

OUR PURPOSE

To provide an exceptional soccer experience for all members.

OUR VISION

To be Calgary's premier soccer club based on our commitment to delivering high-caliber programs and services.

OUR VALUES

- Respect
- Teamwork
- Experience
- Excellence
- Community

OUR GOALS

- Receive positive directional feedback from players on programs and coaching.
- Attract new and retain existing Club players.
- Play with passion and compete with success.
- Deliver professional, high-caliber programs and services.
- Ensure our Club has a sustainable and bright future.
- Provide a fun and caring soccer environment for players to grow and develop.
- Be the soccer Club of choice in Calgary.



INITIATIVES

SOCCER OPERATIONS

- Player recruitment and retention
- Technical training programs
- Soccer programs - grassroots, developmental and competitive
- Coaching - grassroots, developmental and competitive
- Adult teams (men's and women's)

MARKETING AND COMMUNICATIONS

- General Club communications
- Website and digital channels
- Stakeholder surveys
- Events
- Sponsorship and partners

GOVERNANCE AND CLUB OPERATIONS

- Board governance model
- People management
- Fundraising
- Facilities
- Continuous improvement

FINANCE

- Policies and procedures
- Budgets, forecasts and reporting
- Advance the financial agenda