

10-20-30

Project

Reconnecting Sport with Community Responsibility



Youth sport today faces real challenges

While competition and performance remain important, many young athletes are leaving sport earlier or missing the deeper lessons sport can teach about leadership, teamwork, and responsibility to others.

Communities are also looking for ways to strengthen the culture of sport and help young people understand how they can contribute beyond the game itself.

The 10-20-30 Project encourages athletes to think about their long-term relationship with sport and community — not only as players today, but as the future coaches, volunteers, and leaders who will support the sports and communities that gave them so much.

WHAT DOES 10-20-30 MEAN?

10 years from now
You may still be playing the game while learning how to support teammates and help others in your community.

20 years from now
You may be coaching, volunteering, or giving back to the sport and community that supported you.

30 years from now
You may be mentoring others, leading organizations, and helping strengthen your sport and community.



CORE VALUES

The 10-20-30 Project is built around five core sport values known as **CTRL-F**.

These are the values and life skills sport teaches us that we carry with us throughout our lives.

Compete-Teamwork-Respect-Leadership-Fun

COACH SANTA'S MISSION OF KINDNESS

Coach Santa's Mission of Kindness introduces younger athletes to the values of sportsmanship, teamwork, respect, leadership, communication, allyship, belonging, and fun.

Through weekly messages, kindness challenges, and team visits, Coach Santa helps young players begin learning how their actions on and off the ice can make their teams and communities stronger.

The **Mission of Kindness** acts as an early introduction to the values behind the **10-20-30 Project**.

The 10-20-30 Project

From Kindness to Leadership



Starting Values

10 Years 20 Years 30 Years



10-20-30 Project

Growing Responsibility



Giving Back

SPORT AND COMMUNITY

Sport is one of the most powerful environments for learning values. When those lessons extend beyond the game, they help build stronger communities.

THE ATHLETE JOURNEY

The goal of the 10-20-30 Project is to help athletes see sport as part of a lifelong relationship with community.



COACH SANTA



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Sport builds character.

Communities grow stronger when athletes give back.