



USAFL Foundation:
2020 Annual Report
Secure our Future

January 2021



The USAFL Foundation Launch

The [USAFL Foundation](#) was successfully launched at the 2020 USAFL Virtual Nationals.

The mission of the USAFL Foundation is to provide ongoing financial assistance to development activities which supports the growth of Australian Football in the United States.

"The USAFL Foundation is our 401(k) and we plan to build it up as part of our 25th Anniversary celebrations in 2022."

– Paul "Plugger" O'Keeffe,
Milwaukee Bombers



The Foundation will act as an annual funding mechanism to the USAFL and a USAFL emergency fund for extreme situations.

2020 was a tough year for everyone, and the League was no different. While the pandemic was not the reason behind the creation of the Foundation it was a wakeup call that we need to secure the financial stability of the league for the next 25 years.

The league is entering its 24th year. Our early development years are behind us. We now need to *Secure our Future*.



A Successful Start

The [USAFL Foundation](#) is off to a wonderful start. In 2020 we have:

- Pledges of **\$70,517** from 21 Individuals,
- **\$36,762** in donations,
- **\$40,434** in total assets.

Given the 2020 Pandemic and the absence of games in 2020 this is a very positive start. While we have lofty goals of raising over \$2.5 Million to celebrate the 25th Anniversary of the League in 2022, we know it will take time to build up the pledges and donations. Just as the league had humble beginnings in 1997 the Foundation will take time to grow.

A special thank you to those individuals that pledged and donated in 2020.

You can get on board by [Pledging](#) or [Donating](#) now.



"For the game that has given me a new drive - For the league that has given me a new family - For the next 25 years"

- Brad Coston, Des Moines Roosters



Special Thanks to Paul Roos

A special thanks to AFL Premiership Coach Paul Roos, (and the first USA Revolution National Team Coach!) for taking the time to help us launch the USAFL Foundation. Paul [shared his stories](#) when helping the league in its formative years in 1999 when he was living in the USA. Thanks Roosey.



Since the launch at Virtual Nationals in October we have had 21 individuals pledge **\$70,517**.

“Proud to give to a USAFL community from which I have received so much”
– Matt Jagger, USAFL Life Member

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Boundary Rider: Any gift up to \$900
A Boundary Rider is anyone that supports a team from the sidelines or “boundary”

9

Specky: \$25 per month or over \$900 total
A specky is a fantastic and spectacular play, generally either a mark or a goal



1

BOG (Best on Ground): \$2,500 per year or over \$7,500 total
BOG is awarded to the player of the match

3

Blinder: \$250 per quarter or over \$3,000 total
A blinder is a great individual game

1

Best and Fairest: \$25,000 plus
Best and Fairest is the Aussie equivalent of MVP



Foundation 2020 Donors

15 people donated to the Foundation in 2020:

- **Best and Fairest:** Paul “Plugger” O’Keeffe
- **Best on Ground:** Rich Mann, Dave Bryant & Sonia Lovel
- **Blinder:** Jeff Persson, Matt Jagger
- **Specky:** Steve Arnott, Evan Ling, Ryan McGettigan, Matt Stevens, Chet Ridenour, Bradley Coston
- **Boundary Rider:** Christopher Gough, Tim Lindfelt, Peter Janow, Ben Gluckman

A massive thank you to this group that has led the way in launching the Foundation

Chris Gough

- Philadelphia Hawks
- American
- Played for 3 years

"I love the sport and want to see it flourish in the United States."

"For the sport to continue to grow in the United States we need both strong clubs AND a strong league organization. Neither can survive without the other."



"A small price to pay to help launch and expand the USAFL Foundation with the goals to expand and strengthen Australian Rules Football competition in the United States."

- Ben Gluckman, RVA Lions

"The USAFL helped me start my umpiring career back in 2001 which has led to me making friends through footy from around the world, not to mention the opportunity to umpire the AFL International Cup Grand Final on the MCG... twice! Helping other USAFL UA umpires have access to these opportunities in the future is what the Foundation will help achieve"

- Jeff Persson, Nashville Kangaroos



Clubs Represented

Many clubs were represented by the individuals that pledged to the Foundation:



Foundation Leadership

The Foundation has a three-member committee that will guide the Foundation over the coming years. All three committee members have been involved in the league since its inception and all three are USAFL Hall of Fame members showing their long-term commitment to both the sport and the USAFL.

- Paul “Plugger” O’Keeffe, Founding USAFL President, is the Chair
- Rich Mann, USAFL Co-Founder
- Steve Arnott, Co-Founder of the USAFL Umpires Association





Financial Standing

USAFL Foundation
total assets:
\$40,434.23



- Donated Stock Balance: \$28,876.98
- Cash Balance: \$1,449.93 (Available to Invest)
- Cash to be transferred to the Foundation: \$1,475.00
- 2020 Donations yet to be received from PayPal: \$8,632.32

Notes: During 2020 the Foundation received \$92.40 in dividends and interest. The USAFL Board has made the decision to reinvest all proceeds back into the Foundation.

Donated stock grew by \$3,629.73.

The only expenses of the Foundation were credit card fees to GoFundMe of \$50.16.

The USAFL Foundation has a conservative investment approach. The intent is to protect invested capital and invest primarily in Bond Funds with the goal of maximizing dividend income. For 2021 the Foundation has identified three Bond Funds to invest the current available cash. The criteria for Bond Funds selection will be monthly dividends that are returning 5% or greater at the time of investment.



2021: Get Involved

With the return of footy in 2021 the USAFL Foundation plans to ramp up its fundraising efforts.

- Pledge at your Sub-Regional Tournament or Nationals.
- Join the Masters versus Legends old timers' game at Nationals.

As the economy recovers, as games are played, and normality returns we expect that the Foundation Pledges will continue to grow.



Get involved by [Pledging](#) or [Donating](#) now