



U.S. Soccer Federation: Leveraging the Impact of the 2026 FIFA World Cup

05.12.2023

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Executive Summary

The U.S. Soccer Federation is a storied soccer governing body that has the privilege, along with the Mexican Football Federation and Canada Soccer Association, to host the 2026 FIFA World Cup. Eleven of the sixteen match venues will be in the United States, and many of the host sites have issued public-facing plans that suggest ways they aim to leverage the impending impact of the World Cup in their respective cities. USSF, however, has yet to issue such a plan. **A public-facing plan from USSF will present a unifying message showing its commitment to using soccer as a vector to improving communities nationwide.** Below are some objectives the USSF report could entail. Each objective is accompanied by a strategic alignment from a national strategic plan, highlighting how the USSF could address U.S. key targets with the 2026 FIFA World Cup. Actionable items are also suggested for the USSF, inspired by a mixture of World Cup impact plans from U.S. host cities, community benefits agreements from Major League Soccer teams, and soccer for development organizations.

The Supreme Committee for Delivery and Legacy leveraged the impact of the 2022 FIFA World Cup to address Qatar's national sustainability goals. **Similarly, the USSF can issue a plan that leverages the community impact of the 2026 FIFA World Cup to address the strategic goals of the U.S. Department of Commerce, U.S. Department of Labor, U.S. Department of Education, and the U.S. Department of Housing and Urban Development.**

Community Impact Objectives

Objective #1: Reduce the rate of homelessness

Alignment with US Strategic Plan: "By September 30, 2027, make homelessness rare, brief, and non-recurring by reducing the number of people experiencing homelessness by 15% from 2020 levels" (Source: [U.S. Department of Housing and Urban Development](#)).

Actionable Item for USSF: Lease hotel rooms for unhoused residents in the eleven USA World Cup host cities to mitigate the displacement of homeless residents once the World Cup commences (Inspired by [Seattle 2026](#)).

Objective #2: Rid barriers to entry for small business owners

Alignment with US Strategic Plan: "Promote inclusive entrepreneurial ecosystems by addressing barriers to entry that prevent the participation of historically underrepresented communities" (Source: [U.S. Department of Commerce](#)).

Actionable Item for USSF: Work with local chambers of commerce and award five percent of business contracts to MWBE small business owners to provide concessionary services at World Cup games (Inspired by [City of Los Angeles FIFA World Cup Human Rights Strategy](#)).

Objective #3: Provide workforce development opportunities to residents

Alignment with US Strategic Plan: "Supporting the workforce system to provide employment and training services in a rapidly changing environment" (Source: [U.S. Department of Labor](#)).

Alignment with US Strategic Plan: "Preparing American workers for the jobs of the 21st century by investing in high-quality workforce training programs and expanding access to underserved communities" (Source: [U.S. Department of Labor](#)).

Actionable Item for USSF: Establish a nationwide job training program sponsored by one of the USSF official sponsors (i.e. Deloitte) for soccer stadium employees in all 11 World Cup host cities by September 30, 2027 (Inspired by [FC Cincinnati Community Benefits Agreement](#)).

Actionable Item for USSF: Create a national pilot scholarship fund for residents, workers, students, and employees in U.S. World Cup host cities, in partnership with a local university, to pursue certification in a high-demand industry (bus driver, phlebotomist) by September 30, 2027 (Inspired by [FC Cincinnati Community Benefits Agreement](#)).

Objective #4: Empower youth soccer players

Alignment with US Strategic Plan: Accelerate the recovery of communities that rely on the travel, tourism, and outdoor recreation sectors (Source: [U.S. Department of Commerce](#)).

Alignment with US Strategic Plan: Students are provided with adequate and diverse learning opportunities and environments to meet their educational needs through safe and inclusive learning environments; well-prepared, supported, and diverse educators; rigorous and engaging learning and course work; and technical assistance (Source: [U.S. Department of Education](#)).

Actionable Item for USSF: Provide annually up to one thousand (1,000) need-based scholarships for youth domiciled in Promise Zone communities to participate in a youth club soccer program by September 30, 2027 (Inspired by [Nashville SC Community Benefits Agreement](#)).

Actionable Item for USSF: Host 100 post-training education sessions at US Soccer Foundation-built mini pitches (trainings can focus on financial and digital literacy, STEM, or the arts) (Inspired by [Generation Amazing](#) and [Champions Ohne Grenzen](#)).

Conclusion

In closing, the proposed actionable items are practical and feasible ways for the United States Soccer Federation to contribute meaningful impact to key national initiatives following the 2026 FIFA World Cup. Soccer is more than its entertainment value; it can be used to impact communities socially and economically. Professional soccer teams have a duty to better the lives of everyone, not just fans. Soccer can be used as an agent to improve the lives of all.