

2025



# THE SWAG

GLOBAL GAME. LOCAL FOCUS.

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CHASE

# PROGRAM OVERVIEW

THE SWAG IS A PHILANTHROPICALLY FUNDED,  
NO COST SOCCER TRAINING PROGRAM FOR  
OVER 2,000 YOUNG ATHLETES AGES 4  
THROUGH 11 IN SOME OF PHILADELPHIA'S  
MOST VULNERABLE AFRICAN-AMERICAN  
AND IMMIGRANT COMMUNITIES.



# OUR FOCUS

THE SWAG PROVIDES YOUNG ATHLETES WITH  
**PROFESSIONAL SOCCER COACHING** IN A FUN  
SETTING AT **NO COST**, ACCELERATING SKILLS  
DEVELOPMENT AND CREATING AN **ALTERNATE PATH**  
VS. FOOTBALL OR BASKETBALL.

THE SWAG PROVIDES **ANOTHER AVENUE**, ONE WHICH  
CAN POTENTIALLY LEAD TO **SCHOLARSHIPS** OR  
**PROFESSIONAL SPORT**.

**THE SWAG WILL CHANGE THE SPORTS LANDSCAPE.**



# CHANGING THE LANDSCAPE

THE SWAG IS BRINGING TOP-TIER  
PROFESSIONAL SOCCER COACHING TO OVER  
2,000 YOUNG ATHLETES IN PHILADELPHIA.

THE PROGRAM AIMS TO PROVIDE SOMETHING  
WORTHWHILE AND **DIFFERENT** IN  
**HARDWORKING** PHILADELPHIA COMMUNITIES,  
WITH PROGRAMMING DESIGNED TO MAKE  
SOCCER RELEVANT, ATTRACTIVE AND FUN IN  
PHILLY **NEIGHBORHOODS THAT MATTER.**

*GROWING A CULTURE.*



# HERE AND NOW

WITH WORLD CUP AND OLYMPIC SOCCER  
COMING TO THE UNITED STATES IN 2026  
AND 2028, **ALL EYES ARE ON SOCCER.**

WITH **PHILADELPHIA** SELECTED AS A WORLD  
CUP HOST, THE SWAG IS THE PERFECT  
VEHICLE TO SEED A **NEW GENERATION** OF  
FANS AND PLAYERS WITH A LIFELONG LOVE  
AND APPRECIATION FOR THE GAME.

*A LIFETIME WITH THE GAME.*

# COMMITTED COACHING

**THE SWAG'S COACHES** ARE FORMER PROFESSIONAL AND COLLEGIATE SOCCER PLAYERS WHO WORK WITH THE TOP YOUTH SOCCER PROGRAMS IN THE REGION, INCLUDING THE **PHILADELPHIA UNION JUNIOR ACADEMY** AND OTHER LEADING PROGRAMS.



**NEXT LEVEL COACHES.**



# MEANINGFUL MENTORS

IN ADDITION TO PROFESSIONAL LEVEL COACHING THE SWAG COACHES SERVE AS **MENTORS**, COUNSELING PLAYERS AND THEIR FAMILIES AS THEY EVALUATE FUTURE ATHLETIC AND EDUCATIONAL OPPORTUNITIES.

**PARTNERS ON AN ALTERNATIVE PATH.**





# FUELING LEADERS

THE SWAG'S COACHES AND PRO ATHLETES' COUNCIL MEMBERS ARE OFFERED AN INTERNSHIP PROGRAM WITH PRIVATE EQUITY FIRM GRAHAM PARTNERS FOCUSED ON DEVELOPING THEIR BUSINESS SKILLS, PROVIDING EXPERIENCE IN LEVERAGED BUYOUT FINANCIAL MODELING, INVESTMENT SOURCING AND EVALUATION, AND INVESTMENT THEME DEVELOPMENT.

*PROVIDING THE TOOLS TO BUILD.*



# A CITY BEHIND US

THE SWAG'S COACHES RUN PLAYER CLINICS YEAR-ROUND FOR THOUSANDS OF PHILADELPHIA KIDS AND INVITE ROUGHLY 100 PLAYERS INTO THE SWAG SELECT POOL FOR ADDITIONAL TOP-LEVEL TRAINING AT MULTIPLE LOCATIONS IN THE PHILADELPHIA AREA. THE SWAG HAS BEEN ENDORSED BY THE NATIONALLY-ACCLAIMED PHILADELPHIA UNION ACADEMY PROGRAM.

*DESIGNING A ROADMAP FORWARD.*

# IMPACT EVERYWHERE

THE **SWAG IMPACT** IS AN INNOVATIVE SUPPLEMENTAL EDUCATIONAL PROGRAM FOR ROUGHLY 100 SWAG SELECT PLAYERS ANNUALLY.

DESIGNED TO ENHANCE LITERACY, COMMUNICATION SKILLS AND FUNDAMENTALS IN HISTORY AND SOCIAL STUDIES, BLENDED TOGETHER WITH SOCCER, COLLABORATION AND TEAMWORK.

***PROVIDING TOOLS FOR SUCCESS.***



# EDUCATE & ELEVATE

THE SWAG ALSO OFFERS A PRIVATE SCHOOL  
SCHOLARSHIP PROGRAM FOR PROSPECTS FROM  
THE SWAG SELECT POOL.

THE SCHOLARSHIP INCLUDES PRIVATE EDUCATION  
AT A TOP SCHOOL IN THE PHILADELPHIA AREA,  
**TRANSPORTATION** TO SCHOOL AND PRACTICE,  
**GUIDED STUDY**, AND ADDITIONAL **TRAINING** AT  
THE SCHOOL WITH SWAG AND PHILADELPHIA  
UNION ACADEMY COACHES.

**ENRICHING ON AND OFF THE FIELD.**

CLICK TO WATCH



*The SWAG Scholarship program is currently providing **8 students** with a specialized education along with world class soccer training at **Benchmark School**.*



# COST EFFECTIVE

THE SWAG PROVIDES OPPORTUNITIES FOR CHARITIES AND CORPORATE SPONSORS TO MAKE AN IMPACT WHERE IT MATTERS.

## OPPORTUNITIES FOR CHARITIES

- EDUCATION & SCHOLARSHIP FUNDING
- EQUIPMENT & UNIFORMS

## OPPORTUNITIES FOR CORPORATE SPONSORS

- BRANDING OPPORTUNITIES
- INTERN PROGRAM SPONSORSHIP
- SWAG IMPACT SPONSORSHIP

**POWER IN PARTNERSHIP.**

# BUILD A NEW FUTURE

THE SWAG IS LASER-FOCUSED ON  
BUILDING SOCER CULTURE IN THE  
HEART OF PHILADELPHIA'S BLACK AND  
IMMIGRANT COMMUNITIES THROUGH  
HANDS-ON PARTNERSHIP.

GIVING SOCCER SWAG.



# FOLLOW THE SWAG

OR VISIT OUR WEBSITE:

[WWW.THE-SWAG.ORG](http://WWW.THE-SWAG.ORG)

FOLLOW THE SWAG ON:



# THANK YOU

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# SWAG INFORMATION



THE SWAG IS SUPPORTED PHILANTHROPICALLY  
**BY THE CHARITY FOR THE ARTS, SPORTS &  
ATHLETICS (CHASE).** LEARN MORE ABOUT THE  
CHARITY'S ACTIVITIES [HERE](#).

CHASE IS A PUBLIC CHARITY EXEMPT FROM  
TAX UNDER SECTION 501(C)(3) OF THE  
INTERNAL REVENUE CODE (EIN: 87-315333).



ADDITIONAL PHILANTHROPIC SUPPORT IN  
PARTNERSHIP WITH CHASE BY THE **SILVERBACK  
EDUCATIONAL FOUNDATION FOR THE ARTS,  
DANCE, AND ATHLETICS.** LEARN MORE ABOUT  
THE FOUNDATION'S ACTIVITIES [HERE](#).

SILVERBACK IS A PRIVATE FOUNDATION  
EXEMPT FROM TAX UNDER SECTION  
501(C)(3) OF THE INTERNAL REVENUE  
CODE (EIN: 46-4902114).