

Go For
It

Play
Fair

Respect
Others

Keep It
Fun

Stay
Healthy

Give
Back

True Sport Engagement Kit

*for School Championship
and Tournament Convenors*

*A guide on how to **Join, Live and Grow** True Sport in
School Championships and Tournaments*



TRUE SPORT
lives here



ONTARIO FEDERATION OF SCHOOL ATHLETIC ASSOCIATIONS
FÉDÉRATION DES ASSOCIATIONS DU SPORT SCOLAIRE DE L'ONTARIO

Introduction – Schools and Sports:

“The purposes of the Canadian School Sport Federation and True Sport appear to be closely aligned. Part of the mandate of the CSSF is the goal of promoting and advocating for good sportsmanship and citizenship in our student-athletes and teacher-coaches. The ethical values of teamwork, fairness, equity, generosity in success and dignity in defeat are the ideals that the CSSF encourages and supports in school sport competition and administration.

“Schools have more influence on the lives of children and youth than any other social institution. They are an effective environment to influence behavioural and attitudinal changes and play an essential role in providing the foundations of a happy and healthy lifestyle. Schools provide the setting in which all children, regardless of their family’s financial or social status, have the opportunity to acquire the competencies that are fundamental to life-long healthy, active living. School sport contributes significantly to providing the opportunity for children and youth to learn the skills and develop the habits that serve as the foundation of future and continued participation in sport. Most Canadians experience their first opportunity for participation in organized sport through the school system.”

(excerpt from a Canadian School Sport Federation letter to the True Sport Secretariat)

WHAT IS TRUE SPORT?

At the heart of True Sport is a simple idea:

good sport can make a great difference.

True Sport is ... a national movement for sport and community which strives to ensure that *positive sport values are at the heart of the sport experience for athletes, coaches, teams, leagues, schools, facilities and in communities*. Its core mission is to be a catalyst to help sport live up to its full potential by making a significant contribution to the development of youth, the well-being of individuals, and quality of life in our communities. True Sport is founded on four core values: fairness, excellence, inclusion and fun.

It's a Movement powered by people like you ... people who believe that sport can transform lives and communities - when we do it right; people who care about the positive values that sport embodies, like teamwork and commitment. People who want to see sport in Canada live up to its potential.

True Sport ... advocates six [Principles for Sport](#) and eight [Principles for Communities](#). When sport participants and communities adhere to these principles, the result is almost certainly a positive experience because while sport can be about winning and losing, more importantly, it is always about how the game is played. Coaches that embrace and promote these principles contribute greatly to positive sport experiences.

It's easy to get involved ... as a coach you can add momentum to the True Sport Movement by spreading the message and sparking commitment from others within your team and your club. This kit presents effective and easy-to-implement steps you can take right now to become part of the True Sport Movement. Support the kind of sport Canadians want. It's simple. It's practical. Everything you need to get started is inside. The only cost is commitment.

GUIDING PRINCIPLES

The goal of the True Sport Movement is to engage schools, teachers, coaches, teams, athletes, officials, event organizers, community leaders and community organizations to commit to fostering and demonstrating a culture of “good sport”, values-driven sport.

To achieve this, it is important to incorporate the language of the True Sport Principles into everyday interactions: conversations or activities. This will create an environment which will permit coaches, athletes and their parents to “live” True Sport.

The following “True Sport Principles for Sport” and “True Sport Principles for Communities” will guide your Championship’s and Tournament’s engagement in the True Sport Movement.

TRUE SPORT

Principles for Sport

Go For It

Always rise to the challenge.
Discover how good you can be.

Play Fair

Play honestly and obey the rules.
Winning is only real when competition is fair.

Respect Others

Respect teammates, competitors and officials both on the field and off.
Win with dignity and lose with grace.

Keep it Fun

Have a good time.
Keep a positive attitude and contribute to a positive atmosphere.

Stay Healthy

Respect your body. Keep in shape.
Avoid unsafe activities.

Give Back

Do something that helps your community.

truesport.ca

TRUE SPORT

Principles for Communities

Recognize Sport as a Valuable Community Asset

Help sport live up to its full potential.
Enable it to contribute to the well-being of the entire community.

Champion Ethical Conduct

Commit to fair play. Make respect for the rules, officials, coaches and players a priority –
on the field and on the sidelines

Promote Inclusion

Remove barriers. Encourage participation.
Make it possible for everyone to get involved and stay involved.

Strengthen Connections

Create opportunities for people to get together through sport.
Make newcomers feel welcome. Promote friendship, trust, cooperation and respect.

Support Excellence

Teams and athletes carry the hearts and hopes of the community wherever they compete.
Help them to be the best they can be.

Foster Healthy, Active Lifestyles

Inspire people to get active and stay active. Offer a variety of sport opportunities –
both structured and unstructured – that are inviting, enjoyable and rewarding for all.

Create Safe and Welcoming Environments

Develop, protect and nurture places and spaces that are hospitable and conducive
to the safe enjoyment of sport.

Celebrate Contribution

Recognize and honour the people – coaches, organizers, officials and volunteers –
whose contribution makes sport possible and positive in the community.

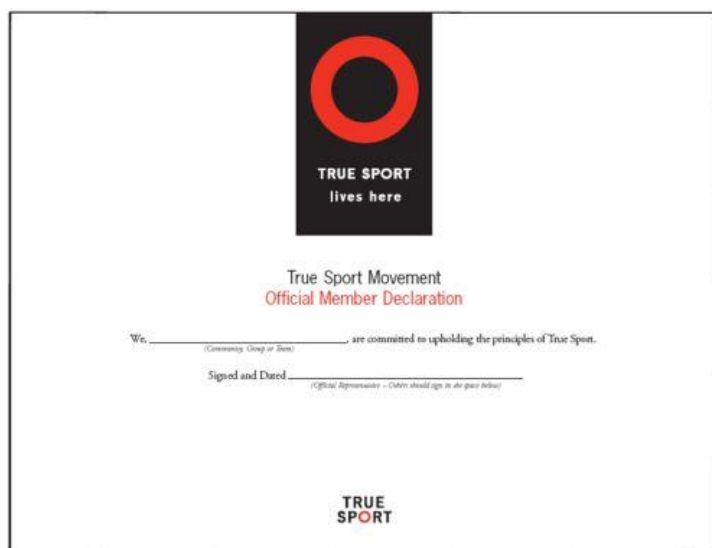
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HOW DO I BECOME A TRUE SPORT EVENT or SCHOOL?

It's easy. The **first step** is to... **JOIN TRUE SPORT!**

The True Sport Movement is rooted in its Principles. By committing to these Principles during your Championship or Tournament you, along with the participating school teams, coaches and student-athletes, join a growing Movement of Canadians who believes that sport has the power to shape character and express values, promote inclusion and inspire excellence. Joining True Sport means...

- First, have a **discussion** with your organizing committee about the True Sport Principles.
 - Find out what the Principles mean to the teams involved and their student-athletes.
 - Make a concrete commitment to live by the True Sport Principles.
 - Reach a consensus that you want to join True Sport.
 - Extend this discussion to all other varsity teams in your school.
 - Make it a school-wide discussion and commitment. Remember, you can join True Sport at different levels, for example, a coach or athlete can join as a True Sport Citizen, a team as a True Sport Team and a school as a True Sport School.
- Second, get your committee members to sign the **True Sport declaration**.
 - Signing the declaration (enclosed) formalizes the agreement among all members to uphold to the True Sport Principles.
 - Next, log on to www.truesport.ca/declare and complete the online declaration to become an official member of the True Sport Movement.



By committing to the True Sport Principles, you are setting the standard of behaviour and conduct for your team and making a commitment to ensuring that the sport experience is positive and enriching for everyone.

The second step is to... **LIVE TRUE SPORT!**

Putting True Sport Principles into play is a simple – but key – part of bringing your commitment to life in the activities and behaviours of the teams or athletes that participate in your event. The True Sport Principles reinforce behaviours that build character, as well as personal and team excellence. They set standards that all True Sport supporters share. Use them to stimulate ideas about how to train, compete and play your best. The Principles are universal but their application depends entirely on your event's situation. In many cases, you'll see you are already practicing them in one form or another. Adapt them to the needs and goals of your particular situation. You are the Movement.

Here's how your Championship/Tournament can **LIVE** True Sport in your province/territory...

- Maintain True Sport as a regular business item on your event organizing committee meeting agendas to monitor and discuss how True Sport is being reflected.
- If you operate an event website, add any of the True Sport logos to its home page. Download one from the True Sport website at <http://www.truesportpur.ca/logos>. Dedicate a page or text highlighting your event's engagement in True Sport.
- Add the True Sport logo to your Championship/Tournament banners.
- Add True Sport logos to all your Championship/ Tournament materials (e.g., program, passes, letterhead, results board, souvenir T-shirts, etc...)
- Laminate and prominently display True Sport “Principles for Sport” posters in your Championship/Tournament change rooms, spectator stands and venues.
- Display True Sport banners in your Championship/Tournament venues.
- At your coaches meeting, encourage participating teams, coaches and athletes to join the True Sport Movement through the [True Sport website](#).
 - Live by the True Sport Principles.
 - Talk about your expectations.
 - Distribute copies of the [True Sport School Coach Engagement Kit](#) to all participating teams.
- Think about strategies by which you'll make parents/spectators aware of your event's True Sport theme and your expectation on their comportment.



**TRUE
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- Depending on your event’s budget, consider purchasing True Sport products to support your Championship/Tournament theme. Use them as draw prizes (see the [order form](#) on the *True Sport website*).
- If you host a Championship/Tournament banquet, be sure to highlight the True Sport theme. Display a True Sport banner. Show the True Sport video – “[True Sport Lives Here](#)”
- Speak about the importance of the True Sport Principles to assembled athletes and coaches. If you have a guest speaker, encourage him/her to weave True Sport Principles into his/her speech.
- During the Opening Ceremonies, declare the event a True Sport Championship/ Tournament. Have representatives of the Host Committee along with a coach, athlete and official take an [oath](#) to the True Sport Principles and sign a True Sport declaration on behalf of their peers.
- If you hand out medals/trophies as part of your Championship/Tournament, consider adding the True Sport logo to them.
- If you recognize an “Athlete of the Championship/Tournament”, consider recognizing him/her as a “True Sport Athlete” (not necessarily the MVP). Use the True Sport “Principles for Sport” to guide the selection criteria. Display the True Sport logo on the Award.
- The same could be done with any “Coach Awards”.



What other actions could your organizing committee undertake to “**LIVE**” True Sport? Please send any additional ideas that could be added to this guide to info@truesport.ca.

TRUE SPORT LIVES HERE

Remember... log on to www.truesport.ca and complete the online declaration to officially become a member of the True Sport Movement!

<insert your school logo here> or

<copy this letter onto your school letterhead>

Date <insert>

Dear <insert "Parent(s)" or "Mr/Mrs last name of parent(s)" > ,

On behalf of the <insert school/team name>, I would like to share with you some important information relating to the sport experience of your child at this school. As a school, we are committed to providing a fun, safe and rewarding environment for all of our student- athletes. To demonstrate this commitment, we have declared our <insert school/team or both> as part of the True Sport Movement.

True Sport is a national movement for sport and community. Its goal is to help sport live up to its full potential as a public asset for Canada and Canadian society, making a significant contribution to the development of youth, the well being of individuals, and the quality of life in our communities. True Sport is a philosophy that lives within people and places like <insert school name> – it's up to us to ensure that we provide a positive sport experience which instills the True Sport values of fairness, excellence, inclusion and fun.

Throughout the season, <insert school/team or both> will be highlighting our commitment to True Sport in various ways < if applicable insert examples>. Through these manners, we will be educating your child on behaving and participating as a True Sport athlete and adhering to the True Sport Principles of Go for it, Play Fair, Respect Others, Keep it Fun, Stay Healthy and Give back. As a parent, please reinforce these principles with your child, by providing them with a positive example to emulate, and congratulating them when they demonstrate these principles.

Together, we can make a difference in our children's sport experience. To learn more about <insert school/team name>'s commitment to True Sport please visit www.truesport.ca or talk to me at any time.

I look forward to a great <insert sport> season!

<insert your signature>

<insert your name>

<insert your title>

<insert your School name>

<insert your contact information>

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TRUE SPORT ATHLETIC CONTRACT

District 17 schools (Elementary, Middle and High) have officially declared as members of the National True Sport Movement. All participants including coaches, activity leaders, players and their families of all school based extra curricular sport teams/clubs/groups will commit to demonstrating the following True Sport Movement principles.



PRINCIPLES FOR TRUE SPORT

Go For It

Always rise to the challenge.
Discover how good you can be.

Play Fair

Play honestly and obey the rules.
Winning is only real when competition is fair.

Respect Others

Respect teammates, competitors, coaches and officials both on the field and off.
Win with dignity and lose with grace.

Keep It Fun

Have a good time.
Keep a positive attitude and contribute to a positive atmosphere.

Stay Healthy

Respect your body. Keep in shape.

Give Back

Do something that helps your community

------(Please detach bottom portion of page and return to the athletic director or school administration)-----

We declare that we will demonstrate the principles of TRUE SPORT to the best of our abilities when participating or observing an athletic event/game/activity.

Name of Sport/Activity

Player/Student

Parent/Guardian

Coach/Activity Leader

Huntsville High School: Honouring True Sport Youth Champions

John Cowan wasn't a fan of the ugly attitude developing within school sports. The current Huntsville High School physical education teacher, who was then-athletic director, says he noticed a lack of appreciation for officials, opposing teams and coaches.

"There seemed to be a lot more emphasis on the outcome and results, as opposed to the experience of enjoying the competition," he says.

Cowan says existing athletic awards at the high school rewarded for students demonstrating sporting excellence, but did not necessarily select those who were promising leaders yet not necessarily the best athletes. "There was a 'me' generation that needed to be dealt with quickly, in a way that was positive," says Cowan.

About five years ago, he launched the True Sport Scholarship Award, recognizing senior students who exemplified the True Sport Values -- inclusion, fairness excellence and fun -- and the True Sport Principles. Based on all the coaches' recommendations to the athletic director, all coaches would vote for the best candidate.

In its first year, the program rewarded a senior student with a scholarship valued at \$1,000. But the following year, the scholarship was split into two so that a male and female student athlete could be recognized. Local businesses; the Tim Hortons (Muskoka) and Algonquin Outfitters, believe in the importance of True Sport. Both generously fund this scholarship program.

The 2007 recipients of the True Sport Scholarship Awards are two student athletes -- Jared Hoo and Julia Kaye -- who are part of the honour society at Huntsville High School.

Graduating student Jared Hoo has been part of the high school basketball, soccer and track and field teams for the past four years. He has been selected to play in juvenile and junior development programs in the OBA system, and has been dedicating his time to referee house league basketball.

Hoo has also been a leader in the school's athletic association, and has attended several OFSAA high school championships. He is a force to be reckoned with on the floor, but he certainly appreciates competition. "He tries to be the best he can be, and continues to work hard."

Julia Kay, also a Grade 12 graduate, is an alpine skier, basketball and soccer player who is heavily involved in the school's athletic association. She has gone to OFSAA for alpine skiing. "She realizes when she has to encourage her own team members to pick up their socks," says Cowan, adding that Kay knows how to set goals and achieve them.

The school, attended by 1200 students, also established a True Sport program, recognizing the efforts of junior student athletes. It is named after a former school principal -- Bruce Reain -- who was an avid athlete, as well as coached at all levels of various high school sports.

At Huntsville, which happens to be the only high school in the town, teams are coached by volunteers from school staff. And Cowan says he has seen how student athletes apply lessons learned --such as school spirit and leadership -- beyond the courts, fields or slopes. "Sport is learning about yourself. The athletes become leaders in the school," he says. "They show aspects of respecting each other, and encouraging cooperation in the classroom."

The third and final step is to... **GROW** TRUE SPORT!

Now that Championship/Tournament has **joined** and become a member of the True Sport Movement, you can add momentum to the Movement by spreading the message and sparking a similar commitment among other Championship/Tournament Convenors.

Talk to others about the True Sport Movement! Engage them in discussions about the benefits of values-based sport, giving them examples of how your Championship/Tournament has been **living** the True Sport Principles in everything you do. Invite them to add their voice to the Movement by directing them to the True Sport website. The True Sport Movement relies on people like you—people who understand the value and the power of sport—to let others know that they can become part of a nationwide effort committed to making sport the best it can be.

Ideas to help you **GROW** the Movement...

- The [What You Can Do Guide](#) will inspire you to create ways to live the True Sport Principles in your [community](#), [facility](#), [school](#), [sport organization](#), [team](#), or [event](#).
- Where appropriate, consider aligning your Championship/Tournament rules, regulations, policies, procedures with True Sport values and principles.
- Identify and invite sport celebrities (e.g., Olympians, professionals) to speak to your sport organization about how values-based sport relates to their careers and who they are as individuals.
- During an event post-mortem ask yourself – what worked well? What could have been done differently? How could it be improved? Share these learnings with your Provincial/Territorial School Sport Association and others through info@truesport.ca.
- If True Sport already lives in your school, consider getting your entire school board involved, a detailed [True Sport Champions Kit](#) is available to guide you. Contact champions@truesport.ca for more information on this program.
- In Ontario High Schools, students must complete 40 hours of volunteer community involvement activities. As part of the True Sport Principle “Give Back”, you may wish to encourage your student-athletes to earn these credits by speaking to elementary schools or community sport groups about True Sport. Alternatively, you might encourage your student-athletes to volunteer as coaches or officials with the local sport community.
- Your commitment to good sport is a marketable community asset. Use this commitment as a selling feature when developing corporate partnerships, and sponsorships. Introduce relevant community stakeholders to True Sport and show them how it can help them achieve their goals.

- Use social networking to spread the True Sport message and share examples of how you are living the True Sport Principles.
- Give back to your community by establishing a team understanding that each member should “give back” a designated number of hours to the community. Discuss the various ways that your athletes can support the community.
 - Support younger teams by helping with their practices, mentoring their athletes and modeling True Sport behaviour.
 - Schedule a field, arena or park clean-up day.
 - Volunteer with a charity.
 - Help out during community events or tournaments.
 - Further develop sport-specific skills by becoming coaches, officials and organizers.
 - speaking to elementary schools or community sport groups about True Sport
- Share your experiences and learnings with other Convenors across Canada by regularly visiting the True Sport website at www.truesport.ca or by sharing your thoughts with us at info@truesport.ca.

Is there more you can do to “**GROW**” True Sport?

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