



# WHY COACH WITH





## What does 90+ mean?

90, the standard amount of minutes in a soccer game, represents a “story”; a defined moment in time that has a beginning and end, highs and lows and in ways is a microcosm of life. The + (plus) stands for the “added time” that is acknowledged at the end of each half. This extra time has been woven into the game to make up for wasted time or moments when the game had setbacks or interruptions. Our desire is to use the added time to invest and add (plus) to the story of each young person that is a part of our project.

## Purpose

The 90+ project believes soccer can play an essential role in promoting the physical, mental and emotional development, welfare and recreation of youth. Our passion is to use the beautiful game and the power of mentoring to foster a spirit of community, promote and develop character, sportsmanship, and service and to enable under-resourced urban youth to reach their fullest intellectual and athletic potential — regardless of economic background.

## Mission Statement

The 90+ project exists to mentor under-resourced urban youth by fostering holistic development through the sport of soccer.

# 90+ an Overview

## People over Players

While many call this level of soccer “competitive” we believe the priority is above everything, developmental. We are committed to the long term development of everyone that is a part of our 90+ community and focus on “people development” over but not exclusive to “player development”. We focus on the growth of the person first and the player second.

## Process over Outcome

Much of soccer at this level is more concerned with the outcome than the process. Having a singular focus on winning distracts us from the beauty of the game and the opportunity that competition presents to refine and develop character. Winning isn't the problem. Making winning the ultimate is the problem. Caring about the outcome more than the process leads to much that is wrong about youth sports today. Maximizing character development is our core objective at The 90+ Project. To thrive at 90+, players, parents and coaches must shift their mindset and embrace this core philosophy.

## Participation over Pricing

When we started 90+ we did so out of a heart to impact kids and families and to allow access for everyone to play the game we love. We sought to identify barriers that impacted child participation in youth sports. Of the most significant areas was the inability to afford player fees and the lack of transparency within youth soccer. If you have done your research, you know that playing soccer at a competitive level is cost prohibitive and there are a lot of "hidden" costs within the industry. We sought to maximize participation and minimize cost and cost confusion. We have attempted to do this by being committed to offer year round camps and clinics for free to our most marginalized communities as well as always having the cost of soccer on a sliding scale based on income, raising the funds necessary to allow as many kids to play as possible.



# THE 90+ PROJECT CORE VALUES



## UBUNTU / COMMUNITY

**"I am, because WE are"**

The overarching focus of The 90+ Project is the idea that we are better off individually when we live in community, diversity and togetherness. We strive for deep and meaningful relationships with players and coaches as we seek to create a culture of belonging.

## GROWTH MINDSET

**"Thrive on Challenge"**

90+ believes that our intelligence, creativity, integrity, and strengths are developed through the process of hard work, learning from feedback, embracing challenge, and developing resilience. When we practice a growth mindset, we see challenges and failure as an opportunity and we seek to celebrate wins on the journey of growth in sport and life.

## INTEGRITY

**"Doing the Right Thing"**

We believe that the strength of a community is based on the integrity of its members. Integrity to us means high moral character, mutual respect and honesty. We believe in the inherent dignity of each person no matter their background; everyone has the right and responsibility to contribute to the good of the whole society.

## EQUITY & INCLUSION

**"Together We are Stronger"**

The 90+ Project aims to ensure fair and equal access to participation, resources, and information. We accept and seek to represent all individuals and communities and will never turn away anyone based on race, ethnicity, gender, disability, sexual orientation, religion, or socio-economic status as we seek to build an equitable community together.

## **90+ PROJECT**

### **Coaching Ethics:**

#### **THE STARTING XI FOR COACHES:**

As a coach with the 90+ Project, I will aspire to...

- I. Lead by example as a role model and an ambassador of the game, seeking to embody the core values of the 90+ Project\*, demonstrating fair play and sportsmanship, and treating all players and opponents with respect.
- II. Never place the value of winning over the emotional and physical well-being and safety of my players.
- III. Do my best to provide a safe playing situation for my players, review and practice first-aid principles needed to care for my players, and strive to ensure the welfare of all players.
- IV. Demand the very best from each player at all training and competitions and seek to hold my players accountable for whatever they have control over.
- V. Prepare for training sessions and games to the greatest extent of my ability. Continually look to improve as a coach, do my best to organize practices that are fun and challenging for all my players and will use age appropriate coaching techniques for all of the skills that I teach.
- VI. Respect the fundamental rights, dignity, and worth of all participants by treating each player as an individual, remembering the large range of mental, emotional and physical development among children even of the same age group.
- VII. Empower players to think and act positively on their own. I will demand the right intent over the right result as the outcome of games and actions cannot always be controlled.
- VIII. Be aware of cultural, individual, and role differences, including those due to age, gender, race, ethnicity, national origin, religion, sexual orientation, disability, language, and socioeconomic status. Coaches seek to eliminate the effect of biases and will not knowingly participate in or condone unfair discriminatory practices.
- IX. Put developing character ahead of developing soccer skills, while seeking to do both with excellence.
- X. Strive to allow each player to experience each position – this is particularly important for younger players as position rotation will allow them to learn all aspects of the game and ultimately develop them into more well-rounded players.
- XI. Remember that I am a youth sports coach, and that the game is for children and not adults. I will ask “What can I do for the player”, not “What can the player do for me?”

#### **Commitment to the Laws of the Game and the Culture of Sport:**

Coaches shall be thoroughly acquainted with, adhere to, and demonstrate a working knowledge of, the laws of the game. They should instruct their players to play within the written laws of the game and within the spirit of the game at all times.

Coaches are responsible for their players' actions on the field and should not permit them to perform with the intent of causing injury to opposing players or the intent to mock and shame the opposition.

Professional respect, before, during and after the game must be mutual. There must be no demeaning dialogue or gestures between officials, coaches, or players. It is unacceptable for an individual to have any verbal altercation with an official, opposing coach or bench before, during, or after the game.

Officials must have the support of coaches, players and spectators. Refrain from criticizing officials and to the best of your ability, use your influence to control spectators that demonstrate intimidating and/or unacceptable behavior toward officials, player(s), and opposing team members.

Coaches represent the 90+ Project, the community, and the game of soccer to the public. Comments and critiques of leagues, officials, clubs, teams, coaches, players, or parents must be positive and constructive.

# Why Coach with 90+?

**Recreational Coaches:**

Currently updating....

**Developmental Coaches:**

Currently updating....



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