CHICAGO HOUSE AC CULTURE AND MISSION

Vision and Mission

Chicago House AC Vision
To be Chicagoland's leading sporting organization that champions social justice, equity and inclusion, creating a welcoming and empowering House for all.

Social Justice: House will both provide and use its platforms to advocate for the fair treatment and equitable status of all individuals and groups within society in terms of the distribution of wealth, opportunities and privileges.

Equity: The quality of being fair and just to the House community including fans, players, staff and business partners.

Inclusion: House will both provide and advocate for the policy of equal access to opportunities and resources for people who otherwise might be excluded or marginalized, such as those who have physical or intellectual disabilities or other minority groups

Chicago House AC Mission Statement

Chicago House AC's mission is to leverage the power of sport to advance social justice, racial equity, and meaningful inclusion across Chicagoland. We commit to actively serving underserved communities, fostering a culture of belonging within our club and beyond, and inspiring collective action for lasting social change, while striving for excellence on and off the field.

Tagline: **"Sport With A Social Conscience"**.

ORGANIZATIONAL CULTURE:

These are our core company values. Building a House for All starts with a solid foundation.

Values & Beliefs

Belonging & Equity: Everyone belongs and has equal opportunity in our House.

Community-Centric Action: We play for Chicagoland's good, on and off the field.

Integrity & Action: We act ethically and transparently, always doing what's right.

Our People Matter: Our people are valued, supported, and essential to our success.

Authentic Passion: We are Chicagoland's true soccer and multi-sport club, driven by genuine love.

- Goals

1. Action:
    a. Achieve competitive success on the field while actively addressing social injustices within Chicagoland through targeted initiatives and advocacy.
    b. Support, develop and implement impactful programs that directly support underserved communities in Chicagoland, focusing on areas such as access to sport, education, and essential resources.
2. Inspiration:
    a. Inspire the next generation by exemplifying the positive values of sport and actively mentoring young people from diverse backgrounds to become community leaders and agents of change.
    b. Expand access to soccer and other sports programs and resources, particularly in underserved communities, to promote physical and mental health and support well-being for all.
3. Philanthropy:
    a. Establish and sustainably fund a non-profit arm dedicated to advancing our mission by strategically investing in initiatives that directly improve the lives of underserved communities in Chicagoland and create pathways for their engagement with Chicago House AC.
    b. Forge equitable and impactful partnerships with community-based organizations, particularly those serving marginalized populations, to amplify their work and provide meaningful opportunities for them through our platform and resources.
4. Service
    a. Implement a club-wide service initiative with a target of 1,000+ volunteer hours annually, focusing on projects that directly address community needs identified in partnership with local organizations. Develop a clear system for tracking service hours and recognizing the contributions of all participants, including players, staff, and dedicated volunteers.
    b. Cultivate inclusive and exceptional experiences for all fans, players, staff, partners, ensuring accessibility and responsiveness across all interactions, year-round.
    c. Proactively exceed the expectations of our diverse fan base and partners by fostering genuine engagement, actively seeking feedback, and demonstrating a deep understanding of their needs. Additionally, ensuring that the same continues with all new fans and partners.
5. Legacy:
    a. Advocate for and actively support the development of safe and accessible spaces for recreation, learning, and community building in underserved areas, prioritizing projects that promote inclusivity and equitable access.

b. Serve as a consistent and influential advocate for positive social change in Chicagoland, leveraging our platform to raise awareness, challenge inequities, and inspire collective action.

–

Rites & Rituals:

1. Cultivating Inclusive Celebrations: curate and host a year-round calendar of events that intentionally celebrate the diverse cultures within Chicagoland, using sport as a unifying platform. These events will be designed to be inclusive and accessible to all, fostering a sense of belonging and mutual understanding among our fanbase and the wider community.

2. Leveraging Our Platform for Community Impact: Strategically leverage our matches, events, and organizational reach to directly benefit underserved communities and non-profit organizations aligned with our mission. This includes providing opportunities for fundraising and awareness campaigns and creating accessible pathways for these communities to engage with Chicago House AC and experience the joy of sport.

3. Fostering Meaningful Engagement: Design rites and rituals that actively engage our diverse fanbase and the broader community, creating memorable and meaningful experiences that go beyond the match day. This includes accessible fan engagement activities, opportunities for community involvement in club initiatives, and celebrations that build a strong sense of collective identity and pride in Chicago House AC's values.