



PROGRAM GUIDE

YEAR 2

2024-2025

A MESSAGE FROM SARA MCCONAGHY, DIRECTOR OF COMMUNITY & FUND DEVELOPMENT, CANADA SOCCER

“ The enthusiastic participation and impactful experiences from Year 1 have set a strong foundation for further expansion. We are excited to extend our reach to new provinces while continuing to foster a supportive and inclusive environment for women. This program is a testament to our commitment to advancing gender equity in soccer and empowering women coaches across the country. ”



“ As a global technology company, we connect Canadians to the people and activities they're passionate about, bringing communities together and keeping them connected to what matters most. Soccer is the largest and fastest-growing sport in Canada. While its popularity grows so too does the need to address inequities and barriers to access. We are thrilled at the initial success of the TELUS She Can Coach program and excited to help support its expansion across the country, helping drive positive social change in our communities and further enabling equitable access, opportunity and recognition for female athletes. ”

**JILL SCHNARR, CHIEF SOCIAL INNOVATION, COMMUNICATIONS &
BRAND OFFICER, TELUS**

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“

Participating in the TELUS She CAN Coach program was a game-changer for my first coaching experience. The community of women coaches was incredibly supportive. The virtual sessions and in person workshops provided me with practical skills and boosted my confidence. Connecting with other women facing similar challenges was empowering. Thanks to this program, I now feel more confident and capable in my coaching abilities.

”

**COACH TESTIMONIAL,
TELUS SHE CAN COACH YEAR 1 COHORT**

PROGRAM OVERVIEW

TELUS She CAN Coach is a national coach recruitment, development, and training project designed for women to address the challenges they face regarding soccer participation.

RECRUIT

This program differs from a typical mentorship program as it involves recruitment, training, and development. It aims to recruit and support new, entry-level coaches beginning their Canada Soccer Grassroots Coach Education.

DEVELOP

Diverse women leaders are critical in creating a welcoming and safe space for girls in sport. This project will strive to support and advance gender equity in soccer by reducing the barriers of entry for women to coach, with the hope that this will increase the registration of women and girls and help to balance the gender gap in participation.

INSPIRE

We aim to increase the number of women coaches and encourage more girls to engage in the sport.



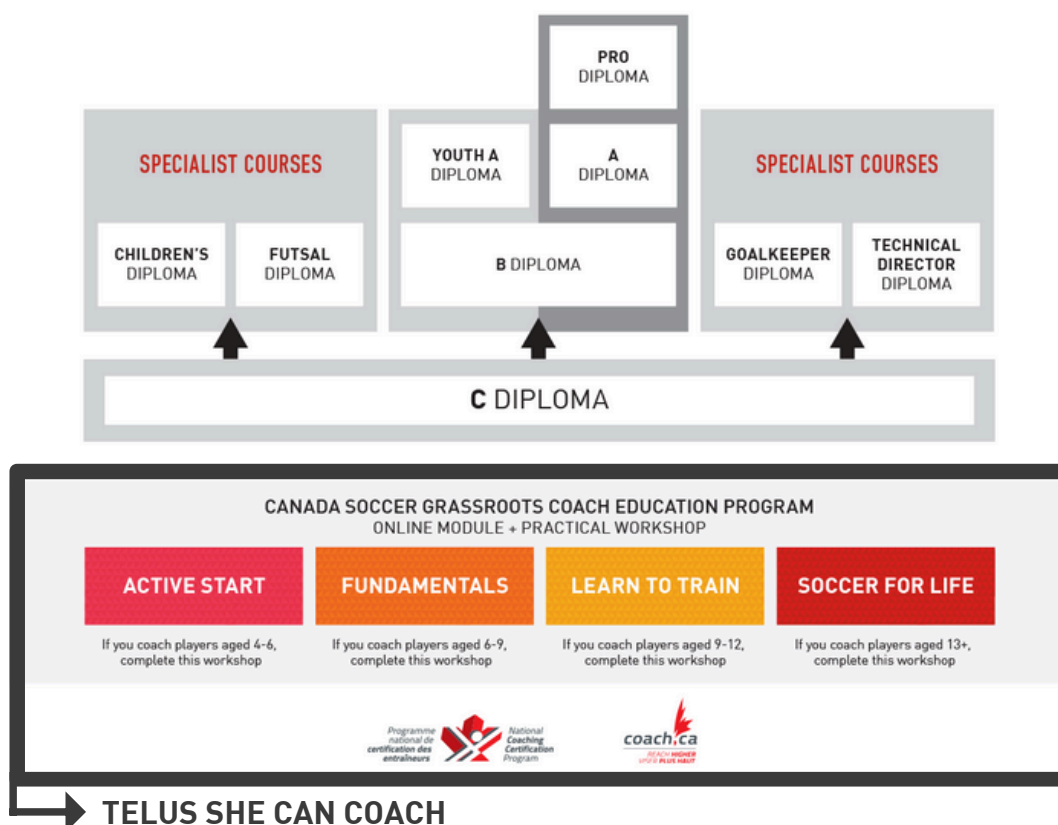
COACH EDUCATION

TELUS She CAN Coach provides participating coaches with access to and financial support for Canada Soccer's Grassroots Coach Education Program.

CANADA SOCCER COACH EDUCATION PROGRAM

CANADA SOCCER ADVANCED COACH EDUCATION PROGRAM

ONLINE MODULES + PRACTICAL WORKSHOPS + EVALUATIONS



Recruited coaches will begin or continue their Canada Soccer Grassroots Coach Education Program, gaining FREE access to the online modules of the five workshops:

- Coaching Soccer in Canada
- Active Start
- FUNDamentals
- Learn to Train
- Soccer for Life

Coaches will also be financially supported to complete a minimum of one (1) practical workshop by their participating Club.

SAFE SPORT ROSTER

The Canada Soccer Safe Sport Roster is a progressive package of programs, policies, and procedures designed to ensure that all organisations that offer soccer programming in Canada create safe, fun, and welcoming experiences for all participants.

Recruited coaches to TELUS She CAN Coach will begin or continue their Canada Soccer Safe Sport Roster, gaining FREE access to the following training modules:

- NCCP Make Ethical Decisions Module and/or Online Evaluation
- Respect in Sport Activity Leader Program

Additional Safe Sport Roster training is highly suggested for coaches to complete during the duration of their program involvement and coach education training.

CANADA SOCCER COACH EDUCATION MINIMUM STANDARDS

Grassroots/Competitive Streams
Safe Sport Roster – Required Training
1. Criminal Record Check with Vulnerable Sector Screen
2. Stage-appropriate Canada Soccer Grassroots Coach Education – Theory Module (Active Start, Fundamentals, Learn to Train, Soccer for Life)
3. Stage-appropriate Canada Soccer Grassroots Coach Education – Practical Module (Active Start, Fundamentals, Learn to Train, Soccer for Life)
4. NCCP Make Ethical Decisions Module and/or Online Evaluation
5. Respect in Sport Activity Leader Program
6. NCCP Making Headway Module
7. NCCP Emergency Action Planning Module
8. NCCP Rule of Two Module
Grassroots – Community/Community Streams*
Safe Sport Roster – Required Training
1. Criminal Record Check with Vulnerable Sector Screen
2. Canada Soccer Grassroots Coach Education – Coaching Soccer in Canada Module
3. Respect in Sport Activity Leader Program
Highly Recommended Training:
4. Stage-appropriate Canada Soccer Grassroots Coach Education – Theory Module (Active Start, Fundamentals, Learn to Train, Soccer for Life)
5. Stage-appropriate Canada Soccer Grassroots Coach Education – Practical Module (Active Start, Fundamentals, Learn to Train, Soccer for Life)
Recommended Training:
6. Other requirements of the full Safe Sport Roster

For more details on 2023 Canada Soccer Coach Education Minimum Standards, [click here](#).

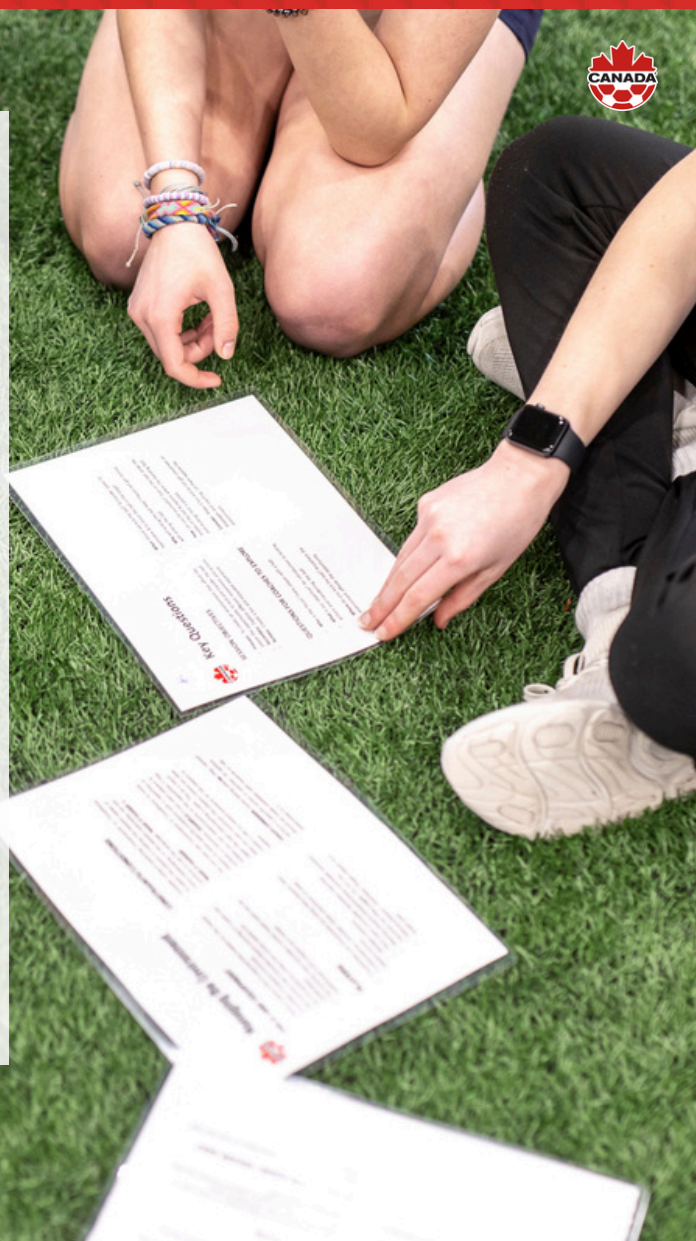


NETWORK OF SUPPORT

In addition to providing access to coach education training, TELUS She CAN Coach offers a national network of support that builds capacity and alignment at the grassroots level of our sport.

Coaches in the program gain access to:

- Exclusive content to support their training
- Leading sports experts through three (3) virtual webinars
- Canada Soccer Master Coach Developers
- Assistance in navigating the coach education system (e.g., SmarterU, NCCP Locker)



PROGRAM EVALUATION

Canada Soccer has partnered with researchers from the University of Toronto to evaluate the TELUS She CAN Coach program at the beginning, throughout, and at the conclusion of each program year. The goal is to gather feedback on experiences and the perceived value of the program. With input from club and coach participants, Canada Soccer will be able to assess the program's effectiveness and inform future initiatives to advance girls and women in coaching across Canada.



ROLE & RESPONSIBILITIES OF PARTICIPANTS

It's critical that all levels work together to ensure that coaches receive maximum benefit from the program. Each has an important role to play.

- Canada Soccer (CS)
- Provincial/Territorial Sport Organization (MAs)
- Clubs
- Coaches

CANADA SOCCER

As the Program Coordinator, Canada Soccer (CS) will:

- Be responsible for the development of the Club Application process.
- Select Year 2 Clubs to participate in collaboration with MAs.
- Lead the Club Onboarding process.
- Provide resources and support to participating Clubs.
- Coordinate and lead the three (3) virtual webinars for coach participants.
- Absorb the cost of and provide access to Canada Soccer's Grassroots Coach Education Program Online Modules.
- Provide TELUS She CAN Coach 'gear' to each participating coach.
- Coordinate program evaluation in partnership with the University of Toronto.

PROVINCIAL PARTNERS

As Provincial Partners, MAs will:

- Support in the Club Selection process.
- Participate throughout the Club Onboarding process.
- Support with funding for in-person coach training, including up to one (1) in-person regional coach education weekend.

ROLE & RESPONSIBILITIES OF PARTICIPANTS

CLUB PARTICIPANTS

Club Participants will:

- Designate at least one representative in the club to serve as a contact for the application and program process, and act as the primary contact for program delivery and coach participation.
- Recruit 8-10 coaches to participate in the program.
 - Returning Clubs based in Alberta and Nova Scotia can recruit a maximum of 5 coaches.
- Create, maintain and encourage a local network of support.
- Cover the cost of coaches attending at least one (1) in-person practical Grassroots Coach Education Program Workshop (i.e. Active Start, FUNdamentals, Learn to Train, or Soccer for Life)
- Cover the cost of the Respect in Sport online training module.
- Cover the cost of the Making Ethical Decisions (MED) online training module.
- Complete and participate in the program evaluation.

COACH PARTICIPANTS

Coaches will:

- Actively participate in the program content and coach education training.
- Actively Coach at their Club.
- Participate in the program evaluation.



CLUB APPLICATION

Clubs based in British Columbia, Manitoba, Ontario, Alberta and Nova Scotia are eligible to apply to participate in the program. Returning Clubs from Alberta and Nova Scotia are also welcome to reapply.

ELIGIBILITY

To be considered eligible, participating Club(s) must:

- Be a Canada Soccer (CS) Club License holder.
- Have the support of their MAs.
- Be a Club who values the involvement of women and girls.
- Have a dedicated staff member responsible for the project.

APPLICATION WINDOW

The Club Application Window for Year 2 is from July 2nd to August 4th, 2024.

- The application will be accessible on the TELUS She CAN Coach Webpage or by [clicking here.](#)

CLUB SELECTION

Although Canada Soccer would like to support all Clubs interested in the program, not all Clubs that apply will be selected to participate.

- Notification about application status will be communicated by August 30th, 2024.

CLUB ONBOARDING

Clubs that have been selected will participate in the Club Onboarding process.

- During this process, Club Leads will meet with Canada Soccer Program Coordinators to receive detailed information and instructions.
- They will learn about the program timeline, the responsibilities of all participants, coach recruitment, and program content.

COACH RECRUITMENT

The coach recruitment phase of program delivery will occur after Clubs have been selected and onboarded (October 2024).

PROGRAM TIMELINE

Alberta, Manitoba, Ontario and Nova Scotia-based Clubs:

- **JULY 2024**
CLUB APPLICATION WINDOW OPENS JULY 2ND & CLOSSES AUGUST 4TH
- **AUGUST 2024**
CLUB SELECTION (BY AUGUST 30TH)
- **SEPTEMBER 2024**
CLUB ONBOARDING
- **OCTOBER - NOVEMBER 2024**
COACH RECRUITMENT
- **DECEMBER 2024**
COACH ONBOARDING
- **JANUARY 2025**
COACH EDUCATION PHASE & COACH HUDDLE 1
- **MARCH 2025**
COACH HUDDLE 2
- **MAY 2025**
COACH HUDDLE 3
- **JUNE 2025**
PRACTICAL COACH EXPERIENCE PHASE
- **JULY 2025**
PROGRAM CONCLUDES



PROGRAM TIMELINE - BRITISH COLUMBIA

Canada Soccer and BC Soccer have adjusted the program timeline to fit BC's community soccer season. BC Clubs will apply within the same timeframe as other provinces, but participation will be deferred. Interior BC Clubs may be subject to alternative timeline.

JULY 2024

CLUB APPLICATION WINDOW OPENS JULY 2ND & CLOSES AUGUST 4TH

AUGUST 2024

CLUB SELECTION (BY AUGUST 30TH)

DECEMBER 2024

CLUB ONBOARDING

JANUARY 2025

COACH RECRUITMENT

FEBRUARY 2025

COACH ONBOARDING

MARCH 2025

COACH EDUCATION PHASE & COACH HUDDLE 1

MAY 2025

COACH HUDDLE 2

JULY 2025

COACH HUDDLE 3

SEPTEMBER 2025

PRACTICAL COACH EXPERIENCE PHASE

OCTOBER 2025

PROGRAM CONCLUDES

FREQUENTLY ASKED QUESTIONS

Why participate in TELUS She CAN Coach?

Participating in gender equity is not only the right thing to do, but it can also bring significant benefits to community Clubs. Community Clubs can create a more inclusive and equitable environment that benefits everyone involved by tapping into an underserved market, improving their brand image, fostering a positive team culture, and contributing to a more just society.

When does the program open and close for club applications?

The application for the program opens on July 2nd, 2024, and closes on August 4th, 2024. Clubs can apply by following the link on [Canada Soccer's 'TELUS She CAN Coach' webpage](#) (under the 'Coach' drop-down).

Who can apply for the program?

Community Clubs based in British Columbia, Alberta, Manitoba, Ontario and Nova Scotia can apply to participate in the program.

Who is eligible for the program?

To be considered eligible, participating Club(s) must:

- Be a Canada Soccer (CS) Club License holder.
- Have the support of their MA.
- Be a Club who values the involvement of women and girls.
- Have a dedicated staff member responsible for the project.

Can Year 1 Clubs reapply to participate in Year 2?

Yes, Clubs based in Alberta and Nova Scotia in Year 1 can reapply to participate in Year 2.

How many coaches does each club need to recruit or select?

Clubs based in British Columbia, Alberta, Manitoba, Ontario, and Nova Scotia selected to participate will recruit 8-10 coaches. Year1 returning clubs from Alberta and Nova Scotia selected to participate in Year 2 will recruit a maximum of 5 coaches.

FREQUENTLY ASKED QUESTIONS

Can rural district members apply as a club?

We recognize that rural Districts may have lower populations. Therefore, a rural District can register as a "Club" and recruit 8-10 coaches from across the District to participate in the program. The participating District will utilize the "Club roles and responsibilities" as a guide.

What are the costs associated with the She CAN Coach program?

Canada Soccer covers the cost of and provides access to all four (4) of Canada Soccer's Grassroots Coach Education Program Online Modules. Participating Clubs must cover the cost of their recruited coaches Respect in Sport and NCCP Make Ethical Decisions training modules and a minimum of one (1) in-person practical Grassroots Coach Education Workshop. Clubs must also investment in their local network of support.

Are online applications the only way to submit?

Yes, however, if you require accommodation to complete the application or have any additional questions about the application process, please email us at bnash@canadasoccer.com.



MOVING FORWARD: WHATS NEXT?

TELUS She CAN Coach is an entry point in Canada Soccer's initiatives to advance women in coaching. The program aims to recruit and support new and beginner-level coaches.

Canada Soccer proudly supports and invests in projects that provide ongoing support and networking opportunities for existing women coaches, offering development opportunities beyond grassroots education.



A strategic initiative to foster gender equity within Canada Soccer's Advanced Coaching landscape.

AccelerateHER will provide comprehensive support to women coaches along a progressive development pathway aligned with the highest coaching standards in our country, in addition to financial support in the form of grants to assist in coaches' financial commitments to obtain their Advanced Coach Education Diploma. For more information on the AccelerateHER Program, [click here.](#)

FIFA COACH DEVELOPER WORKSHOP

FIFA and Canada Soccer have collaborated to host a first-of-its-kind FIFA Coach Educators' Development Pathway workshop specifically targeting women coach developers (educators). The workshop was led by women master coach developers with the support of experts from both the FIFA Coach Education and Women's Football Departments; representatives from Concacaf and the Coaching Association of Canada were onsite observing the workshop.

For more details on the Canada Soccer / FIFA Coach Developer Workshop, [click here.](#)





CONTACT

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WEBPAGE

Canada Soccer

canadasoccer.com

TELUS She CAN Coach

canadasoccer.com/coach/she-can-coach/

