



## Not-for-Profit Organization

**MISSION STATEMENT** To instill in our athletes to never give up and to always believe “I CAN”. That winning is great but not the ultimate goal. To support and encourage each other to be better than they were yesterday. To be respectful of themselves, their teams, their coaches, and everyone. To be **dedicated** and **loyal**, to show **commitment** and have **great sportsmanship**. To not just be great athletes, but to also be great people.

**OVERVIEW** At ECCA, we are a “family”. What matters to you, matters to us! We cheer together and for everyone. – “I CAN! YOU CAN! WE CAN! - We will encourage self-motivation, hard work, respect, and personal as well as team achievements. Our sincere goal is to create champions on and off the cheer floor through providing the opportunity to learn and practice persistence, responsibility and dedication.

***OUR HEARTS BEAT IN EIGHT COUNTS!  
I CAN! YOU CAN! WE CAN!***

### **Coach Liz Collins (519-358-7728)**

*Cheer Certification – ICU Level Novice and Intermediate 2017, 2020 and 2023  
Cheer Certification – USASF Level 2 Building Skills and Level 2 Tumbling 2015  
Ontario Cheerleading Federation and Cheer Canada Member  
Emergency First Aid CPR Level C/AED 2023  
Valid Vulnerable Sector Check (every 12 months)  
Numerous NCCP Courses/Modules  
11 years coaching experience  
4 years high school cheerleading experience  
1 season ECCA parents’ team level 3*

### **Coach Amie Stoffyn-Bell (519-350-3755)**

*Cheer Certification – ICU Level Novice and Intermediate 2018 and 2023  
Ontario Cheerleading Federation and Cheer Canada Member  
Emergency First Aid CPR Level C/AED 2023  
Valid Vulnerable Sector Check (every 12 months)  
Numerous NCCP Courses/Modules  
8 years coaching experience  
4 years high school cheerleading experience  
1 season ECCA parents’ team level 3*

### **Coach Emily Collins**

*Ontario Cheerleading Federation and Cheer Canada Member  
Standard First Aid CPR Level C/AED 2025  
Valid Vulnerable Sector Check (every 12 months)  
Numerous NCCP Courses/Modules  
3 years coaching experience  
4 years cheerleading experience*

## TEAMS

|                             |   |
|-----------------------------|---|
| U6 – birth years 2019-2021  | Tiny Trebles (learn to cheer)                     |
| U8 – birth years 2017-2021  | Rhythm (pre-comp team) and Allegro (comp team)    |
| U12 – birth years 2013-2018 | Crescendo (pre-comp team) and Dynamic (comp team) |
| U16 – birth years 2009-2014 | Encore  |
| U18 – birth years 2007-2012 | Tempo   |
| Adults 18+                  | Snap Crackle Pop                                  |

### **COMPETITIVE – Full Season Program (U8/U12/U16/U18)**

*Commitment September to March (participation of some off-season summer clinics)*

*Training 4 hours per week*

*Registration Fee \$55*

*Sports Organization Fee\*\* – see bottom*

*Program Tuition Fee \$90 monthly (includes insurance)*

*Uniform Fee \$275 (\$150 deposit is due upon order)*

*Performance Makeup \$20-\$40*

*Competition Fees \$60-\$175 each*

*4-5 competitions*

### **PRE-COMPETITIVE – Part Season Recreation Program (U8/U12)**

*Commitment September to February*

*Training 2 hours per week*

*Registration Fee \$55*

*Sports Organization Fee\*\* – see bottom*

*Program Tuition Fee \$65 monthly (includes insurance)*

*Uniform Fee \$50 (t-shirt and bow)*

*Competition Fee \$55-\$65*

*1 competition (February 1, 2026 in Chatham)*

### **Learn to Cheer (U6 and U8)**

*Sessions September to April (program is created on demand)*

*6 week session*

*Training 1 hour per week*

*Program Fee \$75*

### **Adults Program (18+)**

*FUN – NO EXPERIENCE REQUIRED*

*Training 2 hours per week*

*Fees TBD*

*1 to 2 performances*

Also available during February 1, 2026 Chatham competition – Indy / Duo / Stunt Group (*fees TBD*)

**\*\* Sports Organization Membership** - Ontario Cheerleading Federation and Cheer Canada Membership.

*Athletes are responsible to pay a membership fee directly to OCF and Cheer Canada.*

*A link and directions will be provided. Cost is approximately \$45-\$55 combined total.*

*\* Above prices and descriptions are subject to change*

# POLICIES AND PROCEDURES

## REGISTRATION

Prior to first practice, all athletes must have the following documents submitted with payment.

1. Athlete Information Sheet
2. Ensuring Success and Publication Waiver
3. Athlete ECCA Waiver
4. Parent ECCA Waiver
5. Handbook to be reviewed during members meeting

Separate waivers will need to be signed per event holder that we attend. Additional documentation may also be required for specific competitions (such as proof of age – ie. birth certificate).

## CODE OF CONDUCT

1. Athletes and their family must behave in a respectful manner towards all administration, coaches, judges, competitors and fellow athletes. Disrespectful behaviour is grounds for IMMEDIATE removal from the program with NO refund.
2. Our brand is extremely important to us. Use of our logo and/or name must be obtained from the Executive Board in writing, NO EXCEPTIONS. Any negative or disrespectful view seen towards our brand may be grounds for removal of program with NO refund.
3. There is zero tolerance for stealing, bullying, drugs or alcohol as deemed inappropriate by the Executive Board.
4. Athletes and their family will refrain from gossiping, spreading rumours or speaking poorly of other athletes, other parents, administration and coaches.
5. Any negative behaviour towards Eight Count Cheer Academy or **to any other gym or team** via any medium (ie. social media) will be addressed and may lead to removal from the program.
6. Parents will raise any concerns/questions/issues with coaching staff and/or administration in a respectful manner and in private. Remember, we welcome your feedback and wish to consistently improve upon our quality of service.
7. If a confrontational conflict is to occur, whether it is between athletes, parents or coaches, a 24 hour delay is required before a conflict resolution is to be met. (i) address concern with a coach (ii) address concern with the Executive Board (iii) if no resolution, address concern to Board of Directors for vote.
8. Because of similar programs in the area, we ask that any discussion of recruitment to another program not be done during full season. We respect the decision to change programs, however, expect you to honour your commitment first.

## GENERAL RULES

1. NO video or photos to be taken during practices unless permission is given by a coach. Posting of practices on social media without permission is prohibited.
2. **ALL practices are closed.** Only athletes and coaches in practice area while in session. Parents needing to speak with a coach must do so prior to or following practice.
3. Eight Count Cheer Academy is not responsible for lost, stolen or damaged gear, including practice gear and uniforms. Damaged/lost uniforms are expected to be replaced at the cost of the athlete/parent.
4. We encourage athletes to practice on their own within limitations. Tumbling and stunting without proper instruction or direction under a coach is not encourage or endorsed. Insurance does not cover athlete outside of scheduled practices or sanctioned cheer events. Possible injury causes liability concerns and also affects their participation with their team.

## **PAYMENTS**

1. Preferred payment can be made by e-transfer to [eightcountcheer@gmail.com](mailto:eightcountcheer@gmail.com).
2. We also accept cash and cheques. Cheques can be made to Eight Count Cheer Academy. NSF will sustain a \$50 surcharge plus the amount of the original cheque in cash.
3. Payments are due by the 20<sup>th</sup> of each month. Alternate payment plans can be considered to fit your financial situation.
4. Parents are financially responsible for all costs associated with their child's involvement with becoming an Eight Count Cheer Academy athlete. Delinquent accounts must not exceed 60 days. A late fee of \$10 may be added to your account. If an account remains delinquent for more than 90 days and no payment arrangement is made, the athlete will be removed from the team. We are more than happy to help with a new payment plan to catch up your account, so please notify us as soon as possible with an anticipated missed payment.
5. Additional costs related to the program and are not limited to the following:  
Shoes, Practice Wear, Promo Wear, Team Jacket, Travel and Accommodations
6. Competition list of event dates and their fees will be provided with the due dates as made available by the respective venues.

## **REFUND POLICY**

1. **Right to Quit** – Team success is heavily relied upon your commitment, however, you do reserve the right to quit.
2. Registration fee is NON-refundable.
3. Competition fees are NON-refundable, past applicable deadlines.
4. Uniform fee is NON-refundable, past applicable deadlines.
5. In the event an athlete/parent decides to not continue with the program, all items that have been ordered on their behalf are NON-refundable.
6. ALL refund requests MUST BE MADE IN WRITING.
7. If any code of conduct that deems IMMEDIATE removal from program, NO REFUND will be given.
8. Parents MUST understand that if their child is removed from the program for reasons other than code of conduct, any refund will be at the discretion of Executive Board (ie. safety or injury).

## **ATTENDANCE**

1. No absences will be allowed for the 3 practices prior to competitions (blackout dates).
2. Athletes missing more than 4 consecutive practices, those athletes, with their family, will meet with the coaches to review their commitment to the team.
3. Athletes missing competition, those athletes, with their family, will meet with the coaches to review their commitment to the team.
4. Please keep in mind that the choreography of formations, stunts and tumble runs must be practiced with a full team in order to reduce the risk of injury. Please also keep in mind that a stunt group with a missing athlete, those fellow teammates lose out on practice time with that stunt.

## **FUNDRAISING**

Throughout the season we will have various fundraising opportunities for families to participate in. We use fundraising to help keep costs low. With each fundraiser, prizes are awarded to top sellers. Prizes can include, but not limited to, promo wear, gift certificates, etc. Some fundraisers are specific to the athlete's account (ie. applied directly towards uniform cost). We ask that all families **participate in a minimum of two fundraisers** during the season to help continue to keep costs low.

## EXPECTATIONS OF ATHLETES

To ensure athletes are safe, get the most out of their training, as well as show respect to their team and their coaches, athletes must:

1. **Be ready at the start of practice** with shoes on and hair tied back.
2. Use their time constructively and effectively.
3. Always train with a positive attitude.
4. Behave in a sportsmanlike manner and be supportive of each other.
5. Always execute every move, skill and form to the best of their ability (muscle memory).
6. **Ask for help.** If in doubt, ask for clarification before executing skill.
7. Tell coaches of any injury, not feeling well, or unable to train at 100% for safety reasons.
8. Use break times effectively, so interruption is limited. Be quick.
9. NO chewing gum or candy.
10. NO drugs or alcohol. NO medication that may hinder the ability to execute routine safely.
11. NO electronics (only for emergency contact).

### ATTIRE AND APPEARANCE DURING PRACTICE

1. Practice wear must be well-fitting. No street clothes (ie. jeans). No hoodies.
2. Cheer shoes or soft sole shoes.
3. NO jewelry. Piercings, necklaces, bracelets, etc. must be removed.
4. Hair must be tied back and away from face as to not cause interference.

### CHEER BAG (practices and events)

1. Water bottle.
2. Hair elastics and brush.
3. Deodorant and feminine hygiene items.
4. Band-aids in variety of sizes; athletic tape for wrists or ankles when needed.
5. Extra practice wear in case of emergencies.
6. Cheer shoes; extra pair of socks.
7. Optional: light snacks.

## COMPETITION GUIDELINES FOR ATHLETES

1. **Athlete Expectations** are to be followed during competitions as well.
2. Athletes are expected to attend all their scheduled competitions.
3. Athletes generally enter facilities through a separate entrance to those of spectators. Athletes must remain with their team with their required items. Athletes may not be able to retrieve forgotten items.
4. Accept score without criticism or comment. If score is inaccurate, the coach will approach judges. Deduction scores will occur for unsportsmanlike behaviour.
5. Athletes may not be under the influence of alcohol, narcotics, performance enhancing substances or over-the-counter medications that would hinder their ability to execute a routine safely.
6. Jewelry of any kind, including but not limited to ear, nose, tongue, belly button and facial rings, clear plastic jewelry, bracelets, necklaces and pins on uniforms is not allowed. Jewelry must be removed and may not be taped over. Exception: medical ID tags/bracelets.
7. Athletes will wear their uniform to competitions/exhibitions, as there are no change rooms available.

## COMPETITION GUIDELINES FOR PARENTS

1. Accept score without criticism or comment. If score is inaccurate, the coach will approach judges. Deduction scores will occur for unsportsmanlike behaviour.
2. Ensure that your athlete arrives at the scheduled time set out by head coach.
3. Make sure head coach has contact information in order to get a hold of you for any reason.
4. Please be aware of others around you when making comments at competitions. Harmful comments can reflect poorly on Eight Count Cheer Academy and may result in deduction scores if seen as unsportsmanlike behaviour.
5. Please follow rules posted at each competition (ie. rules pertaining to photography, etc).
6. CHEERING is encouraged!!! Not just for ECCA but for all participating teams. We cheer for everyone.