



**As soccer coaches, we are committed to creating a unique, positive culture for our sport in America. We want to lead the effort to build a soccer culture that celebrates what is best about our game and helps it transcend from what happens on the field to what happens in the lives of our players, coaches, administrators, families and friends.**

**We ask that all soccer coaches embrace the Commitment to Culture for soccer in America and actively manifest these seven cornerstones in our players, our families, our competitions, our infrastructure and ourselves.**

## THE 7 CORNERSTONES

### **SOCCER UNITES US**

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

### **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”.

### **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, creativity are just the beginning of its lessons.

### **WELL-BEING COUNTS**

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

### **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 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.