R.E.A.C.H.

R.E.A.C.H. (Rush Equipment Assisting Children) is designed to share love and compassion with marginalized youth in third world countries by providing youth soccer clubs, schools, and villages with soccer uniforms and equipment. Furthermore, REACH strives to be advocates of community development by enriching the lives of youth through service, soccer, and education. Over the past few years, Rush has delivered tens of thousands of pieces of equipment to countries like Iraq, Afghanistan, South Africa, Mexico, Thailand, etc. Future sites include Mali, Ghana, Kenya, and Haiti.

The REACH program has been featured on CBS, ABC and Good Morning America. General David Petraeus of the United States Army has personally shared with the Rush the Army's desire for the REACH program to continue. General Petraeus values the humanitarian aspect as well as the fact that the negative stigma diminishes when the U.S. troops are viewed as gift givers in conflict territories. Other partners include America One (foundation of musician and humanitarian Bono) Eurosport, TRIAD and more.

While the REACH program has been very successful to date, it is still being under-utilized. With such a large membership, Rush Soccer has a responsibility to use our numbers to spread this program to all of our Rush partners. With the full support of Rush clubs across the nation, there is no end to the amount of good we can do for the less fortunate. In the past few months, Rush has taken a more proactive approach and has requested for each Rush partner club to have a representative to serve as REACH Volunteer Coordinator or RVC. The RVC's will be collecting equipment within your community and eventually ship the collection to a site in the U.S. for inventory and then, Rush headquarters, one more time will ship to communities in need with-in the United States and Abroad. Ahmed Agyeman is our Iowa Rush REACH Contact

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