

MOUNTAIN UNITED FC STRATEGIC PLAN

OUR VISION

Mountain United FC will be the best operating Club in the *EA Sports BC Soccer Premier League* while providing opportunities for all players to develop and excel in soccer.

OUR MISSION

Mountain United FC will inspire players to fulfill their human potential through soccer.

OUR VALUES

Integrity – above all else, we will adhere to a strict moral and ethical code.

Inclusiveness – we embrace diversity and are committed to providing opportunities for all players.

Respect – we will give respect it so that we may expect to receive it.

Fair Play – we subscribe to a Fair Play Code for coaches, players and parents.

STRATEGIC PRIORITIES

Player Development

Post Secondary
Whitecaps
Provincial
International

Coach Development

Certification
Education
Mentoring
Assistants

Partnerships

Grassroots
Senior
Strategic
International

Financial Health

Sustainability
Sponsorship
Fundraising
Assistance

Club Growth

Profile
Programs
Academy
Travel