



December 13, 2022
Santa Rosa United Soccer Club
RE: SRU **Clean Sheet** Initiative

The timing of this initiative launch is punctuated by the recent performances of Morocco's goalkeeper (Bono) in the World Cup against Spain and Portugal. For 210+ minutes, he kept clean slates and also stopped multiple penalty kicks on the world's biggest stage. This example demonstrates the importance of great goalkeeping.

The word "Initiative" is defined as, "an act or strategy intended to resolve a difficulty or improve a situation; a fresh approach to something." This is precisely what we are going to do when it comes to goalkeeping at SRU. Grounded in our Club Values, we are embarking on a journey to become the very best goalkeeper incubator in the world. **YES...this is a BOLD AMBITION**, but nothing great happens from a lack of vision or a mediocre effort.

The initiative has the following three objectives:

- To improve the quality and performance of every goalkeeper in the Santa Rosa United Soccer Club.
- To become an incubator for producing the best goalkeepers in the world and be recognized as such.
- To contribute to the overall success of each SRU team by improving overall goalkeeper performance.

Our Starting Point

SRU is fortunate to currently have on our staff, two goalkeeper coaches, who are both committed to the club, our values, and the players who wear the crest. Both Claire Howard and Messias dos Santos played professionally and are dedicated to passing on their knowledge.

Over the last couple of months, the two have been collaborating on a club wide goalkeeper warmup, training schedules, drills, standards, and ways to objectively measure progress and success. In addition to Claire and Messias, we also have Nick Abbott in the club, who is an SRU board member, a past professional goalkeeper, and an example of other potential resources in the SRU community.

The initial rollout includes the scheduling of additional training sessions for all ages, skill levels, and genders. There will also be a focus placed on identifying athletes who play other sports but may not have been introduced to soccer or have left the sport. We are also currently working on forecasting the need for additional equipment, staff, and other resources to ensure we fulfill on this initiative. Finally, we know this will be a very long process.

Measuring Success

1. Our goalkeepers will outperform the competition, bearing in mind that we can't just look at wins, losses, or goals against, because we must consider the performance of the team around the goalkeeper.
2. Outside organizations and entities (US Youth Soccer, US Club Soccer, FIFA, etc..) confirm that we are "the standard" for teaching goalkeeping, similarly to the way the world views AJAX as the best youth player development academy in the world.
3. Organizations and people begin visiting SRU to study our methodology and training hoping to replicate what we do.

Thank you in advance for your support with the **Clean Sheet Initiative**. We do expect a collaborative spirit from everyone involved in the process as we work to produce positive results for our players, teams, and community.