

2025 Annual Report

# DESIGN FC



# 2025

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# 2025 MARKED A NEW ERA FOR DESIGN FC.

**AFTER EIGHT YEARS** of running after school programs in Chester, PA, we took the first steps toward bringing these programs to students across the country.

The launch of new after school sites in New York, St. Louis, Arlington, and Chicago laid the foundation for our next phase of growth. By working closely alongside public school teachers and community organizations, we were able to make our programs accessible to youth in each of these cities. With several additional cities lined up for 2026, and the support of professional sports teams and brand partners who believe deeply in our mission, we're extremely excited to grow this work nationally.

In addition to scaling our programs, we continued to leverage leaders across sport and design to drive meaningful impact. The launch of our Youth Design & Sport Summit brought leaders from Nike, EA Sports, Fanatics, 35 Ventures, and Girls Who Code together with 5th-7th graders from across the Northeast for a one-day, hands-on experience that offered unparalleled access to creative pathways within these industries.

Our collaboration with the Durant Family Foundation remains a cornerstone of our work in Chester, while a new partnership with the Philadelphia 76ers as one of their official nonprofit partners will create exciting opportunities for Chester students. At the national level, our partnership with the U.S. Soccer Foundation and adidas continued to grow, bringing creative projects to life in New York City and Los Angeles. Our collaboration with Bay FC marked our first partnership with an NWSL team, and with an expanded partnership already in place for 2026, we're excited to deepen our work across the Bay Area. Internationally, we were proud to kick off a new partnership with the Eze Foundation, expanding Design FC's footprint in London.

As the World Cup comes to North America in 2026, I'm excited for Design FC to continue leveraging the power of sport and design to create meaningful impact and grow this movement alongside students and partners across the country.

As you read through our work from this past year, please consider how you can support Design FC.

Thank you to all of our partners, the Design FC team and board, and the countless individuals who have supported us so far. Our creative movement continues to grow.

Sincerely,



Omri Gal  
Founder & Executive Director

# MISSION

Design FC is a youth design non-profit that teaches creative thinking, self-expression, and autobiographical storytelling through the design of sport jerseys / apparel. Through various design programs and initiatives, we provide youth with life changing experiences, opportunities, and access, while giving them a platform to creatively express who they are.

# VISION

Design FC's vision is to give every 5th grader in the country a creative outlet, a platform to share their story, and an early introduction to creative careers in sport and design.



# IMPACT

553

students served

Creative Programs across

9

Cities (Chester, New York, London, DC, Chicago, St. Louis, Los Angeles, Oakland, Arlington, VA)

95%

of participants expressed increased creative confidence

5

new after school sites launched

13

partnerships with professional teams, brands, and community organizations

# OUR PARTNERS



# ATHLETES WE WORKED WITH



**Eberechi Eze**

Arsenal &  
England National Team

**THIS WINTER**, Design FC partnered with the Eze Foundation to bring our creative programming to two schools in South East London (including the primary school Eze attended). We look forward to growing this partnership in 2026.



**Racheal Kundananji**

Bay FC &  
Zambia National Team

**ON AND OFF** the pitch Racheal Kundandji is an incredible leader and role-model. We were thrilled to partner with her, Bay FC, and Soccer without Borders to bring The Jersey Project to the Bay Area.



**Kevin Durant**

NBA All-Star & The Durant  
Family Foundation

**SINCE 2022** the Durant Family Foundation has been a major supporter of Design FC and our work in Chester. This year KD's Chief of Staff, Jose Mena, joined our Youth Design & Sport Summit as a keynote speaker.



**Tim Weah**

(2024)

US National Team &  
Marseille



**Georgia Stanway**

(2024)

England &  
Bayern Munich



**Naomi Girma**

(2024)

US National Team &  
Chelsea



**Sarah Ogoke**

(2025)

Ferrovário de Maputo &  
Nigerian National Team

1



DESIGN FC  
AFTER SCHOOL

2



DESIGN FC  
ACADEMY

3



THE JERSEY  
PROJECT

4



YOUTH DESIGN  
& SPORTS SUMMIT

PROGRAM OVERVIEW

Since 2018, Design FC has run creative programs in Chester, reaching over 1,000 youth from grades 4–12. Over the years, we've developed a comprehensive programmatic ecosystem offering a variety of impactful programs both within schools and the broader community.

This year we launched our newest school-based program at a middle school, making Design FC available to students from 4-12th to participate in after school.

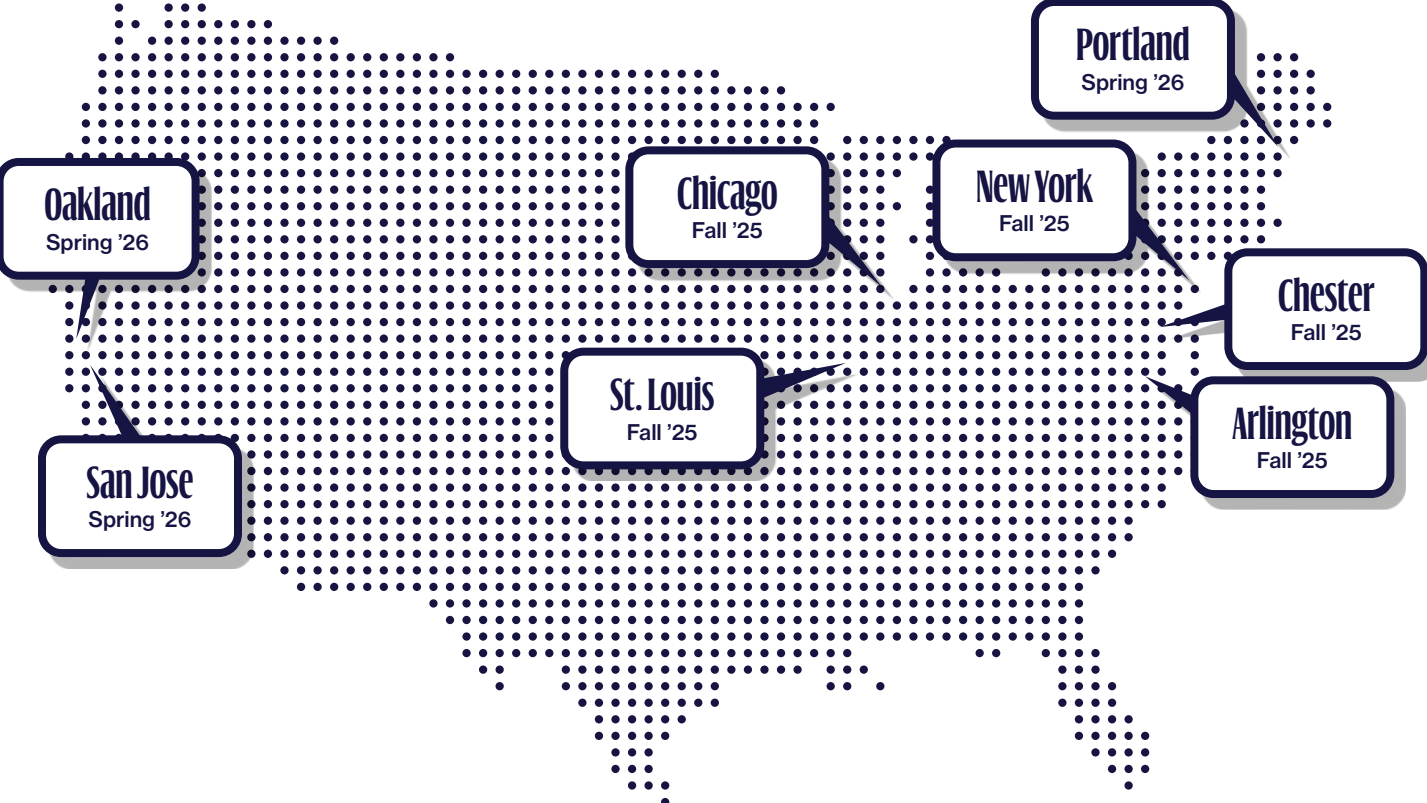
# DESIGN FC AFTER SCHOOL





# AFTER SCHOOL EXPANSION

Our goal is to give every 5th grader in the country a creative outlet, a platform to share their story, and an early introduction to creative careers in sport and design.



In 2025 Design FC launched our first wave of after school expansion sites around the country. Working with community partners, schools, and professional sports teams, we brought Design FC programs to life at 4 Title I public elementary schools.

# THE MODEL

Bringing a 10-week Design FC Program to Schools around the country

# 1

## SELECT SCHOOL

Identify a Title 1 Public School in need of Arts Programming

# 2

## CURRICULUM TRAINING

Provide curriculum and training to teacher(s) at the school

# 3

## PROGRAM SUPPORT

Support teachers with technical support throughout the 10-weeks

# 4

## JERSEY PRODUCTION

Design FC processes student designs to bring every jersey to life

**WE'VE SPENT THE LAST 2 YEARS** building a curriculum model that allows teachers to bring Design FC to their own classrooms. Every student across all programs will receive their own Design FC curriculum book that walks them through each stage of the process.

Over 10 weeks students are introduced to the basics of design and the design process, before using this process to design a jersey telling the story of who and what means most to them.

Teachers from across the country will submit final designs to Design FC, and each student will bring their jersey to life at the end of their program.

**“Launching our first round of Pilot After School programs this year marks a defining moment for Design FC. Creating a physical, widely accessible version of our curriculum allows us to bring Design FC into classrooms across the country and sets the foundation for our next phase of growth in 2026 and beyond.”**

– OLIVER STEINGLASS, DESIGN FC CHIEF OPERATING OFFICER

# NEW SITES

Partnering with professional sports teams to bring after school programs to life around the country. Across sites, students will have the opportunity to engage with professional athletes, and receive mentorship from the creative personnel at each of these teams. These partnerships will give students a look into what creative careers look like in sport, and an opportunity to work with the professional team in their city.



FALL SPOTLIGHT

## ST. LOUIS

**IN ST. LOUIS WE LAUNCHED** our first site sponsored by a professional sports team. The local MLS team, St. Louis City SC, is providing financial support and unique opportunities for Design FC students to engage directly with the club. We'll have professional players as creative mentors, mentorship sessions with the clubs' creative team, and a student showcase hosted at the stadium.



COMING SOON IN 2026

## SAN JOSE & OAKLAND

**IN EARLY 2026** we're partnering with Bay FC to launch school sites in Oakland and San Jose, bringing sustainable creative programming to youth across the bay.

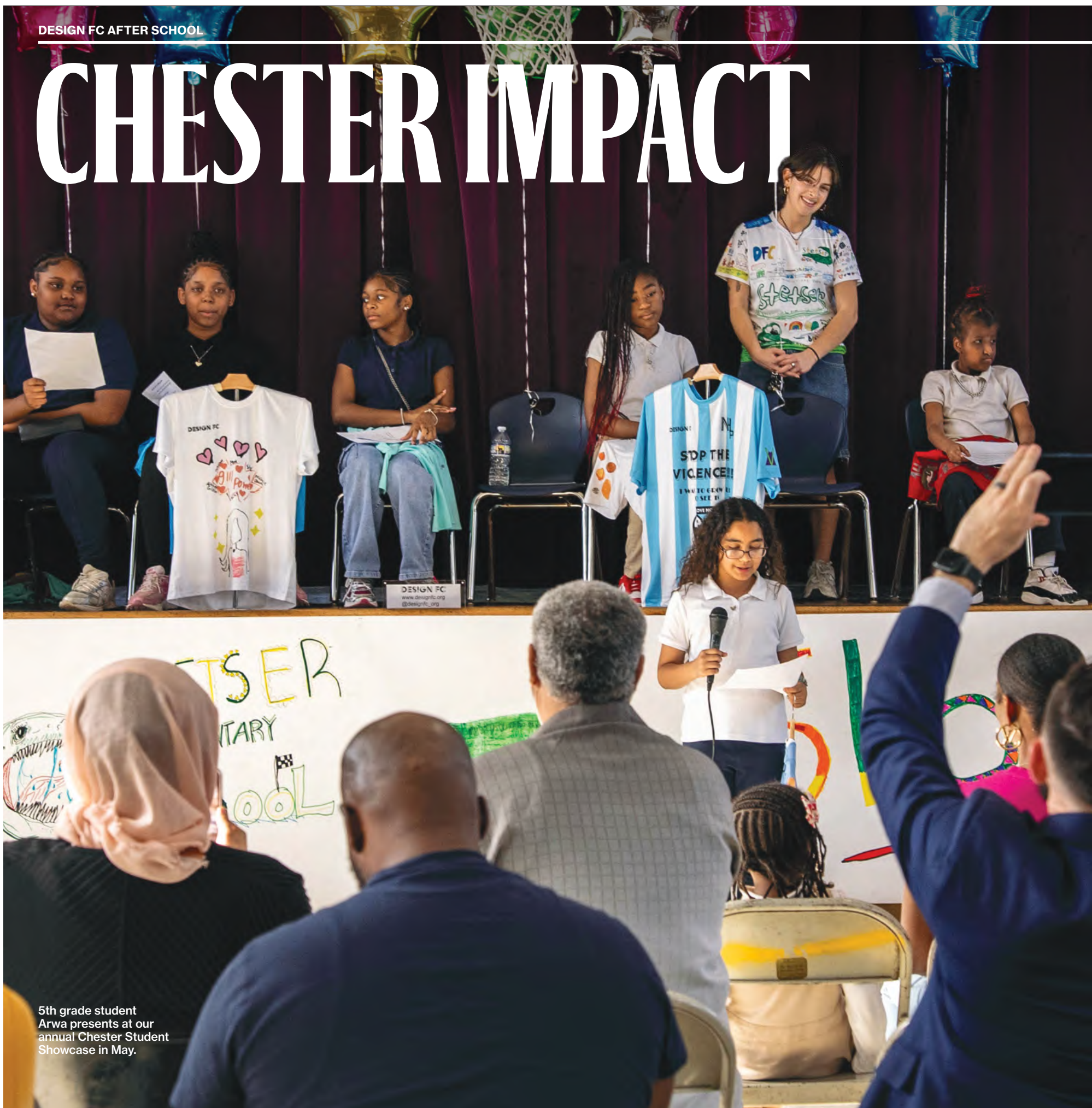


COMING SOON IN 2026

## PORTLAND, ME

**ANOTHER SITE WE'LL BE LAUNCHING IN 2026** is in partnership with Portland Hearts of Pine, connecting youth in Portland with one of the newest and most exciting professional soccer teams in the country.

# CHESTER IMPACT



5th grade student Arwa presents at our annual Chester Student Showcase in May.

Our programmatic home base since 2018. Chester, PA, is one of two cities in the U.S. that has declared bankruptcy, and the school district is currently in receivership.

Through our after school programs, experiential learning trips, community workshops, and other programming Design FC provides students across the city with life changing experiences and opportunities.

**145**  
students served

**3**  
school sites

**100%**  
of students said they felt more confident in their creative skills

**100%**  
of students said they would like to do Design FC again next year

**86%**  
of students said they felt more comfortable being themselves

**76%**  
of students said they felt more connected to classmates or teachers

**71%**  
of students said they could see themselves becoming a designer when they grow up

**57%**  
of students said being in Design FC made them more excited about going to school

CHESTER PARTNERS



# PHILADELPHIA 76ERS PARTNERSHIP



**THIS SEASON** Design FC was selected as an official non-profit partner of the Philadelphia 76ers. As part of the Philadelphia 76ers Assists for Safe Communities Program, which supports organizations committed to violence prevention, mental health, and trauma services. Design FC is one of six nonprofits that will receive \$12 per Sixers assist for the entirety of the 25-26 season.

Kevin Stanford (third from left) was recognized on the court prior to the Sixers vs Orlando Magic game on October 27th





# STETSER

Our flagship after-school program, providing 4th- and 5th-graders in Chester, PA, with a free 20-week design program and critical creative outlet.

**IN 2025 WE COMPLETED OUR 7TH YEAR** of programming at Stetser. As part of our unique 20-week program, our students were introduced to the basics of the design process, learned how to visually express themselves, and were exposed to a wide range of creative careers across multiple industries. For the majority of the year, students learn creative skills by designing their own sports jerseys, where they visually express who they are, their future aspirations, the social issues they are passionate about, and what matters most to them. These jerseys become the foundation of a student's journey with Design FC and provide them with a blank canvas to express who they are.

# EXPERIENTIAL LEARNING TRIP

A trip to the WNBA & NBA HQ in NYC for our 4th and 5th graders to learn about creative careers in sports.

**TO CELEBRATE** the end of the school year we took our Chester cohort to New York to visit the WNBA and NBA offices. Students were given a chance to present their work, and engage with employees across a wide range of careers. Providing this exposure early is critical to our programming, and has inspired students to pursue their creative interests.



# STEM

A 10-week specialized design program that promotes hard skill building and direct industry exposure.

**SINCE 2022**, Design FC has run a 10-week specialized design program for high school students at STEM Academy Showalter. The program focuses on building practical design skills and providing direct exposure to industry professionals. Students learn the design process and build proficiency in Adobe Creative Suite through their own creative projects.



# EDGMONT SCHOLARS ACADEMY MIDDLE SCHOOL

Expanding our creative hub in Chester to our first middle school, making Design FC after school accessible to students from 4th-12th grade.

**THIS FALL WE LAUNCHED** our newest Chester school site at Edgmont Scholars Academy Middle School, providing specialized programming to 20 6-8th graders, including a number of former Design FC students from Stetser Elementary. By launching this program Design FC is now available in schools for 4th to 12th grade students.



## DESIGN SUMMIT

**THIS FALL WE BROUGHT** 15 of our Chester students from Stetser and ESA to New York for our first ever Youth Design & Sport Summit. The students were joined by youth from New York and DC for a day of experiential learning sessions hosted by some of the biggest names in design, sport, and technology, including Nike, EA Sports, and Girls Who Code. Learn more on page 50.

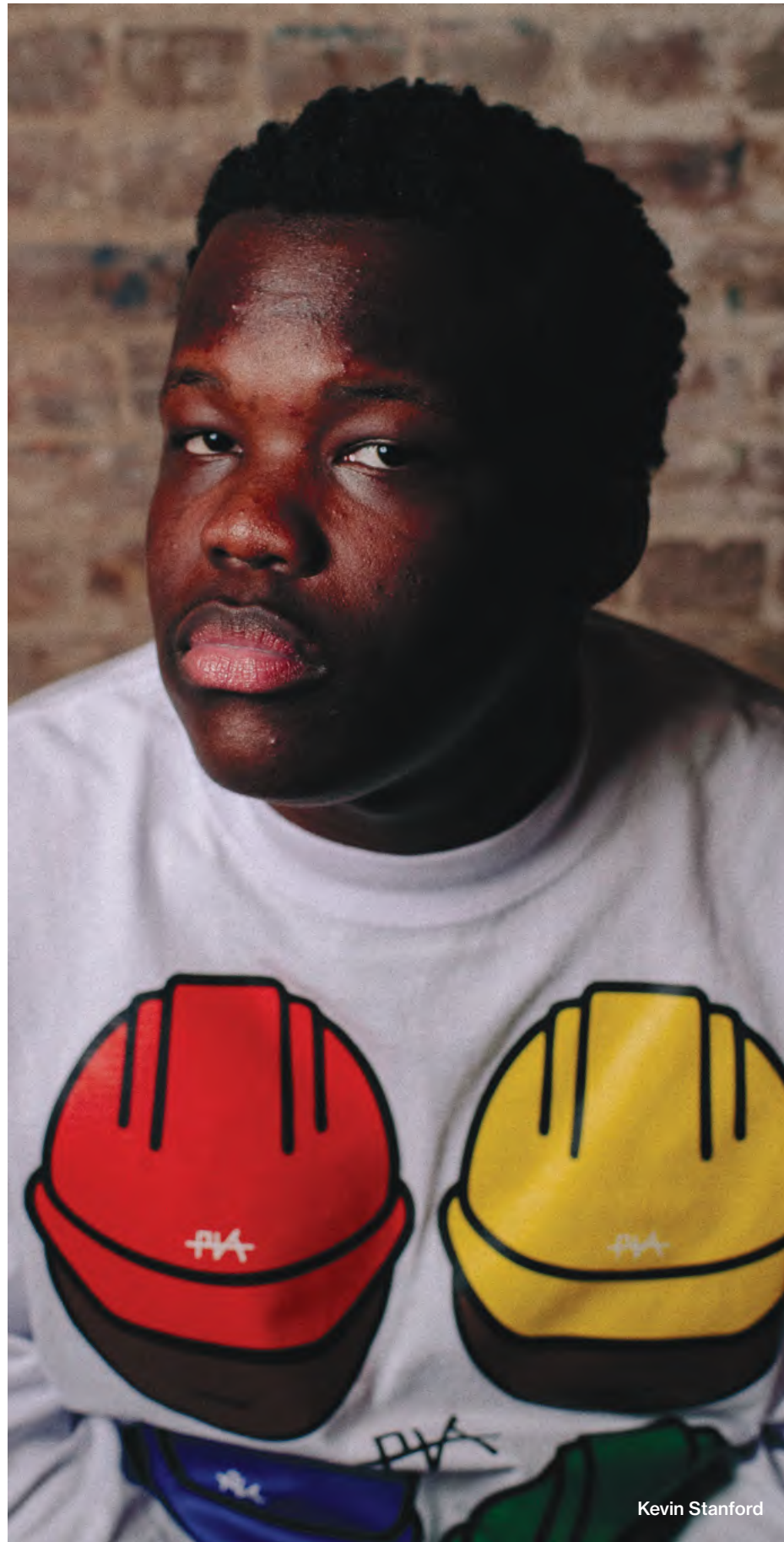
PROGRAM OVERVIEW

A specialized program that provides students who have been with the program for 3+ years with the life changing resources, access, exposure to pursue their creative dreams. By leveraging some of the biggest names in sport, design, fashion, and media, we give our academy students unparalleled access to the creative careers they are interested in exploring.

# DESIGN FC ACADEMY



Alycia, 8th grade, with her creative mentor Alex Taylor, founder of Hoop York City, a women's basketball community and apparel brand based in New York



Kevin Stanford

# KEVIN

Design FC's first-ever student continues to make waves in Chester and beyond.

**AFTER LAUNCHING HIS** own apparel brand last year in partnership with KITH's Kinnect Foundation, Kevin has continued to grow his brand while becoming increasingly involved in Design FC's work across the US.

In May 2026, Kevin will become the first Design FC student to apply to a design degree, marking a major milestone in his eight-year journey with the organization. Design FC has supported this next step by providing college resources, industry mentorship, and funding for campus visits as he prepares for the transition ahead.

Kevin also served as a speaker at the Youth Design and Sports Summit in New York City, where he shared insights on launching a brand and navigating his creative process. Speaking alongside leaders from Nike, EA Sports, Fanatics, and others, Kevin's session stood out and was selected by students as their favorite of the summit.

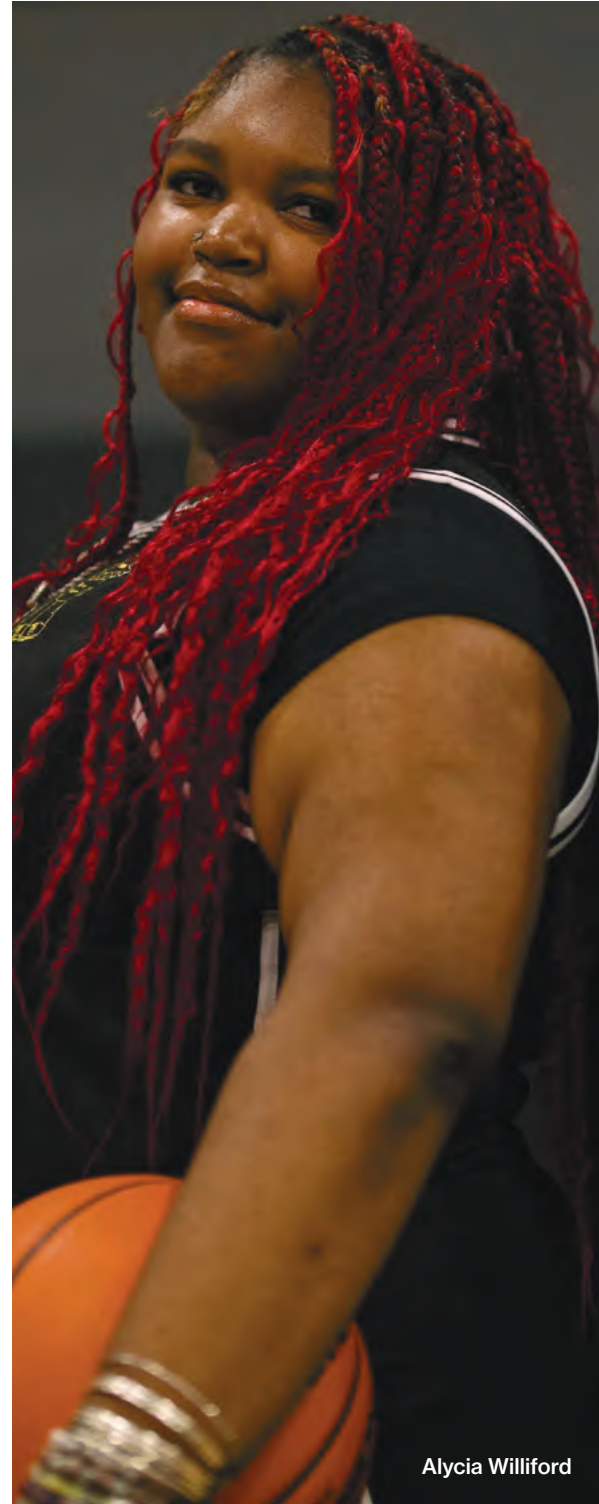
We are incredibly proud of Kevin and his journey, and excited to continue integrating him into Design FC's operations as the organization scales globally.



# ALYCIA

8th grade, Chester, PA

**ALYCIA HAS BEEN IN DESIGN FC FOR 4 YEARS**, and this was her second year in the Design FC Academy. As a passionate artist and basketball player, we paired Alycia with Alex Taylor, an NYC-based designer who works heavily with adidas and the WNBA. Alycia spent the summer working with Alex to design a basketball inspired collection, and travelled to New York for a studio visit to see Alex's creative process first hand.



Alycia Williford



# AVA

6th grade, Chester, PA

**THIS IS AVA'S 3RD YEAR IN DESIGN FC**, and first in the Academy. Ava has always been incredibly talented both as a designer and multi-sport athlete. After graduating from Stetser last year she asked if she could start working on her own brand over the summer. We partnered her up with Kev to share the expertise he's built over the last 8 years. There's no better mentor for our youngest Academy student than the student who we built the program around.



Ava Nichols



A global initiative to provide youth teams with the opportunity to design unique, fully custom jerseys that visually represent who they are, where they're from, and what means most to them.

# THE JERSEY PROJECT



# BAY FC

A collaboration between Design FC, Bay FC star player Racheal Kundananji, and Soccer Without Borders.



**WORKING ALONGSIDE DESIGN FC AND RACHEAL**, the team designed a jersey to represent who they are and where they're from.

To celebrate the jersey launch, the girls were invited on the field prior to a Bay FC match.

Soccer Without Borders is an award-winning international nonprofit that uses soccer as a vehicle for positive change.

Through in-school, after-school, weekend, and summer programs, Soccer Without Borders Bay Area is a crucial resource to newcomer refugee and immigrant youth across Alameda and San Francisco Counties.



# EZE FOUNDATION

Teaming up with Arsenal and England star Eberechi Eze and the Eze Foundation to expand Design FC's presence in London.



**WE TEAMED UP** with two schools in South East London to give them an opportunity to design brand new jerseys for the school teams. One of the schools, Fossdene, is the primary school that the Eze family attended, making the project even more special.

We'll be returning to London in early 2026 to wrap up this project, and launch more sustained programs.

A special thank you to Ikechi Eze for championing the project, and leading the incredible work that the Eze Foundation does across London.



# DC SCORES X LECKIE MIDDLE SCHOOL

A jersey celebrating DC Scores Middle School Poetry Slam winners Leckie Middle School, their community, and Ward 8 in Washington DC.



“WHEN WE WERE told we would be able to create our own custom jersey after winning the poetry slam we were excited and honored to do something that would get the school with the funny name and the community some much deserved recognition.

With that said DC’s Ward 8 was [going to] be a prominent focal point on the jersey. We wanted to make sure to change the narrative of the misunderstood and underrepresented section of DC. We also wanted to highlight that these kids from limited resources persevered in a sport that in their neighborhoods no one was paying attention to. The jersey did just that.” —Coach Jordan (Leckie Teacher and DC Scores coach)



Coach Malik (left) and Coach Jordan (right)



“This jersey captured who Leckie was, a family, and all of the components that it entails.”

— COACH JORDAN

# COMMON GOAL X ADIDAS

Telling the story of the South Bronx United community through a youth designed jersey.



**IN PARTNERSHIP WITH** Adidas and Common Goal, we worked with youth from South Bronx United to design a special World Cup themed jersey that will be released prior to the tournament.

The jersey celebrates the Bronx, and New York City more broadly, and will be produced by Adidas as part of their global World Cup House of Tiro apparel collection.

We're excited to work with Adidas and Common Goal and yet another project, and strengthen our relationship with South Bronx United, an incredible nonprofit organization providing life changing opportunities to youth through sport.



# GAINBRIDGE X CHESTER MIDDLE SCHOOL

This year Design FC was selected as a Gainbridge Assists grantee, a program that supports non-profits committed to celebrating and amplifying women through sports and education.

**WITH OUR GRANT AWARD** we selected the Chester Middle School Girl's basketball team (including Design FC Academy student, Alycia, and several other Design FC alumni) to go through The Jersey Project to re-design their team's jerseys.

As part of the grant we were able to invite Dr. Sarah Ogoke (5x Afro-Basket champion with Nigeria) to participate in the workshop as a design mentor. This was an incredible opportunity for the team to meet and work with a professional women's basketball player (and surgeon).





# DC UNITED

Our work with DC Scores continued with a special partnership with DC United.

**STUDENTS FROM** Amidon Bowen Elementary School were given the opportunity to spend an afternoon at Audi Field (DC United's stadium), working with Design FC on creating special edition jerseys for their school. As the closest school to the stadium, these jerseys celebrate a special relationship between DC United, DC Scores, and Amidon Bowen.



# NEW HEIGHTS



**IN PARTNERSHIP WITH JDS SPORTS,** Design FC collaborated with New Heights NYC, a leading basketball non-profit in the region, to bring a new Jersey Project to life. Working alongside Design FC designers, 3rd–6th grade students created fully custom jerseys for New Heights' newest program. The final designs will be worn by students competing in New Heights' in-house youth league, giving young players the opportunity to see their creativity come to life on the court.





DESIGN FC  
**YOUTH DESIGN+**  
**SPORT SUMMIT**  
2025



# BUILDING THE NEXT GENERATION OF CREATIVES

- Bringing youth from across the Northeast together to learn directly from industry leaders across, sport, design, and tech.
- A one-day immersive, hands-on experience led by industry leaders, where 5-7th graders were given unparalleled access to learn what careers look like across these industries.



**DESIGN FC**  
A YOUTH DESIGN NON-PROFIT  
BUILDING A CREATIVE MOVEMENT  
FOR IMPACT IN THE WORLDS OF  
DESIGN AND SPORT.  
WWW.DESIGNFC.ORG  
@DESIGNFC\_ORG

# SPEAKERS AND SESSIONS



**Niveen Rasheed**  
Sr. Brand Director, Nike

**Sports Marketing 101**  
After designing their own WNBA/NBA jerseys students were challenged to come up with a marketing campaign and strategy for launching their new jerseys.



**Dr. Tarika Barrett**  
CEO, Girls Who Code

**The future of AI + Education**  
Students worked in teams to come up with a curriculum to expose elementary school students to AI, and present their findings to the CEO of Girls Who Code.



**Dillon Nicely + Maney Orm**  
Product Design, Fanatics

**Product Design in Sports**  
Drawing inspiration from Topps, students designed their own personal trading cards while learning about different career paths at one of the biggest companies in sports.



**Nandita Misir**  
Sr. Manager, Campaign Planning, EAFC

**Making EA Sports FC**  
Students got a glimpse into one of the world's biggest video game companies. They learned about what a career looks like within the industry, and how major campaigns come to life around EAFC.



**Jose Mena**  
Chief of Staff, 35 Ventures

**The Business of Athletes**  
Through an engaging game experience, students learned about the business that exists around athletes, how athletes invest, and create impact via their foundations.



**Kevin Stanford**  
Design FC's First Ever Student

**My Design Journey**  
Design FC's very own presented on his journey with our organization and the process behind launching his own clothing brand (fully funded by Design FC).



**Matthew Stith**  
Founder, Football Case Study

**Life as a Sports Photographer**  
An interactive session exposing students to life as a sports photographer and Football Case Study's projects from around the world.



ORGANIZATIONS

DESIGN FC



# US SOCCER FOUNDATION UNITY CUP

Telling the story of Just Ball: Los Angeles and New York

THROUGH OUR ONGOING PARTNERSHIP with the U.S. Soccer Foundation and adidas, we engaged youth from community organizations in Los Angeles and New York City to co-design special jerseys for two U.S. Soccer Foundation marquee events. The youth-designed jerseys were worn by over 1,000 players, who were also able to customize their jerseys at the Design FC Lab using designs submitted by young players across both cities.



# YOUTH CREATIVE COLLECTIVE: WORLD CUP 2026

Telling the story of the World Cup through youth designed jerseys

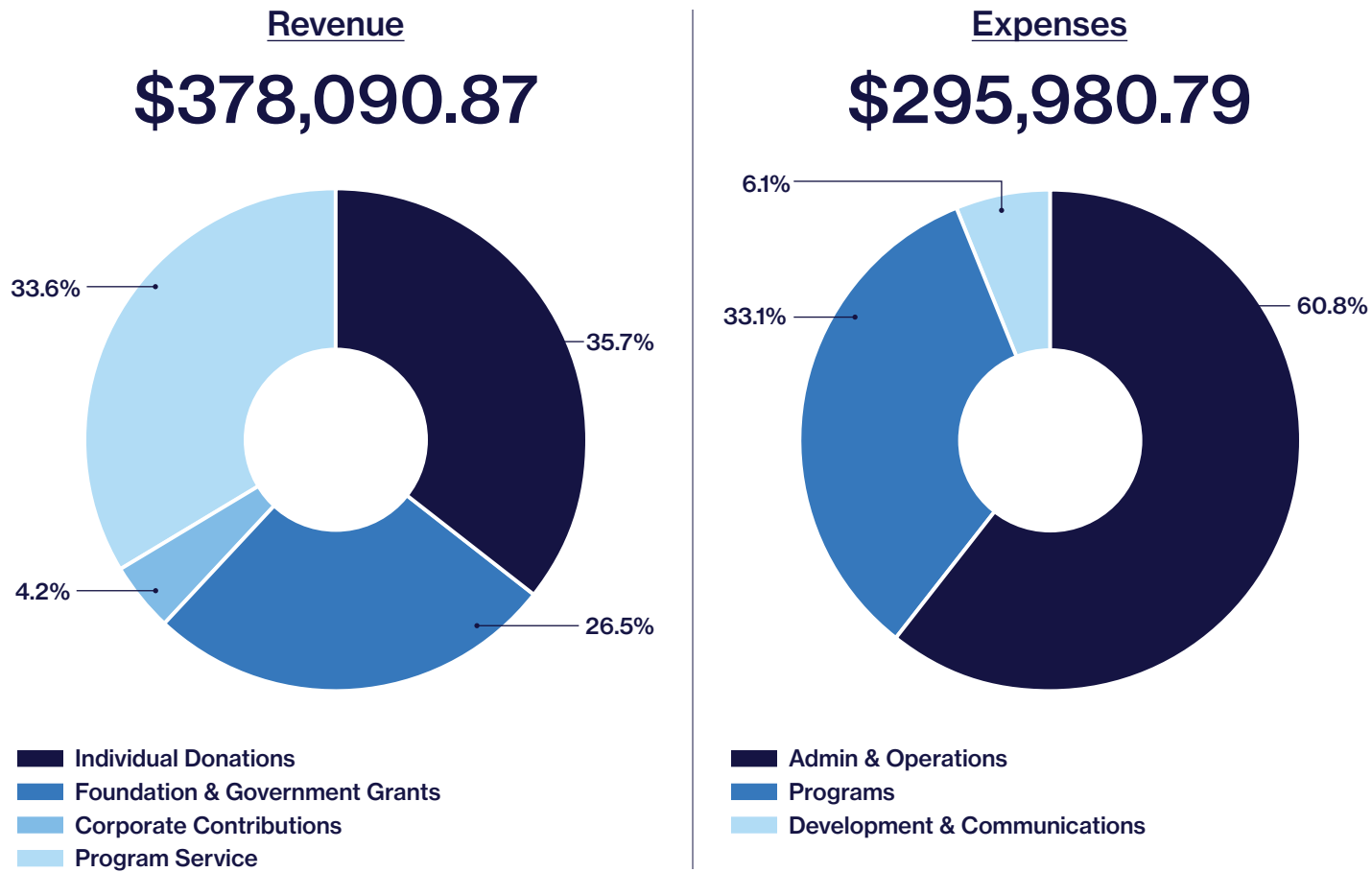
**TO CELEBRATE** the 2026 World Cup, Design FC is working with community organizations across the world to create youth designed kits for each World Cup country.

Organizations will select a youth leader to represent their country and design a kit that tells the story of who they are, their country, and their organization. Design FC will use these kits to run a campaign telling a youth-driven story of the world cup.



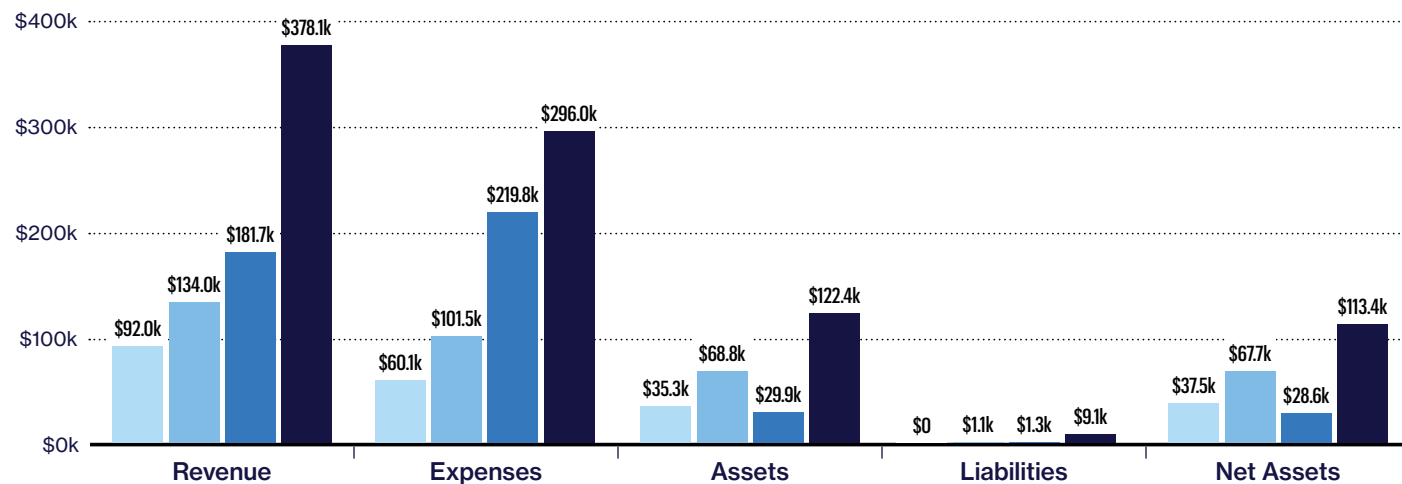
# FINANCIALS

# TEAM



## Financial Overview: 2022 – 25

2022 2023 2024 2025



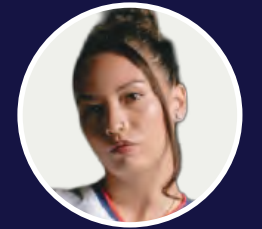
### DESIGN FC TEAM



**Omri Gal**  
FOUNDER & EXECUTIVE DIRECTOR



**Oliver Steinglass**  
CHIEF OPERATING OFFICER



**Grace Henderson**  
PROGRAM COORDINATOR

### BOARD OF DIRECTORS



**Dr. Tarika Barrett**  
CEO OF GIRLS WHO CODE



**Nariman Gathers**  
GOOGLE



**Ayo George**  
MPP CANDIDATE FROM THE UNIVERSITY OF CHICAGO HARRIS SCHOOL OF PUBLIC POLICY

### ADVISORY BOARD



**Jyothi Das**  
MARKETING PROFESSIONAL (FORMER UNILEVER, LEAPFROG, AND LEXISNEXIS)



**Liz Connelly**  
FOUNDER, ELSEWHERE (FORMER ADIDAS)



**Bruce Fields**  
HEAD OF MARKETING, EVEN (FORMER COMPLEX, LVHM)

### SUPPORTERS BOARD

J.J. Purdy  
Jack Momeyer

Design FC Annual Report design by Grace Lee  
Founder/Creative Director, Eight by Eight & Priest+Grace

### CHESTER TEAM

Freddie Lin  
Jody Zamonski  
Ryan Barber  
Kevin Stanford  
Kam'ren Mills  
Lila Travers  
Joseph Eyiolowope

Julia Stern  
Amari Jack  
Oona Pitter  
Hyoen Lee  
William Gomez  
Lauren Roche

