



**Coyote Creek Youth Sports  
Pop Warner**

**2012**



**PARENT  
HANDBOOK**



**Coyote Creek Youth Sports**  
**P.O. BOX 730279 San Jose, CA 95173**

**Dear CCYS Parents**

Here are some things to consider as we move into our 23<sup>rd</sup> season in 2012. Let's commit ourselves to improving in these areas this year. I know that if we work together we can be the best youth football and cheer organization in Peninsula Pop Warner.

- 1) **Football and Cheer Recruitment:** We need to recruit more players and cheerleaders. We need our parents to become our recruitment engine. Our voice in the community. We have a well managed organization dedicated to providing a quality environment for kids in our community. We need our parents to become vocal advocates by spreading that message to parents and kids who are looking for a strong youth football and cheer organization.
- 2) **Volunteer Participation:** The most successful youth sports programs are noteworthy for their strong core of active, committed parents who are generous with their time and energy in support of all aspects of the program. Whether it's working in the concession stand, or volunteering for the chain gang or as a MPR monitor during the game, doing field set up in the morning or field breakdown in the evening, helping with equipment distribution in the preseason or equipment collection at the end of season. The best youth sports programs have strong volunteer participation.
- 3) **Sponsorship:** Coyote Creek Youth Sports is a self sustaining nonprofit community based organization that is making a valuable contribution to the youth in our community. There are businesses and individuals who are willing to help us financially. We just need to ask for their help.
- 4) **Good Role Models:** We need to make a strong effort to being good role models for our kids. Let's make sure that we demonstrate responsible behavior. Lets forsake openly and loudly criticizing the officials and coaching staffs, using profanity to express our disagreement with things that happen during games and practices, being unduly confrontational as we try to work through difficult issues that arise during the season. Let's remember that our kids learn more from what they see us do than from what we tell them to do.

I am confident that the best is yet to come for Coyote Creek Youth Sports. I encourage parents to bring forward new ideas that will help our organization grow and prosper. I look forward to working with you throughout the 2012 season. If you have questions, concerns, problems or ideas you want to share, please don't hesitate to contact me.

Best Personal Regards

Andre Hunt  
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## **The 2012 CCYS Board of Directors:**

President/ Football AD... Andre Hunt	Cheer AD .....Open
Vice President..... Joan Escover	Communications Director.....Taylor Alexander
Secretary.....Karnisha Garner	Concession Mgr..... Eloise Najar
Treasurer.....Art Lopez	Volunteer Coordinator.....Jeanette Williams-McClenton
Scholastic Director.... Open	Member at Large.....Desi Romero
Fundraising Director...Kevin DuPree	Member at Large.....Will Alexander
Member at Large.... Open	Member at Large.....Tamica Garner-Thomas

## **Coyote Creek Youth Sports Pop Warner**

Coyote Creek Youth Sports Pop Warner is a non-profit corporation established in 1990. Our organization has been developing football and cheer athletes since 1990. We play and cheer in Pop Warner Division 1, the highest level of competition in the PPWLS (Peninsula Pop Warner Little Scholars) Conference. Our program is committed to teaching football and cheer skills in a safe and fun environment. CCYS Pop Warner enthusiastically supports the strong focus that Pop Warner places on maintaining a high level of academic achievement through its mandatory scholastic eligibility requirements and the Pop Warner All American Scholars program.

## **Philosophy and Goals of Coyote Creek Youth Sports Pop Warner**

Coyote Creek Youth Sports Pop Warner prides itself on our motto "The Development of Youth through Sports". We are keenly interested in the development of our players in all other aspects of their life beyond football and cheer. We recognize that for a large percentage of our children that their participation in Coyote Creek will be a zenith of their involvement in football and cheer programs. We believe that the life lessons taught through teamwork and strategic thinking are as equally important as the athletic lessons. Working together cooperatively for a common goal, overcoming difficult obstacles, handling both success and failure with a positive attitude are key elements to becoming vibrant, well grounded, successful citizens in our community. We feel that the contribution of our program to the development in these areas is ultimately a true test for the success of Coyote Creek Youth Sports. We take great pride in the positive impact that our organization has made on the community. We have provided youth football and cheerleading programs to several thousand children since our original inception in 1990. Our program has not only produced several NCAA Division 1 football players, but more importantly many productive citizens who believe that their childhoods were enhanced by their participation in our program.

## **CCYS Core Values**

Listed below are core values that form the basis for all we do in CCYS Pop Warner Football and Cheer. We want everyone associated with organization; Administrators, coaches, adult volunteers, and parents to focus on maintaining a foundation for our program that is based on these guiding principles.

- **Encourage, motivate and inspire young people to reach their full potential.**
- **Help our CCYS football and cheer athletes develop the skills needed to achieve success and the character to handle adversity.**
- **Treat everyone with respect and dignity.**
- **Understand the value of teamwork.**
- **Teach discipline with compassion.**
- **Demonstrate our values through what we do not just what we say.**
- **Strive to win but not winning at all costs**
- **Celebrate our diversity and build community within our organization.**

## **Commitment**

By registering for Pop Warner activities you and your children have made a big commitment ... as an athlete, student, parent and family. It takes a lot of time and effort both football and cheerleading to achieve the goals outlined above. From August 1<sup>st</sup> through August 31<sup>st</sup> you will practice 5 days a week, 2 hours a day (exclusive of water breaks) After the 1<sup>st</sup> regular season game on Labor Day weekend, you will practice 3 days a week with a game on Saturday or Sunday. This schedule requires commitment. Football and cheer athletes should strive to be on time plus be mentally and physically ready to participate. These athletes must meet their scholastic responsibilities; maintain a healthy diet; get plenty of rest; and display a respectful and courteous attitude toward their parents, teachers, coaches and teammates at all times.

The parent should be ready to transport their child to and from activities; have meals ready at appropriate times for their athlete; monitor the study habits and performance of their child; monitor the equipment of their athlete; and support their child as they meet and exceed their coaches' demands. Do this well and you will witness the phenomenal development of your child as they develop into the wholesome well rounded individual that we are hopeful they become. The support of CCYS parents, particularly in volunteer participation and fundraising is essential for the program's success. Every season, each and every committed adult volunteer as well as the football and cheer athletes go through tremendous personal growth and gains a perspective on life that will serve well in the future. Having committed to the CCYS program, you and your family have given yourselves the opportunity to build a lifetime of memories in just one season...Congratulations!

## **VOLUNTEER PARTICIPATION**

CCYS is administrated and coached entirely by volunteers. There is no pay, the hours can be long, and the commitment and effort sometimes goes unrecognized. There are very few prerequisites, and in the end there is only the satisfaction that they have played a role in helping young people reach their dreams. The goals are common and simple: to provide the young football and cheer athletes with a positive experience that will give them lasting memories, personal development and characteristics that will enhance their life including the experience, knowledge and understanding of commitment, self-discipline, teamwork, sportsmanship, integrity and scholastics.

To volunteer is to give and it is our fundamental belief that you must *give to get* in life. There are hundreds of jobs that need to be done during the course of the season involving thousands of hours of time. The system works best if more people give a little bit rather than a few people giving until they drop. It is important that everyone help to make the program the best it can be. For some it will be simply having their athlete to the venue on time ... they are consumed by other aspects of their life. Others will donate insatiably ... they have a burning passion for their athletes, youth sports, and the quality of life in the Silicon Valley. The key to success lies in the many others that can give a few hours here and there to make sure that the job is done and done right.

You can volunteer for your team and the overall program in many ways. We need help with field maintenance, snack bar, MPR personnel, equipment distribution and maintenance, league and regional events, computer work, and paperwork. Contact your Team Business Manager, Coach, or Jeanette Williams-McClenton, our 2012 Volunteer Coordinator ([vc@ccys.com](mailto:vc@ccys.com)). Let us know you are out there and we can all work together to see how you can best help the program.

*Thank you very much for your volunteer participation this season.*

***The ultimate result of the season will be reflected by our collective efforts ...***

***...LETS MAKE IT A GREAT ONE!!!***

## **FUNDRAISING**

One of the biggest challenges to CCYS is providing a high quality youth sports program that is affordable to every potential participant while balancing the budget. CCYS registration fees do not cover the actual cost of putting the athletes on the field. Our 2012 major fundraiser is the Registration Raffle, a fundraising program that will help build Wildcat Pride,; creates a source for earning registration fees as well as funds for travel or other team activities and provides a much needed boost to the CCYS general fund. In addition, the individual teams will have special fundraising efforts that will support their team projects.

## **CASH MANAGEMENT**

Fundraising, snack money and other team funds involve the handling of cash and it is important to understand the policies and procedures for handling money. Ensure yourself when turning in cash to ask for a receipt or have a witness. All of our money handling systems have full accountability with checks and balances. It is important that you deliver your funds safely to right people so they are properly credited and protected.

## **The Wildcat Commitment**

As a member of CCYS Pop Warner, football and cheer athletes and their families are committed to many things that are integral to the success of the program, the team, the individual and the families. Among them:

1. To provide the necessary documentation to complete the certification process in a timely and cooperative manner including a birth certificate, a completed physical examination/medical history form, report card and/or scholastic eligibility form.
2. To make timely payment of all registration fees.
3. To block the time to participate fully as expected during the regular season and any post season events the team/squad qualifies for and is allowed/required to attend.
4. Regular season begins on August 1<sup>st</sup>.
  - a) Practice 5 days a week until Labor Day.
  - b) Attend **MANDATORY** Certification Saturday, August 25<sup>th</sup>
  - c) Attend CCYS Pop Warner Jamboree on Sunday August 26<sup>th</sup>
  - d) Practice 3 days a week after Labor Day until the end of season
  - e) Attend all games on Saturday or Sunday for 9 weeks
5. Post Season begins October 27<sup>th</sup> for teams that qualify
  - a) Qualifying teams practice 3 days a week
6. Regional Championships Football/Cheer for teams that qualify or are invited
  - a) Practice 3 days a week
  - b) Regional Championships November 17<sup>th</sup> or November 18<sup>th</sup>
7. Cheer participants agree to participate at all games, CCYS Pop Warner Jamboree, Spirit Jamboree, PPWLS Invitational, PPWLS Championships, and Pacific Northwest Regional Cheer Competition *should they be invited or qualify*.
  - a) Will require weekend attendance at those competitions.
  - b) Will require regular practices after the regular season if attending post season competition.
  - c) Regional Competition is Friday, November 23<sup>rd</sup>.
8. Cheer participants will attend National Competition should their squad advance at Regional level.
  - a) Will require additional practice after Regional Competition.
  - b) Will require travel to Orlando, Florida for competition.
9. Participate 100% in the Registration Raffle fundraising program.
10. Parents will volunteer as needed and fulfill their 10 hour obligation to assist the program operation.
11. Parents will read all memos, emails and/or their team websites weekly to stay current on CCYS events, information, policies and procedures.

12. Parents will follow the chain of command for complaints and concerns to prevent troubles from continuing and festering. Parents will abstain from perpetuating baseless rumors and gossip.
13. All athletes will:
  - a) Work hard in their scholastic pursuits
  - b) Show up to practice and games focused and ready to give their best effort
  - c) Respect and help their team/squad-mates at all times
14. All members of the CCYS family will respect and honor the code of conduct at all times.

**NOTE: Post season participation can extend the season to the second week in December depending on team/squad results. Post season play or competitions can result in substantial travel cost and time for each individual participant and their families.**

## **FIVE YEAR PATCH**

Since 1995, Coyote Creek Youth Sports Pop Warner has traditionally honored football and cheer athletes; and our adult volunteers who have participated in Pop Warner football or cheer in our organization for five years. This award, a distinctive Wildcat Patch, is sewn on the home football jerseys and the athlete is allowed to keep the jersey as memento of their CCYS Pop Warner football or cheer experience. This award is not based on the skill in football or cheer, but is strictly awarded on the basis of persevering through a minimum of five CCYS Pop Warner seasons. We want to say to our football and cheer athletes; and our adult volunteers thanks for your commitment to the program

## **GENERAL INFORMATION**

### **Schedules**

Practice will be from 6:00PM until 8:30PM. Team practices are limited to 2 hours of practice time each. Water breaks are not considered practice time so the total time is 2 hours practice time and up to 30 minutes of break/water time.

Game schedules will not be available until the week of the CCYS Pop Warner Jamboree as the scheduling process is complex. As soon as the scheduling information is available it will be distributed immediately. Home games are played on Saturdays at the Yerba Buena High School. Away games can be on either Saturday or Sunday. There will be travel during the regular season to other associations in the PPWLS Conference. **When games are played away, it is the parent's responsibility to make travel arrangements for your child to get to the game in time for weigh ins and game day book certification.**

### **Mandatory Play**

The Mandatory Play rule is essential to the Pop Warner philosophy. The minimum number of plays will vary based on game day size of the team. Your child must play a specified minimum number of plays or very severe sanctions will be implemented against the team. Exceptions are disciplinary actions, insufficient practice time during the week. If your child misses more than one day of practice per week, they may not be allowed to participate in a football game or cheer competition. They should still attend the game and support their team.

### **Cuts**

Involuntary cuts are not allowed. There are administrative cuts for those football or cheer athletes who have discipline problems; are consistently absent from practice or are disrespectful toward coaches and /or teammates. No other cuts are allowed, including situations where a coach might try to discourage a specific player with the intent of forcing them to quit. Lack of respect for the CCYS or PPWLS Conference officials can result in suspensions.

## **Weight**

Weight is important for Pop Warner football players. It is forbidden to “sweat down” a player or cause any quick weight loss or gain. Every player is weighed before every game to make sure that they fit within the guidelines for their division of play. This is very important for the safety of the player and the opposing players. Players that don’t make weight in a given week cannot play that game. They should stand on the sideline and support their team.

## **Philosophy of the Playing Division**

The hardest divisions to adjust to as a parent are usually the Tiny-Mite and Mitey-Mite. Most haven’t played before and there is often parental worry of injury based on football’s reputation. There are, however, fewer injuries in Pop Warner football than there are in Little League and soccer! This is due to the age and weight division of players, our strict conditioning and coaching policies, and good protective equipment.

The players find out at each division level that despite how big the other team looks during warm ups, they are the same ages and sizes and have the same fears, apprehension, illusions, bravado, or whatever, as your child does. They’re all just kids suiting up to play the wonderful game of football. There is risk of injury because it is full contact, but the risk is minimized by our risk management practices.

### **The Pop Warner Divisions of Play:**

**Tiny Mite** – Tiny Mite is a great introductory experience for the young player looking for contact in a safe, structured, learning environment. Many special rules keep this level introductory and fun for the participants. Coaches are allowed on the field to teach. Post season games are not allowed in Tiny Mite division.

**Mitey Mite** – This is strictly a training division designed limit the pressure to win and place the emphasis on developing fundamental football skills. A coach is permitted to remain on the field no nearer than 5 yards behind the offensive huddle and 5 yards behind the deepest defensive player. Beginning in the 5<sup>th</sup> game of the season, coaches are required to remain on the sidelines. There is no rushing of punts or blitzing in MM play.

**Jr. Pee Wee** – A common entry division. Emphasis remains on fundamentals with a taste of competition. Post-season play is allowed all the way to Nationals. This is still a teaching division.

**Pee Wee** – The Pee Wee player is more serious about football and is psychologically ready for a greater element of competition. With improved attention spans and absorption ability, more complicated strategies and skills may be taught. With the right quarterback the passing game may be introduced here. What happens here affects the quality of higher divisions. Post-season play is allowed all the way to Nationals

**Jr. Midget** – This is the transition division between the critical Pee Wee and Midget divisions. Techniques are still emphasized while venturing beyond fundamentals. Post-season play is allowed all the way to Nationals

**Midget** – Game strategies here are close to high school teams. Sets, alignments, assignments and more frequent and successful passing can approach collegiate and professional versions depending on talent and coaching. This is a very competitive division. This is generally the last playing experience in which it is still possible to view football as a “fun” pursuit before they matriculate to high school football. Post-season play is allowed all the way to Nationals

## **FREQUENTLY ASKED QUESTIONS**

### **I just paid my complete registration fee for my child to play – why do I have to bother with the Raffle?**

You don't. But we are asking our CCYS parents and athletes to help us raise money for our CCYS General Fund. Registration fees don't cover the complete cost necessary to fund the operations of our program. Our concession stand at home games provides additional funds but we still fall short of the money needed to maintain a high quality program. A successful Registration Raffle will help provide additional funds to help cover the financial gap still existing between the amount we raise with our registration fees and concession stand sales and the total cost necessary to fund our operational costs. Keep in mind in 2011; we paid over \$13,000.00 in PPWLS Conference fees alone.

Additionally, if you are looking for an opportunity to raise money to pay CCYS registration fees we will allow up 100% of your raffle ticket sales (up to \$275.00) to be credited toward your registration fees. Beyond that 50% of all ticket sales will be credited to the individual teams to fund travel or other approved team activities.

### **Is this flag or tackle? Do they wear real football equipment? Does it hurt?**

This is real tackle football complete with real football uniforms. Every player is taught how to tackle and take a hit. As with any contact sport, with good contact there are times when a "ding will sting", but generally the bumps and bruises acquired along the way are more badges of honor than anything to worry about. We recognize that contact sports aren't for every child, but what better way for your child to find out about football than in an age/weight regulated, highly structured environment in which safety, instruction and fun are the focal points?

### **Why is my friend on another team – we are the same age?**

You might be the same age, but born in different months and have a different "playing age". The playing age is your age on July 31<sup>st</sup>.

### **Why are there so few injuries in Pop Warner? Isn't this a "contact sport"?**

Yes, it is full contact! Our injuries are kept to a minimum by the age/weight divisions, minimum equipment standards to insure safety, our conditioning regimen and requirements, our coaches' diligent instruction of correct technique, and our coaches' and administrator's continued monitoring of the technique and practices of opposing teams to make sure that it is clean, fair, safe, and in keeping with the spirit of Pop Warner play.

### **I can't be at the field everyday, but want to help ... how can I do that?**

Volunteers are important in all aspects of the organization. We need help in all areas – from one or two hours in the concession stand to two or three days a week on the field. Help as you can. Bring your talents, expertise, knowledge, and abilities to our organization and jump in where you can. We need financial and administrative help, and help on the field. We are better off having you assist part time than not volunteering at all. Get involved!

***We appreciate and need financial assistance.*** You can donate to the program a specific sum for us to purchase a specific piece of equipment such as something for the concession stand, field equipment, coaching equipment, i.e. – a sled, storage shed, etc, or a general donation to help the cause. You will either be given great public acknowledgement for your generosity, or complete anonymity – the choice is yours. Your generosity is greatly appreciated. ***Whether you donate time, money, or both – your assistance is vital to the success of the program.***

## **How do the football and cheer coaches get to be coaches?**

CCYS Pop Warner prides itself on our exceptionally high quality coaches. Many of our coaches have years of personal football and cheer experience and years of coaching experience. Some of our coaches are men and women that walk-on, while others don't even have a child in the program. They are giving back to the sport that they love, and the community in which they live, by donating their time to coach.

Coaches must apply for the position every year. They are selected in February/March prior to the season and their term ends on December 31st the same year. The President and Football AD review the applications; interview the candidates and make a recommendation to the Board. Each Head Coach selects his assistant coaches subject to review by the President, Football AD and Cheer AD.

Every head and assistant coach is required to have a background check. Coaches attend coaching clinics during the year and a PPWLS Conference clinic in July for rules, policies, procedures, attitudes, risk management and philosophy. In addition, the head coach and at least one assistant of each football team are required complete a Pop Warner mandated online coaches clinic each year. To encourage our coaches' attendance at clinics CCYS pays the clinic cost for our coaches to attend.

## **Can I help coach?**

New coaches are welcome. CCYS Pop Warner is highly motivated to develop excellent coaching staff because we recognize that outstanding coaching is the key element to the success of our program. We will work with new coaches as a Board together with their Head Coach to assure their compliance with our expectations. The overall quality of our program remains high when we have coaches who encourage, motivate and inspire our football and cheer athletes to success on the football field and in cheer competitions. We are proud of each and every one of our coaches. Come join the fun – get your application in and join on our team!

## **How is it determined what football position my child will play?**

One of the beautiful aspects of the game of football is that it requires many different types of people on a team, i.e. – offensive or defensive attitude, offensive linemen, linebackers, safeties, special teams, etc. Each position has different strength, speed, agility, and stamina requirements. The coaching staff will evaluate every player at the beginning of the season and your child will be placed where best are suited based on the requirements listed above and the talent level on the team.

## **What kind of extra equipment can or should I have for my child?**

CCYS Pop Warner provides most required equipment for football other than cleats. Cheerleaders will need to purchase their uniforms along with shoes and few other items. Some optional equipment is beneficial, some not. Consult with your coach or with veteran players and parents – they can help you determine if you should buy extra gear or not. Things that may be helpful, depending on your football position and child, are: neck rolls, arm guards, and rib guards. Wait until your child has a position before obtaining any accessory items.

## **Why do I have to turn in my child's report card if his/her grades aren't so good?**

Scholastics are a very important part of Pop Warner. Your child must prove scholastic fitness by turning in a report card before they can practice. They must have and prove that they have a minimum grade point average of 2.0, and not be failing in any class. If they lack a 2.0 GPA, there is a comprehensive scholastic eligibility program available that may allow them to qualify for participation.

## **Once the equipment is issued can my child use it for other activities?**

NO! Jerseys and Cheer uniforms may only be worn to games and competitions, to local High School games and Pop Warner events and activities including fundraising. In addition, football and cheer athletes

need to bring a change of clothes to wear after the football game has been completed. This will lessen the wear and tear on game uniforms and help keep equipment expenses more manageable.

### **How are numbers assigned?**

Numbers are very much a part of the culture and lore of football. The CCYS number assignment policy is determined in the following order: 1). 5 Year Patch recipients, 2). returning CCYS Pop Warner players; 3). rest of the team.

### **Can I get a refund?**

Registration Fees are non refundable. Cheer uniform deposit fees are non refundable. Refunds of equipment use fees may be available depending on individual circumstances. Should your child drop, by choice, or because of other circumstances, before the Pop Warner Jamboree you may get a refund on request. No refunds are given after the Pop Warner Jamboree. All granted refund requests are subject to a \$10 Administrative Fee. Administrative cuts do not receive a refund.

### **How are players assigned to teams in CCYS Pop Warner?**

The first criteria for team placement are age and weight. Every effort is made for players to “play down”, to assign them to the lowest division in which they are eligible to play. That usually means they will be older and heavier in that division which is in their best interest. Other factors considered may include: other participating family members, playing experience, the need to be with another player for the purposes of ride sharing, etc. If there are two, or more, teams in a division of play the players will be sorted by placing all of the eligible players into a linear order considering age, weight, and experience and assigning them to the team on an alternating basis.

### **How can I ask about Policies or Procedures without affecting my child's relationship with their coach?**

CCYS Pop Warner maintains an “open door” policy. If you question something happening to, or being told to, your child, please discuss the matter with your head football or cheer coach. If you are not satisfied with the response you receive from your head coach or if you feel the **problem is your head coach's lack of response**. Please feel free to contact the President, Football AD and/ or Cheer AD. This is an important process in our program as it is often by such parental inquiries that we learn of potential improper activities. Please take time to reach out with any questions or concerns. Your inquiry will be kept confidential for the protection of your child. If something is truly wrong, many will benefit from your call.



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