



PROGRAM GUIDE

2021/2022 SEASON

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WELCOME TO THE PCA FAMILY!

Who We Are

Phoenix Cheer Athletics Inc. (PCA) is an all-star not-for-profit cheerleading program located in Ste. Anne, Manitoba. When our previous gym unexpectedly closed its doors in June 2019, a group of dedicated volunteer coaches, parents and athletes rallied together and, within a matter of days, Phoenix Cheer Athletics was born.

Program Philosophy

Cheerleading was recently recognized as a sport both in Canada and Manitoba, opening so many more opportunities for cheer athletes. Cheerleading is a sport that requires strength, power, agility, flexibility, coordination, fitness and, most importantly, teamwork! We want our athletes to feel challenged, we want them to increase their flexibility and strength all while learning how to work as a team. We will build confidence in athletes while providing them a safe place to learn and grow.

Our Facility

Our brand new facility is located at 549 Traverse Road in Ste. Anne, Manitoba. Our facility has an 8-strip sprung floor, 40-foot tumble track, bars and other various state-of-the-art equipment to ensure athletes have the tools they need to reach their full potential in the sport. There is a viewing area on the second floor for parents/guardians to stay and watch.

Where To Find Us Online

Website: phoenixcheerathletics.com
Email: info@phoenixcheerathletics.com
Facebook:
[Facebook.com/PhoenixCheerAthletics](https://www.facebook.com/PhoenixCheerAthletics)

Instagram:
[instagram.com/PhoenixCheerAthletics](https://www.instagram.com/PhoenixCheerAthletics)
Twitter: twitter.com/PhoenixCheerAt

OUR STAFF

Coaches

Our coaching staff has many years of experience both as athletes and coaches. The reason they have been doing it for so long is because they are PASSIONATE about cheerleading and love sharing this passion with athletes. We LOVE our coaches and you will too!

Our head coaches are USASF/IASF credentialed, and our coaches have training in first aid/CPR, concussion awareness training and Respect in Sport. Coaches over 18 years of age have also had criminal record and child abuse registry checks.

Jenn Jolicoeur
Head Coach

Tiffany Recksiedler
Coach

Jazmine Bedient
Coach

Kamille Wieler
Coach

Andrew Recksiedler
Coach

Adison Zagozewski
Coach

Denarah Bayrak
Coach

Kelli Stockburn
Coach

Junior Coaches
Julia Bain
Savannah Chuha
Maxime Gagnon
Alexis Jolicoeur
Brynn Palmer

Emma Booth
Coach

Janelle Joliceour
Coach

Brandon Tredway
Coach

Jessica Jolicoeur
Coach

Board of Directors

PCA is governed by a parent-lead Board of Directors who oversee the management and day-to-day activities of the program.

Jolene Chuha, Chair
Meaghan Boras, Treasurer

Tiffany Tredway, Secretary
Sarah Klowak, Member-at-Large

OUR PROGRAMS

All-Star Cheerleading Program

PCA has all-star cheer teams for children ages 5 to 17 years. The all-star cheer season runs from August to the end of April.

Attendance is key for all-star teams to function well, so commitment is taken very seriously. Please keep that in mind when deciding what program is best suited to your child. Summer attendance will also be required at the end of August. (See our attendance policy for more information on page 14.)

Tiny Novice Team U6 (ages 4 to 6 - invite only)

The tiny team practises 1 hour a week

Mini Team U8 (ages 5 to 8)

The mini team practises 3.5 hours a week – 1 x 1.5 hour session and 1 x 2 hour session

Youth Team U12 (ages 8 to 12)

The youth team practises 4 hours a week – 2 x 2 hour sessions

Junior Team U17 (ages 10 to 17)

The junior team practises 4 hours a week – 2 x 2 hour sessions

Team Placements (Mini to Junior ages)

Athletes interested in being part of the all-star cheer, all-star pom or prep programs will take part in placements in order for coaches to evaluate what team is the best fit for them. Athletes may be referred to intro to cheer, prep, pom or an all-star team depending on the results of their assessment. ***PCA holds the right to change team members or team levels if required during the season.****

Placements take place on August 17, 18 and 19. Registration is on our [website](#) under events.

There is a fee of \$26.25 (includes GST) due on the first day of placements. (cash/e-transfer)
Competitive classes start at the end of August.

Registration Fees for All-Star Teams

All-Star fees include registration and practice gear. Not included in the registration fees: competition fees, out-of-province competitions and expenses, specialty fees (if your child is taking part), tumbling clinics/privates and uniform fees. Those are additional costs.

As we are not entirely sure what competitions will look like this season, we will collect competition fees as competitions arise. On average, competition fees are \$50 and we attend an average of 5 competitions per season.

All-Star Fees for the Year

Tiny Novice	\$500.00 + GST Total: \$525.00	Full amount for the year.
Mini	\$1,200.00 + GST Total: \$1,260.00	Full amount for the year.
Youth	\$1,375.00 + GST Total: \$1,433.75	Full amount for the year.
Junior	\$1,375.00 + GST Total: \$1,433.75	Full amount for the year.
*crossover fees: if an athlete is asked to be part of two all-star cheer teams, and their families allow it, there will be an additional \$250 (plus GST) registration fee for them to register on a second team. They would pay full registration on the highest age team.		

Due to Covid-19 protocols, cashless payments are preferred. This can be done via credit card through our customer portal on the website or via e-transfer (preferred as we get charged less) to info@phoenixcheerathletics.com.

- NSF cheques and late payments will be charged a \$25 fee **PER month**.
- Athlete's fees must be paid and up-to-date or they will be asked to sit out of practices and competitions until they are paid.
- Athletes must pay program fees on time if they want to try out or perform in specialty routines.
- ***No refunds will be issued after October 1, 2021 even if an athlete is dismissed or injured***
- ***If programs are suspended due to covid-19 restrictions, payments will not be collected during the months we are closed.***

Seven Month Payment Schedule Per Team

The seven monthly payments can be made via e-transfer or post-dated cheques.

Payment Dates (mini, youth, junior)	Mini Fees	Youth/Junior Fees	Payment Dates (tiny novice)	Tiny Novice Fees
September 1, 2021	\$180	\$204.82	September 1, 2021	\$75
October 1, 2021	\$180	\$204.82	October 1, 2021	\$75
November 1, 2021	\$180	\$204.82	November 1, 2021	\$75
December 1, 2021	\$180	\$204.82	December 1, 2021	\$75
January 1, 2022	\$180	\$204.82	January 1, 2022	\$75
February 1, 2022	\$180	\$204.82	February 1, 2022	\$75
March 1, 2022	\$180	\$204.82	March 1, 2022	\$75

Uniform Fees

Uniform fees are due on the first day of practice. Our uniforms have a three-year cycle – our hope is that athletes can wear their uniforms for a few years if possible. Program bows cost approximately \$30. *Once clothing is ordered, there are no refunds.*

Tiny Novice	All-Star Cheer (mini) and Prep	All-Star Cheer (youth and Junior)	All-Star Pom
Aprox. \$50-\$75	Aprox. \$150	Aprox. \$400	Aprox. \$150

Family Discounts for Athletes

We are offering families a discount when they register more than one family member with PCA. Families will receive 5% off with a second person in the program and 10% off any other additional persons after the second person is registered. This can be used in our My Space programs, prep, pom and all-star cheer programs. The family discount cannot be applied to clinics or private lessons.

**The discount will be applied to the athlete(s) on the younger aged team(s). For example, if you have a child registered in youth and a child registered in mini, the discount will be applied to the mini athlete.*

Prep Program

Our prep program is a great option for athletes who want less of a commitment but still want the opportunity to compete at 1 to 2 competitions a season. *Athletes must attend team placements to be in the prep program (see page 5). Athletes must attend practices unless ill. See our attendance policy on page 14 for details.*

Age category: Ages 8 to 17 years old
Session: September to end of April
Practices: 1.5 hours a week

Uniforms: The prep team will wear our two piece uniform. The cost is approximately \$150. They should also have clean white shoes with white soles. **Uniforms must be paid by the first day of class.**

Prep Fees

No refunds will be issued after October 1, 2021 even if an athlete is dismissed or injured. If programs are suspended due to covid-19 restrictions, payments will not be collected during the months we are closed.

Prep (September - End of April)	\$700 + GST (Total: \$735.00)	Monthly payments of \$105 for 7 months starting in September
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Payment Dates	Monthly Prep Fees
September 1, 2021	\$105
October 1, 2021	\$105
November 1, 2021	\$105
December 1, 2021	\$105
January 1, 2022	\$105
February 1, 2022	\$105
March 1, 2022	\$105

Performance Cheer - Pom

The focus in poms is on dance movements, lines, formations, and jumps. We will have a competitive pom option, adult pom and intro to pom this season depending on interest.

Age categories: Ages 9 to 14 AND Adult

Fees for Intro to Pom and Adult Pom

The intro to pom and adult pom teams will perform as a non-competitive team at one event per session. Athletes will use PCA poms. These teams practice once a week for an hour.

Pom session #1 (Oct - Jan)	\$250 + GST (Total: \$262.50)	Paid in full first day of practice. Paid via e-transfer or cheque/cash
Pom session #2 (Feb - May)	\$250 + GST (Total: \$262.50)	Paid in full first day of practice. Paid via e-transfer or cheque/cash

No refunds will be issued after the THIRD WEEK of practices.

Fees for Competitive Pom

Competitive Pom athletes must attend team placements. This team practices 1.5 hours a week and attendance will be subject to the same strike system as our All-Star Cheerleading program. See page 14 for details. Poms are included in registration fees and uniforms are approximately an additional \$150. We will have more information regarding competitions as the season progresses.

Competitive Pom	\$775.00 + GST Total: \$813.75 Monthly total (September-March): \$116.25 due on the first of each month	\$116.25 be paid monthly via e-transfer or post-dated cheques
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Intro To Cheerleading

Our Intro to Cheerleading program is a great option for athletes who want to try the sport before committing to a full all-star program or for athletes who love cheer but don't want the commitment required in all-star cheer or prep. Teams will be split into age groups once we have registration numbers.

Age categories: Ages 5 to 17 years old
Sessions: October to January and February to May
Practices: 1 hour a week

The Intro to Cheerleading team will perform as a non-competitive team at one event per session. ***Athletes should have clean white shoes for practice/competitions.***

Intro to Cheerleading Fees

Intro to Cheer session #1 (Oct - Jan)	\$250 + GST (Total: \$262.50)	Paid in full first day of practice. Paid via e-transfer or cheque/cash
Intro to Cheer session #2 (Feb - May)	\$250 + GST (Total: \$262.50)	Paid in full first day of practice. Paid via e-transfer or cheque/cash

No refunds will be issued after the THIRD WEEK of practices.

Specialty Routines

Specialty routines are individual or duo tumbling routines that are judged. Jenn and Janelle Jolicoeur are the coaches. This is invite only. More information will be made available as the season progresses.

My Space Program

We are excited to also feature programs for children ages 18 months to 6 years old. These classes are all about movement, fun and early childhood learning!

Parent and Me - Ages 18 months to 3 years

Fee: \$200 + GST for 12 weeks/45 minute classes

Parent participation classes offer children a safe environment to explore movement with their parent/caregiver. Coaches will demonstrate how the child can learn motor skills through free play, songs, games, creative movement and circuits.

Wiggles and Giggles - Ages 3 to 4 years old

Tiny Tykes - Ages 5 to 6 years old

Fee: \$225 + GST for 12 weeks/1 hour classes

These classes offer coach-guided lessons with fun-filled movement sessions for independent learners. It's a great way for young people to build relationships while working in a group, listening, taking turns and following directions. These classes focus on the fundamentals of movement including balance and coordination.

FINANCIAL ASSISTANCE

We understand that cheerleading can be a very costly sport. Now that we are considered an official sport by Sport Manitoba, athletes requiring financial assistance can apply for funding from various organizations. Here are some options if you would like to apply:

[KidSport](#) (Sport Manitoba)

[Lift Up Foundation](#)

[Jumpstart](#) (Canadian Tire)

[ROC Eastman](#)

IMPORTANT DATES

2021/2022 Competitions

- PCA Winter Showcase (December)
- Winter Riot (January)
- Push to Provincials (February)
- Central Prairie Championships (March)
- Cheer Manitoba Provincials (April)

(Competitions will depend on current Covid-19 restrictions)

We may be attending out-of-province competitions. This will be discussed with each all-star team at the beginning of the season and costs are in addition to registration fees.

(We will follow Covid-19 recommendations regarding travel.)

Gym Closures

- Christmas Break
- Spring Break
- Statutory Holidays: Louis Riel Day, Good Friday, Easter Sunday, Victoria Day, Labour Day, Thanksgiving Sunday and Thanksgiving Day

If we must cancel practices due to weather conditions, we will do so before 4pm that day and contact affected teams via email and post information on WhatsApp and social media.

GYM RULES

In order to keep our facility safe and clean, there are a few important rules:

- No food or beverages allowed on the main floor. Food can be consumed in the loft area. Athletes must bring their own water to practice but it must be kept in a sealed bottle to avoid spills. There is a water filling station at the gym.
- For parents/guardians using the viewing area, please clean up after yourselves and throw garbage in provided receptacles.
- All outside shoes must be removed when entering the gym.
- Athlete cell phones will be kept in our cell phone holding area during class.
- Only registered athletes who have signed waiver forms are allowed on the equipment.
- Athletes will keep their belongings in a sanitized bin during practice. Any items left in the gym after practices will be removed as there is no lost and found at the gym.

COMMUNICATION

All communication with parents/guardians will be done through email and WhatsApp. We will use WhatsApp to share information but ask that families email all absences, questions, concerns about the program to our email: info@phoenixcheerathletics.com. Please don't post this info on WhatsApp. Email allows us to filter information to the appropriate parties and avoids multiple notifications disrupting the WhatsApp groups.

PROGRAM POLICIES

Program policies have been developed for the 2021/2022 cheer season and will be subject to change in a year and can change if Covid-19 protocols are updated. *You will have to sign a policy acknowledgement form when you register your child on the website parent portal. Please make sure to review these policies carefully.*

Conduct Policy

Athletes, parents, volunteers and coaches represent PCA in the community and are expected to hold themselves to the highest standards.

Our program is only as strong as the people who support it; therefore gossip about athletes, coaches, volunteers or other members of the PCA family will not be tolerated. This kind of behaviour only leads to division which hurts our athletes and our program. It is each person's responsibility to avoid this toxic behaviour and to shut it down immediately.

Disrespectful conduct towards a coach by an athlete, parent or volunteer will be grounds for dismissal.

Disrespectful conduct towards other athletes, teams, programs or individuals will NOT be tolerated.

Athletes are not permitted to use alcohol, drugs, or cigarettes while traveling with PCA. Violation of this rule will be grounds for dismissal. Coaches under the age of majority are not permitted the use of alcohol at any cheer sponsored events or competitions.

Drug use of any kind will result in the immediate dismissal of an athlete.

PCA has a ZERO tolerance policy for bullying. Bullying by an athlete, coach, parent or volunteer, will be grounds for immediate dismissal. An individual is bullied or harassed when they feel they have been either humiliated or intimidated with intent by another individual. ***A coach taking reasonable action to manage and direct athletes, is not considered to be bullying or harassment.***

If an issue comes up with an athlete whether it be positive or negative, our head coach Jenn will first speak with the athlete and, if required, she may follow up with parents/guardians.

Social Media Policy

While we love to see athletes, coaches and parents share positive stories about our program, and cheerleading in general on social media (in fact, we encourage it), any negative posts or stories defaming other athletes, coaches or teams will be grounds for dismissal and the individual will be asked to remove the post/story immediately.

We also ask that entire routines not be posted on social media until after the first competition.

Attendance Policy

More than in any other sport, attendance is key when creating successful cheerleading teams. Each person on the team has a very specific role and not attending practices, events or competitions affects the team's ability to succeed. Due to Covid-19 protocols, we ask that athletes arrive ***no earlier*** than 10 minutes before practice. ***Athletes arriving to practice late without a reasonable explanation will receive a strike. Three strikes and the athlete will be removed from the program. They will also do conditioning upon arrival. Summer attendance is taken seriously and missed practices may result in a change in team or an athlete's position on a team.***

If an athlete must be absent, the athlete's guardian must fill out an absent form at least two weeks in advance for review. The absent form must be signed and approved by the athlete's coach. ***If the absent form is not received two weeks in advance, the athlete will receive a strike. Three strikes and the athlete will be removed from the program. Absences may also affect the athletes' position on a team.***

Within reason, injured athletes must attend practice to observe. ***Please use this self-screening tool to assess whether a sick athlete should attend practice:***

<https://sharedhealthmb.ca/covid19/screening-tool/>

If an athlete misses practice THREE times without notifying their respective coaches, it will result in dismissal. Attendance of competitions and showcases is mandatory **unless an athlete is exhibiting symptoms of Covid-19.**

Attire Policy

Athletes must wear appropriate gym attire to practices such as shorts, sports bra (for female athletes) and a t-shirt/tank top. Athletes must wear white-soled white runners to help protect the gym equipment. Clothing must not be offensive. A coach can ask an athlete to change if the athlete's clothing is deemed to be inappropriate.

Piercings and jewellery must be removed or taped up before practice. It's a hazard for the athlete and other athletes. Piercings and jewellery must be removed for competitions - NO EXCEPTIONS. This is a Cheer Manitoba rule. Athletes must also keep their nails trimmed to prevent injuries from occurring.

VOLUNTEERING

PCA is only as strong as its volunteers therefore everyone is expected to help out wherever they can. We will have assigned tasks for parents and athletes throughout the year to make our program run successfully. Volunteer hours will be vital to the success of our fundraising and the running of our gym.

All-Star Cheerleading, All-Star Pom and Prep Family Requirements

Each all-star and prep family will be required to volunteer 12 hours per season and must provide a \$150 volunteer bond cheque post-dated for December 31, 2021. In the event a family does not fulfill half of their volunteer requirement by December 31, the cheque will be deposited. If requirements are met, the cheques will be returned at the end of the season. *If you decide you would not like to volunteer and would like us to deposit your cheque, we will have you sign a form on the first day of practice.*

Intro to Cheerleading and Intro to Pom Family Requirements

Intro to Cheerleading and Intro to Pom families are required to volunteer a minimum of 2 hours per session (Fall or Spring) and must provide a \$25 volunteer bond cheque post-dated for either January 17, 2022 or May 16, 2022 depending on the session attended. In the event a family does not fulfill their volunteer requirement, the cheque will be deposited. Each volunteer will

be asked to fill out a volunteer waiver form. *Families may also choose to have us deposit the cheque if they would prefer not to volunteer. We will have you sign a form the first day of practice.*

FUNDRAISING

As a non-profit organization, fundraising is an important part of our success. In May 2020, PCA received a grant through the Building Sustainable Communities Program for \$75,000. The condition of this grant is that PCA must match that same amount towards the project. We require each PREP and COMPETITIVE family to fundraise and make a profit of \$250 on this year's fundraising initiatives. Therefore we are requiring a \$250 fundraising bond cheque at the beginning of the season (this does not apply to intro to cheerleading or intro to pom). If the \$250 fundraising requirement is met, we will return your cheque. If the fundraising requirement is not met, we will deposit the cheque. The cheque must be post dated for March 1, 2022.

Here are the fundraisers we will be organizing in 2021/2022:

Earls Meats and Bothwell Cheese

Aunt Sarah's Chocolate Bars

Chase the Ace at the Ste Anne Hotel

Wine Survivor

Oakridge Greenhouse Holiday-Themed Products

Rocco's Pizza

Earl's Meat Market Value Packs and BBQ Packs

BIRTHDAY PARTIES

Plan your next birthday party with PCA! Our cheer coaches will work with party-goers to create a quick cheer routine and then the kids can have free time to explore what our state-of-the-art facility has to offer! Our upstairs loft and kitchen area is the perfect location to share birthday cake and snacks. Email info@phoenixcheerathletics.com to book your party today!

Costs

Under 10 kids for 2 hours: \$150 (1 coach present. If you would like 3 hours, the cost is \$300)

10 to 20 kids for 2 hours: \$200 (2 coaches present. If you would like 3 hours, the cost is \$400)

Included in costs:

- Use of facility

- Coach-led activities
- Use of our loft area for snacks and drinks. PCA will decorate the room for you unless you have a specific theme in mind.
- Bouncy castle (1 free with rental and an additional \$50 if you want to rent an additional)

THANK YOU FOR JOINING THE PCA FAMILY!

We are honoured that you have chosen to be part of our program. You will quickly find out that cheerleading, and PCA in particular, is so much more than a sport. Cheerleading is a way of life and we want your family to feel like PCA is an extension of your own family. We will do our best to make this the best experience for you!

COVID-19

We are basing a lot of the information in this document on the current Covid-19 guidelines but things can change quickly. We ask that you be patient with us as we may have to update information without notice and swiftly. We are doing the best we can under extraordinary circumstances... but we won't let it keep us down. We are so excited for this new year full of possibilities!