



Vision: Create a continuum between Canada's best and the next generation to help Canadian youth be their healthiest - inside and out

Mission: Empower the next generation to reach their highest potential with confidence through competent role models and national ambassadors.

- To achieve this Head to Head must inspire Canadians to change the landscape for youth and Olympians in Canada by sharing anecdotes, experiences and by putting Olympians into youth athletic clubs to show the value that Olympians can provide through a formalized program, Head to Head.

Objectives:

1. Increase confidence in Canadian youth

- Provide Canadian youth with the opportunity to connect with, get to know and learn from national role models (Olympians); which will give youth a sense of belonging and reinforce self-assurance.
- Offer parents, coaches and guardians an effective and alternative channel to emphasize important lifelong lessons and messages
- Give Olympians tools to share experiences with youth first-hand and to instill a strong sense of confidence in Canadian youth while allowing them to emulate these Olympian mentors and approach their own life passions with conviction.

2. Decrease the abundance and severity of mental health challenges faced by Canadians

- Introduce a role model that is not their parent, teacher or coach to provide Canadian youth with the opportunity to build a real connection to a professionally trained Olympian they can reach out to, emulate and share ideas with.
- Provide Olympians meaningful part time work, in an area that they are confident, at a time when they may have a sudden loss of identity and income helping to eliminate the extreme challenges often faced by athletes when retiring from sport.

3. Support current Olympians and National Team Athletes with tangible resources

- Fund Olympians monthly, providing them with the opportunity to focus on training further, build their interpersonal skills, and to develop leadership and management qualities

4. Change the way in which Canadians interact with retired Olympians and National Team Athletes

- Seek Olympian insight, knowledge and expertise, and create and expand a formalized program in which they can share their understanding of excellence and the path to it, with Canada's next generation, to improve future health and success both in sport and out of sport.

Values:

- Integrity
 - o Through professionalism we will conduct all business, with respect, transparency and fairness
- Teamwork
 - o Connecting Canadians through positive purposefully designed situations enables us to work together effectively to enhance the lives of next generation Canadians from all walks of life
- Honesty
 - o Mentor, business, and all other relationships formed through Head to Head will be maintained with the utmost ethic, morality and righteousness
- Independence
 - o By being a leader in our new-found approach to the Canadian sport system, mentorship, and mental health; we act confidently in what we believe, to empower others while challenging ourselves by taking calculated risks for the better of all Canadians



It is expected that the employees, contractors, volunteers, partners and sponsors of and affiliated with Head to Head, conduct themselves with integrity and to the highest standards or conduct, in accordance with the Head to Head values.

1. Head to Head participants, which refers to all persons engaged in any paid or volunteer capacity with Head to Head or otherwise under the jurisdiction of Head to Head. Without limiting the foregoing, Head to Head participants include:

- Head to Head directors, officers, members, committee members and volunteers;
- Head to Head employees and persons under contract with Head to Head;
- All clubs working with Head to Head including its' members, athletes, board members, and affiliates

The Head to Head Code of Conduct (referred to as Policy) applies to all Head to Head participants, wherever Head to Head work takes place.

Head to Head participants are expected to conduct themselves in all matters involving or impacting Head to Head, and where they may be seen to be representing Head to Head, in a manner that is fully consistent with the highest standards of behavior upon which Head to Head's reputation rests. At all times, Head to Head participants' behavior must reflect and not compromise the trust of Head to Head's stakeholders and Canadians.

To this end, Head to Head participants will:

- Acquaint themselves with Head to Head's mission, vision, values and policies and behave accordingly;
- Not participate in, condone, or engage in dishonesty, fraud, deceit, misrepresentation or illegal activities; and,
- Comply with the following Head to Head policies

2. Head to Head Code of Conduct

The purpose of this Policy is to foster a positive, safe and respectful work and sport environment where:

- Head to Head and its values are understood, communicated, championed and lived by all Head to Head participants
- There is adherence to all applicable laws, regardless of where the work of Head to Head is being conducted;
- The expected standards of behavior by Head to Head participants are clear, communicated, championed and lived; and
- The conduct of Head to Head participants is ethical, transparent and maintains public confidence in the integrity of Head to Head

The purpose of this Policy is also:

- To define certain behaviors that are not permitted so that they are known to Head to Head participants and are avoided;
- To the extent prohibited behavior does occur, to outline a duty to report, a clear reporting process and mechanism to address the wrongful conduct; and
- To ensure that the decisions and actions of Head to Head participants are consistent with the vision and values of Head to Head

In furtherance of the purposes of this Policy, all Head to Head participants are expected to raise any concerns about behavior, to report any prohibited behavior, or any breach or potential, or suspected breach of this Policy and to work together to ensure a positive, safe and respectful work and sport environment. Head to Head participants are expected to exercise responsible judgment in complying with both the language and the spirit of the Policy.

All Head to Head participants shall:

- Familiarize, understand and connect with Head to Head vision, mission and values
- act with professionalism always
- conduct business with integrity, fairly, reasonably and with transparency
- respect the privacy of other members, partners and personnel of Head to Head
- communicate issues efficiently and in a timely manner and to work to keep business moving in a productive way

Appendix A

- speak highly of the Head to Head program and brand at all times and in all settings, and to provide any negative feedback on experiences with the program to Head to Head founder Martha McCabe



3. Wrongful Conduct

Discrimination, Harassment, and Violence

All Head to Head participants are expected to support a work and sport environment that fosters respect and promotes everyone's dignity and self-esteem. Head to Head recognizes that discrimination, harassment, bullying and violence can poison the work and sport environment, not only for the group targeted but for many other Head to Head participants. All Head to Head participants must recognize that it is the impact of the behavior on a recipient that is paramount, not the intent of the individual who engages in the perceived offending behavior. Head to Head is committed to creating and maintaining a work and sport environment which is free from discrimination, harassment, personal harassment, sexual harassment, bullying and violence.

Duty to Report

All Head to Head participants are expected to promptly report any behavior of which they become aware that may constitute a breach of this Policy, or contravenes the law. This includes situations where the breach is suspected, provided the Head to Head participant has reasonable ground to believe such suspicion is true.

In the event Head to Head reasonably believes that the reported conduct constitutes criminal activity or behavior, Head to Head shall have the right to report such conduct to the law enforcement authorities.

Head to Head encourages individuals to first attempt to resolve conduct issues informally, whenever possible. If an informal resolution fails to resolve the issues, or if the circumstances are such that an informal resolution is not possible or appropriate, a report shall be formalized in detailed writing.

4. Administration of Policy

Head to Head will ensure that its employees, contractors, clubs, members, and participants are aware of and understand this Policy through appropriate guidance, training, administration and review. All Head to Head contractors and clubs shall confirm in writing as part of their Agreement with Head to Head that they have read and understood this Policy and agree to be bound by its terms. Head to Head shall be available to all Head to Head participants for guidance to ensure their understanding and promote adherence to this Policy.

5. Terms to Consider

"Olympian" refers to any National Team member acting as youth mentor in Head to Head