



# Strategic Plan

July 2021

# CMFSC History

It started in 1984 with a small group of passionate soccer people, an anchor sponsor and one team with a desire to progress the game, innovate and lead. The original male select club merged with a dual gender community club in 2007 to deliver both recreational and performance programs from toddlers to adults.

Today, Coquitlam Metro-Ford Soccer Club (CMFSC) is one of the province's largest and most successful community sports organizations - offering both recreational and participatory and performance soccer programs to approximately 4,000 youth and adult players.

“Soccer for Life!” has long been our trademark and we strive to create a virtuous cycle that sees children grow through the game and convert their positive experiences to commit to giving back, in recognition of what they have received and their desire to pay it forward as a player, coach, match official, administrator, fan and/or parent.

We believe in the power of soccer and team sports plays in providing life lessons and building character supportive of successful and productive futures.

See you on the pitch.



# Strategic Positioning

## Mission

Creating experiences, through soccer, that inspire a lifelong passion for physical activity and a pathway to personal brilliance.

## Vision

We believe in the power of sport to create an active, healthy and inclusive community.



# Values



## Leadership

Modeling the way



## Respect

One community with everyONE



## Fun

We love the game and it shows!



## Wellness

Social, emotional, & physical wellbeing above all else



## Excellence

Going above & beyond

# Strategic Pillars

Community

Club

Development



# Strategic Pillar: Community

- Develop empathy, understanding and inclusiveness by presenting opportunities to give back to the community.
- Advocate and partner to develop community sport and recreation facilities.
- Ensure everyONE has a place to play, develop and aspire.
- Engage community stakeholders, suppliers and local businesses to create an inclusive, active, healthy, and safe community.



# Strategic Pillar: Club

- Ensure continued success for the Club through good governance, standards-based policies and best practices.
- Instil Club values and desired behaviours into all aspects of operations.
- Create a trusted and valued relationship between the Club and its members.
- Secure the Club's future through financial reserves, facility access and succession planning.
- Reflect the diversity of our community in our membership.



# Strategic Pillar: Development

- Providing players with a fun, engaging and social development experience.
- Extend the capabilities of coaches to develop both player and PERSON.
- Ensure referees are respected, valued, and honoured by all.
- Engage families as true partners in the development journey.

