

Orlando Pride and Heart of Florida United Way Celebrate Impact of "Assists for Good" Campaign Through $7,500 Donation to The Thanksgiving Project

Donation generated by 15 Pride assists during the second half of the 2026 season will support local families this Thanksgiving

ORLANDO, Fla. (Nov. 13, 2026) — The Orlando Pride and Heart of Florida United Way, our community's most essential charity, today announced a $7,500 donation to support The Thanksgiving Project through the Club's ongoing Assists for Good campaign, continuing a shared commitment to creating meaningful impact throughout the Central Florida community.

Throughout the second half of the 2026 NWSL season, the Pride recorded 15 assists, generating a $7,500 contribution through the campaign to benefit Heart of Florida United Way's annual Thanksgiving Project. The donation will help support efforts to provide Thanksgiving meals and resources to families across Central Florida during the holiday season.

Every year, Heart of Florida United Way's Thanksgiving Project brings together team members, board members, volunteers, donors and sponsors to help ensure Central Florida families can enjoy a Thanksgiving meal with their loved ones. Through the initiative, meal kits are assembled and distributed to neighbors across the region, helping alleviate food insecurity during the holiday season. The effort particularly supports ALICE (Asset Limited, Income Constrained, Employed) households, providing families with the resources needed to celebrate Thanksgiving at home and continue their own cherished traditions.

"Assists for Good is a meaningful example of how we can use the platform of professional soccer to make a difference beyond the pitch," said Orlando Pride Vice President of Community Impact and DEI Kaia Hyde. "We are proud to support Heart of Florida United Way and its commitment to addressing critical needs across Central Florida. This contribution to The Thanksgiving Project is an extension of that commitment, helping ensure local families have the resources they need to celebrate the holiday season together. We are grateful for this partnership and the opportunity to turn the success of our team into meaningful support for the communities we serve."

Launched during the 2026 season, Assists for Good connected on-field success with community impact, generating donations through Orlando Pride assists throughout the year. Earlier this season, the campaign provided a $7,000 donation to support Heart of Florida United Way's work with the 988 Suicide & Crisis Lifeline. Combined with this latest contribution, the initiative generated $14,500 in total support for Heart of Florida United Way programs during the 2026 campaign.

The campaign highlights the shared commitment of the Pride and Heart of Florida United Way to creating lasting impact throughout Central Florida, transforming success on the field into meaningful support for the community.

About Heart of Florida United Way

Heart of Florida United Way (HFUW) helps individuals and families in Orange, Osceola, and Seminole counties overcome life's challenges by providing the support they need to meet basic needs, achieve financial stability, and reach education goals. Since 1939, HFUW has united donors, volunteers, businesses, government, and nonprofit partners—helping light the way to a strong foundation for resilience, dignity, and a brighter future across Central Florida. During our 2025–2026 fiscal year, HFUW served more than 470,000 individuals across Central Florida through signature initiatives including 211 and 988, providing 24/7 information, referrals, and crisis support; VITA and Bank On, helping households build financial stability; and Community Schools, Help Me Grow, Destination Graduation, upliftED, Take Stock in Children, and Digital Horizons, expanding educational achievement and workforce readiness. HFUW also brings the community together through beloved annual initiatives such as the Thanksgiving Project, which helps provide holiday meals to families in need, and the Community Baby Shower, which equips expectant and new parents with essential resources and support. In 2026, HFUW introduced the United Learning Lab, which delivers technology, education, and essential support services directly into Central Florida neighborhoods. Together with community partners, HFUW is creating pathways to opportunity and ensuring every person has the resources to thrive. For more

information, visit www.HFUW.org, call (407) 835-0900, or follow Heart of Florida United Way on Facebook, LinkedIn, and Instagram.

About Orlando Pride:

In October 2015, the Orlando Pride was announced as the 10th team in the National Women's Soccer League (NWSL), bringing professional women's soccer to the state of Florida for the first time. The team began play in April 2016, setting a then-league single-game attendance record in its first-ever home game, with 23,403 fans witnessing the Club's first win.

The Pride feature a star-studded roster of domestic and international talent and, in 2024, brought the first professional major league title to the city of Orlando, with the Club winning the NWSL Championship. The season saw the Pride complete the double, winning both the Championship and the NWSL Shield as the best team in the regular season, capping off a historic campaign that set numerous league records.

In 2017, the team moved into its soccer-specific venue – Inter.co Stadium – located in the heart of downtown Orlando, which also serves as the home to the organization's MLS franchise, Orlando City SC.

In July 2021, the Club – which includes the Orlando Pride, Orlando City SC, Orlando City B (MLS NEXT Pro) and Inter.co Stadium – was purchased by the Wilf Family, who also own the Minnesota Vikings of the National Football League.

For more information on Orlando Pride, visit Orlando-Pride.com or follow us on X, Facebook, Instagram, YouTube and TikTok.

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