



PROGRAM GUIDE
2022/2023 SEASON

TABLE OF CONTENTS

WELCOME TO THE PCA FAMILY!	3
Who We Are	3
Program Philosophy	3
Our Facility	3
Where To Find Us Online	3
OUR STAFF	4
Board of Directors	4
Coaches	4
OUR PROGRAMS	5
All-Star Cheerleading Program	5
Team Placements (Youth and older)	5
Registration Fees for All-Star Teams	6
Uniform Fees	7
Family Discounts for Athletes	7
Prep Program	8
Prep Fees	8
Performance Cheer - Pom	9
Fees for Competitive Pom	9
Try it Cheer	10
Try it Cheer Fees	10
My Space Program	10
FINANCIAL ASSISTANCE	11
IMPORTANT DATES	11
2021/2022 Competitions	11
Gym Closures	11
GYM RULES	12
COMMUNICATION	12
PROGRAM POLICIES	12
Conduct Policy	12
Social Media Policy	13
Attendance Policy	13
Attire Policy	14
VOLUNTEERING	14
All-Star Cheerleading, All-Star Pom and Prep Family Requirements	14
Intro to Cheerleading and Intro to Pom Family Requirements	15
FUNDRAISING	15
BIRTHDAY PARTIES	15
THANK YOU FOR JOINING THE PCA FAMILY!	16

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)

OUR STAFF

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 Chuhai - Chair/Director

Tiffany Tredway - Co-Chair

Meaghan Boras – Treasurer/Co-Director

Megan Johnson - Secretary

Jennifer Froese - Member-at-Large

Stefanie Wikander - Member-at-Large

Michelle Mateychuk - Member-at-Large

Kim Heidinger – Member-at-large

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, Respect in Sport, NCCP making ethical decisions. Coaches over 18 years of age have also had criminal record and child abuse registry checks.

Program Director

Jennifer Jolicoeur

Coaches

Tiffany Recksiedler

Andrew Recksiedler

Jazmine Bedient

Janique Fillion

Brandon Tredway

Emma Booth

Alexis Jolicoeur

Tiffany Tredway

My Space Coach

Jessica Jolicoeur

Jennifer Jolicoeur

Kelli Stockburn

Tumbling Coach

Janelle Jolicoeur

Jennifer Jolicoeur

Junior Coaches

Savannah Chuhai

Isabella Boras

Jazmine Lansard

Brynn Palmer

Taylor Tredway

Daniel Chuhai

OUR PROGRAMS

All-Star Cheerleading Program

PCA has all-star cheer teams for children born in 2016 and earlier. The all-star cheer season runs from August until after provincials (April or May)

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. (See our attendance policy for more information on page 14.)

If your birth year crosses two teams, you must register for the younger team (example, if you are born in 2018 you must register for Tiny Novice)

Tiny Novice Team U6 (2016-2018)

The tiny team practices 1 hour a week

Mini Team U8 (2014-2018)

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

Youth Team U12 (2010-2015)

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

Junior Team U16 (2006-2011)

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

Senior Team U18 (2004 – 2009)

The senior team practices 4 hours a week – 2 X 2 hour sessions

Team Placements (Youth, Junior, Senior)

Athletes interested in being part of the all-star cheer (youth, junior and senior) 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 July 11 and 12. 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 in August. There will be a mandatory parent meeting the first day of practices.

Registration Fees for All-Star Teams

Included in the fees are cheer reg fees, music, equipment fees, practice gear (youth, junior, senior teams only), program tank, all local competition fees (please see chart for how many local comps are included), choreography, retreat and year end pictures.

New this year: Our competitive teams (tiny, mini, youth, junior, senior, prep, pom) will be participating in the PCA Team Bonding Retreat at Camp Manitou.

October 15 – 16, 2022 – Youth, junior and senior

October 29, 2022 – tiny, mini, prep, pom will go for the day

Not included in the fees are: Travel fees, clinics, specialty routines, any extra local competitions, extra curriculums and uniform. Mini, youth, junior and senior will be travelling to at least 1 out of province competition this year.

All-Star Fees for the Year

All Star - Tiny Novice	\$800.00 + GST Total: \$840.00	3 local competitions
All Star – Mini	\$1,700.00 + GST Total: \$1785	5 local competitions
All Star - Youth	\$2100 + GST Total: \$2205.00	5 local competitions
All Star – Junior	\$2100 + GST Total: \$2205.00	5 local competitions
All Star – Senior	\$2100 + GST Total: \$2205.00	5 local competitions

Crossover Fee: if an athlete is asked to be part of two all-star cheer teams there will be a \$450 (plus GST) registration fee for them to register on a second team. They would pay full registration on the more expensive team. This fee includes their competition fees.

NO REFUNDS WILL BE ISSUED AFTER THE FIRST PRACTICE

Cashless payments are preferred. This can be done via e-transfer to info@phoenixcheerathletics.com, cash or cheques.

- 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.

Monthly Payment Schedule Per Team

Payment Dates	Mini Fees \$1785	Youth/Junior/Senior Fees \$2205	Tiny Novice Fees \$840.00
August 1, 2022	\$198.34	\$245.00	\$93.34
September 1, 2022	\$198.34	\$245.00	\$93.34
October 1, 2022	\$198.34	\$245.00	\$93.34
November 1, 2022	\$198.34	\$245.00	\$93.34
December 1, 2022	\$198.34	\$245.00	\$93.34
January 1, 2023	\$198.34	\$245.00	\$93.34
February 1, 2023	\$198.34	\$245.00	\$93.34
March 1, 2023	\$198.34	\$245.00	\$93.34
April 1, 2023	\$198.34	\$245.00	\$93.34

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 \$35. *There will be no refunds on uniforms.*

Tiny Novice	All-Star Cheer (mini) and Prep	All-Star Cheer (youth, junior, senior)	All-Star Pom
Aprox. \$75-100	Aprox. \$150	Aprox. \$450	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 all additional athletes 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. Discounts will only be applied to the registration costs but does not include practice gear, uniforms, competition fees or cheer reg fees.

**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 3 competitions a season. Attendance is key for teams to function well, so commitment is taken very seriously and will follow the same strike rule as the all start teams. *There are no placements/tryouts for prep this year.*

Age category: Youth – 2010 – 2015 and/or Junior – 2006 - 2009
Session: August to Provincials
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 are not included in the price
Uniforms must be paid by the first day of class.

Prep Fees

Included in the price is 3 local competitions, cheer reg fees, insurance, honorariums, music, equipment fee, program tank, retreat, and year and pictures

Prep (August - End of April)	\$1100 + GST (Total: \$1155)	Monthly payments of \$128.34 for 9 months starting in August
-------------------------------------	-------------------------------	--

Payment Dates	Monthly Prep Fees
August 1, 2022	\$128.34
September 1, 2022	\$128.34
October 1, 2022	\$128.34
November 1, 2022	\$128.34
December 1, 2022	\$128.34
January 1, 2023	\$128.34
February 1, 2023	\$128.34
March 1, 2023	\$128.34
April 1, 2023	\$128.34

Performance Cheer - Competitive Pom

Pom is a dance genre focusing on lines, formations, cheerleading jumps, sharp staccato arm movements and form. For 2022-2023 we are focusing on hip-hop inspired pom.

Age category: Youth – 2010 – 2015 and/or Junior – 2006 - 2009
Session: August to Provincials
Practices: 1.5 hours a week

Fees for Competitive Pom

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.

Included in the price is 5 local competitions, cheer reg fees, music, equipment fee, program tank, retreat, year end pictures and pom pom rental

Not included: uniform and travel fees – Pom will be travelling to at least one out of province competition

Competitive Pom	\$1150 + GST Total: \$1212.50 Monthly total (August – April) \$134.73 due on the first of each month	\$134.73 be paid monthly via e-transfer or post-dated cheques
------------------------	---	---

Payment Dates	Monthly Prep Fees
August 1, 2022	\$134.73
September 1, 2022	\$134.73
October 1, 2022	\$134.73
November 1, 2022	\$134.73
December 1, 2022	\$134.73
January 1, 2023	\$134.73
February 1, 2023	\$134.73
March 1, 2023	\$134.73
April 1, 2023	\$134.73

Try It Cheer

Our Try it Cheer 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.

Age categories: Ages 6+
Sessions: September to December and January to April
Practices: 1 hour a week

Try it Cheer Fees

Try it Cheer session #1 (Sept - Dec)	\$255 + GST (Total: \$267.75)	Paid in full first day of practice. Paid via e-transfer or cheque/cash
Try it Cheer session #2 (Jan - April)	\$255 + GST (Total: \$267.75)	Paid in full first day of practice. Paid via e-transfer or cheque/cash

No refunds will be issued after the SECOND WEEK of practices, refunds will only be issued to NEW registrants who have never done a class with Phoenix Cheer Athletics before

My Space Program – there are 3 to 4 sessions per year

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: Varies by number of weeks per session

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

Fee: Varies by number of weeks per session

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.

Tiny Tykes - Ages 5 to 7 years old

Fee: Varies by number of weeks per session

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](#)

[Lift Up Foundation](#)

[Jumpstart](#)

[ROC Eastman](#)

IMPORTANT DATES

2022/2023 Competitions

- PCA Winter Showcase (January)
- Winter Riot (January)
- Bring it On (February)
- Spring Show Off (March)
- PCA Competition (March)
- Cheer Manitoba Provincials (April or May)

Mini, youth, junior, senior, pom will be travelling to at least one out of town competition

Gym Closures

- Christmas Break
- Statutory Holidays: Louis Riel Day, Good Friday, Victoria Day, Truth and Recognition Day, Labour Day, Thanksgiving Sunday and Thanksgiving Day
- We will NOT be closed for Spring Break this year.

If we must cancel practices due to weather conditions, we will do so before 4pm that day and contact affected teams via email, WhatsApp and post information on social media. Please do not message or call, please wait for the call to be made. We will make up a minimum of 2 storm days per year, all storm days may not be made up

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. **Due to nut allergies, please do not bring nut products into the gym.** 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, wash your dishes and throw garbage in provided receptacles.
- All outside shoes must be removed when entering the gym.
- 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, facebook 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 2022/2023 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 to use alcohol, drugs or cigarettes 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, it will be dealt with the athlete first and, if required, we 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. ***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. NO APPROVED VACATION FROM JANUARY 1 – AFTER PROVINCIALS.

Within reason, injured athletes must attend practice to observe.

If an athlete misses practice THREE times without notifying their respective coaches, it will result in dismissal. Attendance of competitions and showcases is mandatory.

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, 2022. 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 choose not 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, Into to Cheer/Pom and My Space Requirements

While volunteering is not required it is always accepted, if you would like to volunteer please reach out to Jolene Chuhai who will work with you.

FUNDRAISING

As a non-profit organization, fundraising is an important part of our success. We require each PREP and COMPETITIVE (Tiny, Mini, Youth, Junior, Senior, Competitive Pom) 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. 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, 2023. Once rosters have been made, there will be fundraising contracts will be made and emailed out to the families.

Intro to Cheer and My Space Family Requirements

For our intro classes and my space classes we are requiring **one** box of chocolates be sold and families must provide a \$75 bond cheque post dated for December 1 or March 15. If the box of chocolate sale requirements are met, we will return your cheque. If it is not met, we will deposit the cheque. There will be other fundraising opportunities and incentives throughout the year.

Here are the fundraisers we will be organizing in 2022/2023:

West Jet Tickets

Earls Meats and Bothwell Cheese

Aunt Sarah's Chocolate Bars

Wine Survivor

Oakridge Greenhouse Holiday

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

Max 14 kids - \$200+GST

Included in costs:

- Use of facility
- Coach-led activities

- Use of our loft area for snacks and drinks
- Rent a bouncy castle for \$25

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!