

A woman with her hair in a ponytail, wearing a red shirt, is seen from behind, looking out over a green field. The background is slightly blurred, showing other people in the distance.

# CLUB APPLICATION GUIDE

2023



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# PROGRAM OVERVIEW

## What is the She CAN Coach Program?

A national woman coach recruitment, development, and training program with the goal of ensuring more women and girls can enjoy the benefits of soccer by addressing the current challenges that they face relating to participation.

Women sports leaders play a critical role in creating a welcoming and safe space for girls in sport. This project will strive to support and advance gender equity in sport by breaking down the barriers of entry for women to coach, with the desired outcome to balance the gender gap in participation between boys and girls.



# PROGRAM OVERVIEW

## Why Invest in the She CAN Coach Program?

Investing in gender equity is not only the right thing to do, but it can also bring significant benefits to soccer clubs.

Soccer clubs can create a more inclusive and equitable environment that benefits everyone involved by tapping into an underserved market, improving their brand image, fostering positive team culture, and contributing to a more just society.

**"Gender Equity is the process of allocating resources, programs, and decision making fairly to all genders without any discrimination on the basis of gender, and addressing any imbalances in the benefits available to people of different genders."**

~ Canadian Women & Sport (CWS)

# PROGRAM OVERVIEW

## Who is the She CAN Coach Program designed for?

This program differs from a typical mentorship program as it involves recruitment, training, and development. It aims to support new and entry-level coaches.

As part of our efforts, we welcome current women coaches who have already begun their coaching pathway and are considered new or beginner coaches in club settings to participate in our program.



# PROGRAM OVERVIEW

## Desired Outcomes

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

We will measure this action using the Canadian Women and Sport (CWS) data collection tool at the project's beginning and end. The program evaluation will measure the coaches' confidence level and the program's effectiveness.



# SECTION 1:

## How it Works

To ensure that coaches receive maximum benefit for the program, it's critical that all levels in soccer are working together. Each have an important role to play.

- Canada Soccer (CA)
- Provincial/Territorial Sport Organization (PTSO)
- Clubs
- Coaches

## Eligibility

Participating Club(s) must:

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

# SECTION 2:

## Roles and Responsibility of Participants

### Canada Soccer (CS) will;

- Be responsible for the development of the Club application process.
- Select the inaugural Clubs to participate in collaboration with PTSOs.
- Lead the Club onboarding process.
- Coordinate and lead the five coach huddles.
- Provide resources and support to participating Clubs
- Absorb the cost of all online grassroots coach education and respect in sport modules.
- Provide She CAN Coach 'gear' to each participating coach.
- Coordinate program evaluation.



# SECTION 2:

## Roles and Responsibility of Participants

### **PTSOs will;**

- Support in the Club selection process.
- Support with funding for in person coach training.
- Participate throughout the Club onboarding process.

### **Club(s)' will;**

- Complete and submit Canadian Women & Sport (CWS) data collection tool.
- Designate at least one representative(s) in your Club ready to include as contact(s) for the application and program process.
- Recruit a minimum of ten coaches.
- Create a local network of support.
- Cover the cost of the in person practical sessions and Making Ethical Decisions (MED).

\*Canada Soccer covers the cost of the online theory of the Grassroots Coach Education & Respect in Sport. Clubs are required to cover the cost of the in person practical & Making Ethical Decisions.

# SECTION 2:

## Roles and Responsibility of Participants

### Coaches will;

- Actively coach at their Club.
- Participate in the program evaluation.

### What your coaches get:

- Funding for coach certification
- Access to sport experts through coach huddles.
- She CAN Coach gear.
- Local and national network of support.

### What your coaches give:

- Participate in program evaluation.
- Actively coach at your Club.



# SECTION 3:

## How to Apply

**STEP 1:** Review Canada Soccer website's 'She CAN Coach' page (under the 'Coach' drop-down) and supplementary documents to ensure your Club meets the requirements before applying.

**STEP 2:** Applications open June 1st, 2023; apply on the 'She CAN Coach' webpage or through the application link provided below.

**[CLICK HERE TO APPLY](#)**

**STEP 3:** Ensure your application is complete and submitted by date July 14th, 2023.

# SECTION 4:

## Program Timeline

June - July, 2023: Club Application Window (opens June 1st & closes July 14th)

August, 2023: Club Selection

September, 2023: Club Onboarding

November - December, 2023: Coach Recruitment

January, 2024: Program Launch

January - May, 2024: Coach Certification & Coach Huddles

June - August, 2024: Practical Coach Experience

September, 2024: Close Evaluation

# FREQUENTLY ASKED QUESTIONS

## When does She CAN Coach open for applications?

The program opens for applications on June 1st, 2023 and closes July 14th, 2023.

## Who can apply for She CAN Coach?

The program is designed to assist new and entry-level coaches, but it also welcomes those who have already started their coaching journey as beginners.

## When will Clubs hear back on the status of their application?

Clubs will hear back about their application by August 14th, 2023.

## How many coaches does each Club need to recruit or select?

Each Club applying to participate will recruit or select a minimum of 10 coaches.

## How do I apply for She CAN Coach?

Apply on Canada Soccer's websites 'She CAN Coach' webpage (under the 'Coach' drop-down) or through the link provided in this Application Guide.

# FREQUENTLY ASKED QUESTIONS

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

Canada Soccer covers the cost of the online theory of the Grassroots Coach Education & Respect in Sport. Clubs are required to cover the cost of the in person practical & Making Ethical Decisions.

## 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 [smcconaghy@canadasoccer.com](mailto:smcconaghy@canadasoccer.com).

## Can rural district members apply as a club and take ownership of the club's responsibilities?

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

# SHE CAN COACH 2023-2024

## For More Information

If you require further clarification after reviewing this application guide and other relevant documents, email us at [smcconaghy@canadasoccer.com](mailto:smcconaghy@canadasoccer.com).



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