

Kelowna United Football Club

Mission:

The Kelowna United Football Club is a not-for-profit organization within the Central Okanagan Youth Soccer Association that provides opportunities for youth to play competitive level youth soccer in British Columbia.

Vision:

"British Columbia's foremost integrated soccer development program, developing the game in the Okanagan by inspiring young players to perform regular healthy exercise, develop their skills, and play in a fun, yet competitive, team environment."

Outcomes:

1. Skill Development, active play and lifelong physical activity through access to soccer
2. Fun and competitive team environments, by promoting collaboration, cooperation, and coordination in pursuit of excellence in soccer and all aspects of life.
3. Long Term Viability – Maintaining Kelowna United as BC's foremost integrated Soccer Development Program.

Outcome 1. Skill Development, active play and lifelong physical activity through access to soccer

Goal	Strategy 1	Strategy 2	Strategy 3	Strategy 4
1. Lead Soccer Development	Kelowna United Spring Academy	Goal Keeping Academy	Summer Camps	Develop U11 within COYSA.
2. Develop scholastic programs	High School	UBCO	OKM – Predator Camps	

Outcome 2. Fun and competitive team Environments, by promoting collaboration, co-operation, and co-ordination in pursuit of excellence in soccer and all aspects of life.

Goal	Strategy 1	Strategy 2	Strategy 3	Strategy 4
1. High Level Teams	Develop qualified coaches	Tryout System that is as fair and inclusive	Develop teams that have similar skill levels	Strive to improve team management and communication
2. High Level Competition	Provincial A Teams to compete in Y-League	Provincial B Teams to compete in TOYSL leagues	Play in Tournaments	Play in Provincials
3. Technical Direction	Maintain Competent and Qualified Technical Staff	Technical Director responsible for coaches training.	Monitor coaches and training schedules.	Monitor U8-U10 within COYSA for possible additional development
4. Provide a gateway for future success	Assist with creditation toward HS graduation. ESCP Program at grade 10, 11 and 12 levels.	Recommend to BCSA for annual scholarships for players proceeding to post-secondary education.	Develop and support Pacific Coast League teams within KU (U21 Male and Female)	Refer top prospects for future scouting for Nationals, Olympics, Professional.

Outcome 3. Long Term Viability – Maintaining Kelowna United as BC’s foremost integrated Soccer Development Program

Goal	Strategy 1	Strategy 2	Strategy 3	Strategy 4
1. Promote Viability	Develop and maintain long term Business Plan	Develop Marketing Plan	Maintain Budget	
2. Smooth Administration	Maintain a club administrative staff and Equipment Manager and office	Maintain Club Bylaws, policies and regulations		Maintain constant contact with BCSA, COYSA and other local Associations
3. Communication with Parents	Maintain a website that provides clear and open access to all team information and schedules	Board will promote awareness and bylaws to all parents.	Maintain and enact the KUFC Discipline policy	Maintain an Email address list that is current.