



PROGRAM GUIDE

YEAR 3

2025-2026

BUILDING ON FOUNDATION, MOMENTUM & IMPACT

Over the past two years, the TELUS She CAN Coach program has made remarkable strides—engaging with 70 community clubs across multiple provinces and welcoming more than 600 women coaches into the grassroots game.

Building on a record-breaking second year, the program is expanding its reach in Year 3 while continuing to strengthen its impact in returning regions. By empowering, educating, and connecting women coaches through tailored development opportunities and strong community networks, TELUS She CAN Coach is breaking down barriers and fostering leadership for women in coaching within the Canadian soccer landscape.

“Year 2 proved that TELUS She CAN Coach drives real change by breaking down barriers and creating opportunities for women in coaching. As we enter Year 3, the program expands into Saskatchewan and Newfoundland & Labrador, while continuing in returning provinces. We are doubling down on what works: intentional recruitment, strong support networks, and targeted guidance to help coaches navigate the system with confidence.”

Sara McConaghy
Director, Community Development
Canada Soccer



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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.

As a **club-based initiative**, TELUS She CAN Coach engages and collaborates with community clubs across participating provinces to strengthen our game, aiming to close the gender gap in participation through increasing the number of women coaches at the Grassroots level.

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.

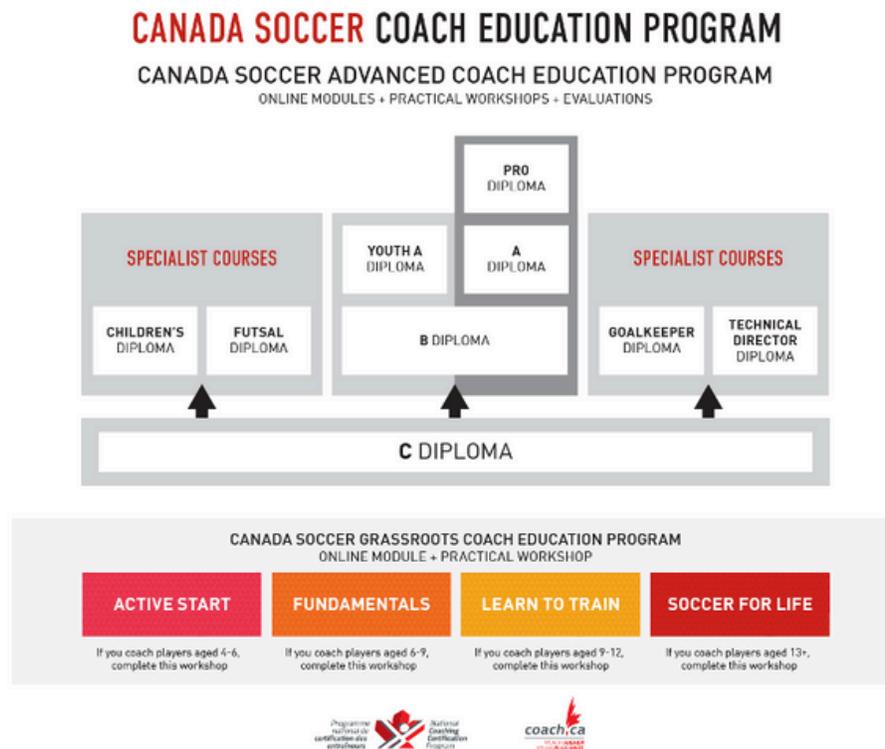
INSPIRE

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



COACH EDUCATION

TELUS She CAN Coach aligns with **Canada Soccer's Grassroots Coach Education Program**, enabling participating clubs to recruit and support women coaches as they begin or continue their grassroots training.



Canada Soccer's Grassroots Coach Education Program serves as an introductory coaching pathway designed to equip new and developing coaches with the knowledge and skills needed to deliver positive, age-appropriate soccer experiences for players at all levels.

The program includes **four (4) workshops**, aligned with **Stages 1, 2, 3, and 7 of the Long-Term Player Development Model**:

- **Active start**
- **Fundamentals**
- **Learn to train**
- **Soccer for life**

Each workshop has two components: an **online module** and an **in-person practical workshop**.

COACH EDUCATION

Online Modules:

Recruited coaches will begin or continue their Grassroots Coach Education, **gaining free access** to the **online modules** for the **four grassroots workshops**: Active Start, FUNdamentals, Learn to Train and Soccer for Life.

In-Person Practical:

After completing the online module, coaches will receive **financial support to attend at least one in-person practical workshop** and fulfill their soccer-specific coach education (**e.g., the club will cover the cost of one workshop per participating coach**).

Coaches will be encouraged to attend an in-person workshop that best fits their schedule and location (e.g., hosted by their club, district, etc.), or they may choose to participate in their **Regional Coach Education Weekend**, hosted and delivered by their Provincial Territorial Sport Organization.

Regional Coach Education Weekend:

Each Provincial Territorial Sport Organization (PTSO) will host a **Regional Coach Education Weekend**, offering **all four in-person workshops in an all-women learning environment**, exclusive to TELUS She CAN Coach participants.

- These weekends serve as **anchor events for the program**, and attendance will be considered mandatory for clubs and coaches within a reasonable distance.
- Clubs and/or coaches who are unable to attend, either due to location or conflict, may fulfill the program participation commitments by attending **at least one (1)** alternative practical workshop (e.g., hosted by their club or local district).
- Clubs are responsible for **financially supporting coaches** who attend alternative in-person workshops, including in cases where their club is not within reasonable proximity to a regional coach education weekend.

COACH EDUCATION

Safe Sport Roster:

The **Canada Soccer Safe Sport Roster** is a progressive package of programs, policies, and procedures designed to ensure that all organizations offering soccer in Canada provide safe, fun, and welcoming experiences for all participants.

The Safe Sport Roster includes three FREE training modules:

- **NCCP Making Head Way in Sport**
- **NCCP Emergency Action Plan**
- **NCCP Rule of Two**

And two fee-based training modules:

- **NCCP Make Ethical Decisions (MED)**
- **Respect in Sport for Activity Leaders (RiS)**

Coaches participating in TELUS She CAN Coach will **receive financial support from their club** (e.g., reimbursement) to complete the **Make Ethical Decisions (MED)** and **Respect in Sport for Activity Leaders (RiS)** training modules.

Coach Education Expectation:

Coaches are not required to complete all four (4) grassroots coach education workshops—they may choose to complete any or all of them. However, to fulfill program participation commitments, each coach must achieve **Trained Status** (i.e., certification) **in at least one (1) workshop by June 30, 2026**. Additionally, all coaches must complete the **Safe Sport Roster** by the same date.



FRAMEWORKS OF SUPPORT

TELUS She CAN Coach provides layered support to develop women in coaching, combining a **national network** of resources, training, and guidance with a **local network** of club-based engagement, ensuring coaches are supported and empowered at every step.

National 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.

- **Nationwide classroom:** Coaches receive access to curated learning content through a centralized, easy-to-navigate virtual platform—designed to complement their training and support ongoing development.
- **Virtual webinars:** Coaches are invited to participate in three (3) live “Coach Huddles”—engaging webinars led by Canada Soccer coach developers and industry-leading experts, offering insight, inspiration, and practical tools.
- **Exclusive access & guidance:** Participants receive personalized support navigating the coach education pathway, including SmarterU and the NCCP Locker, ensuring they feel confident and equipped at every step of their journey.



FRAMEWORKS OF SUPPORT

Local Network of Support:

Clubs serve as the foundation of TELUS She CAN Coach by leading local delivery and fostering meaningful connections for coaches.

- **Designated 'Club Lead'** – Each participating coach is supported by a designated club lead, who oversees program delivery and activities within the club, offering direct guidance and mentorship from the ground level.
- **Club-hosted activities** – Coaches engage in activities organized by their club, designed exclusively for them to connect, share experiences, and strengthen a local network of support.
- **Active program involvement** – Clubs play an active role in program initiatives, ensuring alignment with national goals while providing hands-on encouragement and support to their coaches.



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**
- **Provincial/Territorial Sport Organization (PTSO)**
- **Clubs**
- **Coaches**

Canada Soccer:

As the Program Coordinator, Canada Soccer will:

- Be responsible for developing the **club application** process.
- **Select year 3 clubs** to participate in collaboration with the PTSO.
- **Lead** each phase of program delivery.
- Provide **resources** and **support** to participating clubs and coaches.
- 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 **system navigation support** for coaches as they enter or advance through Grassroots Coach Education.

Provincial Partners:

As Provincial Partners, the PTSO will:

- Support in the **club selection** process.
- Support with funding for in-person coach training, including a minimum of **one (1) in-person Regional Coach Education Weekend**.
- Commit to scheduling **women learning facilitators** at regional weekends and support the development of new ones in case there are not enough in the system.

ROLE & RESPONSIBILITIES OF PARTICIPANTS

Club Participants:

Selected and participating Clubs will:

- Sign a **standardized agreement** outlining responsibilities, deliverables, and leadership expectations to ensure alignment and accountability.
- Designate at least **one (1) primary contact—the ‘Club Lead’**—to manage program delivery and coach engagement at the local level.
- **Recruit 8–10 coaches** to participate in the program.
- Support coach development by covering the cost of:
 - **At least one (1) in-person Grassroots Coach Education Workshop per coach**, if the coach is unable to attend a Regional Coach Education weekend due to location or scheduling.
 - The **Respect in Sport (RiS)** and **Making Ethical Decisions (MED)** online modules.
- **Actively participate** in program activities and complete **reporting requirements** (as outlined below).

Club Reporting Requirements:

Clubs are expected to document their involvement and progress throughout the program by **submitting regular updates, documentation, and milestone evidence** to the program coordinator. This includes:

- **Hosting a club launch meeting or kickoff event** – submit a brief summary and photo as evidence of participation.
- **Leading at least two (2) group activities** – provide a brief summary along with a photo of each activity.
- **Participating in program activities** – club leads must attend three (3) Coach Huddles.
- **Completing ongoing reporting** – clubs will work with the Canada Soccer Program Coordinator to track and submit coach attendance, commitment, workshop completion, and milestone updates.

ROLE & RESPONSIBILITIES OF PARTICIPANTS

Coach Participants:

Coaches will:

- **Actively participate** in all program elements.
- **Attend** the three (3) Coach Huddles (i.e., virtual webinars).
- Participate in their club's **local support network**.
- Complete **Safe Sport Roster** by June 30, 2026
- Complete and achieve **Trained Status (i.e., certification)** in at least one **Grassroots Workshop** by June 30, 2026.
- **Actively coach** within their club.



PROGRAM TIMELINE

SEPTEMBER 2025

CLUB APPLICATION

Clubs based in **British Columbia, Saskatchewan, Manitoba, Ontario** and **Newfoundland & Labrador** are eligible to apply to participate in the program. **Returning clubs** from **Ontario, Manitoba** and **British Columbia** are also welcome to **reapply**.

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

- Hold a Canada Soccer Club License.
- Have the support of their PTSO.
- Value the involvement of women and girls.
- Designate a dedicated staff member to take on the role of "Club Lead."
- Commit to fulfilling the responsibilities outlined for the club.

The club application window is open from **September 2 to September 30, 2025**, and will be accessible on the **TELUS She CAN Coach webpage**.

OCTOBER 2025

CLUB SELECTION

While Canada Soccer aims to support all interested clubs, **not all applicants will be selected to participate**. Notification of application status will be communicated by **October 17, 2025**.

CLUB ONBOARDING

Once clubs are selected, they will participate in the **club onboarding** process. During onboarding, **club leads** will meet with the Canada Soccer Program Coordinator to receive **detailed information** and **guidance** and learn about the **program timeline, participant responsibilities, coach recruitment, and program content**.

NOVEMBER 2025 - JANUARY 2026

COACH RECRUITMENT

The coach recruitment phase will take place after clubs have been selected and onboarded (November 2025). Clubs must **recruit 8–10 coaches** by the deadline of **January 4, 2026**. Coaches will be onboarded to the program in January 2026.

PROGRAM TIMELINE

JANUARY 2026

COACH ONBOARDING

In January 2026, coaches will be **onboarded** to the program, **gain access to program materials and resources**, and participate in the **first (1) virtual webinar session (Coach Huddle)**, where they will meet with the Canada Soccer Program Coordinator and learn more about the upcoming program timeline and commitments.

MARCH & MAY 2026

COACH HUDDLES

Coach Huddles, part of the **national network of support** facilitated by Canada Soccer, are **virtual webinars** where coaches connect with Canada Soccer and guest speakers, **gain practical insights and inspiration**, and engage with a **community of peers** to support their development.

The **three (3) Coach Huddles** will take place in **January, March, and May 2026**. Each Huddle will be offered on two (2) separate dates and times and will be recorded to allow as many coaches and club leads as possible to participate.

JUNE & JULY 2026

PRACTICAL COACH EXPERIENCE & CONCLUSION

The Practical Coach Experience phase is when **coaches engage in their local community club**, putting training into practice and coaching in a mutually agreed-upon role with the club. There is no expectation for coaches participating in TELUS She CAN Coach to take on a specific role; the goal is for them to be **actively coaching in their club**.



FREQUENTLY ASKED QUESTIONS

Who can participate in the program?

The program is open to community clubs in **British Columbia, Saskatchewan, Manitoba, Ontario, and Newfoundland & Labrador**. Clubs must hold a **Canada Soccer Club License**, have **PTSO support**, value the involvement of **women and girls**, designate a **'Club Lead'**, and commit to fulfilling **program responsibilities**. Coaches must be **recruited by participating clubs**.

How do clubs apply to participate?

Clubs can apply online through the **TELUS She CAN Coach webpage** during the application window: **September 2–30, 2025**.

My club participated last year (Year 2). Can we reapply to participate again in Year 3?

Yes, **returning clubs from British Columbia, Manitoba, and Ontario** are welcome to **reapply** for Year 3. Note that participation is not continuous for coaches who previously took part, and the club will be required to **recruit 8–10 new coaches** again.

What coach education is included?

Coaches participating in TELUS She CAN Coach receive:

- **Free access to the four (4) online Grassroots Coach Education Program modules:** Active Start, FUNdamentals, Learn to Train, and Soccer for Life.
- **Financial support from their club to attend at least one (1) in-person practical workshop** (i.e., workshop fee covered), or
- The opportunity to attend a **Regional Coach Education Weekend**, exclusive to TELUS She CAN Coach participants, offering **all four (4) workshops in an all-women environment at no cost**.
- **Financial support from their club** to complete the **MED** and **RiS** training modules (e.g., reimbursement).

Are coaches required to complete all workshops?

No. Coaches may complete any or all workshops. To meet program participation requirements, coaches must **achieve Trained Status in at least one (1) workshop by June 30, 2026**.

CONTACT

PROGRAM COORDINATOR

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WEBPAGE

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

