



**2015 to 2018**

**Mission:**

*The MCA advances athletes along the performance pathway and develops partnerships to promote the growth of cycling in Manitoba.*

**Vision:**

*A community working together to achieve sustainable growth and performance leaving a legacy for cycling in Manitoba.*

**MCA VALUES:**

*“Core Values” are the guiding principles that dictate the behavior and actions of our members, athletes, coaches, officials, volunteers, board of directors, and staff. They provide guidance on how we perform work and conduct ourselves.*

**Community:**

- *The cycling community is made up of competitors, race organizers, coaches, officials, educators, volunteers, clubs, shops, advocacy groups, recreation, transportation, MCA members and partners. Together with leaders in the cycling community we will collaborate to grow the sport of cycling.*

**Excellence:**

- *We are in continuous pursuit of excellence in everything that we do from performance and quality programs, to operational effectiveness and event organizational support.*

**Integrity:**

- *We promote the highest standards of ethics. We will conduct ourselves with honesty, transparency, flexibility, and professionalism.*

**Sportsmanship:**

- Fairplay, inclusiveness, respect, and encouragement are the foundation of our sport.

**Sport for Life:**

- We are dedicated to long-term athlete development, supporting a healthy lifestyle for all ages and ability levels.

