

*Go For  
It*

*Play  
Fair*

*Respect  
Others*

*Keep It  
Fun*

*Stay  
Healthy*

*Give  
Back*

# True Sport Engagement Kit

## *for School Sport Associations in Canada*

*A guide on how to **Join**, **Live** and **Grow** True Sport  
in your Province/Territory*



TRUE SPORT  
lives here



*(add your logo here)*

## **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.”*

*At our AGM, the CSSF Board of Directors voted unanimously to join the growing list of Canadian organizations which endorse the True Sport Strategy. We look forward to a productive and mutually beneficial partnership with the True Sport Secretariat.”*

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

# WHAT IS TRUE SPORT?

**True Sport is ...** a national movement for sport and community which strives to ensure that *positive sport values are central to the sport experience for athletes, coaches, teams, leagues, schools and in communities*. Its core mission is to be a catalyst 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 quality of life in our communities. At the heart of True Sport are four core values: fairness, excellence, inclusion and fun.

**It's a Movement powered by people like you ...** people who believe that – when we do it right – sport can transform lives and communities; 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. As an organization that already believes in, and advocates for a values-centered sport environment, you represent a powerful voice and role-model for youth, sport and your community.

**It's easy to get involved ...** This Kit outlines effective and easy-to-implement steps you can take to become part of the True Sport Movement. Stand up and be counted for the kind of sport you want in your schools. It's simple. It's practical. It's full of ideas. 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 teachers, coaches, athletes, officials, event organizers, championship convenors, community leaders, teams, schools 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 True Sport (i.e., “Principles for Sport” and “Principles for Communities”) into your Association’s activities. In turn, this will create a model which will permit teacher-coaches and student-athletes to live True Sport.

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



## 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.



## 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.

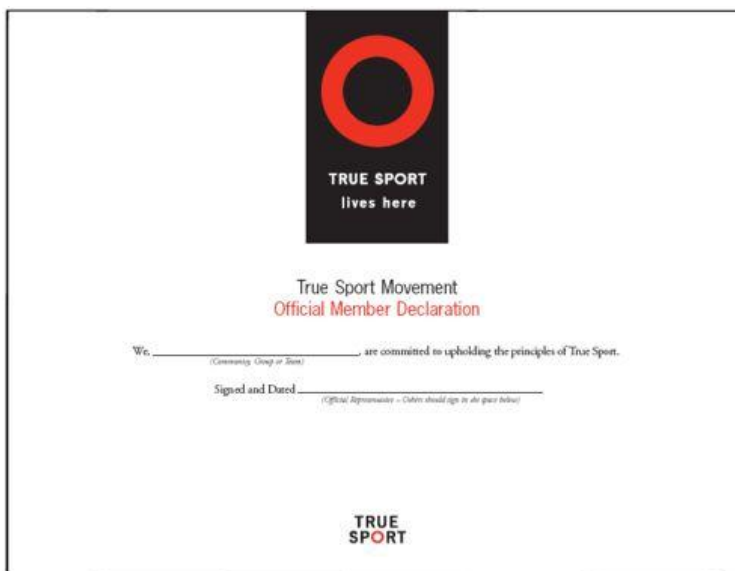
# HOW DO WE GET INVOLVED?

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

The True Sport Movement is rooted in its simple Principles. By committing to these Principles, your Association along with your member schools and school teams 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...

1. Have a **discussion** within your Association's Board of Directors about the True Sport Principles. Reach a consensus that you want to join the True Sport Movement. Make this a member-wide discussion and commitment. Remember, various levels of your organization can join the Movement – your Association, each member school and each school team. Even individual athletes, coaches, teachers and students can join.
2. Pass a **resolution** at your Association's Board of Directors meeting or Annual General Meeting (see sample, p. 10). Once the resolution is approved, get all Board members to sign the **True Sport declaration certificate**, frame it and display it in your Association's office. Signing the declaration broadcasts your engagement in and commitment to the True Sport Movement.
3. Log on to [www.truesport.ca/declare](http://www.truesport.ca/declare) and complete the online declaration to be officially enrolled as a member of the True Sport Movement.



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

Bring the True Sport Principles to life within your programs. The True Sport Principles reinforce behaviours that build character, produce well-rounded student-athletes, and foster personal and team excellence. They set standards that all True Sport supporters share. The Principles are universal but their application can be individualized. In many cases, you'll see you are already promoting them in one form or another. Adapt them to the needs and goals of your Association, your schools and your teams. You, your member schools and teams are the Movement. How you **LIVE** the True Sport Principles is a reflection of who you are.

Suggestions for **LIVING** True Sport in your province/territory...

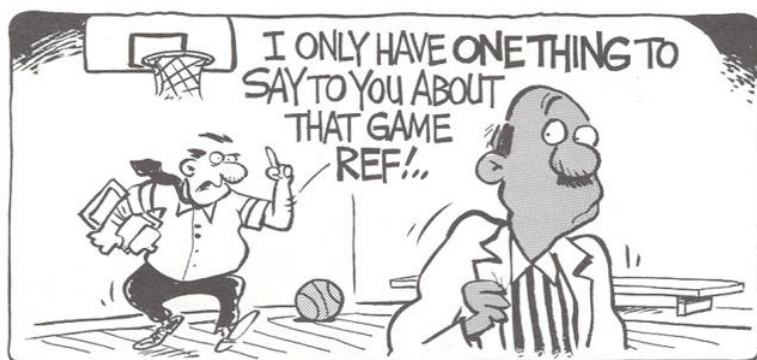
- ✓ Add the True Sport logo to your Association's website home page. Download them from the True Sport website at <http://www.truesportpur.ca/logos>. Do the same if you have separate websites for your provincial/territorial championships.
- ✓ Dedicate a page on your website to highlighting how your Association is living True Sport.
- ✓ Add the True Sport logo to your championship banners.
- ✓ Encourage your championship convenors to theme their events True Sport Championships. Provide them with a *True Sport Engagement Kit for School Championship and Tournament Convenors*, downloadable from the True Sport website at [www.truesport.ca](http://www.truesport.ca)
- ✓ Encourage all of your member schools and teams to join the True Sport Movement. Encourage them to do so through the True Sport website - [www.truesportpur.ca/declare](http://www.truesportpur.ca/declare). Distribute the *True Sport Engagement Kit for Coaches* to all your member schools and teacher-coaches, downloadable from the True Sport website at [www.truesport.ca](http://www.truesport.ca)
- ✓ Every great team showcases its emblems with pride. Once your member schools and teams have committed to being a True Sport member, make it public! Encourage them to add the **True Sport patch logo** to their team uniforms or other apparel! Wearing the patch shows their commitment to **live** the True Sport Principles. Use the order form (p. 10) to purchase them.



- ✓ In your communications with member schools (e.g., e-newsletters, notices), consider talking regularly about your involvement in the True Sport Movement, its relationship to your Association’s mission and mandate, the importance of **joining** and **living** True Sport, profiling True Sport stories depicting how it is being **lived** in various member schools, etc.
- ✓ Consider maintaining True Sport as a regular business item on your Board meeting agendas, thereby providing an opportunity for ongoing discussion of the participation level in your member schools.
- ✓ If you recognize an Athlete of the Month, consider recognizing him or her as a True Sport Athlete of the Month. Use the True Sport “Principles for Sport” to guide the selection criteria. The same could be done with coach awards.



What other actions could your Association undertake to **LIVE** True Sport?



**TRUE  
SPORT**  
LIVES HERE

*Garth Turtle, Retired Executive Director, Prince Edward Island School Athletic Association*

“The True Sport philosophy is so close to what we’re trying to do in school sport that it’s just a natural step for us to join. What we’re really doing is using sport to make better people.”





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

As a member, you can add momentum to the True Sport Movement by spreading the message and sparking a similar commitment among your peers in other sport organizations. Talk to others about the True Sport Movement! Engage them in discussions about the benefits of values-based sport, give them examples of how your Association and your member schools are **living** True Sport. 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 power of school sport—to let others know they can become part of a nationwide effort committed to making sport the best it can be.

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

- ✓ Showcase all the great things you are doing by talking about it in a micro-site on the True Sport website and linking the readers back to your own Association website. For more information on how to set up your micro-site, contact [info@truesport.ca](mailto:info@truesport.ca)
- ✓ Share your resources with others across Canada through the online resources section of the True Sport website. Others can learn from you and make use of your tips, tools or stories. For more on how to submit resources for posting, contact [info@truesport.ca](mailto:info@truesport.ca)
- ✓ Proudly demonstrate your engagement in the True Sport Movement by displaying the True Sport logo on everything you produce.
- ✓ Where appropriate, consider integrating True Sport messaging in the Association's rules, regulations, policies, procedures.
- ✓ When hosting coach conferences or symposiums, consider including True Sport on the agenda.

What else can your Association do to “**GROW**” True Sport?



Remember...log on to [www.truesport.ca](http://www.truesport.ca) and complete the online declaration to officially become a member of the True Sport Movement!

# NOTICE OF MOTION

DATE:

MOVED BY:

SECONDED BY:



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**WHEREAS** True Sport is a national movement for sport and community which strives to ensure that *positive values are at the heart of the sport experience for athletes, coaches, teams, leagues, schools and in communities;*

**WHEREAS** True Sport’s core mission is to be a catalyst to help sport live up to its full potential – making a significant contribution to the development of youth, the well-being of individuals, and the quality of life in our communities;

**WHEREAS** True Sport gives expression to the growing desire of Canadians to enjoy a sport experience driven by values. The kind of sport that makes us better; one that promotes fairness, excellence, inclusion and fun; and one that contributes immeasurably to the social fabric of our society;

**WHEREAS** Schools have a significant influence on the lives of children and youth more than any other social institution, 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;

**WHEREAS** 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;

**WHEREAS** Schools contribute 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;

**WHEREAS** The Canadian School Sport Federation and its Provincial/Territorial School Sport Association’s are committed to promoting and advocating for positive sportsmanship, citizenship and the total development of student athletes through interscholastic sport;

**THEREFORE BE IT RESOLVED** that \_\_\_\_\_ join the True Sport Movement as a True Sport Organization;

**AND FURTHER THAT** the Association celebrate its active engagement in the Movement by displaying the True Sport brand on as many of its materials as possible;

**AND FURTHER THAT** the Association actively encourage all its member schools and teams to join the True Sport Movement and to live by its Principles;

MOVED: \_\_\_\_\_

SECONDED: \_\_\_\_\_







**MAIL:** c/o Canadian Centre for Ethics in Sport (CCES)  
955 Green Valley Crescent - Suite 350 Ottawa, ON K2C 3V4

**FAX:** (613) 521-3134  
**Email:** [info@truesport.ca](mailto:info@truesport.ca)

**First Name:** \_\_\_\_\_ **Last Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **Postal Code:** \_\_\_\_\_  
 \_\_\_\_\_ **City/Province:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**RESOURCES AVAILABLE**

\*The following resources marked with an asterisk can be ordered free of charge and/or downloaded (at no cost, up to 10 items)\*. For groups or organizations wishing to make an order of 11 or more items, shipping and handling costs may apply. A True Sport representative will be contacting you shortly to confirm your order, product costs and to determine your preferred method of payment.

Photo	Item Description	Unit Price	QUANTITY
	<b>True Sport Start-up Kit</b> Includes: Community Action Kit (including 20 Stickers, 20 Tattoos) Fridge Magnet, Fling Ring, Pen, Highlighter, Note Pad, Movement Brochure, DVD	<b>\$ 5.00</b> each	
	<b>True Sport Lives Here DVD</b> Includes English and French versions A seven minute video featuring a variety of community leaders and elite athletes (Steve Nash, Chantal Petitclerc)	<b>\$ 7.50</b> each	
	<b>Community Action Kit</b> Includes: 20 True Sport Stickers, 20 True Sport Tattoos A Principles for Community Poster, A Principles for Sport Poster, A True Sport Declaration	<b>Free*</b> (up to qty 10) <b>\$ 5.50</b> each	
	<b>True Sport Movement Brochure</b> 5 panel design  bilingual <b>20 brochures per package</b>	<b>Free*</b> (up to qty 10) <b>\$10.00</b> each package	_____ packages
	<b>True Sport Stickers</b> 1.25" x 2" vinyl stickers  Fabric safe adhesive <b>20 stickers per package</b>	<b>Free*</b> (up to qty 10) <b>\$ 0.85</b> each package	_____ packages
	<b>True Sport Tattoos</b> 1.5" x 1.5"  <b>20 tattoos per package</b>	<b>Free*</b> (up to qty 10) <b>\$ 1.20</b> each package	_____ packages

LAST UPDATED AUG 12<sup>th</sup>, 2010

## RESOURCES AVAILABLE

\*\*The following resources can be ordered for the price indicated; *taxes, shipping and handling costs may apply.*  
A True Sport representative will be contacting you shortly to confirm your order, product costs and to determine your preferred method of payment.



Photo	Item Description	Unit Price	QUANTITY
	<b>True Sport Poster</b> 36" x 26" (folded)	<b>Free*</b> (up to qty 10) <b>\$ 0.50</b> each	
	<b><u>Principles for Sport Poster</u></b> 11" x 17" (folded)	<b>Free*</b> (up to qty 10) <b>\$ 0.45</b> Each	
	<b><u>Principles for Community Poster</u></b> 11" x 17" (folded)		
	<b><u>True Sport Official Member Declaration</u></b> 8.5" x 11"	<b>Free*</b> (up to qty 10) <b>\$ 0.45</b> each	

## CLOTHING:








	<b>True Sport Vest</b> (bilingual) Available in  Men's: Small, Medium, Large, X-Large Women's: Small, Medium, Large, X-Large	<b>\$ 40.00</b> each	_____ quantity  _____ sizes
	<b>True Sport Long Sleeve 1/4 Zip Pullover</b> (bilingual) Available in  Men's: Small, Medium, Large, X-Large Women's: Small, Medium, Large, X-Large	<b>\$ 40.00</b> each	_____ quantity  _____ sizes
	<b>True Sport Performance Long Sleeve</b> (bilingual) Available in  Men's: Small, Medium, Large, X-Large Women's: Small, Medium, Large, X-Large	<b>\$ 35.00</b> each	_____ quantity  _____ sizes
	<b>True Sport Iron-On Patch</b>  2" x 3" - Sold as 10 patches per package  You can apply the patch to any fabric	<b>\$ 8.00</b> for 10	_____ packages
	<b>True Sport Ball Cap</b>  Youth and Adult sizes True Sport logo embroidered both sides (bilingual)	<b>\$ 15.00</b> each	

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\*\*The following resources can be ordered for the price indicated; **taxes, shipping and handling costs may apply.**  
A True Sport representative will be contacting you shortly to confirm your order, product costs and to determine your preferred method of payment.

	<p><b>True Sport Toque</b> One size fits all (bilingual) Waffle Beanie Style - black</p> <p>Made in Canada</p>	<p><b>\$ 15.00</b> each</p>	
	<p><b>True Sport Rally Scarf</b></p> <p>Made in Canada</p>	<p><b>\$ 25.00</b> each</p>	

### MISCELLANEOUS:

	<p><b>True Sport Highlighter/Pen Combo</b> (bilingual)</p>	<p><b>\$ 2.00</b> each</p>	
	<p><b>True Sport Pen</b> (bilingual) Sold as 10 pens per package</p>	<p><b>\$ 10.00</b> for 10</p>	<p>_____ packages</p>
	<p><b>True Sport Gel Bracelets</b> <i>Individually</i> imprinted with the True Sport Principles for Sport (bilingual) <b>Special Package – Buy a set of each principle (6) for \$5.00</b></p>	<p><b>\$ 1.00</b> each</p>	<p>_____ packages or _____ individual</p> <hr style="width: 100%;"/> <p style="font-size: x-small; text-align: center;">(indicate principle)</p>
	<p><b>True Sport Fling Ring</b> 9" diameter (bilingual) Sold as 10 fling rings per package</p>	<p><b>\$ 8.00</b> for 10</p>	<p>_____ packages</p>
	<p><b>True Sport Bike Water Bottle</b> Imprinted with the True Sport Principles for Sport (bilingual)</p>	<p><b>\$ 1.50</b> each</p>	
	<p><b>True Sport Bottle – Stainless Steel</b> Imprinted with the True Sport Logo and Web Address (bilingual)</p>	<p><b>\$ 15.00</b> each</p>	
	<p><b>True Sport Tumblers</b> No-Spill, Stainless Steel, Insulated (bilingual)</p>	<p><b>\$ 15.00</b> each</p>	

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A True Sport representative will be contacting you shortly to confirm your order, product costs and to determine your preferred method of payment.

	<p><b>True Sport Banner</b> (indoor/outdoor - 42" X 66") "Principles of Sport" 12oz vinyl Banners - English or French</p>	<p style="text-align: center;"><b>\$ 100.00</b> each</p>	
	<p><b>True Sport Banner</b> (indoor/outdoor - 42" X 66") "Principles for Communities" 12oz vinyl Banners</p>		
	<p><b>True Sport "Lives Here" Banner</b> 12oz vinyl Banners (indoor/outdoor - 42" X 66") Available in French and English</p>	<p style="text-align: center;"><b>\$ 100.00</b> each</p>	
	<p><b>True Sport "Luggage" Tags</b> 2" x 4" Show your support around the world</p>	<p style="text-align: center;"><b>\$ 4.00</b> each</p>	
	<p><b>True Sport Magnetic Photoframes</b> 8" x 5.75" 2 magnets in one, guaranteed to brighten up any fridge, filing cabinet or locker</p>	<p style="text-align: center;"><b>\$ 1.50</b> each</p>	
	<p><b>True Sport Note Pads</b> 5.5" x 8.5" (bilingual) White paper, ruled</p>	<p style="text-align: center;"><b>\$ 2.25</b> each</p>	
	<p><b>True Sport Note Book</b> Red Soft Cover, White paper, ruled with margin 9 1/4" x 7 1/4"</p>	<p style="text-align: center;"><b>\$ 20.00</b> each</p>	
	<p><b>True Sport Skate Towel</b> Imprinted with the True Sport Principles for Sport (bilingual)</p>	<p style="text-align: center;"><b>\$ 2.50</b> each</p>	
	<p><b>True Sport Pucks</b> In Glas Co Official made in Slovakia</p>	<p style="text-align: center;"><b>\$ 1.00</b> each</p>	
	<p><b>True Sport Tote Bag</b> Environmentally friendly Black - 12" x 14" x 8"</p>	<p style="text-align: center;"><b>\$ 3.00</b> each</p>	

See updated version at [www.truesport.ca/resources](http://www.truesport.ca/resources)