



FREQUENTLY ASKED QUESTIONS

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.

What is the desired outcome of the She CAN Coach Program?

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.

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.

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.

Who can apply for the She CAN Coach Program?

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.



Who is eligible for the She CAN Coach Program?

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.

When does the She CAN Coach Program open for applications?

The program opens for applications on June 1st, 2023 and closes July 14th, 2023. Club's can apply by following the link located on Canada Soccer's 'She CAN Coach' webpage (under the 'Coach' drop-down).

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.

When will clubs hear back on the status of their application?

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

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.

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.

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

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.

For More Information

If you have read the She CAN Coach FAQ and have further questions, contact smcconaghy@canadasoccer.com.