



## VISION

Love the game. Develop the person. Excel in all we do.

## MISSION

Richmond Hill Soccer Club is a safe space that ignites a passion for soccer and betters people in every way.

## VALUES

### Fun

We firmly believe that a fundamental feeling of fun and happiness must be core to people's soccer experience, so they want to come back and bring others with them.

### Respect

We believe that everyone should treat people as they would expect to be treated themselves.

### Commitment

We believe in following through on what we say we will do. We believe that commitment is a core value in the pursuit of excellence, whatever that looks like.

### Belief

We dare to dream. We aren't afraid of thinking outside the box and striving for what could be achieved, no matter how lofty and ambitious.

# OUR STRATEGIC PLAN AT A GLANCE!

SOCCER	CLUB	COMMUNITY
<p><i>Strategy that targets the experience that people have participating in soccer programs at RHSC, through playing, coaching or match officiating, creating a pathway for all people who want to develop and grow.</i></p>	<p><i>Strategy that targets development of the organization of RHSC, in terms of its capacity, capability and sustainability.</i></p>	<p><i>Strategy that targets fundamental value-add that RHSC brings to the community that it serves, both locally in the City of Richmond Hill and to other nearby residents.</i></p>
<p>Explore and gather in better detail <b>player/parent</b> experience in non-competitive, house league level programs.</p>	<p>Renovate <b>RHSC’s House League</b> in terms of player volumes and participant experiences.</p>	<p>Embrace the <b>modern ethnicity of Richmond Hill</b> in the club’s participant base (players, parents, coaches, match officials, staff and other volunteers).</p>
<p>Establish long-term investment in an <b>in-house coach education</b> program, aimed at building RHSC as a recognized centre-of-excellence for coach development.</p>	<p>Design and institute a material <b>volunteer appreciation</b> strategy.</p>	<p>Target <b>teenage girls</b> in Richmond Hill aged 12-18 who are not currently playing soccer to participate at RHSC in socially-driven soccer opportunities.</p>
<p>Actively support Ontario Soccer’s <b>Long Term Officials Development</b> pathway for the development of match officials at RHSC.</p>	<p>Facilitate the design and development of a <b>new indoor soccer facility</b> at Richmond Hill, in line with the club’s program requirements.</p>	<p>Target adult markets in Richmond Hill for <b>adult-focused recreational soccer</b> opportunities.</p>
<p>Continue to design and implement policies and procedures that drive a <b>culture of safety and respect</b> in all RHSC soccer experiences.</p>	<p>Target the development of <b>girls and women in leadership</b> positions at RHSC, driving a club identity of opportunity for everyone, as a player or through another role.</p>	<p>Expand the club’s partnerships and working relationships with <b>private and public educational institutions</b> in Richmond Hill.</p>
<p>Drive <b>performance of females</b> in playing, coaching and match officiating programs at RHSC.</p>	<p>Source and capture increased <b>corporate partnership and government grants</b> revenue to improve the club’s overall revenue mix.</p>	<p>Expand the club’s commitment to making its programs more accessible to Richmond Hill’s <b>financially-challenged families</b> and individuals.</p>