



APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: July 1, 2020.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: _____

Program Title: _____

Program Category: _____

CONTACT INFORMATION

Name: _____

Title: _____

Department: _____

Telephone: _____ Website: _____

Email: _____

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: _____

Title: _____

Signature: _____

VACo award nomination 2020

First Responders and Multicultural CommUNITY Cup

Category: Parks and Recreation or Regional Collaboration

Executive Summary

Chesterfield County facilitated a unique event to engage the multicultural community with first responders in the region. The First Responders and Multicultural Community Cup was a regional partnership between Chesterfield and Henrico counties, the City of Richmond and the Virginia State Police. The event brought the communities together for a day of soccer, community building, family activities and opportunities to interact with each other. Soccer teams consisted of members from the multicultural community and first responders who played in a tournament. Attendees enjoyed competitive soccer action, children's activities, first responders' vehicles and booths, food, and music. This first event was held in September 2019 with plans to host the event annually.

One goal of the Community Cup was to educate the multicultural community about the roles of public safety officials. In addition, the event provided an opportunity for the groups to communicate in a relaxed atmosphere. The first responders were educated on the cultural norms of the groups represented and were able to gain a greater understanding of the concerns and needs of this community. The Community Cup was a great demonstration that the people from the region, many from different backgrounds and cultures, can live, work and play together, respecting and appreciating both our differences and our similarities.

Need for the Program

Through working with the multicultural community, Chesterfield County identified two main reasons to plan the Community Cup. First, residents from other cultures often feel uncomfortable interacting with government officials. This is especially true when communicating with police, sheriff, fire or other authority figures. Nationwide, the relationship between law enforcement agencies and minorities, including immigrants, has deteriorated because of high-profile incidents involving discrimination, accusations, and mistrust. These situations have resulted in violence and death, further damaging the relationship between citizens and law enforcement. Second, immigrants typically do not report crimes. They are frequent victims of criminals who take advantage of their vulnerability, fear of reporting, language and cultural barriers, and immigration status.

The Community Cup was designed to help law enforcement and the multicultural community interact by discussing situations affecting each party and ultimately create trust to improve relationships.

Description

In September 2018, the idea for the Community Cup was generated by the Chesterfield County Community Engagement Coordinator for Multicultural Services. He brought the idea to his department and the County, who gave full approval. Next the support of first responders was secured.

The first planning meeting was held in April 2019 including representatives from neighboring localities. In addition, a local professional soccer organization, the

Richmond Kickers, became a sponsor and was involved in planning and implementing the event. The Engagement Coordinator managed the monthly planning meetings, secured locations, sent updates, coordinated communication from participants, secured uniforms, and recruited multicultural players for most of the first responders' teams.

Goals for the Community Cup:

- Improve the relationship between first responders and the multicultural communities in the Richmond metro area
- Build a lasting and strong level of trust between all parties
- Break down barriers that limit communication and understanding between the parties

Months of planning culminated with the Community Cup event on September 14, 2019, at the River City Sportsplex in Chesterfield County. This 115-acre complex is home to one of the largest pods of synthetic turf fields (12) in the United States. Soccer play included 10 teams from Henrico and Chesterfield counties, the City of Richmond, and the Virginia State Police. These teams contained 140 players from public safety agencies and multicultural communities (Asian, African-Americans, and Latinos). In addition, two females had to be on the field at any given time. Referees from different leagues were invited to support the event. They all assisted at no charge. A total of 21 games were played with a champion crowned at the end of the day. The winning team was recognized that evening at a Richmond Kickers game at City Stadium in Richmond.

Over 500 people, including families and spectators, attended the free event and spent the day watching soccer, visiting with first responders, and enjoying food and music.

Children's activities included face painting, clowns, inflatable amusements, games, and Chesterfield County Parks and Recreation Department's Rec-n-Roll mobile playground.

Costs

REVENUE		
<i>Source</i>	<i>Amount</i>	<i>Notes</i>
Richmond Kickers	\$5,000.00	Uniforms donation
Other sponsorships	\$2,250.00	Uniforms
Team contributions	\$3,250.00	Uniforms - Each team paid \$325 toward the uniform cost
Other sponsorships	\$0	
TOTAL	\$ 10,500.00	
EXPENSES		<i>Italics indicate in-kind contributions</i>
<i>Chesterfield Parks and Recreation</i>	<i>\$836.00</i>	<i>Bounce houses</i>
<i>Chesterfield Parks and Recreation</i>	<i>\$750.00</i>	<i>Face painter and balloon artist</i>
<i>Chesterfield Parks and Recreation</i>	<i>\$850.00</i>	<i>Disc jockey</i>
<i>Chesterfield Parks and Recreation</i>	<i>\$353.05</i>	<i>Banners and signage</i>
<i>Chesterfield Parks and Recreation</i>	<i>\$111.92</i>	<i>Cones – field markers</i>
<i>Chesterfield Parks and Recreation</i>	<i>\$0.00</i>	<i>Field rental (fee waived)</i>
<i>Chesterfield Parks and Recreation</i>	<i>\$0.00</i>	<i>Tents</i>
<i>Chesterfield Parks and Recreation</i>	<i>\$0.00</i>	<i>Rec-n-Roll mobile playground</i>
<i>Chesterfield Parks and Recreation</i>	<i>\$0.00</i>	<i>Staff support – set-up, parking, logistics, clean-up</i>
<i>Chesterfield County</i>	<i>\$0.00</i>	<i>Business license (fee waived)</i>
<i>Chesterfield County</i>	<i>\$0.00</i>	<i>Logo development and branding</i>
<i>Chesterfield County</i>	<i>\$0.00</i>	<i>Posters and fliers</i>
<i>Chesterfield County</i>	<i>\$0.00</i>	<i>Stage</i>
<i>Chesterfield County</i>	<i>\$0.00</i>	<i>Tables, chairs, podium, tent, trash cans, recycling containers</i>
<i>Chesterfield County Police</i>	<i>\$0.00</i>	<i>Off-duty officers (charges waived)</i>
<i>Chesterfield County Fire and EMS</i>	<i>\$0.00</i>	<i>Sound system and rescue vehicle</i>
<i>Chesterfield Sheriff's Office</i>	<i>\$300.00</i>	<i>Trophy</i>

Purchased	\$10,500.00	Uniforms (140 @ \$75 each)
Purchased	\$25.00	Invitations – opening ceremony
Purchased	\$18.37	Gatorade for referees
Arranged	\$0.00	Food vendors
TOTAL	\$13,744.34	

As the host locality and venue, Chesterfield County paid for many expenses or provided services, including staff, as in-kind donations. Savage Apparel Company provided the uniforms and sponsored part of the total cost. They also created a special page on their website to promote the event and find sponsors and donors.

Results/Success of the Program

The response to the First Responders and Multicultural Community Cup was simply amazing. At the start of the process, success was achieved when the public service agencies from the region accepted the invitation to be involved and were willing to form teams with members of the multicultural communities. Participants from the multicultural communities displayed a high level of interest and enthusiasm about playing on teams from their own locality. The attending audience used the event to enjoy the day with family and friends. The business and non-profit sector were open to support the event and willing to financially sponsor. Some had their logos on team jerseys, while others displayed the word “Unity” on jerseys in their native languages.. Officials from the local communities, dignitaries and special guests attended and were impressed with the response. They committed themselves to participate in 2020. Continuing the theme of improving the community, a food drive was held as part of the event. Feedmore, a non-profit organization, accepted donations of non-perishable food items.

Certainly, the goal of bridging the gap between law enforcement and minorities was achieved at the Community Cup. Using soccer to reach the multicultural community worked well in initiating mutual understanding and respect, as well as increasing communication. All involved have committed to work harder to improve relationships. By integrating diverse cultures, we recognize the positive impacts they can have on the community. The Community Cup is a great example of social equity in action in Chesterfield.

Abdou Wahab (participant) from Senegal stated: "I have been in several multicultural events, but this one is a real multicultural one. People from all different colors, nationalities, cultures, and beliefs at the same time, in the same location, and working for the same cause. It is amazing. Congratulations for this event, and please invite me again next year."

Edwin Rozo (participant) from Colombia said: "It is unbelievable that we can play together without any negative situation. I am so happy first responders and Latinos and Africans can be here peaceful. Thanks for making this event and inviting the multicultural members of the community."

Sergeant M. R. Pantle, Virginia State Police, Recruitment Unit Supervisor: "The event was great, no doubt. I thought it was great to see so many local agencies and private companies come together with a mutual understanding of supporting and caring for our community!"

Major Brad Badgerow, Chesterfield Police Department: "The CommUNITY Cup was a wonderful opportunity for public safety to continue to build bridges with a focus on multi-

cultural appreciation. Conversations that start on the field lead to relationships on the road. In this case, soccer opens the door to communication and understanding.”

Worthiness of Award

Creating inclusive communities is a difficult but necessary goal. Chesterfield County is committed to creating a safe, secure, healthy, and inclusive community for all county residents and visitors. Some key values that are part of our strategic plan include:

- Promote trust and transparency that strengthens community engagement
- Foster positive and respectful community relationships
- Foster long-lasting communities with unique identities

The County also celebrates and embraces cultural diversity. We understand every person is unique, appreciate the differences and work to build stronger communities and families.

The First Responders and Multicultural Community Cup was a first-step in achieving the goals the County has set. On the soccer fields, cultural barriers fade, challenges are conquered, and relationships flourish. The event serves as a model for other communities to partner with the multicultural community for increased trust, understanding, and communication. The ultimate result is a better community for everyone.

Supplemental materials

- Event flyer
- Social media posts
 - <https://www.facebook.com/events/river-city-sportsplex/first-responders-multicultural-community-cup/516737139095557/>
 - <https://sw-ke.facebook.com/events/516737139095557/>
 - <https://feedmore.org/events/first-responders-multicultural-community-cup-2019/>
 - <https://savageultimate.com/products/community-cup-greenbackr?variant=29437250371678>
 - <https://www.linkedin.com/pulse/first-responders-multicultural-community-cup-juan-santacoloma/>
- Photographs
- <https://wtvr.com/2019/09/15/uniting-for-a-goal-community-cup-law-enforcement-central-virginia/>

First Responders and Multicultural Community Cup



UNITING for a GOAL

Saturday

September 14, 2019

Gates Open at 8:30 a.m.

Rain or Shine

River City Sportsplex

13030 Genito Road, Midlothian

www.rivercitysportsplex.com

***Attendees are invited to bring lawn chairs and coolers.**

No glass, please.

Join representatives from our Richmond region first responders and our multicultural communities as they come together for the inaugural Community Cup, a fun-filled day of soccer, community building and opportunities to learn more about all the positive ways that members of public safety interact with our local communities!

Activities will include:

Food Trucks • Inflatables • First Responders Vehicles and Booths

Entry to the Community Cup is free!

Detailed Schedule:

9:30 a.m. Opening Ceremony and National Anthem

10 a.m. Tournament Play Begins

2:45 p.m. Championship Game *

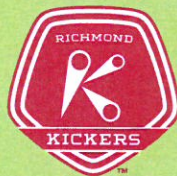
3:30 p.m. Closing Ceremony and Presentation of the
Charlie Slagle Community Cup Trophy *

*Times are approximate.



There will be a canned good drive benefiting Feedmore, which distributes food to our neighbors in need. Please bring nonperishable items such as canned goods, whole grains, peanut butter or healthy snacks.

Special thank you to our community
partners, Richmond Kickers Pro
and Savage Apparel Co.



Participants of the Community Cup will be recognized during half time at the Richmond Kickers' Heritage Night game, which will begin at 7 p.m. at City Stadium, located at 3201 Maplewood Avenue, Richmond. For more information about Richmond Kickers Pro or the Heritage Night game, please visit www.richmondkickers.com/.

Questions about the Community Cup?

Please contact the Chesterfield County Government Department
of Citizen Information and Resources:

Juan Santacoloma, Community Engagement Coordinator for Multicultural Services

Email: santacolomaj@chesterfield.gov

Phone: 804-796-7085

Chris Ruth, Community Engagement Manager

Email: ruthc@chesterfield.gov

Want to support
the Community Cup?

Donate to the teams at

[www.savageultimate.com](http://www.savageultimate.com/collectors/greenbackr)
[/collectors/greenbackr](http://www.savageultimate.com/collectors/greenbackr).

This event is a regional partnership between Chesterfield, Hanover and Henrico counties, the City of Richmond and the Virginia State Police.



CommUNITY Cup
September 14, 2019
River City Sportsplex
Chesterfield, VA





Children's activities

