



**Youth Development Coordinator - Annual Report
Annual General Meeting
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Board/Staff:

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Summary of Programs:

1. Kids of Mud

A learn-to-ride and learn-to-race program for cyclists aged 5–16, aligned with the Long-Term Athlete Development Pathway. The program focuses on skill development, group rides, and introducing youth to racing. In 2025, 262 participants engaged across 7 clubs, supported by 68 coaches. Highlights include some regional growth (Country Cycle +57% participation), the addition of fall programs, and the introduction of the Kids of Mud License, which lowered barriers to racing. Challenges remain in coach retention, regional participation, female engagement, and raising awareness of membership benefits.

2. HopOn

A national grassroots program designed to make cycling accessible to youth aged 5–13 with beginner skills. Delivered through games-based learning, summer camps, and outreach programs, HopOn hosted 2 programs with 30 participants and 3 coaches. Highlights include the Girls MTB Skills Camp (22 participants, 4 days) and a Cyclocross Clinic introducing youth to the discipline. Challenges include sustaining coaches, venue availability, and increasing awareness of how HopOn supports Kids of Mud coaching.

3. Coach Development

Supports volunteers aged 16+ through a structured, four-tier pathway, from foundational training to competition preparation. The MCA currently tracks 68 Kids of Mud coaches, 3 HopOn instructors, and 4 Provincial Program coaches within the system. Achievements in 2025 include 88% Respect in Sport completion, training in Basic Bike Skills and Cycling Practice Planning, and onboarding a new Learning Facilitator to support local coach development. Key challenges involve expanding regional training, improving mentorship for new coaches, and strengthening knowledge transfer. Goals for next year include achieving 100% Respect in Sport certification, expanding coach education through the MCA Coach Portal, developing a Junior Coach Pathway, and implementing coach recognition and incentive initiatives.



Program Overview	
Kids of Mud: • Purpose: Kids of Mud is a learn-to-ride and learn-to-race program that aligns with the <i>Long-Term Athlete Development Pathway</i>, covering the <i>Fundamentals</i>, <i>Learn to Train</i>, and <i>Train to Train</i> stages. • Target Audience: Cyclists aged 5–16 with beginner to intermediate riding skills. • Core Activities: Skill development, group rides, and an introduction to racing.	
Key Metrics	
• Total Coaches: 68 (50 Male / 18 Female) • Total Participants: 262 (169 Male / 88 Female / 5 Unidentified) • Total Clubs: 7	
Highlights & Achievements	
• Legacy & Pathway: Many of the athletes who competed in the 2025 Canada Summer Games started in Kids of Mud. • Participation Growth: Winkler/Morden’s Country Cycle saw a 57% increase in participants this year, highlighting strong local interest and the program’s ability to attract and retain youth. Most other clubs maintained steady participation or experienced modest growth, demonstrating consistent engagement across the province. • Program Expansion: Two Kids of Mud clubs extended their offerings by adding fall programs in addition to spring sessions. This expansion shows the program’s flexibility and potential to engage youth throughout multiple seasons, providing more opportunities for skill development and continued participation. • Kids of Mud License: Introduced in 2025, this new license lowered barriers to racing by allowing participants to try events without upgrading. In its first year, 35 of 262 participants raced, with 15 returning for multiple events, showing early engagement—though the majority of participants have yet to try racing, highlighting room to grow.	



Issues Resolved	
• Resource Distribution: Improvements to digital platforms and communication channels have made it easier for coaches to access program materials and curriculum.	
Challenges	
• Coach Retention: Ongoing difficulty in maintaining a consistent base of trained coaches. • Regional Participation & Volunteer Shortages: Three clubs did not continue from the previous year, highlighting the need to strengthen engagement and recruitment efforts in regions outside of Winnipeg. • Communication & Resource Awareness: Some coaches remain unaware of key supports such as the Kids of Mud curriculum/videos, coach clinics, and available funding. • Participation Retention & Female Engagement: Participation continues to drop around age 13, and female participation remains low at 30%. • Membership Value Awareness: Many participants and families remain unaware of the full benefits of MCA membership and club affiliation.	
Goals for Next Year	
• Strengthen coach recruitment and retention. • Build a stronger connection between MCA and Kids of Mud programs. • Bridge the gap between Kids of Mud, Devo One, and the Provincial Program.	

Program Overview	
HopOn: • Purpose: A national grassroots program that aims to make cycling accessible to all. In Manitoba we utilized the HopOn curriculum and games-based learning approach to deliver summer camps, workshops, and rural outreach. • Target Audience: Cyclist aged 5-13 years old with beginner cycling skills	



• Core Activities: Skill development through playing games.	
Key Metrics	
• Total Coaches: 3 • Total Participants: 30 • Total Programs: 2	
Highlights & Achievements	
• Girls Camp: Partnered with the Velodonnas to host the “Run the World: Girls MTB Skills Camp”, a four-day, 7-hour-per-day program designed to promote inclusion and build confidence through cycling. The camp welcomed 22 female participants and incorporated the HopOn curriculum to structure skill development and activities. This initiative also strengthened partnerships with The WRENCH and the Velodonnas, creating new opportunities for collaboration and long-term programming for girls in cycling. • Second Cyclocross Camp: Hosted a HopOn Cyclocross clinic designed to introduce youth to the discipline of cyclocross. The three-hour clinic welcomed 8 participants, with 5 going on to race in the Velocross event. While participation remained similar to last year, the camp introduced a small fee (\$30 for MCA members, \$40 for non-members) to support program sustainability. The camp provided hands-on skill development and a smooth introduction to competitive racing.	
Issues Resolved	
• N/A	
Challenges	
• Coach Retention: Sustaining trained instructors between seasons. • Venue Availability: Limited access to safe and suitable spaces for program delivery. • Program Integration: Increasing awareness of how HopOn games and lessons can support Kids of Mud coaches in designing engaging practices.	
Goals for Next Year	
• Expand HopOn Outreach programming to reach more communities.	



- Increase collaboration between HopOn and Kids of Mud coaches.
- Strengthen coach training and retention within the program.

Program Overview

Coach Development

- **Purpose:** To support and guide coaches through a structured, four-tier pathway—from foundational knowledge to competition preparation. Training begins with Safe Sport, progresses through cycling fundamentals and practice planning, and concludes with introducing youth to racing.
- **Target Audience:** Volunteers aged **16 and up**.
- **Core Activities:** Coach **screening**, training, certification, and ongoing development.

Key Metrics

- **Total KOM Coaches:** 68
- **KOM Coach Break Down by Tier:**
 - Tier 1: 28 + 6 in Tier 2 Training
 - Tier 2: 9
 - Tier 3: 25
- **HopOn Instructors:** 3
- **Provincial Program Coaches:** 4
- **Manitoba Learning Facilitator:** 1

Highlights & Achievements

- Respect in Sport: 88% completion rate (as of October 14, 2025).
- Charlotte Batty: Delivered sessions in Neepawa and Winnipeg with **33 participants (15 Regional)**.
- Basic Bike Skills: 8 Coaches trained



- Cycling Practice Planning: 6 Coaches trained
- Learning Facilitator: 1 new Learning Facilitator trained in Manitoba.

Issues Resolved

- Added a **Learning Facilitator** to support local coach training.
- **Streamlined training requirements** for clarity and accessibility.
- Developed a **centralized coach database and portal** to track certification and progress.

Challenges

- **Regional Training:** Need for more localized training opportunities in all regions.
- **Mentorship gaps:** New coaches have limited access to structured mentorship, highlighting an opportunity to provide more hands-on guidance and support.
- **Knowledge transfer:** Need to improve processes for sharing best practices and institutional knowledge.

Goals for Next Year

- Achieve **100% Respect in Sport** certification.
- Expand **coach education and accessibility** through:
 - The MCA Coach Portal
 - Increased training opportunities
- Develop a **Junior Coach Pathway** to introduce youth to coaching.
- Implement **coach appreciation and incentive initiatives** to promote retention.