

# NO PITY



# JUST ACTION

# WE NEED YOU!

## Dear Very Important Businessperson:

The Timbers Army is on a mission. The opposing team? Student achievement in Portland's communities of concern.

This is not the first time we've taken up arms. While most know us for the noise we make at the stadium, the Timbers Army has quietly been working to strengthen neighborhoods all over Portland.

In this campaign, we need the BEST. We need recruits with smarts, a passion for Portland, a deep commitment to improving kids' lives, and...funds. (We're the Timbers Army- we're VERY direct). In short, **WE'RE RECRUITING YOU!**

**Right now**, less than half of Portland's kids graduate from high school. The rates are even more dismal for students from Latino, African and East European countries, where soccer is huge. Disciplines known to engage these kids such as sports, music, and art, have been drastically cut back or eliminated entirely. Obesity? It's an epidemic - let's repeat that - an epidemic among kids today. Yet school athletic facilities and playgrounds are run-down, worn-out, and even unusable.

**We know** this sounds really dire. But fear not, intrepid Portland Business Leader, your **Timbers Army has a plan!**

With support from **adidas** and the **Portland Timbers**, the Timbers Army is launching **AC PORTLAND**, a new youth soccer club with a big mission and an important twist: community transformation through soccer, scholarship, poetry and public service.

**AC PORTLAND** features the same inclusive membership philosophy as the Timbers Army. If you believe in the power of kids, community, Portland and soccer, you ARE an AC Portland member. No fees. No minimum or maximum age. No skill, speed, or agility required.

**AC PORTLAND** uses soccer to inspire kids toward success through team training, coaching, field improvement, academics, mentoring, and community involvement. Because positive transformation doesn't just affect the player, it affects the team. And, in this case, the team is the entire community. This is soccer used for its greatest purpose. **This is soccer at its most awesome!**



The 107 Independent Supporters' Trust is the machinery behind the Timbers Army. It supports soccer in and around Portland, Oregon, from the grassroots to the highest professional level. It fuels the Army and supports soccer charities and soccer events in Soccer City USA.



\* NO PITY cover art by Brent Diskin \*  
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## ENLISTMENT FORM

The Timbers Army has joined an AC Portland effort already underway. adidas, the Portland Timbers, a number of local youth development organizations, and school districts have already pledged cash and resources valued at \$200,000. This figure also includes a bold challenge from the US Soccer Foundation to the Portland leadership community to match it!

The Timbers Army has mustered a cash commitment of \$10,000 and in-kind support. **We are asking Portland's best to ENLIST in the Army.** Please join us:

Show your Portland TEAM SPIRIT by attending the Leadership Breakfast to learn more and celebrate the St. Johns Community Field Ground-breaking. [See included invitation]

Consider YOUR commitment and bring this form to the breakfast on July 8th with your pledge:

**Yes**. I will pledge \$10,000 to AC Portland [through the Oregon Sports Authority Foundation] in order to:

- Launch an AC Portland program in all SIX neighborhoods, serving more than 1,000 students in 2011-2012 and creating momentum for MORE.
- Enhance site facility improvements in each neighborhood to support programs and safe, healthy community play
- Build coordinating support, local capacity and leadership to grow and sustain these programs independently over time
- Provide a boost of energy and support necessary to achieve short-term goals and long-term sustainability.

**You can count on my gift of:**

\$10,000 OR  \$5,000 cash and \$5,000 in-kind

**Yes**. I would like to rally volunteers to provide a little hard work and sweat to help in this effort. St. Johns Community Field work days, include: July 16, 23, 28 and 30.

**We want to make room for all new enlistees at the Portland Timbers v. New England Revolution game on September 16th when new members will be celebrated.**

**I would like to be seated:**

With the Timbers Army in the Timbers Army Section [for the bold]; or...

In another section of the stadium where I can appreciate my Army mates from a safe distance [for the less adventurous]



**No Pity. Just Action.**

Your Timbers Army has committed blood, sweat and yes, tears to help launch AC PORTLAND and to complete community field improvements. And this is JUST the beginning.

**We're counting on YOU to enlist!**

For more information call: (971) 234- 2755

Or email: [info@ACportland.org](mailto:info@ACportland.org)



# CONGRATULATIONS, MR / MS. EXECUTIVE! YOU'VE BEEN ENLISTED INTO **THE TIMBERS ARMY!**

Don't worry, we've got your back. So, to save you from that awkward "hey, I'm the new guy" phase with the hazing and the paddle line (we kid), we've assembled some insider information — a cheat sheet, if you will. Memorize, internalize, then utilize (or "use" as we say in the Army).

1. Sport a tattoo. Acceptable subject matter: Timber Joey, beer-swilling unicorn, saw blade, anything Sanskrit.
2. Deck yourself out like a Christmas tree in a snowstorm: green and white. Mix and match your own DIY items like hand knit leg warmers with an official Timbers jersey and a jaunty beer-dispensing scarf.
3. Be attractive (female) or hairy (male). Please do not confuse these two.
4. Have an awesome and powerful Game Warrior Yell. You will need to build up slowly Practice in the shower or on random annoying people on the freeway.
5. Begin standing for long periods of time. Try this out in pouring rain while under a large reverberating metal roof, followed by punishingly hot sun, followed by more rain. Now add your yell.
6. Memorize all chants and songs ([timbersarmy.org](http://timbersarmy.org)). Better, make up one yourself, then randomly burst into song at halftime. Sing with confidence and you'll surely be taken for a Capo (see Key Words and Phrases: CAPO).
7. Mind your Manners! NEVER throw anything on the Pitch. Don't even pretend in a cute "hey look at me, I'm going to throw this empty cup on the Pitch!" way because we WILL take you to the Woodshed. Though actually you are already IN the Woodshed (see Key Words and Phrases: SHED).

## A Couple of Key Words and Phrases:

**CAPO:** One who is CAPable Of leading a crowd of crazed fans in song.

**PITCH:** Turf or field. Don't confuse this with "pitch," which means throw. They sound totally different: one has a silent "e."

**ROSE CITY TIL I DIE:** 'nuf said.

**SHED:** n.- seating section of Jeld-Wen stadium that houses the Army  
v.- what happens to our clothing when the Timbers score.

**SOCCER CITY, USA:** Portland, Oregon

**TIFO:** Seemingly AND Unseemingly spontaneous displays of artwork underscoring devotion to the Timbers.

**WOOT WOOT:** no freakin' idea

**WE'RE THE TIMBERS ARMY!  
NOW SO ARE YOU!**

