

The Gold Medal Pledge



- 1. Children First.** We pledge to put the well-being of children first in the way we design and administer our programs and to continually strive to promote the physical, social, emotional, intellectual and moral development of each youngster.
- 2. Mission and Policies.** We pledge to articulate and make available a clear statement of our mission, objectives and values and strive to assure that all staff members consistently live up to our values and pursue our mission.
- 3. Integrity and Respect.** We pledge to pursue our mission and conduct our business with scrupulous integrity and to treat — and require others to treat — all children, customers and staff with respect.
- 4. A Safe Environment.** We pledge to be vigilant about creating an environment that reduces risk of injury and is free of physical, emotional or verbal abuse. We will regularly inspect and maintain our facilities and equipment and we will ensure that at least one adult certified in first aid and safety is always available to children.
- 5. Health.** We pledge to promote physical fitness, encourage healthy eating habits, provide an accepting environment for children of all body types and levels of ability, and discourage the use of unhealthy substances.
- 6. Fun.** We pledge to provide activities that are fun and engaging.
- 7. Character Development.** We pledge to employ the *CHARACTER COUNTS!* T.E.A.M. strategy of Teaching, Enforcing, Advocating and Modeling good character and life skills. We will encourage positive qualities such as discipline, diligence and goal-setting as well as the Six Pillars of Character: trustworthiness, respect, responsibility, fairness, caring and good citizenship.
- 8. Improvement and Personal Best.** We pledge to teach youngsters sportsmanship, how to pursue victory with honor and to achieve personal excellence. But we will emphasize effort and improvement and promote pride and gratification in the concept of "personal best" in both recreational and competitive programs.
- 9. Character and Competence.** We pledge to put the highest priority on selecting and training staff to provide children with coaches, counselors and other staff of outstanding competence and character.
- 10. Continuing Education.** We pledge to provide continuing educational opportunities to coaches and other staff to help them stay knowledgeable and proficient in the activities they teach, in basic safety and first aid procedures and in character building strategies.
- 11. Positive Coaching.** We pledge to require positive coaching and motivational techniques that promote enjoyment and build self-confidence.
- 12. Encouraging Parental Participation.** We pledge to encourage parents to play a constructive role in their children's activities. We will educate parents about our philosophy, objectives, methods and priorities to assure that their expectations of our programs and their children are appropriate and realistic.
- 13. Parent Information.** We pledge to provide parents with clear, complete and timely information concerning schedules, fees, team selection and other policies.
- 14. Upholding Our Values.** We pledge to continually monitor the attitude and conduct of coaches, parents and children, to demand civility, respect and responsible behavior. We will separate from our programs those who undermine the positive character-building environment we seek to establish.
- 15. Continual Improvement.** We pledge to systematically elicit feedback from parents, participants and staff to assess how well we are achieving our mission and objectives. We will use this feedback to continually improve our programs.



This pledge is derived from the Gold Medal Standards for Youth Sports. Designation as a *CHARACTER COUNTS!* Gold Medal Children's Activity Center is reviewed annually by the Josephson Institute of Ethics.