

First Team

Our Vision for the Meheret FC First Team

Short-Term Goals: 2020-2022

Continue to be relevant from a sporting standpoint. Build on the momentum we've created for ourselves in this first campaign. Our stated goal is to be promoted season over season until we reach the Premier League.

Be the most desirable club in Ethiopia to play for and set the standard on every level. This entails bringing top-of-the-line equipment to our players. It means continuing to design eye-catching jerseys that push boundaries beyond what is available within the Ethiopian football community. And it also means the Meheret FC jersey will be desired by our supporters & something that is attractive for our club sponsors' to proudly have their logo on.

Next season we will launch a B team that will allow us to continue to cultivate talent and provide jobs for even more players who are gifted footballers. The B-team will extend our reach to roughly 60 individuals.

Mid-Range Goals: 2023-2025

To be competing in the National, Super, Premier League. Continue to challenge for promotion year over year.

To be a club known for developing players. We want to have players coveted by other clubs, domestically and abroad. This is something that we will work very diligently toward. We will carve out paths for more players to help them achieve their goals whether that is in Ethiopia or by developing relationships with clubs abroad. Clubs outside of Ethiopia will begin recognizing the qualities Ethiopian players could bring to their club.

The First Team should be starting to see some of the fruits of the academy's labors around now. Through our efforts to developing young players, cultivate relationships with other clubs, as well as helping players achieve their goals should start to create a revenue stream for us. That revenue will help us to become self sustaining through player sales. Such success loops back full circle. It will allow and encouraging us to continue developing youth and bringing them through the Meheret system, giving them opportunities to show what they are able to achieve.

Long-Term Goals: 2026-2029

Solidify our position within the Premier league. Continue to lead the way as the team that every Ethiopian footballer would want to play for. Become known abroad for what we stand for and what we have accomplished.

We will have established a Women's First Team through our women's academy and B-Team. The Women's First Team will start the promotion process and be a leader in that space.

Start arranging offseason and preseason tours. As well as mid season training camps where we can test ourselves against clubs from abroad.

Continue to progress players through the system and help them achieve their goals. With the women's and men's teams fully operational, we will have 60-70 players and staff being directly impacted at the First Team level.

B-Team

Our Vision for the Meheret FC B-Team

Mid-Range Goals: 2023-2025

Not everyone develops at the same rate, Some players need a few more years before the work that has been put in comes good. As the First team earns promotion to higher divisions of the Ethiopian Football Pyramid, establishing a B-team will prove to be an invaluable stepping stone for our youth players.

This B-team will be a place where players can retain college eligibility. This level that is appropriate to setting them up for success whether they wish to play at a University or they are in fact trying to continue moving through the Meheret FC ranks.

Long-Term Goals: 2026-2029

Players at this level shall continue to flow through to the first team & earn pathways to play at Universities. Access to universities will continue to expand as university teams travel over and compete against our side. Along with the Women's First Team, we will also have a Women's B-Team by now that has grown out of the women's youth academy players.

Youth Academy

Our Vision for the Meheret FC Youth Academy

Short-Term Goals: 2020-2022

We will launch our youth academy from the u8-u17 age groups. This will be the lifeblood of the club. We will promote talent from within. Our aim will be (wherever appropriate) to have our players, or even entire teams, playing up an age group. They will be challenged against quicker, more advanced, and more physical styles of play. The players will be poured into during their time with Meheret, in order to develop their entire person. We will identify players who have high talent ceilings & will especially have a heart for those who come from disadvantaged backgrounds.

Meheret will step into the stress point of whatever a family's budget is & provide a monthly stipend for them in the form of groceries, tuition payments, etc as a thank you for allowing us to pour into and develop their children.

For children who are of the street & without family we will integrate them into the care of Mercy Branch, our NGO partner. Mercy Branch (mercybranch.org) will provide for them holistically just as they do with the children currently in their care.

Meheret will help to cover the cost of their involvement with the NGO, getting these children off the streets, into a loving environment, enrolled in school, and eating nutritious meals. This will be a large undertaking but one that Meheret is committed to in an effort to help change lives for the better & develop future leaders of Ethiopia.

The youth academy will further extend the reach of Meheret. We will aim to have roughly 20 players per age group in these first couple of years. This should allow us to touch 120 players, plus staff. Overall, this will take the club reach to around the 180 to 200- person mark.

Additionally, we will have tutors and nutritionists on staff that can aide in each individual's development.

Mid-Range Goals: 2023-2025

By this time we will start to introduce a girls side to the academy. We want to be a leader in that space as well. This will again extend our reach, but will also increase cost as it will be the same format as the boys. Once fully operational, our club will directly impact around 360-400 people who are players/ staff.

Certain age groups will travel to European tournaments to be tested at higher standards. This will show the kids that even if we are the best in Addis, there is a greater measure that is possible to achieve. These experiences encourage ambition amongst our teams & help to build our reputation.

Long-Term Goals: 2026-2029

Continue to take teams to tournaments abroad such as the Brondby cup, Gothia cup, Football Cup Barcelona, Komm Mit international- Croatia, etc.

Utilize our facility to have B-teams for certain age groups as we will have a no cut policy under age 13. However, the a max roster size is 45 kids per age, which we intend to grow beyond.

The youth academy would be involved in outreach that takes soccer to where other kids are. By hiring and training additional coaches we can provide them with a coaching kit to go run soccer programming right in kids' neighborhoods so that they don't have to travel to us.

Acquire vans facilitating pick-up / drop-off of academy kids rather than paying for taxis each day.

Community Impact

Our Vision for Meheret FC's Community Impact

Short-Term Goals: 2020-2022

Currently the Addis Ababa Sport Federation only runs leagues for children at the u13 age group and up. We will work with them both in set up and equipment supply to help launch leagues for the younger age groups that align more with the global standard of development. Our aim is to have influence on both the kids within our academy and the changing landscape of football in Ethiopia in order to have the greatest community impact possible.

We are committed to outreach through street soccer tournaments, volunteering, and continuing to explore how we can be relevant and seen throughout the city. It's important that we foster a sense of community and inclusiveness with all that we do. We will also start to develop relationships with Universities from abroad who may want to come experience Ethiopia.

Universities can run a Spring break or Summer training event for their team & train with Meheret and compete against our sides. This will also allow us to develop a network of college coaches, provide an incredible advantage for our players who desire to use Football to gain an education abroad.

We will aim to continue to grow our partners, both companies & individuals, who are aligned with our vision & mission.

Mid-Range Goals: 2023-2025

Continue to cultivate our relationship with the Addis Ababa Sport Federation & Ethiopian Football Federation. Develop plans of how we can all continue to move the sport forward and develop relevant players globally.

Start to work with the government on acquiring land and planning for build out of a Meheret FC facility. This would be a top-o- the-line and first-of-it's-kind facility in Addis Ababa. The facility will be complete with an indoor turf field house, weight room, small pool, cafeteria, equipment shop, futsal courts that can double as basketball courts, meeting rooms, and outdoor grass fields. This

facility would provide another revenue stream and aid in the club becoming self sustaining. Additionally, the facility would be a way to further our community impact by allowing us to have adult leagues, food kitchens for the needy, and family fun days for our club's players, staff, and supporters. It would be another place for our partners & sponsors to get word out about their brands and continue to build a sense of community around the club.

Long-Term Goals: 2026-2029

Complete build out of our facility and have it be a destination for families to come watch training, matches, and matches from abroad on TV.

The facility will be available for others to begin using. Outside clubs can rent out the grounds to train in a setting appropriate for their level and needs. Adult soccer leagues can begin to play here with regularity. We will import equipment for players and clubs to purchase. The facility will have an in-house jersey design & print shop. We will have plans to build additional accommodations for public use such as a pool and basketball court. Continue to use our position to impact the community for good. Pursue other areas where we can be of assistance in the city with disadvantaged youth.