



**Soccer
Parenting**



Impact Report

2024



Letter from the CEO



At Soccer Parenting, we believe success is measured by the positive impact we create for youth soccer players globally through our hundreds of partnerships, consistent messaging, and high-impact education. As we reflect on last year, we are proud to share our **2024 Impact Report**, highlighting our key achievements, stories of significance, and ongoing commitments to make youth soccer better.

2024 was marked by **internal team growth, expanding global influence, and powerful collaborations** as we continued to drive progress across the youth soccer ecosystem. Whether through **new course developments, expansion of The Sideline Project program, increased partnerships with clubs, leagues, and State Associations, or content sharing on the U.S. Soccer Learning Center, Team Taca, and countless podcasts and speaking engagements**, we have remained steadfast in our mission to inspire players by empowering parents and coaches.

Soccer Parenting is a movement to make youth soccer better that is positioned to help bring the fragmented ecosystem together. We extend our deepest gratitude to our dedicated employees, partners, and stakeholders who have played an essential role in establishing collaboration and community and driving our continued impact.

Let's Keep Going.

Skye Eddy
Founder & CEO, Soccer Parenting



MISSION:
Inspiring Players by Empowering Parents & Coaches

Key Metrics

Total Reach

1,487,000



Members



42,980

Club Partners



239

Organizational
Partners



42



Live Webinar
Registrations
in 2024

3,010

Social Media Reach:

142,000



Minutes of
Educational
Videos Watched
in 2024

304,448



Weekly
Newsletters
Read in 2024

1,036,848



Page
Views in
2024



331,000

In Person
Speaking & Podcast
Engagements
in 2024



27

Courses
Taken in
2024



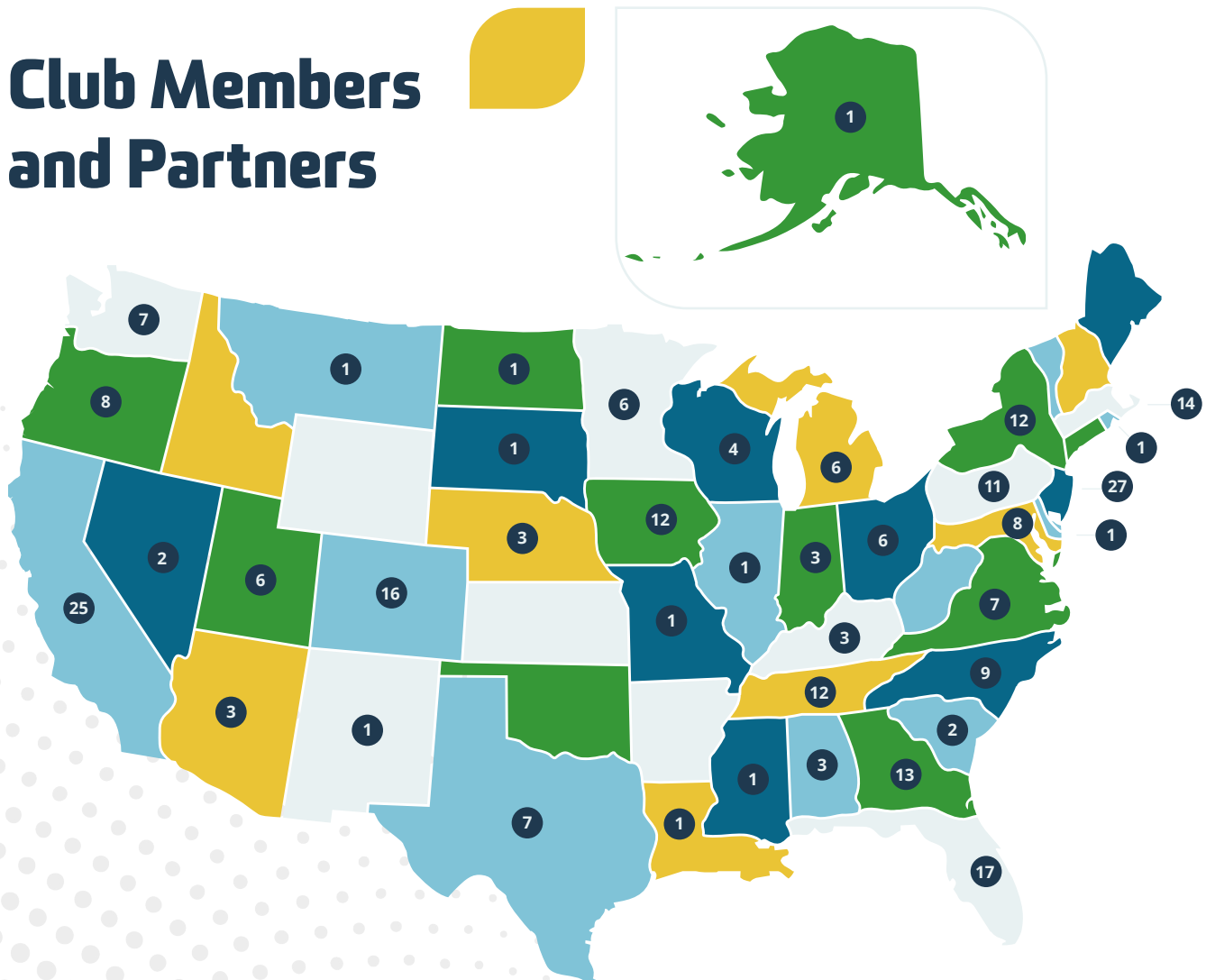
13,174



Club Memberships

Soccer Parenting Club Memberships give all parents and coaches access to our educational resources: courses, informative video interviews, short learning clips, articles, and our one of a kind Gameplan learning journeys on topics of interest. Club memberships are an important parent engagement tool for clubs and help create a positive club culture that supports player enjoyment and development. In 2024, we crossed the threshold of 200 members for the first time, and we are gearing up to expand to 350+ club members in 2025.

Club Members and Partners



International Growth

Soccer Parenting is a globally recognized thought leader in parent engagement in sport demonstrated by our 18-month ongoing consulting project with the Irish FA to implement parent engagement practices throughout their coach education, club development, and entire Youth Framework. In 2024 Skye was brought to Sydney, Australia for the New South Wales FA Coaching Conference where she led Coach Education workshops and keynoted at their sold-out event. Skye is regularly connected with Football Associations, globally recognized Academy leagues, and expert coaches and coach educators who are seeking guidance and support regarding sideline behavior, parent engagement, and parent education.

OUR EDUCATION PLATFORM: Soccer Parent Resource Center

Informative Video Interviews

142



Short Learning Clips

78



Game Changing Courses

7



Supportive Community Forum

2836 Members

1000+ Posts



Live Member Meet-ups

Monthly

Engaging Articles

106



GamePlan Learning Journeys

11

Soccer Parenting has been a phenomenal resource for our club in finding ways our parents can support the players, enhancing their experience and becoming a valuable asset to Seattle Reign Academy. Soccer Parenting has a variety of resources to back the player's eco-system of support. In such a vibrant environment, the delicate balance of support vs. being overbearing, hand-off vs. taking control can be tricky, and Soccer Parenting helps provide a context that keeps the playing field a healthy one for everyone."

-Seattle Reign Academy, Executive Director & Retired USWNT Player, Amy Griffin

Our Team and Partners



The Soccer Parenting Team

Our Soccer Parenting team is dedicated to enhancing the lives of players, parents, coaches, leaders, and referees. In 2024, we expanded to three full-time and seven part-time employees, plus two contractors. We also formed a leadership team that meets twice a month to ensure alignment and discuss strategic decisions during this time of growth and expansion.

Expert Contributors

Soccer Parenting's expert contributors are selected for their extensive experience, valuable perspectives, and genuine commitment to advancing youth sports without hidden agendas. They are former pros, experienced coaches, sports psychologists, researchers, and child development specialists, all dedicated to empowering parents and coaches with information that will ultimately support player development and enjoyment.



Youth Coach Advisory Group

Our Youth Coach Advisory Group (YCAG) enjoyed a newly organized structure in 2024 that helps to ensure our content reflects the realities of youth soccer. YCAG members are coaches with diverse backgrounds, extensive experience, and current roles in soccer. At Soccer Parenting we value and incorporate the thoughts, experiences, and opinions of the YCAG when crafting content, developing courses and shaping messaging. Their perspectives are invaluable to Soccer Parenting's mission and are published regularly via our *Ask the Expert* column.

Organizational Partners

Our organizational partners grew by 22% in 2024, a reflection of the impact of our messaging, the positive culture change that is happening in youth sports, as well as the hiring of Rebecca Capinera, our Chief of Partnerships in Q3 of 2024. Organizational partners in soccer or our all-sport initiatives, align with our beliefs that parents will be difference makers when it comes to improving the game. Our partnerships range from content sharing, course licensing, the development of educational interventions, access to our education platform, in-person events, and more.



Our Belief Statements

1

A strong and supportive community of level-headed and like-minded parents and coaches will inspire players.

2

A collaborative environment, with appropriate boundaries, between coaches and parents is in the best interest of player development.

3

When parents seek information about how to best support their player, great things will happen.

4

Youth soccer parents will be difference makers when it comes to improving the game.



Together, we are dedicated to fostering a culture of teamwork, respect, and positive sideline behavior that empowers players, parents, and coaches alike. Through this partnership, we can create meaningful change and ensure that every player experiences the benefits of a supportive and inspiring soccer community."

– Patricia Hughes, Girls Academy Commissioner

Key Moments

JANUARY

veo

Veo

Soccer Parenting partnered with global sports camera company Veo to create a feature about the benefits of youth players watching film and the parent's role in supportive sideline behavior.

U.S. Soccer Learning Center

Soccer Parenting publishes the first in a 6 part series of educational articles aimed at parents for the U.S. Soccer Learning Center, our first official collaboration with U.S. Soccer.



JUNE

Live Member Events Added

Monthly Member Meet Ups are added to our live events, opening the door for parents and coaches to informally meet over Zoom to share ideas, ask advice, and talk youth soccer.



JULY

Love.Fútbol

Soccer Parenting founder Skye Eddy joins the board of Love.Fútbol, which has built over 80 safe places to play in five continents, including many cities in the United States.



NOVEMBER

First Tournament Activation

Soccer Parenting facilitates a pre-tournament Leaderboard course completion competition amongst teams for the Girls Academy Winter Showcase followed by a successful in person activation at the event to promote supportive sidelines.



FEBRUARY

TEAM TACA

Team Taca

Soccer Parenting is hired by Team Taca, owned by Niall Quinn - former Arsenal, Man City, Sunderland and Irish International star - to produce parent-specific content for he and Ash Quinn's private podcast brand.

APRIL

De-Escalation Guide

The De-Escalation Best Practices Guide which offers parents, coaches, leaders and referees with practical strategies to diffuse sideline tensions and maintain a positive environment was published.



ADHD Guide

At the request of countless parents, Soccer Parenting publishes the ADHD & Youth Sports Guide, a tool to resource youth sports coaches with guidance and best practices for coaching children with ADHD.



AUGUST

Launched New Club Training

Club members are supported by the launch of two new training courses for coaches and team managers on how to effectively implement their club's Soccer Parenting membership.



MARCH



Irish FA

Soccer Parenting is hired by the Irish FA for an 18-month consulting project as part of their Youth Review, to incorporate parent engagement and education into their coach education and club support.

MAY



Return To Good Standing

Recognizing a significant market gap, Soccer Parenting launches the 60-minute Return to Good Standing Course which is designed as an educational intervention for parents and coaches reported for poor sideline behavior.



SEPTEMBER

Website Redesign

SoccerParenting.com receives a design refresh with clearer navigation and messaging, bulk course sale options, new branding, and a more user-friendly experience.



DECEMBER



Two England Family Fan Trips

Soccer Parenting hosts two international family trips over the winter holidays to bring families together in London and the North of England for memory making trips of a lifetime.



Our Courses

An exciting development in 2024 was clubs requiring parents to take one of our seven educational courses. This proactive approach from club leaders has been met with gratitude from parents who are happy to have guidance and leadership from the club. Our courses range from a focus on sideline behavior, to strategies for effective sports parenting, to education about the game and player development. Our courses foster a positive environment and improve the player experience.

We launched two new courses in 2024, and have plans to launch three more in 2025.

"I can't tell you how many "thank you" emails we have received from our membership after they have gone through the course!"

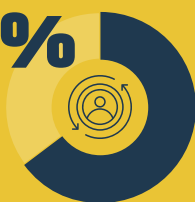
– Kevin Crow, Ballistic United, CA

"We are making progress with our sidelines and the feedback from the referees has improved compared to the other clubs in the area."

– Sara Peterson, Azzurri Storm, FL

AMAZING STATISTICS FROM THE 15-MINUTE THE SIDELINE PROJECT COURSE

64.8%



of parents say their behavior improved after taking the course.

32%



of parents report an improvement in their relationship with their child.



The Sideline Project Course has completely changed the atmosphere of my team. I just wanted to let you know that what you are doing is making a difference."

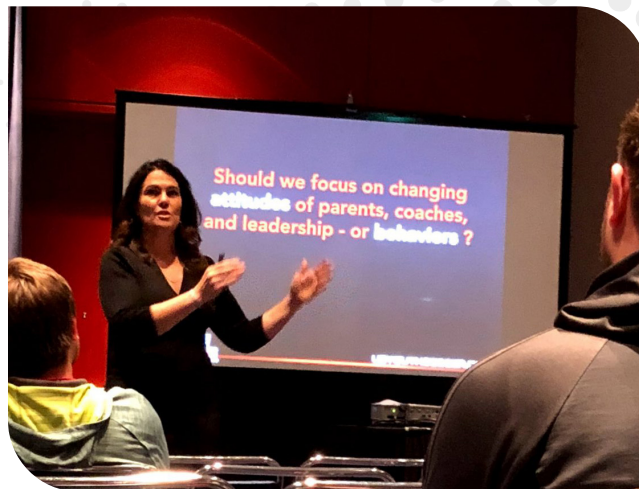
– Steve Nelson, Coach

Return To Good Standing Makes An Impact

The Launch of Return to Good Standing Course: Helping Organizations Effectively Address Sideline Misconduct

Recognizing the need for a constructive response to sideline misconduct, this 60 minute educational initiative empowers organizations with a structured process to address behavioral issues with parents or coaches.

The Return to Good Standing program leads to behavior change by providing adults who have been reported for misconduct with valuable insights into the impact of their sideline behavior and offers practical strategies for creating a more positive and supportive environment. By completing the course, adults can mitigate consequences associated with behavioral infractions and demonstrate a commitment to positive change within their soccer community.



I went into this believing I didn't need the course, and the club was wrong for punishing me and misunderstood my point of view. Now I see how my impact had a negative impact on the team and my child. I'm committed to doing better."



Gamified Leaderboards: Twin Cities Soccer Leagues & The Sideline Project

Twin Cities Soccer Leagues leads the way in creating a More Positive and Encouraging Game Day Experience

The Sideline Project has positively impacted over 72,000 people in youth soccer, effectively fostering better sideline behavior. Nowhere is this clearer than in the Twin Cities Soccer Leagues (TCSL), where a four-year commitment to the Project, including participation in Leaderboards that gamify parent course completion, has cultivated an exemplary sideline culture. Each year, TCSL encourages all parents to complete a course before the season starts, with about 4,000 parents participating in 2024. Parents and coaches consistently credit The Sideline Project's training for their supportive environment.



There is heightened awareness around the importance of a sound gameday environment. There's been momentum with our clubs to stamp out negative behavior and The Sideline Project allows us to drive real, measurable engagement with our membership regarding this topic. "

– Matt Tiano, CEO of TCSL

Tournament Activation

2024 marked the first in-person tournament activation at the Girls Academy Winter Showcase in California. Prior to the tournament, clubs participated in a gamified Leaderboard competition to see which club could have the highest completion rate of our The Sideline Project Course. First and Second Place was St. Louis DA with 100% and Oregon Premier with 75% completion. Soccer Parenting then had a prominently placed tent at the Showcase where parents could engage, sign the Pledge Wall, pick up a bracelet to remind them to be supportive not distracting, and take a moment to write an empowering postcard message to their child.



We made the decision to utilize the Sideline Project offered by Soccer Parenting to help alleviate [stressors] for our players. Our intent was to help educate our parents while utilizing this project as an opportunity to garner conversations with their daughters about what does or does not stress them during the game."

Vernon Croft, Girls Academy Director, U.S. Soccer Educator @ St. Louis Development Academy





Thanks to Soccer Parenting my child is now thriving in a supportive environment with a coach and club I trust. I wholeheartedly recommend Soccer Parenting to any parent seeking guidance and support in navigating the world of youth soccer. It's a truly invaluable resource."

– Parent of a U.S. Soccer Youth National Team Pool Player

Looking Ahead With Gratitude And Optimism

At Soccer Parenting, we are deeply grateful for the opportunity to partner with clubs, organizations, and parents across the globe in our shared mission to create a positive and inspiring experience for young athletes. We understand the significant trust placed in us as we guide parents on their journey as supporters of youth sports.



Looking ahead, we are committed to:

Improving Gameday Behavior:

Expanding upon our successful programming and reaching more parents and coaches with The Sideline Project which has measurably improved sideline behavior by up to 65%!

Strengthening Our Partnerships:

Continuing to grow with clubs and organizations, including resourcing around required courses and providing tailored solutions through our Club Operations Managers and consulting services.

Enhancing the User Experience:

Continuously improving the accessibility and usability of our platform, ensuring a seamless and engaging learning experience for all users.

Expanding Our Offerings:

Developing new and innovative courses, workshops, and resources to address the evolving needs across the entire youth sports landscape.

Building Community:

We will continue to drive messaging and education about establishing a sense of community and we ask parents, coaches and leaders to do their part to build this important foundation of belonging on teams and within clubs.

Fostering Collaboration:

Continuing to build strong relationships that bring together the voices of parents, coaches, and club leaders to create a truly collaborative and supportive environment that meets the needs of the players.

We believe that by working together, we can create a lasting positive impact on the lives of young athletes and foster a love for the game that will last a lifetime.

Thank you for your continued support and partnership.

Our Partners

To our organizational partners and club members, we extend our heartfelt gratitude for your collaboration as we work together to make youth soccer better!



ABYSA / HFC
AC Inspire
Ace Athletics Youth Soccer
Almaden FC Girls Academy
American River FC
Apex FC
Archer Athletic Association
Auburn Soccer Association
AYSO Region 18
Azzurri Storm
Ballistic United Soccer Club
Bloomfield Soccer
Blue Mountain Youth Soccer League
Boerne Soccer Club
Boston Bolts
Broomfield Soccer Club
Bulls Soccer Club
BV United
Cal North Youth Soccer
Capital District YSL
Carlisle Soccer Club
CBJ Zach Gordon Youth Center
Cedar Stars Academy
Central Florida SC
Charleston City FC
Charlotte Independence SC
Chatham United Soccer
Chattanooga Red Wolves SC Academy
Cheddar Up
Cincinnati United Soccer Club
Cinnaminson Soccer Club
Clark Soccer Club
Clarkstown Soccer Club
Colorado EDGE Soccer Club
Colorado Soccer Association
Colorado United
Columbia Premier SC
Columbia Soccer Association
Columbus United
Columbus Youth Soccer Club
Coquitlam Metro-Ford Soccer Club
Cosmopolitan Junior Soccer League
Council Bluffs Soccer Club
Crown Sports Center
CYSA - CLP United
Dakota Alliance Soccer Club
DC Soccer
DCG Soccer Club
Delaware FC
Des Moines Soccer Club
Dubuque Soccer Club
East Fishkill Soccer Club
Eastern Pennsylvania Youth Soccer Association
Eastern Pike Youth Soccer Club
Eastshore Alliance FC
Eastview Soccer Club
Eugene Metro FC
Fayette County YSL
FC Portland Soccer Academy
FC Richmond
FC Stars
Female Footballers
Florida Hawks FC
Florida Prime Soccer Academy
Florida Youth Soccer Association
Football NSW
Fort Lauderdale Rush FC
Four Points Pop Warner
Fremont Youth Soccer Club
Fusion SC
Georgia Soccer Association
Georgia Storm Soccer
Girls Academy League
Harvard Soccer Club
Haverhill Youth Soccer
High Country Soccer

Highline Premier FC
Hillsboro Rush
Hoover Soccer Club
Hudson Valley Youth Soccer League
Indiana Fire Academy North
Inter Academy MetroWest Boston
Inter Atlanta FC Blues
Iowa Soccer Association
Irish Football Association (Belfast)
J-Hawk Soccer Club
Jackson Hole Youth Soccer
Jackson Soccer Club
Jefferson Youth Soccer
LA Breakers FC
Lake Travis Youth Association
Lake Wales SC
Lee Mount Vernon Sports Club
Legends FC Arizona
Lobos Rush
Long Island Soccer Club
Los Gatos United
Lyndhurst Youth Soccer Club
Madisonville United
Magic Soccer Club
Manheim Township Soccer Club
Maroons Soccer Club
Maryland United FC
Massachusetts Youth Soccer
Methuen Youth Soccer
Michigan Jaguars
Middletown Soccer Club
Milwaukee Kickers
Mississippi Soccer Association
Mockingbird Valley Premier
Montgomery Soccer Inc.
Mount Laurel United
Nashville United
Nationals Soccer
Nebraska State Soccer Association
Neconn Soccer Club
Neconn Soccer League
Neenah Soccer Club
NEFC
Neptune Soccer Association
New Mexico Soccer Academy
Newton Area Soccer Association
Next Level Soccer Academy
NorCal Premier League
North Andover Soccer Association
North Carolina Youth Soccer Association
North Carolina FC Youth
North Carolina Fusion
North Star Soccer Ministries
Northern Colorado Lightning Academy
Northern Counties Soccer Association
Northern Virginia SC
Ohio Premier SC
Ohio Soccer Moms and Dads
One Knox Collective
Orchard Park Soccer Club
Oregon Soccer Club
Oregon Surf
Oregon Youth Soccer Association
Orlando City Youth Soccer
Pacific FC Alliance
Panther Valley Youth Soccer Association
Park City SC
Park Valley United FC
PBG Predators Soccer
Penn Fusion Soccer Academy
Potomac Soccer Association
Pride Soccer Club
Princeton Soccer Association
Randolph Soccer Club
Ready Soccer Academy
Rebels Soccer Club

Renegades SC
Reno APEX Soccer Club
Rhode Island Surf
Richmond Hill SC
Richmond Kickers
Richmond Strikers Club
Richmond United
RISE SC
River Surge FC
RNYFC
Roaring Fork United
Rockville Soccer Club
Roseville Youth Soccer Club
Royal Oak FC
Rush Union Soccer
Saddle Brook Falcons Soccer
Salt Athletic
Salvo Soccer Club
SAM Soccer Club
San Diego Surf Soccer Club
San Francisco Youth Soccer
Sayreville Soccer Club
Scotch Plains Fanwood SC
Seattle Celtic
Seattle Reign Academy
Seminole FC
SFL
Sheriffs FC
Sky Soccer Club
SoCal Reds FC
SOCCER.COM
Soccer Association of Boca Raton
South Carolina United FC
South Shore Select
Southwest Michigan Soccer Club Kickers
Spirit Of Liverpool
Sporting Brookside
Sporting Columbus
Sporting Nebraska FC
Spring Creek FC
Springs SC
STA
Stafford SC
Sting Soccer Club
Summit FC
Summit Strikers FC
Tampa Dynamo FC
Team Elmhurst Soccer Club
Tennessee Soccer Club
Tennessee State Soccer Association
Towamensing Soccer Club
Tri-City United SC
Triad Union FC
Triangle United Soccer
Twin Cities Soccer Leagues
Twin County Soccer
United Futbol Academy
US Youth Soccer
U.S. Soccer Learning Center
Upper Freehold Allentown Soccer Association
Vacaville United SC
Vail Valley SC
Walnut Creek Surf SC
Wasatch Soccer
West Austin Youth Association
West Elk Soccer Association
West Florida Flames
Westfield Soccer Association
Wheat Ridge Avalanche
Winterset Soccer Club
Worthington United
Wyoming Youth Soccer Association
Zionsville Youth Soccer Association