



YDP USA  
SCHOLARSHIPS

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# INFORMATION PACK

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2025 / 26 SEASON EDITION

YDPUSASCHOLARSHIPS.COM



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# ABOUT US

At YDP, we are dedicated to helping young people reach their full potential in life. Our diverse range of programs across multiple sports are designed to help talented athletes achieve their dreams.

YDP USA was born from the original Youth Dreams Project, founded in 2014 by former professional footballers Luke Kennedy and Luke Steele. Their vision was to create better opportunities for young people, and that vision now extends to helping athletes secure scholarships at American colleges.

We specialize in guiding both players and their parents through what can often be a complex and overwhelming process. Our expertise ensures that each athlete receives the support they need to succeed.

With years of experience in the U.S. college system and over 150 athletes placed, we offer a bespoke service tailored to each individual player. Our goal is to make the transition to America as smooth as possible, leaving you with fond memories of this exciting journey.

We hope you find this information pack helpful. If you have any questions, please don't hesitate to contact us using the details provided on the final page.



**Josh Carpenter**  
*Head Of Sports Recruitment*

# BENEFITS OF THE US

## COLLEGE ROUTE



Choosing to attend a U.S. college on a scholarship instead of attending a university in England can offer several compelling advantages. One of the primary benefits is the financial relief that scholarships can provide. Higher education in the U.S. is known for its high costs, including tuition, room, and board. Securing a scholarship significantly alleviates these financial burdens, allowing students to focus on their studies and extracurricular activities without the constant stress of tuition fees and student loans. Scholarships can also open doors to prestigious institutions that might otherwise be financially out of reach, providing access to top-tier education, resources, and networking opportunities that can be instrumental in shaping a successful career.

Another advantage is the flexibility and diversity of the U.S. higher education system. U.S. colleges and universities typically offer a wide range of programs and the ability to combine majors and minors, allowing students to tailor their education to their interests and career aspirations. The liberal arts education model in the U.S. encourages a well-rounded academic experience, promoting critical thinking, creativity, and interdisciplinary learning.

Furthermore, the U.S. boasts a vibrant campus life with numerous clubs, organizations, and events, fostering a strong sense of community and providing ample opportunities for personal growth and leadership development. These experiences can be invaluable in building a well-rounded resume and developing skills that are highly sought after in the global job market.



# STAFF PROFILES



## **Josh Carpenter**

### *Head Of Sports Recruitment*

Josh spent five successful years in the U.S. playing for William Carey University in the NAIA. In his final year, he led his team to the semi-finals of the national tournament and earned the honor of being named a 2nd Team All-American. Since returning to the UK in May 2019, Josh has dedicated himself to helping young athletes secure the best possible scholarships at U.S. universities, drawing on his own experiences to guide them toward success.



## **Luke Kennedy**

### *Co-Founder of Youth Dreams Project*

Luke has been a professional footballer at Peterborough United and Rushden and Diamonds FC. He now runs all of YDP and is always on the look out for talented athletes in his coaching sessions that could potentially compete in the US.



## **Luke Steele**

### *Co-Founder of Youth Dreams Project*

Luke has been a professional footballer for 18+ years and has played for clubs such as; Manchester United, Peterborough United, Barnsley, West Brom and Panathinaikos. He, along with Luke Kennedy, formed YDP back in 2014 to create opportunities for young people in sport. Luke is always on hand to offer key advise to any YDP USA players looking to embark on the journey of a lifetime.

# STAFF PROFILES



## **Dan Jarvis** *Relations Manager*

Dan Jarvis is the Relations Manager at YDP USA Scholarships, where he plays a key role in building and maintaining strong relationships with players, families, clubs, and US college coaches. Dan is passionate about creating clear pathways for student-athletes to combine their academic and sporting ambitions in the United States.



## **Hannah Penson** *Administrative Assistant*

Hannah Penson is the Administrative Assistant at YDP USA Scholarships, playing an important role in keeping the organisation running smoothly behind the scenes. She supports the team with day-to-day operations, coordinates communication with players and families, and helps ensure events and processes are delivered efficiently and professionally.



# WHAT IS A SCHOLARSHIP?

An athletic scholarship is a form of financial aid awarded to student-athletes based on their sports performance and potential. These scholarships are typically offered by colleges and universities to attract talented athletes to join their sports teams. In return for their athletic contributions, students receive partial or full coverage of tuition, fees, room, board, and sometimes additional expenses. Athletic scholarships not only alleviate the financial burden of higher education but also provide student-athletes with the opportunity to compete at a high level while pursuing their academic goals. The rigorous training and competition schedules are balanced with academic responsibilities, promoting discipline, time management, and a holistic college experience.



# HOW THE US COLLEGE SYSTEM WORKS



To meet the minimum entry requirements for NCAA or NAIA colleges, you'll need at least 5 GCSEs at grades 4-9 (A-C). U.S. colleges typically base their admissions criteria on GCSE results because they do not have a 16-18 educational system like the UK. Instead, students transition directly from high school to college, making GCSEs the equivalent benchmark.

If you don't meet the required grades for NCAA or NAIA colleges, you have the option of attending a junior college in the NJCAA athletic division, or the CCCAA if you're in California. At a junior college, you'll work towards an associate degree over two years. Once completed, you can transfer to an NCAA or NAIA college to finish the remaining two years of your degree.

You can choose the subject you'd like to study for your degree, but it's important to check with the university beforehand to ensure the program is available. Most degree programs typically take four years to complete, though the duration can be shorter or longer depending on the number of classes you take each term.



# HOW THE US COLLEGE SYSTEM WORKS



The grading system in U.S. colleges follows a scale of A, B, C, D, and Fail. You earn 4 points for an A, 3 points for a B, 2 points for a C, 1 point for a D, and 0 points for a Fail. These points are then averaged to calculate your GPA (Grade Point Average).

Some universities operate on a semester system, where you take around 5 classes per week over a 15-week block. Others use a trimester system, with 3 to 4 classes per week in a 10-week block. To remain eligible for college athletics, you must maintain a minimum GPA, which varies by division but generally cannot be lower than 2.0 (a C average). Falling below this threshold can make you ineligible to play and put your scholarship at risk.

Maintaining strong grades is essential for keeping your scholarship. The reality is that most college athletes won't go on to become professional athletes, so earning a degree will be invaluable for your future career and opportunities.



# COLLEGE SPORT IN THE US



There are 24 different sports you can compete in on a US college scholarship. Sports like; American football, basketball and baseball attract the largest crowds on game days . They are deemed as an elite level sport where the majority of NFL, NBA and MLB players play before they are drafted into the major leagues.

## DIVISIONS

There are different governing bodies and divisions in college sport which we will help explain to you below:

**The NCAA** (<http://www.ncaa.org>) stands for "National Collegiate Athletic Association" and houses three of the four college leagues under one roof. The NCAA I is the largest and also strongest division, in which the biggest universities play.

Smaller colleges and universities play in the NCAA II, and the range of ability is also somewhat bigger here. Universities in the NCAA III do not award scholarships like universities in the other divisions, but those are still coached teams at your disposal. The NCAA III is comparably the weakest division. However, most universities there offer an excellent academic education and do usually offer academic and diversity scholarships.

The NCAA holds its own "Initial-Eligibility-Clearinghouse", which is responsible for the clearing the student-athletes to compete. In order to be allowed to play in the NCAA I and II, you must have registered.

# COLLEGE SPORT IN THE US



**The NAIA** (National Association of Intercollegiate Athletics) is an athletic association similar in level to NCAA Division II, though it offers a smaller selection of sports. For more information, you can visit their website at [NAIA](http://www.naia.org).

**The NJCAA** (National Junior College Athletic Association) represents two-year colleges. Athletes typically spend two years at these institutions before transferring to an NCAA or NAIA college to complete their remaining two years. The level of competition in the NJCAA varies widely, with some athletes at a Division I level who attend "Juco" to improve their academic standing. U.S. coaches often prefer recruiting athletes from junior colleges because it allows them to evaluate how the athlete performs in a college environment. Some states, like California, have their own junior college divisions, such as the CCCAA.

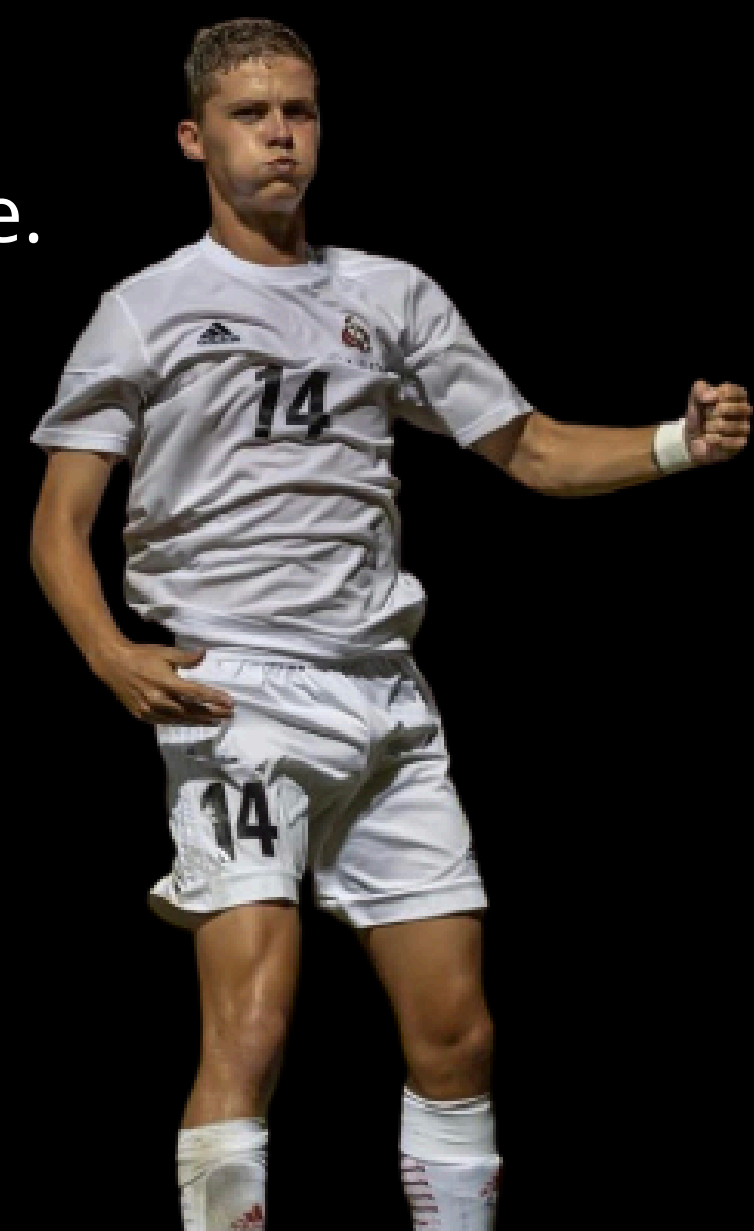


# OUR SERVICES



Below is a list of the services we provide:

- Provide guidance and support with Visa applications & relevant information.
- Assist with SAT/ACT entry test.
- Provide a full consultation with regards to finding the right college for the client.
- An 'on-call' service - ensuring availability of support and assistance at all hours of the day.
- Complete information of all the possible costs the client may incur during the process.
- Access to our broad range of US college coaches.
- Full access to our knowledge of the US college system.
- Full player evaluation to determine scholarship value.
- Help through NCAA and NAIA eligibility centres.
- Student and family pastoral support throughout the process.
- A personal highlight video.
- Assistance with finding the cheapest flights available.
- Full support throughout university life.





# WHY CHOOSE YDP USA?

Choosing YDP USA Scholarships for your college recruitment needs offers distinct advantages over other companies. With our deep expertise in navigating the U.S. college athletic system, we provide a personalized approach tailored to each athlete's unique strengths and goals. Unlike many competitors, we leverage our extensive network of connections with NCAA, NAIA and NJCAA colleges to secure optimal scholarship opportunities.

Our team's first-hand experience and commitment to each client ensure that you receive dedicated support throughout the entire recruitment process, from initial application to securing the best-fit scholarship. At YDP USA, we don't just help you find a college; we work to ensure you thrive academically and athletically, setting you up for long-term success.

We pride ourselves on offering some of the most competitive rates in the market while delivering a service that matches or surpasses that of other providers. Our primary goal is to secure the best possible scholarship opportunities for every player we work with.



# PROCESS TIMELINE



## Free Consultation



If an athlete applies online then one of our consultants will aim to contact them within 24 hours. We will request a Zoom call with the athlete and a parent to discuss whether America will be the right fit for them. On this call we will discuss; playing history, academic history and future goals.

## Assessment



We will assess the athlete's ability by either; watching them play for their current team, watching them at one of our trial days or having the athlete send over video footage of them playing. We will also assess their academic ability by looking at their past and current grades.

## Sign On To The YDP USA Network



Once we have established that the US is the right choice for the athlete, the athlete will sign on to the YDP USA network. This means that they will have full access to our scholarship service.

# PROCESS TIMELINE



## SAT/ACT Test

We highly recommend completing either of these tests as soon as possible and we have revision guides that we advise that our athletes use. Once the athlete has passed either of these tests, they will not have to retake, so passing it the first time will save the athlete a lot of time and stress.



## Scholarship Offers

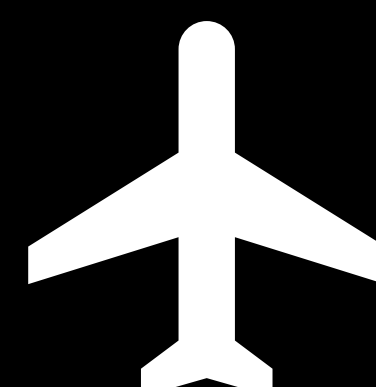
The athlete will start to receive scholarships offers around 6-10 months prior to them starting university. The amount of scholarship offers will vary for each athlete depending on what the coaches are looking for.



## Visa / Eligibility Forms

Once the athlete has committed to a university they will have to complete their eligibility to play in either the NCAA or NAIA divisions. They will also need to complete applications for an F-1 student visa. We will be on hand to assist throughout both of these processes.

**Book flights and head out on the journey Of a lifetime!**



# SUCCESS STORIES



We have now helped over 200 athletes achieve scholarships to US universities, below we have listed a few recent success stories:

## **Josh Ainge**

*Florida Atlantic University*

*NCAA Division 1*

Josh is a great example of someone who did not play for a professional club in England but has made his way into the NCAA Division 1. Prior to his move to the US he played for AFDA academy in Leicester.



## **Charlie Cooper (@chxrliecooper12)**

*Mississippi College*

*NCAA Division 2*

Charlie started her collegiate career in the NJCAA division for Copenhag Lincoln College. In 2 seasons, she broke all goalscoring records which secured her move to the NCAA D2 soccer for her final 2 years. Charlie has proved that sometimes it is better to take the "JuCo" route to get to the highest level.



# SUCCESS STORIES



Below we have listed some of our success stories over the last few years

## **Oscar Kelly**

*USC Upstate*

*NCAA D1*

Oscar finished his 2 year apprenticeship at Rochdale in 2025 before making the move over to South Carolina. He has impressed so far in his college career and is one we are excited to see what lies ahead.



## **Evie Manders**

*Copiah-Lincoln*

*NJCAA*

Evie previously attended Thomas Telford School where we have helped a lot of players in the past. Evie is not spending two years at Co-Lin



# SUCCESS STORIES



Below we have listed some of our success stories over the last few years

## **Jasmine Sawyer**

*New College of Florida*

*NAIA*

Jasmine was playing for Northampton Women before making the move Stateside. She wanted to go down the junior college route to build up her academic confidence before moving to St. Petersburg in Florida.

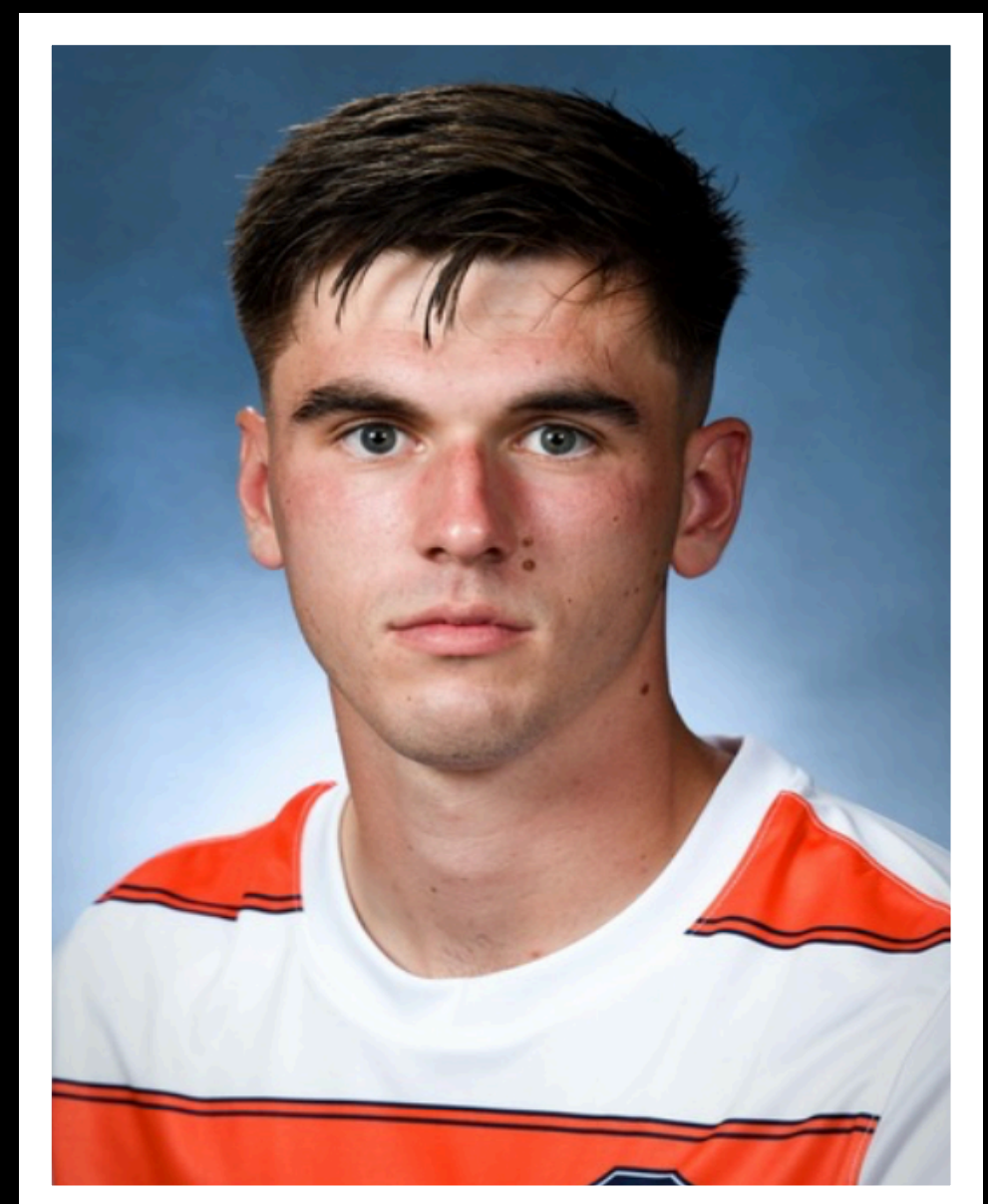


## **Dan Coles (@dancoles26)**

*Carson-Newman University*

*NCAA Division 2*

Dan reached out to us to see if we could attend one of his matches, after being impressed with what we saw we took Dan onboard with us. Within 3 weeks Dan had accepted a place at Carson-Newman where he is now thriving.



# TESTIMONIALS

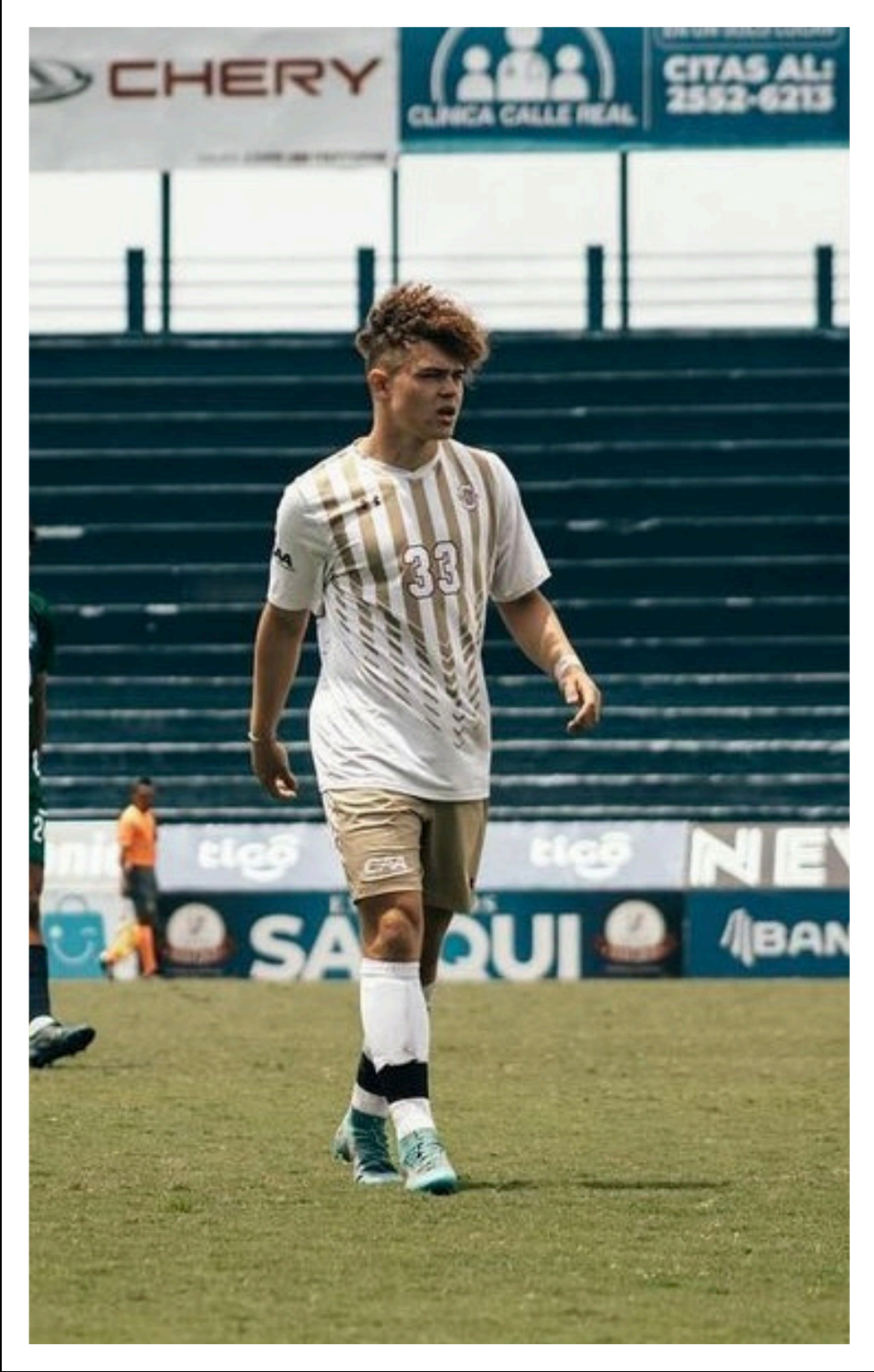


We're incredibly proud to have received only five-star reviews on our Trustpilot page. Feel free to visit our profile to read more about the experiences of the players and families we've supported — below, we've highlighted just a few of them.

"For sure one of the best decisions I've ever made so thanks to you (Josh) and all the guys with YDP. I have been to Costa Rica on a pre season tour and have been playing football at a really high level during the regular season. I also go to beach regularly from March onwards which seems crazy with me being from Manchester!"

**Peter Thomas**

*College of Charleston University  
NCAA Division 1*



"Josh was very helpful in getting our son a college in the USA. We had plenty of offers thanks to Josh's hard work and decided on Florida, our sons preferred location from the start. I highly recommend using YDP USA for any soccer scholarships in the USA."

**Mitch Ford - Parent of Zak Ford**

*Oral Roberts University  
NCAA D1*





# TESTIMONIALS

"Josh was very helpful in helping me move over to the states this year and always offered support when i needed it. Would recommend to anyone even thinking about coming over as once you learn more about the experience, you'll be sold.

Thank you to Josh Carpenter and everyone at YDP!

## **Mason Platts**

Drury University  
*NCAA Division 2*

"YDP USA were really helpful and made the transition to the states a smooth and easy one. Josh was really approachable and helped answer any queries me or my mum had. The company helped make my dream come a reality. I would really recommend YDP USA to any athlete looking to make the move to the states."

## **Lauren O'Toole**

Mount Mercy University  
*NAIA*





# FINANCES

One of the biggest myths surrounding college sport is that every athlete is on a "full-ride" which means that all of their expenses are paid for by the university. The reality is that the majority of athletes will be paying for their university, just at a reduced cost. This is where the scholarships come into play. Scholarships have a wide variation at the discretion of each coach.

While it is a big investment using a college agency, we view it as investing on the front end, to then save money in the long run with us sourcing the best available offer out there for you.

These are the costs that each athlete will have to consider before embarking:

## **Tuition Fees**

These will be decided upon signing the scholarship with a college.

## **Visa Fee**

\$460 (One-time fee)

## **Flights**

£400-£1,000

## **YDP USA Fee**

£2,200

## **SAT/ACT Test**

£40-£100

## **NCAA/NAIA Eligibility Centre**

£115 (One-time fee)



# YOUTH DREAMS PROJECT

Luke Kennedy and Luke Steele founded Youth Dreams Project (YDP) in February 2014, with the aim to inspire and motivate all young people.

Our ethos is to deliver the highest standard of sports coaching, providing opportunities for as many young people as possible. We pride ourselves on our passionate delivery and commitment to positively impact the lives of the young people we get the privilege to coach.

Through sport, we can build self-esteem, give young people an outlet, encourage positive life choices and help them in every possible way to be happy and succeed in life. Through serious hard work, we have built an excellent reputation, enabling us to branch out across Cambridgeshire, Lincolnshire and Northamptonshire. We are committed to delivering high levels of quality coaching, work closely with all our clients and adhere to safeguarding procedures.

Coaching is our passion, but when wearing YDP Blue, we aim to do so much more than just coach. We want to inspire, motivate and enthuse the young people we meet, through fun sessions that leave a lasting impression.

The logo for Youth Dreams Project (YDP) is displayed in a blue rectangular box. It features the letters 'Y.D.P' in a large, white, stylized font with a distressed, hand-painted appearance. Below this, the words 'YOUTH DREAMS PROJECT' are written in a smaller, clean, white, sans-serif font.

**Y.D.P**  
YOUTH DREAMS PROJECT

# NEXT STEPS



If this is something you or your child may be interested in then there are number of ways to start to the process:

- Sign up to a YDP USA trial day via [ydpusascholarships.com](http://ydpusascholarships.com)
- Arrange a free consultation
- Arrange for a YDP USA staff member to attend a match
- Fill out an application form via [ydpusascholarships.com](http://ydpusascholarships.com)



# CONTACT DETAILS

If you have any questions regarding any of the information above please don't hesitate to get in touch.



Tel: +44 7853 312498

Email: [Josh@ydpusascholarships.com](mailto:Josh@ydpusascholarships.com)