

DESIGN FC

DESIGN FC
2024
ANNUAL
REPORT

NON 4

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Design FC Team

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BOARD OF DIRECTORS
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BOARD OF DIRECTORS
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ADVISORY BOARD
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DFC ALUM

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DESIGN FC ACADEMY

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ANNUAL REPORT DESIGNED BY

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DEAR
DESIGN FC
FAMILY,

WHEN I FOUNDED DESIGN FC in 2018, I remember the feeling of receiving the first student sign-up form. I had met this student on the soccer field a few weeks prior and asked if he’d be interested in learning how to design his own jersey. He said the idea sounded cool and that he’d think about joining the program.

Almost seven years later, that student, Kevin Stanford, has launched his own apparel brand, fully funded by Design FC and supported by Kith’s Kinnect Foundation. Over the years, Kevin has collaborated with brands like EA Sports and New Balance, and worked with athletes including Tim Weah. He has traveled across the Northeast to contribute to various Design FC projects, presented to executives at some of the world’s largest sports and apparel companies, and returns as a creative mentor to the classroom where his love for design started. His journey (see more on page 20) shows the true power of Design FC, and the life-changing impact we can create at the intersection of design, sport, and education.

2024 was an incredible year for Design FC. We doubled our reach and impact across our Chester-based programs in partnership with the Chester-Upland School District and the Durant Family Foundation. We organized six experiential learning trips to New York for Chester students of all ages, where they met with industry leaders at organizations including the NBA/ WNBA, Google, YouTube, Girls Who Code, and Boardroom.

Beyond Chester, we brought creative programs to life across ten cities in the US and UK, and launched our Youth Creative Collective internationally. Our network of incredible non-profit partners grew, as we collaborated with Football Beyond Borders (UK), DC Scores, South Bronx United (NYC), and others to help us scale these programs.

We continued to leverage the power of design & sport through creative collaborations with New Balance & Tim Weah, Bayern Munich & Georgia Stanway, and Common Goal & Naomi Girma. These partnerships showed how impactful it can be to give youth the opportunity to explore the creative side of the sport they love alongside the athletes they look up to.

As we look ahead to 2025, I’m extremely excited to grow our after school programs across the US, and expand The Jersey Project and Youth Creative Collective initiatives globally.

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 countless individuals who have helped this creative movement continue 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 BECOME

1

An international leader in
design education

2

A platform for youth to
engage with the biggest
names across sport,
design, media, and tech

3

A force for social good
that reimagines how these
industries create impact

IMPACT

563

students served

Creative Programs across

10

Cities (Chester, NYC, DC,
London, Birmingham, Omaha, Kansas,
Atlanta, Providence, SF)

95%

of participants expressed
increased creative confidence



CHESTER IMPACT

Our programmatic home base, where we have been impacting youth 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.

Over the past several years, a group of artists and community leaders have revitalized downtown Chester into a vibrant arts district. As their work continues, we are proud to be a small part of the art scene in the city of Chester and provide students with access to creative opportunities.

289
students served

100%
of students reported that Design FC made them feel more confident about their creative skills

93%
reported that Design FC made them feel more confident expressing themselves

93%
reported that Design FC made them feel more comfortable with who they are

75%
said they could see themselves becoming a professional designer (or a different creative job) when they grow up

6
experiential learning trips to New York

2
student businesses funded

1



DESIGN FC
AFTER
SCHOOL

2



DESIGN FC
ACADEMY

3



THE
JERSEY
PROJECT

4



YOUTH
CREATIVE
COLLECTIVE

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. Students can join the ecosystem at any stage, with tailored programs designed to support them as they grow and advance.

DESIGN FC AFTER SCHOOL



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.

FOR THE 7TH YEAR RUNNING, Design FC provided students at Stetser Elementary with incredible exposure to the field of design and an opportunity to creatively express themselves in a school district that lacks creative programming. 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.



JUNIOR COACH PROGRAM

Cultivating the next generation of Design FC leaders.

PROVIDING STUDENTS who have completed the Design FC After School program with an opportunity to return as design coaches, build leadership skills, and continue to hone their creative talents through independent design projects. Junior Coaches learn the basics of teaching design and are given the opportunity to grow as leaders within their school community.



SCHOOL-WIDE DESIGN PROJECT

Exposing over 200 K-5th grade students to the field of design, and providing them with an opportunity to design a jersey that represents their school community.

AS PART OF CAREER WEEK at Stetser Elementary, Design FC facilitated design workshops for all 200 students at the school. Students, teachers, and staff created artwork to represent what means most to them about the school. The artwork was brought together to create a single jersey given to everyone at the school.



After participating in the project:

92%
of students felt more creative

73%
felt they could become a designer

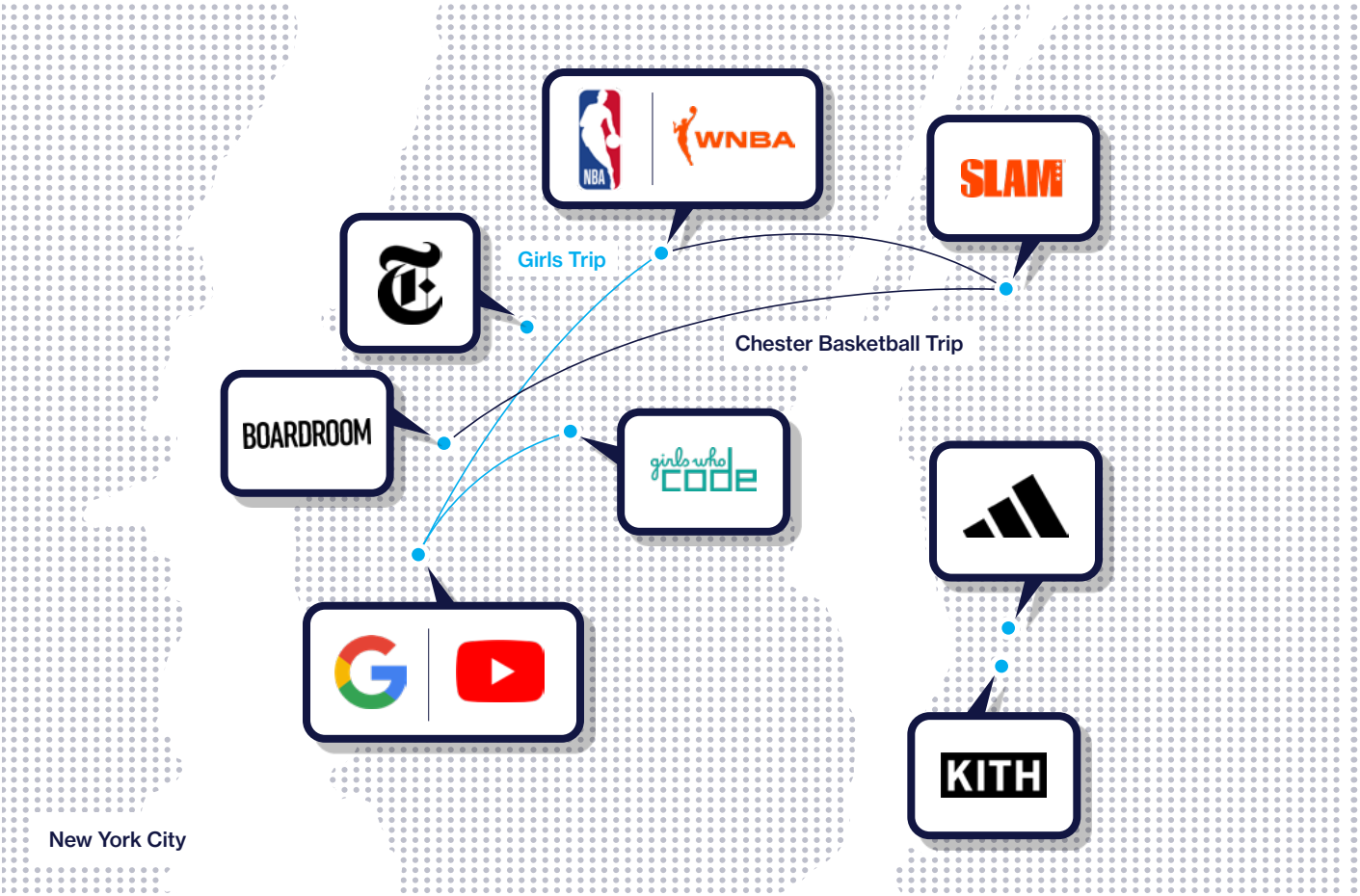
100%
felt more connected to their school community



EXPERIENTIAL LEARNING TRIPS

Providing our students from Chester, PA with unparalleled access to some of the biggest companies in the sport, design, media, and tech industries.

PAST TRIPS INCLUDE NBA/WNBA HQ, Google, Youtube, Girls Who Code, KITH, Boardroom, *Slam Magazine*, Adidas, and *The New York Times*.
In 2024 we took 36 Chester students to New York for 6 different trips. These trips give students an inside look at the range of creative careers that exist within these industries, and provide them with incredible access to some of the biggest companies and leaders in these worlds.



Spotlight: Girls Trip

To conclude the school year at Stetser, our 5th and 6th grade girls from Chester traveled to New York for an experiential learning trip to meet with leaders in sports, design, and tech. Students presented their jersey designs to WNBA executives, explored AI's impact on creativity with Girls Who Code CEO Dr. Tarika Barrett, and were introduced to a variety of career pathways at Google's HQ. This experience was transformative, showing our young designers how their creativity can translate into real-world opportunities and empowering them to envision futures in new industries.

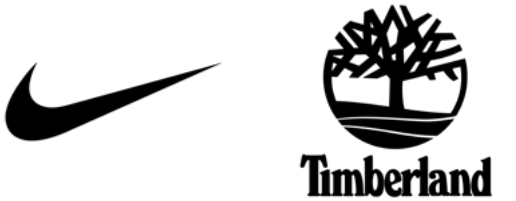


HIGH SCHOOL PROGRAM

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.

In 2024, we invited footwear designers from Nike and Timberland to share their career journeys and offer creative and professional advice to our students. For the final design project, students were given a pair of Nike shoes and Timberland boots to customize and take home.



PROGRAM OVERVIEW

A specialized program that provides students who have been with the program for 3+ years with life-changing resources, access, and 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 industry, major collaboration opportunities, and the platform they need to launch their own creative endeavors. The Design FC Academy runs year-round and is built around the interests and passions of our most dedicated students.

DESIGN FC
ACADEMY



DESIGN FC X KINNECT BY KITH

Supporting our first ever student, Kevin Stanford, launch his own apparel brand by connecting him with one of the biggest brands in the world.

THIS COLLABORATION PROVIDED Kevin with creative mentorship from KITH employees, and a full two day photoshoot at KITH HQ for his own apparel brand.
Design FC fully funded the launch of Kevin’s own brand, and continues to cover all costs he needs to run his business.



Kevin Stanford
(center, in chair)



ACADEMY IMPACT



THE ACADEMY IS DESIGNED to provide our oldest and most dedicated students with life-changing opportunities in the sport and design industries. Working alongside Design FC staff, each student creates their own tailored program, built around their individual interests and aspirations, ensuring they have the resources needed to take the next step in their creative careers. In addition to year-round mentorship from Design FC staff, we equip students with the tools to become creative entrepreneurs. By sending our students home with heat presses, vinyl cutters, and funding to purchase materials, we empower them to design, build, and produce their own creative products. This hands-on knowledge, combined with access to some of the world's leading brands and creatives, sets our students on a path to pursue careers in the industries they are passionate about.

Resources and opportunities provided:

- Mentorship from industry leaders
- Access to major brands and companies
- Personal MacBooks with Adobe Creative Suite
- Hard design skill building
- Year-round mentorship from dedicated Design FC staff
- Academic support
- Public speaking experience
- Funding for personal needs (art materials, equipment, groceries)



2024



2019

“Design FC is always giving me that key piece in my life that makes me feel like I’m actually doing something. It’s right there to make me realize I’m doing something with my life, and makes me realize there is always something bigger in store for me and my future.”

– KEVIN STANFORD –

KEVIN STANFORD’S JOURNEY

The First Ever Design FC Student
Launches his Own Brand

KEVIN, AN 11TH GRADER from Chester, PA, was the first student to join Design FC in 2018 and has been at the heart of the program ever since. As Kevin grew, so did Design FC, evolving to create the Design FC Academy during the pandemic to meet his needs. Despite financial challenges at the time, Design FC equipped Kevin with his own MacBook and Adobe Creative Suite, empowering him with the tools to ignite his creative career.

Fast forward to 2024, and Kevin has collaborated with major brands including EA Sports, worked with athletes like Tim Weah, and presented to major companies in sports, design, and fashion. He recently launched his own apparel brand, Prosperity in Abundance, fully funded by Design FC. He is now fully proficient in industry grade software, Adobe Illustrator, and will be pursuing a degree/career in the design industry.

Kevin continues to be an integral part of Design FC, returning weekly to mentor the next generation of youth designers at the very school where his journey began. He has maintained excellent academic performance at school, and continues to be a role model and inspiration to all Design FC students.

NYRELL HACKETT

11th Grade, Chester, PA

NYRELL HAS BEEN a key member of Design FC since its inception in 2018. Over the years, he has presented to leading companies across the sport and design industries, and collaborated with EA Sports when he was in 7th grade.

Nyrell played a central role in bringing a collaboration between Design FC and the Chester High School Basketball team to life, where he helped design jerseys that celebrated the team’s legacy and impact on the city of Chester. The experience culminated in a trip to New York City, where players explored career opportunities at the NBA, Boardroom, and *SLAM Magazine*.

“Design FC showed me another light outside of basketball. It kept me out of trouble as a kid, and showed me I can do design if basketball doesn’t work out”



ALYCIA WILLIFORD

7th Grade, Chester, PA

AS A 7TH GRADER, Alycia is the newest student to join the Academy. She first became part of Design FC in 2022 as a 5th grader and quickly fell in love with the program. After graduating from Stetser Elementary, Alycia returned in 2023 as a member of our second Junior Coach cohort. That same year, she participated in a sneaker design workshop with adidas, where she and her classmates learned about careers at the brand and got to create their own custom sneakers.

In 2024, Alycia’s talents and leadership were recognized when she was selected to represent Design FC and Chester in the inaugural Design FC Youth Creative Collective project. Collaborating with young designers from around the world, she helped create a one-of-a-kind jersey that represented the 6 cities from around the world. Alycia also was a student leader on a Experiential Learning trip to New York City, where she explored career paths in design, sports, and technology during visits to the WNBA, Girls Who Code, and Google.

As she continues her journey with the Academy Program, Alycia is excited to grow her creative skills and pursue her passions for basketball, painting, and design.



KAM'REN MILLS

Design FC Alum, Chester, PA

KAM JOINED Design FC in 2022 as a 12th grader in the first STEM Academy cohort. A skilled graphic designer, illustrator, and videographer, Kam was a natural fit for the program. After completing his first year and graduating from high school, Kam returned to Design FC as a summer design coach before becoming the organization’s first paid alumni coach at Stetser Elementary.

As part of the Academy, Kam has participated in Experiential Learning Trips to New York City, where he visited Boardroom, *The New York Times* T-Brand Studio, and Google, gaining exposure to creative careers in design, media, and technology. Today, Kam works as a design coach at both Stetser and STEM Academy, mentoring the next generation of young designers and inspiring students at his former high school.

A global initiative providing 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



GEORGIA STANWAY X DESIGN FC

Giving young female soccer players an unforgettable opportunity to design a jersey alongside England & Bayern Munich star, Georgia Stanway.

A COLLABORATION WHERE players from Triboro United’s U17 girls team worked with Design FC and Georgia Stanway at the Bayern Munich HQ to design a unique jersey representing their team.

Players learned the basics of design, and were given full creative control over their team’s new jerseys.

“Getting to meet a player outside of the pitch is like a whole different level of bonding”

“Being able to talk to Georgia Stanway and have actual conversations was really interesting and helped us connect”





TIM WEAH X DESIGN FC

Celebrating the next generation of young creatives alongside US Men's National Team star, Tim Weah and New Balance.

AS PART OF a larger collaboration with Tim Weah and New Balance, we held a special design workshop for players across New York City and some of our Chester Academy students to design unique jerseys for their teams. Players from South Bronx United and Brooklyn FC (which Tim is a part-owner of) worked with Tim Weah to design jerseys that represent their teams and neighborhoods.

This incredible experience allowed young players to engage with one of the country's rising soccer stars, while exposing them to the field of design within the sport world.

CHESTER
HIGH SCHOOL
BASKETBALL
TEAM



CHESTER HIGH SCHOOL BASKETBALL TEAM

WHEN THE CITY COMES TOGETHER.
A collaboration with the players of the Chester High School Basketball to design a special edition jersey celebrating the legacy of the program, and what it means to the city today.

CAREERS OFF THE COURT.
After the project, Design FC organized an experiential learning trip to New York City to learn from some of the biggest companies in the basketball world.
From the court to the boardroom, the trip provided players with different career pathway opportunities and opened their eyes to the ways they can work around the game they love.



SPORTING KC

Bringing together youth soccer players and their local professional club for an unforgettable design experience.



IN COLLABORATION WITH MLS club Sporting KC and two of their local youth soccer partners, we hosted a memorable Design FC workshop at the Sporting KC Stadium. The day featured members of the Sporting KC first team serving as guest design coaches, inspiring the young players as they created their own unique jersey designs. A few weeks later, the teams returned to the stadium for a professional photoshoot and a celebratory event unveiling their custom jerseys.



The Youth Creative Collective is an initiative to connect youth from around the world through design, sport, and storytelling. Youth from different cities come together to design a single, collaborative jersey that tells the story of who they are and where they're from. It expands their worldview, and gives them a platform to share their unique stories with the world.

YOUTH CREATIVE COLLECTIVE



THE FIRST COHORT

A special kit designed by youth from around the world.

OUR FIRST YCC COHORT brought together youth from Chester, PA; New York, NY; Washington, D.C.; Omaha, NE; London; and Birmingham (UK). Partner organizations each selected 2–3 design leaders to represent their cities. These leaders collaborated to reflect on what matters most about their communities and the messages they wanted to share with the world, creating initial concepts for a collaborative jersey. Design FC then traveled to each city, working with a larger group of students to create more detailed artwork about their identities and communities. In the final stage, the design leaders reconvened to finalize the jersey, weaving a cohesive story across all six cities.



Football Beyond Borders
(Birmingham, UK)



South Bronx United
(Bronx, NY)

86
Young Designers

6
Cities

1
Jersey

“Designing the football kit allowed us to express ourselves about things that have happened in the past and raise awareness about it”

BIRMINGHAM, UK

SOUTH BRONX UNITED
New York

FOOTBALL FOR THE WORLD
Omaha

DESIGN FC
Chester

DC SCORES
Washington, D.C.

FOOTBALL BEYOND BORDERS
Birmingham
London

“Talking to other people from around the world made me realize that there is a lot of things going on in each place, everyone has different opinions about it, and it’s cool to see”

BRONX, NY

“It’s fun to collaborate/work with others, the challenge of making different ideas come together is fun”

CHESTER, PA



NEW BALANCE: CELEBRATING THE NEXT GENERATION OF YOUNG CREATIVES



A COLLABORATION WITH New Balance, Tim Weah, and *Eight by Eight* to celebrate Design FC's work in Chester and beyond. As part of an immersive exhibit in New York City, New Balance highlighted the design work of some of our Chester students, showcasing the powerful impact Design FC has had since 2018. The event featured a design workshop for youth across New York City and our Design FC Academy students, providing high school students with the opportunity to design jerseys alongside Tim Weah.

During the workshop, Design FC Academy student Kevin Stanford participated in a creative mentorship session with Tim Weah, presenting his upcoming collection and receiving valuable advice on navigating the pressures of pursuing creative and professional dreams. This was a pivotal moment in Kevin's Design FC journey, as he earned praise and encouragement from one of the most prominent professional soccer players in the country.

The event also featured a panel discussion with Design FC's Founder & Executive Director Omri Gal on a panel alongside Tim Weah and others in the soccer / media industries.



Tim Weah (US Men's National Team & Juventus) with Kevin and his Flower Pack Tee

COMMON GOAL CREATE THE SPACE

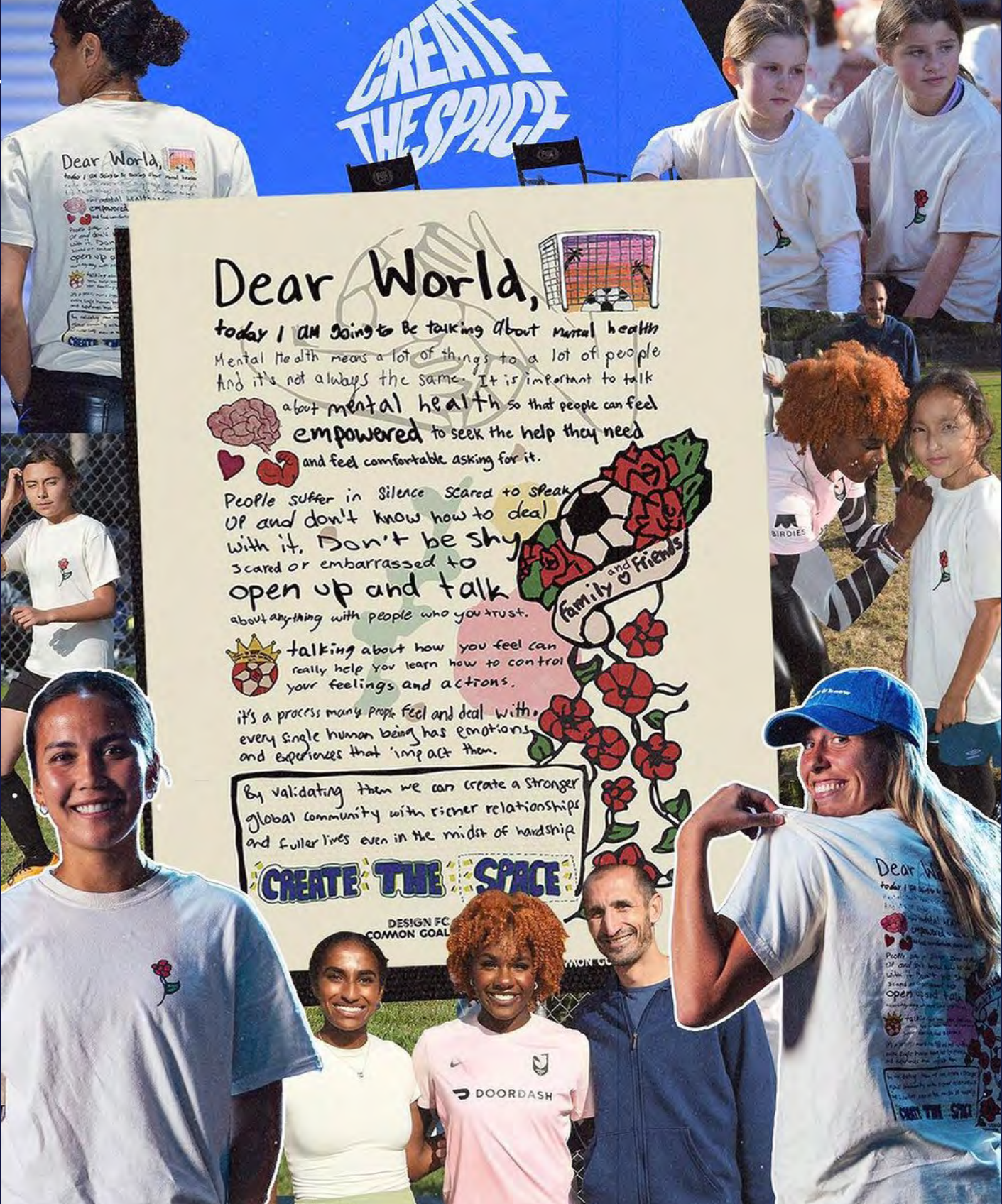
SINCE 2022 DESIGN FC has been a member of Common Goal, a global network of organizations using soccer for social good. In 2024 we collaborated with Common Goal as part of their Create the Space initiative, a collective of players coming together to ensure that soccer is equipped with the knowledge, skills, and resources to understand, prevent, and deal with mental health issues.



Copa America Workshop Series

Using Design to Talk About Mental Health

During Copa America this summer, Common Goal sponsored youth mental health workshops nationwide, selecting Design FC as the community partner for the NY/NJ region. We facilitated a design session centered around mental health and the importance of fostering a supportive team environment for all players. The workshop culminated in a custom jersey for Triboro United created by the players, inspired by their unique identity and shared team values.



Merchandise Collection

What the Next Generation Has to Say About Mental Health

A special merchandise collection to celebrate Common Goal's Create the Space initiative, with proceeds going towards supporting Common Goal's mental health work and Design FC's youth design programs. In May players across the NWSL wore the shirt pre-match to raise awareness about Create the Space and the importance of mental health in sport.

LIVERPOOL FOUNDATION X DESIGN FC

DESIGN FC COLLABORATED with the Liverpool Foundation to run a design-thinking workshop for youth participating in Liverpool’s Creative Works program, a career development initiative for individuals aged 16–26. Design FC worked with a group of high school leaders at South Bronx United to build their creative confidence and develop social media campaign ideas for the organization’s newest venture, the Clubhouse Café.



THE JERSEY-PROJECT X NO ONE HOME (NOH)

A DESIGN WORKSHOP for the Seward Park Soccer Team, sponsored and hosted by No One Home. The team spent an afternoon at NOH working with Design FC to design a special edition jersey representing their team, school, and broader community.

NOH is a soccer-centric clubhouse started by former U.S. National-team player Kyle Martino. Over the course of 2024 Design FC has worked with NOH on a number of impact driven events and workshops.



SOCCER IN THE STREETS

DESIGN FC PARTNERED with Atlanta’s leading youth soccer organization, Soccer in the Streets, to bring design to the field. Workshops were held at the Kensington Station mini-pitch, where three teams designed jerseys that reflected their city, their local train station, and their communities. Soccer in the Streets, which builds mini-pitches near subway stations, makes soccer accessible to youth across Atlanta, creating a unique connection between the sport and the neighborhoods it serves.



No One Home, NYC

MAJOR PARTNERS



The Durant Family Foundation has supported Design FC’s work in Chester for three consecutive years. This partnership provides critical funding for our Chester-based after-school programs and has enabled Design FC to continue expanding its reach and impact. Beyond Chester, Design FC has collaborated with the Durant Family Foundation to offer our Academy students opportunities to visit Boardroom (founded by Kevin Durant and Rich Kleiman) in New York, where they have met with leading executives in the sports, business, and media industries.

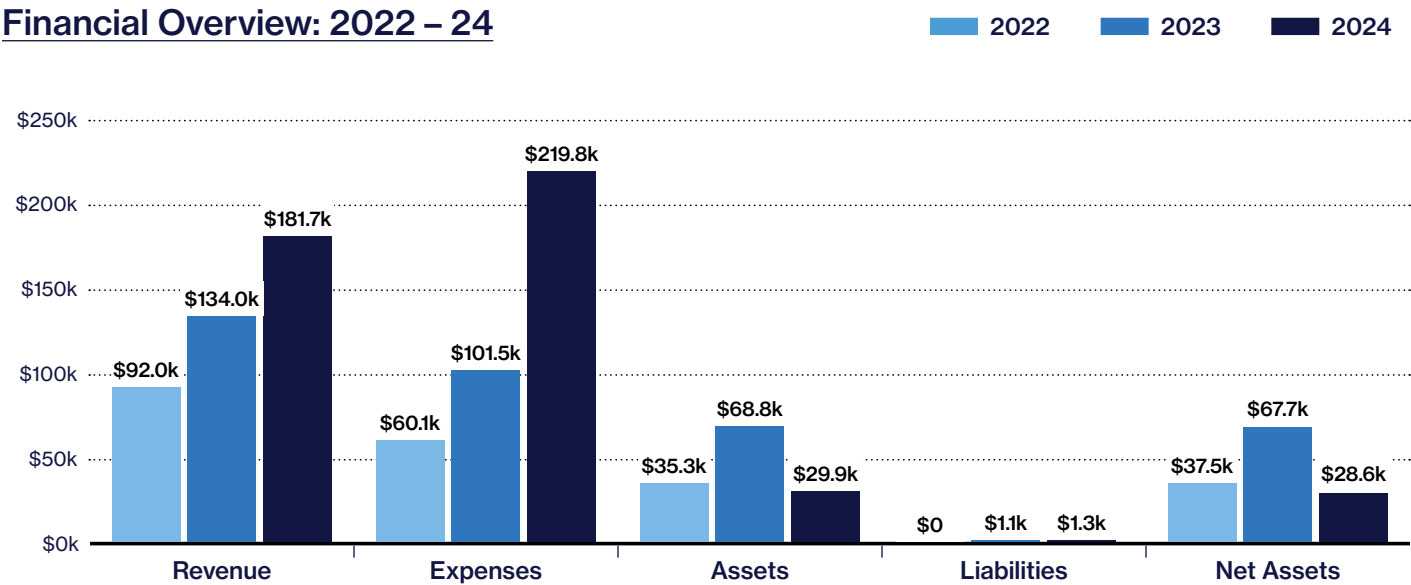
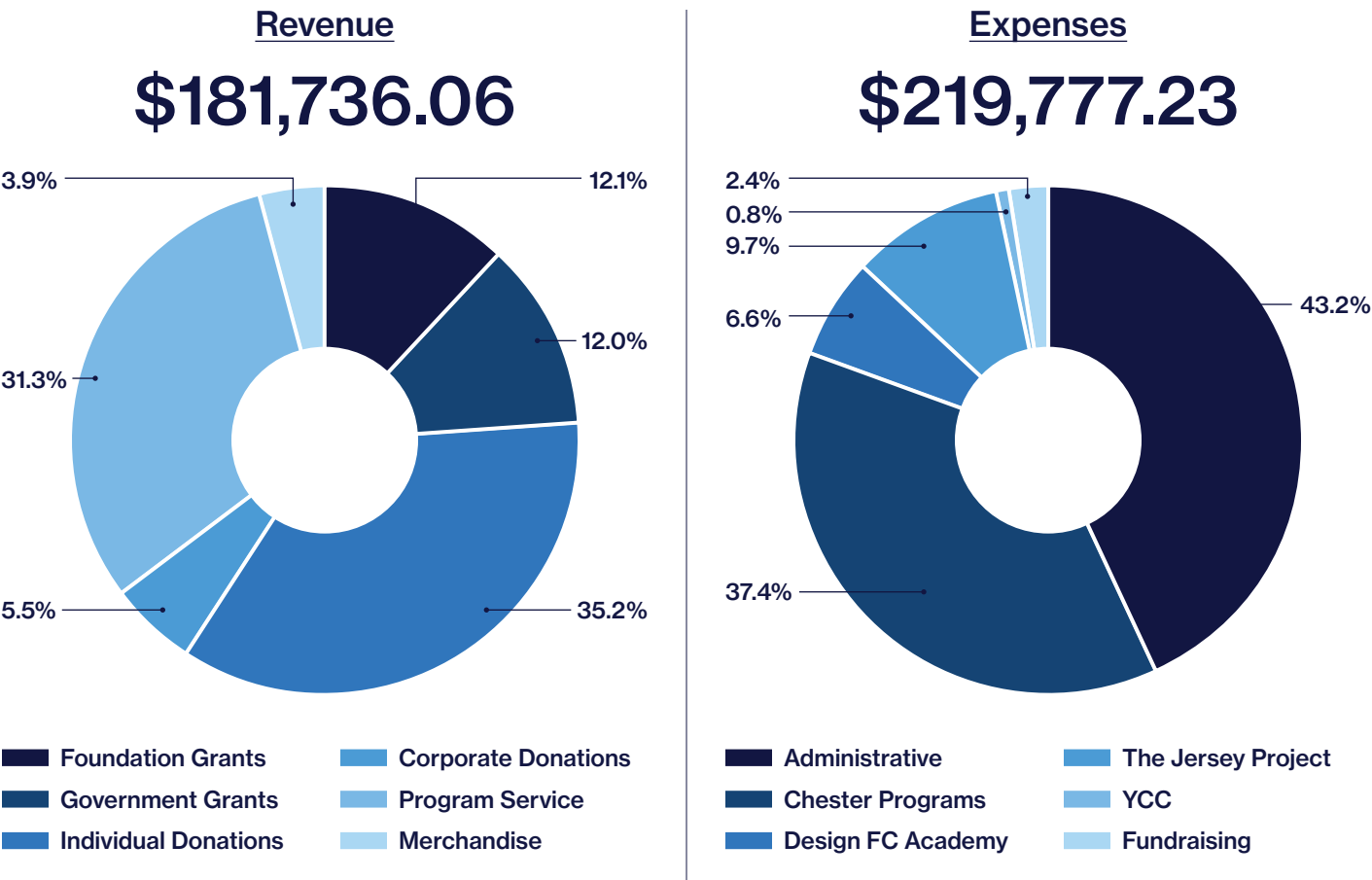


Design FC is an official partner of the Chester-Upland School District, which provides funding for our after-school programs at Stetser Elementary and STEM High School. As we continue to provide students across Chester with life-changing experiences and opportunities, the Chester-Upland School District will remain a critical partner in helping us maximize our impact throughout the city.

PARTNERS



FINANCIALS



ATHLETES WE'VE WORKED WITH



Tim Weah
US National Team &
Juventus Winger



Georgia Stanway
England & Bayern Munich
Midfielder



Naomi Girma
US National Team &
Chelsea Defender



Kevin Durant
NBA All-Star & The Durant
Family Foundation

