



CANADA SOCCER

237 rue Metcalfe Street
Ottawa, ON K2P 1R2

Dear Technical Director,

The Application and Review Process for the Grassroots Audit is fully integrated into the Club Licensing Program. All member organizations holding one of the following credentials are required to implement and maintain a Grassroots program that aligns with the national Grassroots standards, training guidelines, and match structure:

- National Youth Club Licence
- Member Association Youth Club Licence – Level 2
- Member Association Youth Club Licence – Level 1

Compliance with these standards ensures consistency in player development environments across all member organizations.

Process Overview

Your provincial Club Licensing Lead will initiate the process. They will contact you directly and provide the necessary documentation to begin your Grassroots audit submission. The Member Association (MA) will determine timelines based on staffing capacity, the competition calendar, and the current licensing status of your club. Priority may be given to clubs applying for a new licence or renewing an existing one.

Step 1: Submission of Grassroots Program Documentation

You will receive a standardized document to complete produced by Canada Soccer. This document must include detailed, comprehensive information covering all components of your Grassroots programming, including but not limited to:

- Program structure and age groups
- Coaching qualifications and deployment
- Training methodology
- Match formats and game-day groupings

Please ensure *all sections* are fully completed. Incomplete, vague, or missing information will result in the document being returned without review.

The completed document must be signed by both the **Technical Director** and the **Executive Director** to be accepted.



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Step 2: Grassroots Program Presentation (Online Meeting)

Once your submission is accepted, your MA representative will schedule a 90-minute online meeting. During this session, your club will formally present its Grassroots program.

Requirements:

- The **Grassroots Lead** and **Technical Director** must attend.
- The presentation may be delivered by either the Grassroots Lead or the Technical Director.
- The session should clearly articulate how your program meets or exceeds Grassroots standards, referencing the information provided in your submission document.

Step 3: On-Site Program Visit

The MA will schedule an agreed-upon date and time for an on-site assessment of your Grassroots program. This visit will:

- Last a minimum of **3 hours**, with the possibility of extending over multiple days if required
- Include observation of training sessions, coach–player interactions, and facility use
- Allow the MA representative to verify the accuracy of your submitted documentation and assess program quality in a real environment

Step 4: Review Meeting and Action Plan

Following the on-site visit, your MA will schedule an online meeting to:

- Review the findings of the visit
 - Provide an action plan outlining areas requiring improvement
 - Establish timelines for meeting any outstanding criteria
 - Clarify next steps toward finalizing the audit within the Club Licensing platform
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Step 5: Upload of Required Documentation

Your Club Licensing Lead will upload the presentation materials, supporting documents, and the MA's feedback (including excel files) into the Club Licensing platform (CLS) using the provided link:

<https://cls-canada-soccer.azurewebsites.net/>

Grassroots Program Applications (including all presentation materials and supporting documents) should be uploaded to the following section and corresponding criteria number:

Technical – Programming - #4 *Upload your Grassroots Program Application using the Template Provided under Resources*

Grassroots Reviews (feedback provided by the MA) should be uploaded to the following section and corresponding criteria number:

Technical – Programming - #15 *Upload your Canada Soccer Grassroots Program Review Document from the Resources tab and your Member Association Review Documents(s)*

Wayne Cleverly

Wayne Cleverly
Manager of Grassroots Programming
Canada Soccer