- 254 programs
- 16,602 kids introduced to our sport for first time
- 71 member clubs partner
- **Harrow, P&G, USFHMF** and Michelle Obama's **Let's Move** are corporate partners
- Publicity



- **2013**

- ***Fundamental Field Hockey*** expansion
- ***You Go Girl*** diversity initiative launched (Jan 2013)
- Boys, Adults, Umpires development initiatives





**Guía Académica de 10 Sesiones**

Patrocinado por *harrow*

# International Business Model Comparison

	England	New Zealand	Australia	USA	Scotland
Players		45,000	230,000	60,000	not available
Coaches		4,000		4,000	not available
Umpires		1,400		2,000	not available
Income (\$ 000s)					
Total	14,063	5,054	7,437	7,007	2,461
Grants	10,298	3,093	5,601	763	1,449
Sponsorship	188	343	not available	710	59
Membership	1,113	628	not available	969	283
Event Registrations	642	162	not available	3,586	80
Other	1,822	828	1,836	979	590
HP Expense					
Womens HP	2,043	1,366	(est) 2,220	2,008	338
Mens HP	2,043	1,373	(est) 2,714	600	338
Womens World Ranking	4	3	6	10	19
Mens World Ranking	4	6	2	27	23
Sport Development	3,649	369	888	78	193
Reserves	2,057	460	not available	456	220
Source	<a href="#">Annual Report 2011</a>	<a href="#">Annual Report 2011</a>	<a href="#">Annual Report 2011</a>	<a href="#">Annual Report 2011</a>	<a href="#">Annual Report 2011</a>
	£1 = \$1.55 US\$ used	1 NZ\$ = 0.82 US\$ used	1 AUS\$ = \$1 used		£1 = \$1.55 US\$ used



# Futures Program





# Futures Mission

“The mission of the Futures Program is to regionally develop the best athletes for the purpose of identifying talented "future" Olympic level athletes and to strengthen the level of field hockey throughout the United States.”





# History of Futures

- Since the program's inception in 1990 the Futures program has become the training ground for future Olympians.
  - 15 of the 2012 Olympic Team participated in the Futures Program.
- Futures is the development program for elite U19 athletes in the sport.
  - All 49 of the Junior National Team athletes participate in the Futures program
- The Futures program is perceived as mandatory for serious hockey players wishing to play the sport at university
  - 82% of NCAA DI Athletes Participated in the Futures Program.





# Futures Annual Timeline

- October- December
  - Invited athletes register for the upcoming year's program
  - Approx. 5,600 athletes will participate in the Futures 2013 program
- January- May
  - Athletes participate in 27 hours of training at their home site.
- May- June
  - Regional Futures Tournaments take place within the 9 Futures regions. Athletes are selected from their Regional Futures Tournaments to participate in the National Futures Championship.
  - Approx. 3,900 athletes participated in their Regional Futures Tournament in 2012.





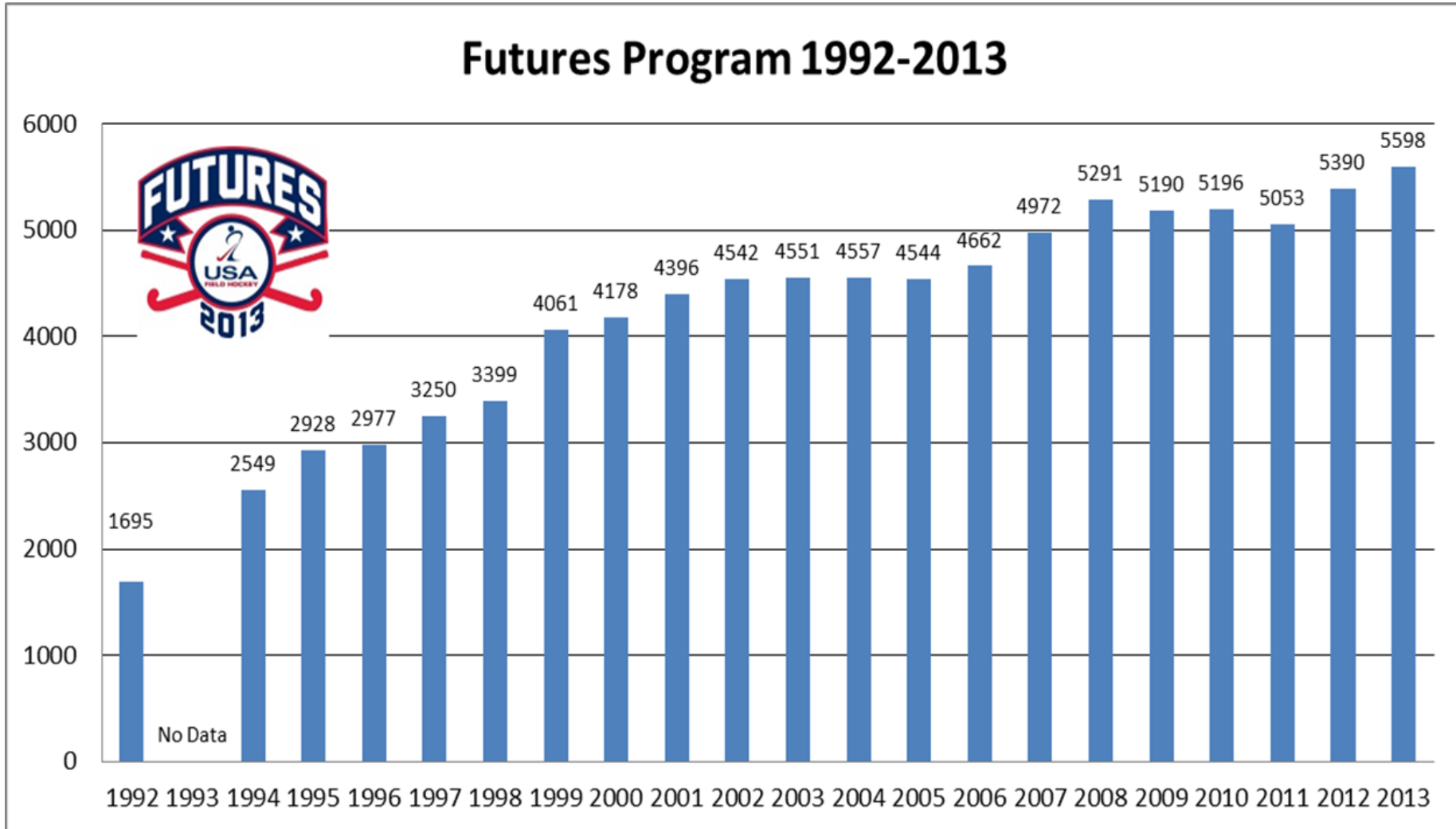
# Futures Annual Timeline

- Late June
  - 680 athletes participate in the National Futures Championship.
- July- October
  - Approx. 7500 athletes are selected for the upcoming year's Futures program through:
    - » Partner Camp Recommendations- Approx. 800 athletes
    - » Individual Trials- Approx. 2500 athletes
    - » Physical Trials (NJ Only)- Approx. 50 athletes
    - » Prior Year Futures Athletes- Approx. 3500 athletes



# Futures Growth 1992-2013

## Futures Program 1992-2013





# Futures Regions

## Futures Regions- 2012- 2013

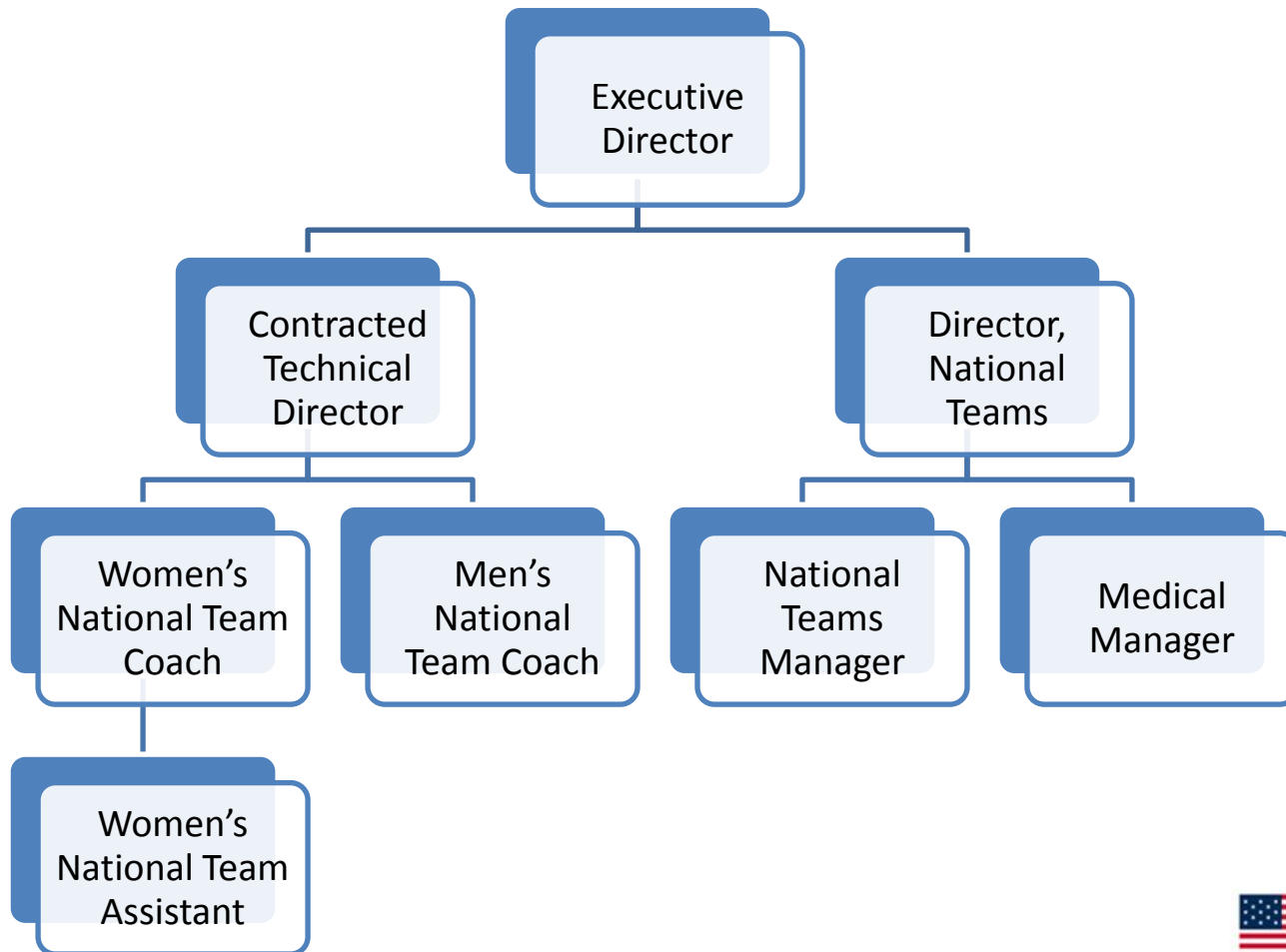
NE Region	Connecticut, Rhode Island, Vermont, Maine, New Hampshire, Massachusetts
Region 4	New York
Region 5	Pennsylvania
Region 6	New Jersey
Region 7	Delaware, Maryland, Washington D.C.
Region 8	Virginia, North Carolina, Florida
Region 9	Michigan, Ohio, Kentucky, Pittsburgh, PA
Region 10	Wisconsin, Illinois, Missouri, Texas, Oklahoma, Colorado
Region 11	California



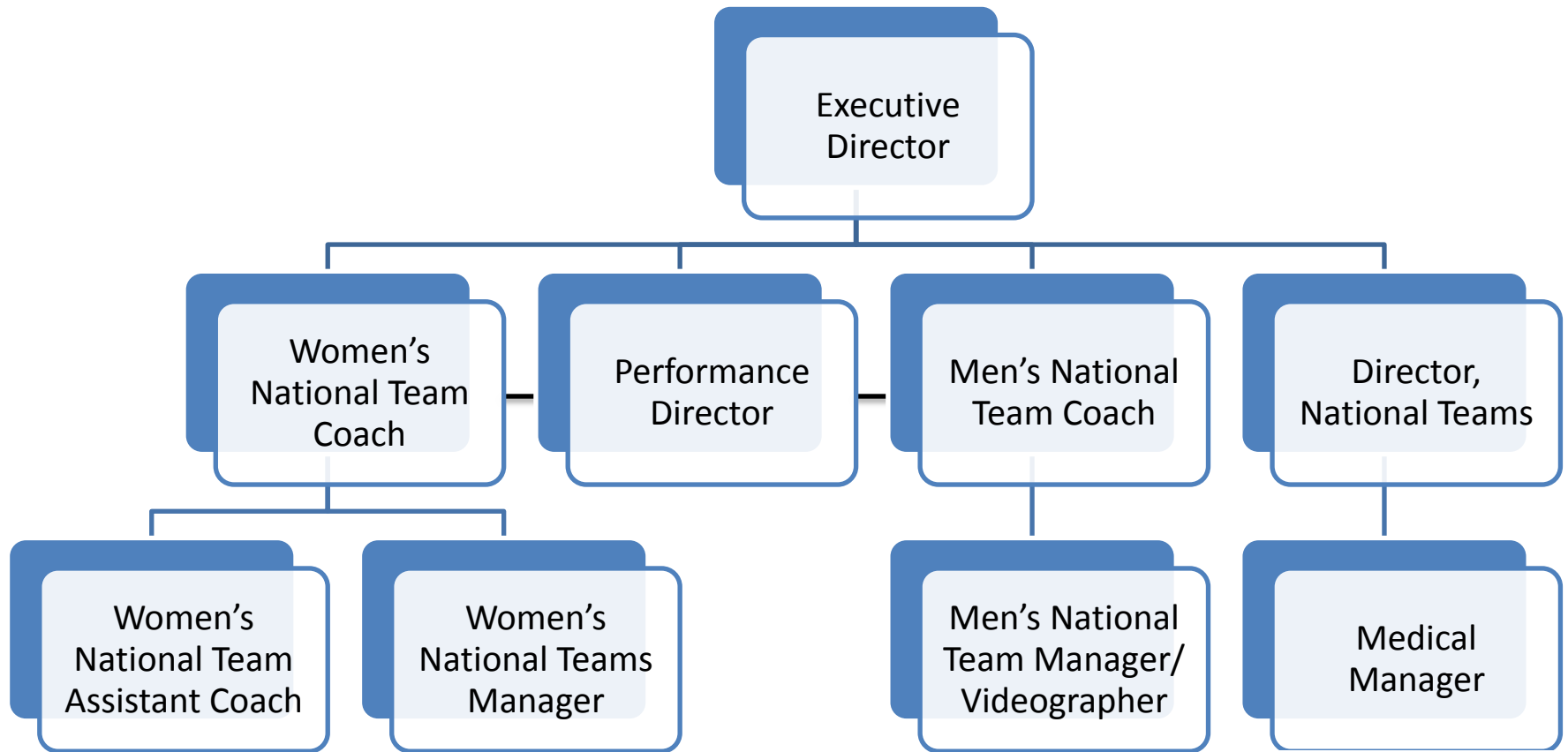


# High Performance

# Organization Chart Prior to 2013



# New Approach/Reasoning





# Finance and HR

# Finance

- Over 1,500 vendors paid annually (coaches, umpire, athlete stipends, contractors, etc.)
- 1099 preparation and filing for applicable vendors
- IRS dealings (contractor vs. employee, etc.)
- Approximately \$100K in receivables monthly (sponsors, licensees, event vendors, advertisers)
- Monthly financial statement preparation and variance reporting
- Annual finance audit and tax form 990 preparation
- Annual workers compensation audit
- Assist in development of Business Plan
- Sponsorship accounting, VIK tracking
- Maintain fixed assets and capital investments



# Finance (Cont.)

- Develop company policies and procedures for all aspects of the company
- Budget preparation for over 100 different event codes (round 1 of 2013 budget submissions were \$900K out of balance)
- Company insurance (General Liability, Director and Officer, Workers Comp, etc.)
- Contracts (Employee, Vendor, Sponsor)
- Maintain banking relationships (JPMorgan Chase)
- Process wire payments for international vendors (mostly high performance related)
- Annual report filing to maintain charitable status
- Annual application to receive donations from Combined Federal Campaign
- Travel arrangements, credit card reconciliations for employees, etc.



# Human Resources

- Job postings
- Interviewing
- Creation of job descriptions, org chart
- New hire paperwork
- Tax initiation for every state we have employees in
- Process payroll, deductions, FSA accounting
- 403B withholding, tracking, and Annual Form 5500 filing
- Medical, dental, vision, AD&D, Cobra insurances



# Miscellaneous

- Manage all I.T. requests/issues/purchases
- Manage all cell phone accounts for staff (activation, international calling, removing lines, etc.)
- Building maintenance (heating, cleaning, security, ordering supplies, etc.)
- Manage the books for the building (invoice 3 other NGBs, receive payments, pay vendors, balance bank statement, etc.)
- Secretary to the Board of Directors (minute taking, organizing meetings, travel arrangements, meals, etc.)

