



DEVELOPMENT  
PARTNER





# 2022-2025 Strategic Plan

#badgeproud





# Who we are

LondonTFC Academy and FC London have developed a rich history within the soccer community in London, Ontario and beyond. Operating Grassroots, youth and senior programs coupled with affiliations with local community clubs is an opportunity to continue to connect and promote the full stream of Canadian soccer.





# Mission

*“To build a high-performance self-sustaining soccer education environment for male & female players and coaches to help them maximize their personal and professional potential.”*





# Vision

*Inspire passion for the game through participation in the game.*







# Club Operations

1. Provide a high standard of service while continuing to build improved communication and consumer friendly process
2. Build on operations and ensure network in place to increase retention levels
3. Develop a marketing and communication plan to increase knowledge and understanding for all participants
4. Improve on current partnerships/relationships while building new ones, in sponsorships, facilities and programs across the organization





# Community Engagement

1. **Build Affiliation groups that meet and exceed standards while mutually benefiting in growing and developing all those involved in the game**
2. **Introduction of all accessible soccer program supporting the London and area (which may include bursary programs and programming for Special Needs players)**
3. **Create partnerships with other organizations across sport to broaden youth sport opportunities and pathway success**





# Governance

1. **Develop and grow the governance model within the organization to be able to grow both on field while maintaining financial stability.**
2. **Build on current Standards held within operational licenses, agreements and contracts at all levels.**
3. **Ensure succession steps in place for future growth and stability as the organization grows and develops.**
4. **Meet and exceed governance requirements as they relate to health and safety of athletes and coaches. (I.E. concussion, Covid)**





# Previous Club Achievements

Based on historical Strategic Plans, London TFC Academy and FC LONDON are proud of the achievements of the staff, executive, organization and players



We have built a full size turf training facility with lights and a clubhouse. Used for training and games.



We have assisted players within the organization to achieve professional contracts and scholarships.

- 2012 North American Champions**
- 2016 League1 Women's Champions**
- 2017 League1 Women's Champions**
- 2018 League1 Men's Champions**
- 2019 League1 Women's Champions**

We have worked to promote and represent Canadian Soccer in top leagues locally and across North America



We have worked with local soccer organizations in the construction and development of a pathway for players and coaches to achieve their goals in sync with Ontario Soccer and Canada Soccer Strategic Plans.