



### **Media Pitch Concept: *The Roots & Soul Foundation***

**Background:** The Roots & Soul Foundation (ORASF) is a community-based nonprofit in Oakland, CA, dedicated to empowering its community and youth through the power of sports. Athletes and sports teams can have massive impacts on children, serving as role models on and off the field. Through different collaborations, ORASF aims to unite and support communities by creating opportunities and tools to help people address the obstacles youth face in sports, school, health and society.

**Media Opportunity:** Oakland continues to receive national media attention around issues of youth empowerment, gender equality and social/racial injustice. ORASF represents locally based solutions by highlighting how local organizations help sustain community identity and create safe spaces for child creativity. A media story on ORASF showcasing its perseverance in the face of adversity would amplify ORASF's message across California and the nation.

**Targeted Media Outlets and Journalists:** Local and national Journalists/news outlets that focus on education, sports, and social justice

- *Vox* - Anna North, writer of "Kids Today," a newsletter about kids and life
- *Education Week* – Larry Ferlazzo, Author/editor and teacher for Education Week

**Story to Tell:** The story centers on how ORASF uses sports and community to its advantage to help children in the Bay Area. Showcasing the struggle of both Oakland and how ORASF pushes on to help communities grow.

- **Angle:** ORASF is going to host a community-focused event to try and get people outside and active while learning about the goals and mission of ORASF
- **Spokesperson:** Lindsay Barenz, President of Oakland Roots SC & Oakland Soul SC
- **Tone:** Authentic and inspirational. Focusing on community, creativity and culture
- **Content:** The pitch will be supported by the two following documents
  - A fact sheet about ORASF's history and what its focus is
  - A media advisory announcing an ORASF community event
- **Targeted Outcomes:** The story will increase public awareness and encourage people to attend ORASF events and community programs. Media attention will help donors, partners and volunteers learn about ORASF and its mission. Altogether, ORASF will have solidified its role in Oakland as a key instrument in the community's progress toward growth.



Media Advisory

FOR IMMEDIATE RELEASE

Contact: Anders Payne, (510) 697 2297 (mobile)

**PRESIDENT OF OAKLAND ROOTS LINDSAY BARENZ TO PARTICIPATE IN ORASF  
PROGRAM EVENT SOCCER FOR ALL**

*COMMUNITY MEMBERS INVITED TO PLAY SOCCER WITH OAKLAND SOUL AND ROOTS  
PLAYERS AND LEARN ABOUT ORASF'S MISSION*

**Who:** Oakland Roots SC, Oakland Soul, Oakland Roots President Lindsay Barenz, Soccer for All, My Yute Soccer, Let the Kids Play

**What:** ORASF, partnering with Let the Kids Play, will host a soccer camp for 120 kids ages 8-12 at the Oakland Roots facility. We want to create a safe space where kids can play and learn soccer while learning from professional players and coaches. This experience will help make a positive impact on the campers and our community as we move toward greater connection.

**When:** Thursday, Dec. 11, at 12:30 p.m.

**Where:** Oakland Roots and & Soul's Training facility, 1220 Harbor Bay Pkwy, CA 94502

**Why:** This partnership aims to teach children the values of teamwork, sportsmanship and respect. Everyone deserves a chance to learn and grow regardless of their background or financial situation.

**Media opportunities:**

- Pres. Lindsay Barenz

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orasf.org

Anders Payne

Media Relations

andersppayne@gmail.com

FACT SHEET

Dec. 11, 2025

## THE ROOTS AND SOUL FOUNDATION

### **Purpose**

- ORASF works with communities to ensure and strengthen the lives of people living in the Bay Area through collaborations with organizations focusing on education, race, gender and equality.
- Over five years of research, relationship-building and events, ORASF has sharpened its tools as a nonprofit to bring positivity, inclusion, equity and justice to the Bay Area.
- Partnerships with organizations and donors are an essential pillar in ORASF's goal to bring joy and knowledge to children's lives around the Bay Area through play and education.
- We are fortunate to have the support of donors, including the PG&E Foundation, Anthem Blue Cross, Southwest Airlines, Verizon and the Mirnahill Foundation.

### **Events**

- In 2024, ORASF worked with many organizations to tackle some of the barriers that youth in our community face today.
- Thanks to the support of donors and people around the Bay Area, our programs, Soccer for All, the Oakland Coach Academy and Safe Places to Play were able to touch the hearts of parents and kids to revitalize their love of play and learning.

For more information about our goals, events and mission, please visit [orasf.org](https://orasf.org)

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