

Strategic Plan

Calgary Women's Soccer Association
2023 and beyond





About Us

We are the women's soccer association located in Calgary, Alberta

The primary goal of the CWSA is to promote and develop women's soccer in and around Calgary.

The CWSA leads women's soccer involvement in the community and encourages participation with and from its members who consist of players, coaches, officials, and others interested in soccer.



Our Association

What we do



The CWSA provides the organizational structure for women's soccer in Calgary and its associated communities and provides members with fair and equal access to participate and grow through recreational, competitive, administrative, and officiating programs.

Program funding

The CWSA's programs and volunteer activities are funded and supported by its member user fees, corporate sponsors, and other fundraising activities.





Calgary Women's Soccer Association



Mission

Support our members and stakeholders through a safe and inclusive pathway.



Vision

Leading the growth and continuing development of women's soccer in Calgary and its associated communities.



Values

TOGETHER we are better





Values



Transparency

We shall operate a transparent organization for our members and the community and we provide a forum for dialogue where we are open to improve and adapt the CWSA policies and procedures.



Fairness

We consider all perspectives, opinions, and options in an effort to learn, improve, and innovate while remaining impartial in all decision making.



Inclusive

We strive to represent an inclusive association that promotes and values diversity.



Integrity

We inspire trust by speaking with honesty, treating members with respect, taking responsibility for our actions, and fostering a collaborative and supportive environment.

CWSA shall continue to operate in a fiscally responsible and financially prudent manner that maximizes value.



Courage

We work to be leaders in our community through acting with good intentions, challenging the status quo, and continually pursuing higher standards for our organization and others.

Strategic Blocks



Long term



Pursue

- Partnerships
 - Other associations
 - Academia
 - Youth
 - Under-served and diverse
- Program providers
- Sponsors
- Funding grants



Community

- Support
 - Other associations
 - Tournaments
 - Under-served and economically diverse
 - Inclusive
- Tournaments



Expand

- Player pool
 - Pathways
 - Tournaments
 - Futsal
 - Professional leagues
- Player experience
- Social media



Definition: Inclusion in and through sport means providing every person full respect, dignity, value and belonging in any roles they may play - athlete, coach, official, administrator, or spectator.