

PETRICHOR

DÉVELOPPEMENT DU FOOTBALL CAMEROUNAIS



Developing leaders and changing communities through the power of sport.

Petrichor Football Association (PFA)

Petrichor is structured using an association model. Rather than building an exclusive academy, we've chosen instead to partner with existing academies. By joining the Petrichor Football Association, academies gain access to coach & player training, Petrichor tournaments and workshops, training curriculum, business management tools, and our scouting network.

PFA programs impact over 1,500 children each week teaching community service, football and leadership skills. PFA believes in a mindset of long term change impacting underserved communities.

Our Focus:

Providing support, training and programming to member academies.

Development of sustainable business models around grassroots initiatives.

Establishing structure for countrywide football growth and fair player treatment.



PFA Membership

PFA empowers and supports local academies by training and development through targeted programming. Our membership regulations demand a high level of community service and football training curriculum.

Coaches Training: Tailored programming and curriculum instructed by organization partners and sponsors.

- Soccer Shots Orange County, CA
- LA Galaxy
- Green City FC
- Zenit St. Petersburg

Classroom workshops and on the field training:

Topics include: youth coaching tactics and psychology, playing out of the back, space and positioning on and off the ball, leadership, and composure.





Sustainability

Our goal is to create long term change that impacts the leaders of the future.

Business Training: PFA uses the existing member academies as an opportunity to equip the leaders and coaches with the tools they'll need to run their academy as a successful business.

Member academies must:

- Practice a mindset and philosophy change for long term impact.
- Learn and practice financial accountability, responsibility and trust.
- Basic accounting, marketing and staff management.
- Implementing business development tactics as club revenue.
- Grow philosophy of giving and community service along with financial growth.

Why We Chose an Association Structure

- Much greater opportunity for impact.
- Supports and develops local coaching and talent, encouraging them to invest in their communities.
- Brand recognition increases due to wide adoption by multiple academies.
- High standards and requirements stretch players and coaches to become better and attracts those that are already performing at this level.
- Membership opens each year and does not discriminate on religion, race, age, gender, or talent.
- Talent pool for scouting is much larger, allowing the most skilled the opportunity to move up.



Partner with Us!

Donate gear, product or equipment.

Sponsor a club for a year: \$100 / month (impacts 50-250 kids each week).

Run a coaches clinic/workshop: Teach an intensive course on topics relating to business, sports management, coaching tactics or position specific skills.

Donate / Fundraise for Operational Expenses: Donate online or via check to keep programs running, tournaments, scouting camps and more.