



Soccer Shots and Trust & Will Launch Community Grants Program to Expand Access to Youth Sports

\$30,000 investment will help provide more children with opportunities to play, grow, and thrive

MIDDLETOWN, PA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- Soccer Shots, the nation's leading children's soccer enrichment program, announced the launch of the Soccer Shots Community Grants Program. The new initiative includes a generous initial \$30,000 investment made by partner Trust & Will, with the goal to help expand access to youth sports and enrichment opportunities for children and families in communities across North America.

Every child deserves the chance to play, grow, and build confidence through sports. Yet for many children and families, access to those opportunities isn't always within reach. The Soccer Shots Community Grants Program was created to help remove those barriers by providing funding that makes Soccer Shots programming more accessible to children and families who need it most.

"We believe every child should have the opportunity to experience the joy and connection that comes from participating in Soccer Shots," said Jason Webb, VP, Strategic Partnerships at Soccer Shots. "Through the Community Grants Program, we're helping more children form friendships, build confidence, and learn lifelong lessons that begin with simply having a place to play." As the presenting sponsor of the program, Trust & Will is helping make those opportunities possible for even more children and families.

"Trust & Will is proud to sponsor the Soccer Shots Community Grants Program, supporting the families and communities at the heart of youth sports," said Cody Barbo, Co-Founder and CEO at Trust & Will. "Our mission has always been to help families build lasting legacies and investing in opportunities that help children thrive is a natural extension of that commitment."

Beginning August 20th, Soccer Shots families and partners will have the opportunity to apply for Community Grants to support local initiatives that increase access to Soccer Shots programming. Grants may be used to serve underserved communities, establish partnerships with schools and childcare providers, or support other community-based efforts that remove barriers to participation.

The Soccer Shots Community Grants Program reflects the shared belief of Soccer Shots and Trust & Will that when communities thrive, families thrive, and every child deserves the

opportunity to build confidence, develop character, and experience the joy of play.

Applications for the Community Grants Program are now open. For more information or to apply, visit <https://www.soccershots.com/stronger-youth-beyond-the-game/>.

About Soccer Shots

Soccer Shots is the nation's most trusted and engaging children's soccer program with a focus on character development. For more than 20 years, Soccer Shots has positively impacted the lives of more than 600,000 children annually through their best-in-class coaching, communication, and curriculum. With presence in over 300 locations across North America, Soccer Shots provides fun, enriching soccer experiences to children ages 18 months to 8 years of age, while instilling values like teamwork, respect, and confidence. To learn more, visit us at <https://www.soccershots.com>.

About Trust & Will

Founded in 2017, Trust & Will is the leading digital estate planning platform in the U.S., trusted by over one million families. Our simple, secure, and attorney-approved online solutions empower Americans to create wills, trusts, healthcare directives, and other essential estate planning documents tailored to state-specific laws. As a certified B Corporation, our mission to help every family leave a meaningful legacy is embedded into our business model, ensuring estate planning is accessible, affordable, and inclusive for all.

Trust & Will is advancing modern legacy planning with AI-driven innovation, helping families and professionals simplify complex decisions and accelerate collaborative workflows.

Our platform supports 26,000+ financial advisors and 145+ enterprise partners, including banks, financial institutions, attorneys, nonprofits, real estate agents, and technology platforms. Notable partners include AARP, Fifth Third Bank, UBS, USAA, LPL Financial, and Northwestern Mutual. With more than one million users and over \$300 billion in self-reported estate assets, Trust & Will is redefining estate planning as a strategic pillar of modern financial wellness.

Trust & Will has been consistently recognized for innovation and leadership. In 2026 alone, the company was named to Fast Company's World's Most Innovative Companies, the Financial Times' Americas' Fastest-Growing Companies, the Inc. Regionals: Fastest-Growing Private Companies, Forbes' America's Best Startup Employers, and received the FinTech Breakthrough Award for Personal Finance Product of the Year. The company has also earned spots on the CNBC Disruptor 50, Inc. 5000, and Deloitte Technology Fast 500™ lists, and was named a winner at the 2025 Wealth Management ("Wealthies") and ThinkAdvisor Luminaries awards, and recognized as a "Rising Star in Estate Planning" in the 2025 Kitces Research on Advisor Technology report.

Learn more at trustandwill.com.

Mark LoCastro
Trust & Will
pr@trustandwill.com

Meg Bruton
Soccer Shots
mbruton@soccershots.com

This press release can be viewed online at: <https://www.einpresswire.com/article/938280878>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.