

STRATEGIC PLAN 2019 - 2024

VISION

Ultimate is a prominent recreational sport, motivating healthier lives and building lifelong relationships because of its fun, vibrant, and inclusive environment. We inspire other organizations through our commitment to spirit of the game and to developing skills, and character.

MISSION

To continue growing our community and sport by providing a safe, fun, respectful and inclusive environment for all participants to learn and develop while playing ultimate. We are centered around Spirit of the Game, making us an example to other sport organizations.

IDENTITY STATEMENT

The Toronto Ultimate Club (TUC) is a not-for-profit organization dedicated to serving the needs of Ultimate players in Toronto. We organize leagues, host tournaments and clinics throughout the year to help develop players in all skill levels. Our main objective is to continue growing our community and sport by providing a safe, fun, respectful, and inclusive environment for our 3000+ Ultimate members.

VALUES

Spirit of the Game - Encourage every TUC member to embody sports ethic and honourable play every time they step on the field because it is the heart of our sport.

Inclusivity - Promote respect for all despite economic status, gender, age, race, etc. in order to generate equal accessibility for everyone to play ultimate.

Equity - Ensure there is fairness in our club and equality of access for each and every ultimate player. The ability to recognize inequalities and taking steps to address and correct them.

Community - Continue to foster a sense of belonging and support to connect the membership of TUC, creating a shared emotional connection and responsibility to the sport and our club.

Development - Provide options at all levels for players to learn and improve in all aspects of the game.

Communication - Proactively inform the membership in a clear manner of the on goings of the club and any necessary information. Welcoming feedback with an open mind in order to continuously make our club better.

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STRATEGIC PLAN OBJECTIVES

Community - Engage our Members & Partner with External Stakeholders

- Grow and retain active membership by offering leagues and programs that appeal to our members.
- Increase External Stakeholders through sponsorship and partnerships to help offset cost, grow our network and reach, and provide more value add for our members.
- Increase Internal Stakeholder engagement of members and volunteers, so they may be fully informed of events and activities which will enhance their experience and allow them complete involvement in all aspects of the Club.

Growth - Develop our Athletes and Membership

- Develop, retain, and grow our Membership with particular focus on:
 - Enhancing and growing our Juniors Program
 - Enhancing our Women's League offerings and growing our Female-identifying membership
 - Continuously improving our Adult Programs and growing our Open Membership
- Utilize the Long-Term Athlete Development (LTAD) model to support program development, provide coaching training to volunteer coaches, and develop new athletes/members.
- Learn from other sport organizations to understand how they develop, retain, and grow their membership.

Spirit of the Game - Embed Spirit of the Game and our Values in TUC's Community

- Infuse Spirit of the Game (SOTG) in everything we do, combined with our Values of Inclusivity, Equity, Communication and Development – This is what will strengthen the Toronto Ultimate Club and set us apart from other sports and other organizations.
- Find ways to ensure that all members know Spirit of the Game, the rules of Ultimate, and proper game etiquette.
- Continue to work toward Our Values, especially Inclusivity and Equity to ensure everyone feels included in the game of Ultimate.