



OUR CORE VALUES

WHO WE ARE & WHY

“UNITED WE PLAY”



CHARACTER

CHARACTER FIRST

We honor, teach and develop the core values of honesty, loyalty, responsibility, selflessness, compassion and discipline.

THE RULE OF FUN

Fun is the lens that can make every soccer player a success.
Fun takes many forms and always concludes with “I want to do it again.”

WELL-BEING COUNTS

A safe, healthy, welcoming experience in body, mind and spirit is the right of every soccer stakeholder.

COMMUNITY

WE ARE FAMILY-STRONG

Family in all its forms – team, club, community, relatives – is the greatest asset that soccer has.
Take time to connect and appreciate.

SOCCER UNITES US

We embrace and celebrate our differences because the game makes us one.

COMPETITION

THE GAME IS THE TEACHER

We are all responsible to ensure that soccer teaches the skills of a well-lived life. Teamwork, leadership, hard work, communication and creativity are just the beginning of its lessons.

SOCCER IS THE PLAYER’S GAME

Soccer is a personal journey for every player.
It is for the player to see, decide, create and win or lose. It is their game.