

# September — Back to Basics

## Theme Description:

September is the reset button for coaches, parents, and leaders — a chance to re-ground in the fundamentals of what keeps girls in sport and thriving. “Back to Basics” focuses on the core principles every coach and leader should know: creating belonging, challenging stereotypes, meeting girls’ needs, and centering her development over outcomes. It’s a month to remind ourselves that before championships or rankings, we must build safe, inclusive environments where girls can discover their potential, see themselves as leaders, and stay in the game for life.

**Theme focus:** Fundamentals, inclusion, re-engagement at the start of the season/school year.

## Anchoring Message: **“Strong seasons start with strong foundations.”**

This month is about mastering the fundamentals that keep girls in sport — belonging, equity, listening to girls, and development-first coaching. Before focusing on wins, we need to focus on keeping girls in the game so they can accrue positive outcomes in and out of sport throughout her lifetime.

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## Featured Module: [Graphic](#)

- **FM1 – Developing Girls in Sport**

Understand the lifelong benefits of participation and the role coaches play in creating supportive, inclusive environments where girls can thrive.

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## Feature Articles: By The Coaching HER® Team for Champions

1. **For Coaches:** *“Five Fundamentals Every Coach Should Know to Keep Girls in Sport”* ([Full Article](#) or [6 part series](#))
  2. **For Parents:** *From Sidelines to Lifelines — How Parents Keep Girls in Sport for Life* ([Full article](#) or [6 part series](#))
  3. **For Leaders:** [Back to Basics: Leading with Belonging and Opportunity](#)
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## Did You Know?... Data Points: [Graphic](#)

- Girls who feel they belong are **3× more likely** to stay in sport (Canadian Women & Sport, 2022).
- **70% of youth** quit sports by age 13, most often due to lack of fun or exclusion (Project Play, 2022).

- Coaches trained in girl-centered practices strengthen girls' confidence, well-being, and sense of belonging — all critical for keeping them in sport. (Tucker Center Research Report, 2018).
  - Girls with strong social connections in sport are **3x more likely** to keep playing (Tucker Center Research Report, 2018).
  - **94% of women executives** played sports, with over half competing in college (Ernst & Young, 2014).
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### Girls Voices - [Graphic](#)

### Coach Voices - [Graphic](#)

- *"I learned how central fun is for girls—it's not extra, it's essential for retention."*
  - *"I now focus on building competence and small wins, because I see how much it drives girls' confidence and desire to stay."*
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## Coaching HER® Monthly Quick Facts

### For Coaches:

Strong seasons start with strong foundations. By age 14, girls drop out of sport at twice the rate of boys (Canadian Women & Sport, 2021). Yet girls who feel they belong are **3x more likely** to stay in sport (Canadian Women & Sport, 2022). Building safe, inclusive environments rooted in development over outcomes is how you keep them in the game.

### For Leaders:

September is the reset button to align policies, staffing, and culture with equity. Representation matters: when girls see female role models in leadership, retention improves by 33% (Women in Sport UK, 2021). Equity in leadership isn't optional — it's foundational.

### For Parents:

Parents' influence is powerful. 82% of girls with sporty parents love sport compared to 59% with non-sporty parents (Women's Sports Foundation, 2020). Start the season by emphasizing joy, health, and giving full effort. Your support can be the reason she stays in sport.

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## HOW TO TAKE ACTION

### Actions for Governing Orgs:

1. Have a Coaching HER® staff member jump on a leadership call for 10 minutes to explain what Coaching HER® is and does.

2. Share an article from the Coaching HER® resources, share a quick fact, or a Did you know?...
3. Create a “Coaching HER® Corner” of your newsletter for articles, data, and tips each month with the content provided here!

**Actions for Local Clubs:**

1. Share your commitment to Coaching HER® in your pre-season parent meeting.
2. Share an article from the Coaching HER® resources.
3. Include Coaching HER® discussions at your next coaches meeting.