

## Dear Chicago KICS Football Club Families,

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2020 has been quite the year, one in which our organization was plagued by uncertainty yet found strength, continuity, and a pathway to success through our community of committed families and the dedication of our coaching staff. It is because of you and your children that Chicago KICS Football Club (KICS FC) has paved a path forward, and we remain grateful to you for your continued support.

### Leading Through Uncertainty

By now, many of you have heard the news that we have ended our association with the Chicago KICS Foundation (Foundation). It has come to my attention that many families were not aware that the Foundation and KICS FC were founded alongside side each other as separate businesses. KICS FC has always been a corporation, while the Foundation was a non-profit partner. The business relationship was symbiotic with KICS FC providing resources and financial support to the Foundation, and in turn, the Foundation graduating players to the club. The Foundation was instrumental in the success and growth of KICS FC, and many of our current players developed their foundational skills and a love for the game through these first experiences with the Foundation. We are grateful yet saddened that our association has come to an end, and we wish the Foundation all the best in their future endeavors. Every ending is a new beginning, and I invite you to read on to further understand how KICS FC embraced and mitigated uncertainty through the pandemic and shaped our vision for the New Era, much of this you have already seen in play the past four months.

### Pathway to Success

Furthermore, we used this time of uncertainty to prepare for the **New Era** of KICS FC. We built upon our established mission and defined our vision for the next 5 years, identifying areas for improvement and opportunity and developing and executing **major** advancements in our programming that will elevate the club and guide us toward this vision. Our vision – aligned with our **True North** - is for KICS FC to become the most dynamic, diverse, elite, and professional youth soccer organization in the Midwest. The 5 areas we will focus on are:

- 1) **Hiring and retaining high caliber coaching staff**
- 2) **Providing rigorous training**
- 3) **Expanding elite training facilities**
- 4) **Establishing grassroots recruitment**
- 5) **Increasing level of competition for maximum player exposure**

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A few of our recent changes include: establishing a Director of Coaching, hiring a Technical Director, expanding our elite training locations, securing club partners and enhancing our footprint in the City with KICS FC North and South programming. For additional information about these exciting changes, please visit the website at [kicsfc.com/new-era](https://kicsfc.com/new-era).

We are making **outstanding** progress as a club in spite of the pandemic. I remain committed to you and your families and to the success of the young men and women representing KICS FC. I am truly humbled by your support, grateful for your commitment to the club and thankful for your continued membership through these challenging times. I am proud of our work and honored to lead this team of highly skilled coaches and talented young players into the New Era. I look forward to our years ahead and executing our mission of "offering an unparalleled experience that fuels a lifelong love for the game, aspiring greatness, and empowering players to achieve their phenomenal."

Sincerely,



Coach Matt Miller  
Founder and Academy Director of Chicago KICS Football Club

