



THE KING'S TRUST CANADA

Working For Young People

Who We Are

- Part of a global network of charities.
- Founded in the U.K. in 1976 by His Majesty King Charles.
- Launched in Canada in 2011.
- Free programs for youth, ages 16-30.
- Close the **skills, experience, and network gap**
- Connect young people, employers, and communities to deliver meaningful impact
- Build a sustainable, prosperous, and inclusive Canada.



3 Gaps Impacting Youth, Employers, and Canada's Future

Skills Gap

- 77% of Canadian employers value soft skills over technical ones.
- 75% of youth lack these essential employability skills.
- Young people aren't learning the skills employers need.

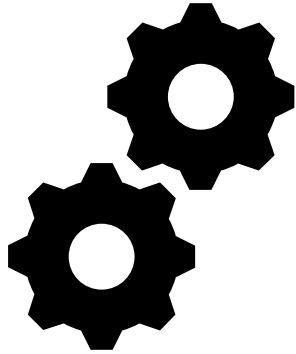
Experience Gap

- 61% of “entry-level” jobs require 3 or more years' of experience
- Young people can't get the experience that employers demand without being hired.

Network Gap

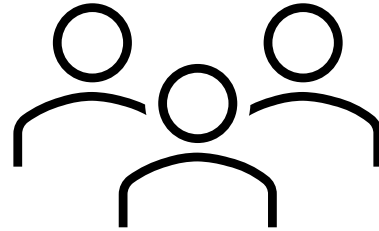
- 80% of jobs are found through networking.
- Young people facing systematic barriers lack the connection needed to access job opportunities.

Building a sustainable, prosperous, and inclusive Canada



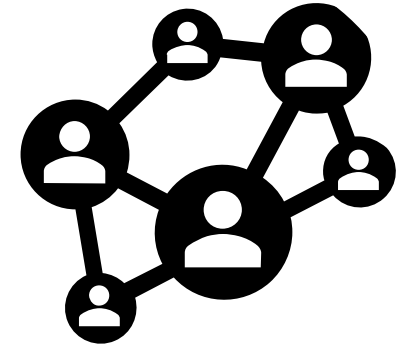
TKTC Skills Framework

Meta Skills
Transferable Skills
Self-Navigation



Our Solutions

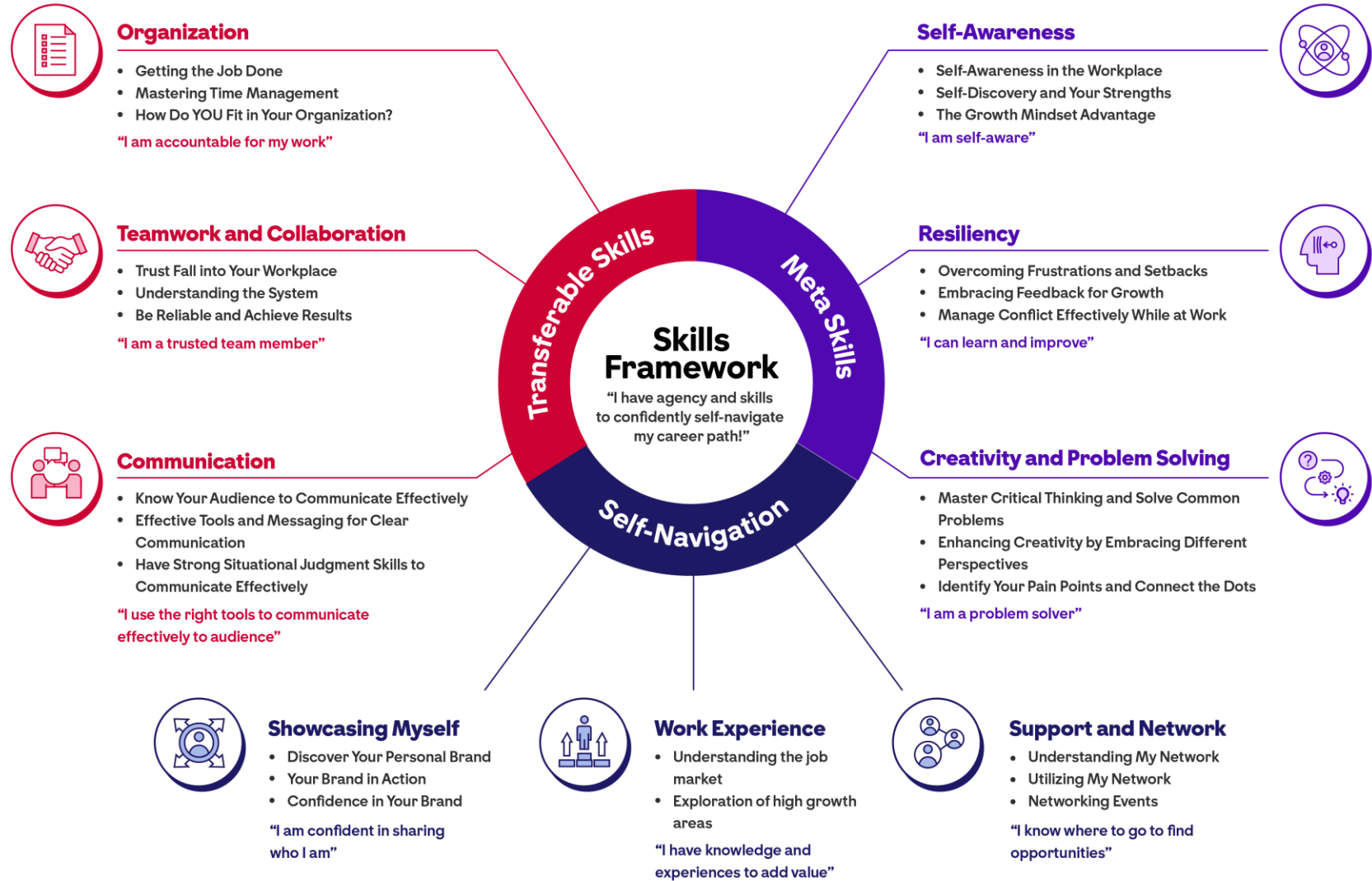
Skills Academy
360
The Network
Youth Council
Employer Community of Practice



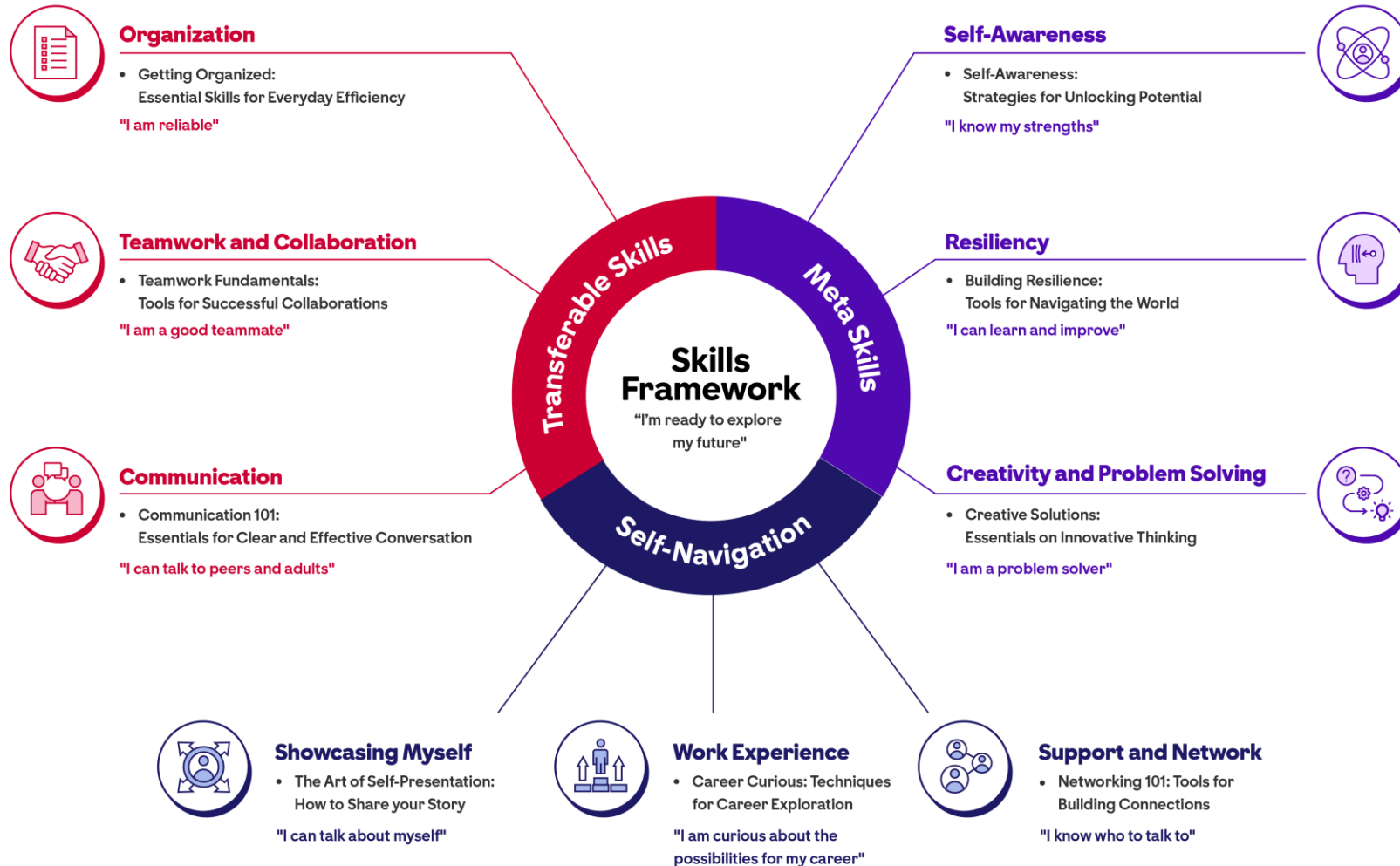
Collaborators & Contributors

Young People
Youth-Serving Organizations
Employer Partners
Professional Allies, Mentors

Skills Academy Framework & Competencies



Skills Academy Exploration: Ages 16-18



Our Solution: Skills Academy

What does the Skills Academy offer?

- 🧠 Meta Skills: higher order skills that boost ability to learn and apply new knowledge quickly.
- 🔄 Transferable Skills: skills you take from one job to another.
- 🚀 Self-Navigation Skills: ability to showcase strengths and access new opportunities.






Why offer a Skills Academy?

- 🎯 Skills training that starts a young person's career
- 💡 Embeds essential skills that fill employment gaps
- 👷 Builds the next generation of skilled workers
- 🤝 Helps employers recruit high-potential youth






Our Solution: The Network

In today's job market, who you know matters. That's why we created The Network.

-  Builds connections
-  Networking events offered across Canada
-  Fun, low-barrier opportunities
-  Interactive stations: using LinkedIn, introducing yourself, showcasing your skills
-  Powered by our professional volunteers

Open registration events as well as sessions customized for specific communities:

-  Young women entering tech
-  Young Black professionals
-  Newcomers to Canada





COCA-COLA FUTURE CAREERS (FC) ACADEMY

Empowering Canadian Youth through Sport

Sport for Development: Unlocking Potential Through Play

Sport for Development is the intentional use of sport and play to achieve specific social, educational, economic, and health-related goals for individuals and communities.

Rather than focusing on competition or athletic performance, Sport for Development leverages the values, structures, and popularity of sport to promote positive employment outcomes.



How Sport Builds Employability

Through sport-based participation, young people develop the skills and readiness needed for work and life:

- **Skill Development:** Builds hard and soft skills
- **Workplace Readiness:** Punctuality, accountability, goal-setting, and performance
- **Alternative Pathways:** Non-traditional routes to learning
- **Mentorship & Role Models:** Connects youth with guidance and positive adult influence
- **Leadership & Confidence:** Encourages responsibility, initiative, and decision-making
- **Networking & Inclusion:** Opens access to new social and professional networks
- **Equity & Belonging:** Reduces barriers to participation and fosters inclusion
- **Healing & Well-being:** Provides a safe space for mental health, recovery, and connection

Sport for Employment Skills: Our Goals

With traditional entry-level jobs in decline, young people are missing key opportunities to build workplace skills.

Without essential workplace competencies like resilience, communication, problem-solving, and teamwork, young people need to find unique ways to gain those key skills to enter the workforce.

That's where the Sport for Development approach comes in. It offers a proven alternative, using participation and play to foster life and employability skills, which are needed to thrive in today's job market.

Our approach utilizes play-based learning and insights from industry professionals to help young people:

- Develop essential employment skills
- Explore diverse career opportunities



Why Now? FIFA World Cup™ + Coca-Cola Future Careers Academy

A once-in-a-generation global sporting moment is creating new pathways into sport, events, and related industries — and young people need access now. TKTC was selected as the only Canadian partner for Coca-Cola's Future Careers Academy.

1. A Global Moment

- FIFA World Cup 26 coming to North America. Canada at the center of this opportunity.
- Massive growth in sport, events, media, marketing, logistics, and operations roles.

2. A Workforce Opportunity

- Young people lack access to networks, exposure, and skills tied to these industries.
- Traditional entry-level pathways are shrinking. Sport offers a powerful, inclusive on-ramp to employability.

What is Coca-Cola Future Careers (FC) Academy?

A dynamic digital learning experience designed to equip young people with the skills and confidence to step into sports marketing and related industries. We're inviting select community organizations to **co-deliver a digital stream** of the program — blending your strengths with our platform and national reach.

- Coca-Cola FC Academy uses sport as a powerful tool to build skills, unlock potential, and connect young people (15-20 years old) to meaningful futures.
- A flexible, co-branded delivery model designed for community-based youth engagement.
- Includes opportunities for badging, exclusive activations and volunteer opportunities, and storytelling

Through FC Academy, your youth can:

- Use the World Cup as a launching pad for **career exploration and leadership development**
- Earn **digital badges**
- Gain **insider knowledge** from industry leaders
- Unlock **real work opportunities** through a dedicated TeamWork Online job board

What is Coca Cola Future Careers (FC) Academy?

This is an exceptional opportunity for your organization to:

- Engage youth who already love sports and turn that passion into career momentum
- Integrate high-quality career content into your programming with little to no lift
- Offer participants exclusive access to events, certifications, mentors, and job opportunities
- Connect your youth to the excitement of the World Cup with learning that's relevant, timely, and built for 2026

FC Academy Eligibility:

- Ages 13+
- Canadian residents
- Platform available starting December 3, 2025
- Sign up at: <https://cokeurl.com/kingstrustfc>

TKTC Event Eligibility:

- Ages 15-20

TKTC can help to support the launch of FC Academy with your community. Let us know if you'd like a digital copy of a How To and Facilitator Guide!

FC Academy Modules

Coca-Cola's FC Academy is a dynamic program that introduces youth to exciting careers in sports, media, marketing, creative design, and leadership. Through five action-packed modules, participants will explore:

- **Global Events 101** – Behind-the-scenes planning of major football events.
- **Marketing and Sponsorship** – How brands, fans, and campaigns interact.
- **Media and Broadcasting** – How matches become global stories.
- **Creative & Design** – Logos, kits, apps, stadium vibes, and visual storytelling.
- **Leadership** – Motivating, organizing, and leading teams to success.

FC Academy Modules

5 Modules
10 Professors

The professors in FC Academy are leaders in their fields, from sports marketing pros and broadcast talent to creative designers and global event experts. They bring real-world experience and insider knowledge, giving students a behind-the-scenes look at how the sports world really works. Each module is approx. 30 mins.

The Professors



CURT HOLT
The Coca-Cola Company,
FWC26



TIFFANY STONE
The Coca-Cola Company,
FWC26



JENNY CHIU
Broadcaster +
Content Creator



JEN CRAMER
EVP, Partnerships
MLS/SUM



MATTHEW WOLFF
Designer; Co-Founder
Vermont Green



DIANA MATHESON
Founder and Chief
Growth Officer, NSL



DANIEL BOATENG
Founder, Changing
Lives GH



TARA AUGUST
President, A Type Inc



**LORETTA
CLAIBORNE**
Chief Inspiration Officer,
Special Olympics



**FEDERICO
MUYSHONDT**
CEO, BODYARMOR
Sports Nutrition

THE NETWORK: SHINE ON & OFF THE FIELD



Location

Langara Family YMCA



Date

March 6, 2026: 6pm – 8:30 PM



Participants

Aged 15-20

The Network: Shine On & Off the Field

The Network: Shine On and Off the Field is an interactive, sport-inspired career experience that helps young people translate the skills they build in sport into confidence and success at work.

Hosted by The King's Trust Canada in partnership with Coca-Cola Canada, the Vancouver event uses hands-on, sports-themed activity stations to connect teamwork, leadership, resilience, and communication on the field to real-world employment pathways.

- High-energy, activity-based experience
- Sports-themed stations help youth apply transferable skills from sport to employment
- Experiences are grounded in TKTC's Skills Framework, creating dynamic and meaningful brand activation opportunities

Food, Games, Prizes!

These events fill up fast! Exclusive spots for partners bringing a group will be set aside upon request. Possibility for transportation support for groups.

The Network: Shine On & Off the Field Structure

The Network: Shine On and Off the Field event will have participants receiving a sticker passport for raffle entry, then move through a welcome, interactive carnival rotations, a fast-paced trivia challenge, and a skill-building Career Circuit.

Carnival Circuit: The carnival portion is a high-energy rotation of interactive sports stations and networking activities designed to get participants moving, connecting, and having fun.

Community Trivia: The community trivia segment is a fun, fast-paced team challenge that brings participants together to test their knowledge and build energy

Career Circuit: A series of team-based activities rooted in the TKTC Skills Framework.

PLAY FORWARD SUMMIT



Location Simon Fraser University



Date May 6 2026: 9 AM – 5 PM



Participants aged 15-20

Play Forward Summits translate global momentum into local, tangible youth outcomes



The Play Forward Summits

With the FIFA World Cup 26™ coming to North America, The King's Trust Canada was selected as the only Canadian partner of Coca-Cola's Future Careers Academy, designed to equip young people with the skills and confidence to step into sports marketing and related industries.

As part of this activation TKTC will host the Play Forward Summit (Sports and Employment Summit) in Vancouver in May 2026.

- Youth experience the power of sport for development
- Helps young people build the skills, confidence, and adaptability they need to succeed in work and life.
- Young people meet industry professionals and explore careers across the sports ecosystem
- Hands-on stations grounded in TKTC's Skills Framework provide meaningful brand activation opportunities



LET'S WORK TOGETHER



Join us in building a more sustainable, prosperous, and inclusive Canada.

Joy Samuel - Manager, Programming

joy.samuel@kingstrust.ca

Thank You!