

Parent's role in youth sports and the operational environment in volunteering – Parents' guidebook for YMCA Heinola

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#### **Abstract**



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Sport club environment includes parents in the process a lot. Parents have a huge influence on the on-going actions in sport clubs. Parents are the running force, together with the sport club's administration. Parents make their child's hobbies possible and are in a great role to support them.

The objective of this thesis is to make a guidebook for the parents in YMCA Heinola. Parents point of view has been taken into consideration. All the information collected for the thesis is to get as much benefits of the process for the club as possible. The point of making thesis about parent's behavioural models and their tasks in YMCA Heinola has been done as a commission from the club. YMCA Heinola values parent's input in the club's working surrounding. The guidebook for the parents of YMCA Heinola includes different tasks for the parents. Parents are given instructions how to participate in the voluntary work and how much YMCA Heinola appreciates the input of the parents.

The guidebook was composed in the collaboration with the executive manager, the members and the board of YMCA Heinola. The process included a questionnaire for the parents, meetings with the board, the coaches and the executive manager. The thesis was tried to build to benefit as many parents in the club as possible.

The finished guidebook for parents of YMCA is attached at the end of this thesis. The club can use the product as a brief introduction for the new parents involved in youth sport. In the future YMCA Heinola can update the information collected and change the facts as the operational environment changes.

#### Key words

Sport-club, Youth Sports, Volunteering, Parents

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# 1 Introduction

Sport clubs' in Finland are diverse. The first and most important task of sport clubs is to get the Finnish children and youth to exercise and be active. The operational environment in sports is diverse and involves a lot of people. One sporting life cycle of a young player can involve, thousands different adults, players, referees and other management persons in the world of sports. Considering the fact of how many people and different operational environments the youth encounters during their sporting career, parents have huge role in pointing out the right models to behave and operate. (Kilpaja huippu-urheilun tutkimuskeskuksen julkaisu. 2012a.)

Athlete is in the centre of the sport world. Around the athlete there are parents, coaches, management of the team, management of the club, friends, school, teammates, other teams, high level sports etc. All these factors effect on the athlete. Parents' role is important because the operational environment is diverse, and that is why the subject is necessary to consider in youth sports. (Kilpa- ja huippu-urheilun tutkimuskeskuksen julkaisu. 2012b.)

This thesis is a review of the state of Finnish youth sport in Finland now. Youth sports includes the parents in different ways and that is why YMCA Heinola wanted to have guidebook for the parents. In the guidebook, I go through parents' role in youth sports and specifically in YMCA Heinola. What are the main responsibilities for the parents in the club and what is expected of them?

Parents enable their child's hobby so it is important to include the parents in the process of youth sports and make them feel like they are a vital part of developing youth sport field and making youth sports possible.

# 2 Top organization's in basketball

Basketball – invention of the YMCA. James Naismith was challenged to invent a new indoor sport that is interesting, easy to learn and easy to play indoors in the winter. Naismith saw the challenge as an opportunity and by recombining factors from games known worldwide he invented basketball. FIBA describes basketball as young, fast, modern and exciting. On an estimation, there ought to be of 450 million basketball players around the world. It is the second most popular team sport worldwide and most watched sport in the Olympic games. (World Alliance of YMCA's a.)

#### 2.1 FIBA

FIBA is the International Basketball Federation that governs international competitions in basketball. It is an association for all the national associations in basketball. FIBA was founded in Geneva on 18 June 1932 and was first known by name Fédération Internationale de Basketball Amateur, nowadays known as Fédération Internationale de Basketball or International Basketball Federation. (International Basketball Federation (FIBA)a.)

FIBA brings together 215 different national associations. It is a non-profit organization that tries to build worldwide basketball community, and to promote and to develop basketball. All the regulations and rules are governed by FIBA. The International Olympic Committee (IOC) recognizes FIBA as the only authority in basketball. (International Basketball Federation (FIBA)b.)

FIBA has determined a strategy in which the federation defines their vision, mission and values. The values of the federation guide the strategy to wanted direction. The values that FIBA cherishes are: Exciting, Smart, Progressive, Open, Responsible and Together. FIBA has given adjustments for each word: "Exciting – Captivating, Smart – Skilful, well-structured, precise and transparent, Progressive – Dynamic, pro-active and driving change, Open – To everybody everywhere, prestigious and credible, Responsible – Fair-play, ethical and socially responsible, Together – Strong individuals cooper-

ating as a strong team". These values conduct to unite basketball, national associations and FIBA as one. (International Basketball Federation (FIBA)c.)

#### 2.2 Finnish Basketball association

Finnish Basketball association is the representative of its member's in FIBA. It is the top organization of all the basketball associations in Finland that are registered in the register of associations. Finnish Basketball association wants to organize and ensure versatile basketball activities for all the players in the field of basketball. One of the main focuses is also in the physical education and sporting culture in Finland. Finnish Basketball association arranges competitions inside basketball but also organizes education for coaches, referees and officiators. It decides and adjusts all the regulations needed to make Finnish basketball more attractive and appealing. In case of a disagreement Finnish Basketball association decides on the matter. First and foremost, the association is to monitor the welfare of basketball in Finland. (Finnish Basketball association.)

#### **2.3 YMCA**

The YMCA movement was founded in 1844. It is one of the oldest and largest movements operating with and for youth in 119 countries, reaching 58 million people. The idea of the YMCA is to bring social justice and peace to young people, regardless of their religion, race, gender or culture. Nowadays also to disclose and promote the rights of youth and women. (World Alliance of YMCA's b.)

In 1844 YMCA was founded by twelve young men led by George Williams in England. Their main idea was to improve the spiritual condition of the young men engaged to houses of business by the formation of Bible classes, family and social prayer meetings, mutual improvement societies or any other spiritual agency. Over the next ten years after founding YMCA movement it began to develop in Western Europe, USA, Australia, New Zealand and India. (World Alliance of YMCA's c.)

YMCA has defined their mission for the first time in 1855 and it is called "The Paris Basis". After that the mission has been adjusted to reflect contemporary realities, first in 1973 with the Kampala principles and in 1998 with Challenge 21. "Affirming the Paris Basis adopted in 1855 as the ongoing foundation statement of the mission of the YMCA, at the threshold of the third millennium we declare that the YMCA is a world-wide Christian, ecumenical, voluntary movement for women and men with special emphasis on and the genuine involvement of young people and that it seeks to share the Christian ideal of building a human community of justice with love, peace and reconciliation for the fullness of life for all creation. "

(World Alliance of YMCA's d.)

#### 2.4 YMCA in Finland & Heinola

YMCA Finland's Urheiluliitto ry is the top organization in sport activities of YMCA Finland. The most popular sport in YMCA in Finland is basketball. Although basketball is the number one sport in YMCA in the local chapters one can also play different sports than basketball. The local chapters offer both hobby and competitive sports. YMCA Finland has the same values as YMCA World. (YMCA Finland a.)

The core forms of operating in YMCA Finland are physical education, sport and youth work and scouting. Spiritual, psychological and social activity, international education and development cooperation are also core values. In the side of these values YMCA Finland wants to be in the up to date with the challenges of the modern day. YMCA Finland has started project called "YMCAing" (Namikointi), which involves youth in a new way and prevents Finnish youngster's alienation from other young people. One of the projects inside YMCAing is Night time basketball (Yökoris), where YMCA gathers Finnish youth to play basketball, hang-out and listen to music on weekend nights. (YMCA Finland b.)

Every local chapter can adjust the working principles for what is needed in their area. The top organization, YMCA Finland, supports the local chapters and helps different local associations to connect and cooperate. The funding in local associations comes mainly from independent fundraising. Although some of the funding can be applied

from the Ministry of Education and Culture. With good relations, the local chapters can get funding from municipality. (YMCA Finland c.)

# 3 Sport clubs' in Finland/Associations

Sport club's in Finland are based on civic activity. All the operations in-sport clubs depend on the people who are working locally in the club. Around the locally working organizations and people, there is multiple operations on-going local, regional and national level. Civic activity is not unambiguously defined and because of that it is important to understand different levels of it in the activity. (Lehtonen & Hakonen 2012, 6-7.)

Association regulations is what defines Finnish sport club actions. Association organizes different operations for their members. All the members of the association have a right to participate in the annual meetings of the club or association. It has been defined in the Finnish constitutional law that everyone has a right to establish, join or not to join and dissociate association. (Loimu 2013a, 21.)

Sports in Finland is voluntary based and the activities are organized by sport associations specialized on some sport (for example basketball, soccer etc.). There are over 7,800 sport organizations in Finland that move children, youth, adults and seniors. (Kilpa- ja huippu-urheilun tutkimuskeskuksen julkaisu 2012c.)

Locally the main resources in physical activity and sport organizations are human resources, finances, how profound the sport culture in the municipality lies and how committed and active the people inside the club are. These are the primary reasons why and how the sport clubs survive at the time of change. The more the club has these resources the stronger it can be in the field of sport. (Kärkkäinen 2010a, 36-38.)

#### 3.1 Volunteer based working in youth sports

Heinemann and Horch have defined voluntary work as followed: 1) Membership is based on willingness 2) Activity is oriented on the interests of the members 3) Associations are independent 4) There is a board; also 5) decision making structure, basis on the fact that sport club is a volunteer based organization. Volunteering is not limited in being a member of a club, but voluntary work is not financially aided. In Finland over

half million adults are volunteering in sport clubs to make physical activity and competitive sports possible for Finnish children and youth. Voluntary work is necessary for sport clubs to survive financially and performance-wise. (Kärkkäinen 2010b, 40-43.)

On international level Finland places higher than for example Germany or France in the comparison of voluntary workers. In Finland, the people who volunteer are more active in what they do. Also, Finnish volunteers spend more time in voluntary work than top voluntary countries such as Canada and the United States. Volunteering in sport club is the most common and popular way of volunteering. (Kärkkäinen 2010c, 40-43)

Voluntary work is beneficial yet for the junior playing the sport, the adult paying junior's hobby and for the surrounding society. Sport club's activities depend on the input of the volunteers in different areas in the club. Many of the actions in the sport club environment would not be possible without the volunteer input. (Pulkkinen 2016, 22)

### 3.2 Sport clubs as activators in Finnish Society

Sports are one of the most popular hobbies in Finland. Over 90% of the children and youth participates in some sport club activities regularly. Sport clubs are the main activators in the child and youth phase. Approximately 9,000 sport clubs activate Finnish youth. In those 9,000 sport clubs, there are 420,000 children playing different sports, which means that from 3 to 18-year-olds 42% play some sort of sport. (Hakkarainen & al. 2009a, 15.)

Finnish sport clubs are mainly run by volunteers, although it is estimated that 2,700 people are working full-time in club environment. Sports in Finland is great cultural institution. Finns value sports and it has a considerable role as a physical educator and educator in general. The roots of Finnish sport institute are in civic activity and socializing Finnish youth. The first and the most important task for sport clubs and sport in general in Finland is to support healthy lifestyle and educate on the remarkable role of physical education. (Hakkarainen & al. 2009b, 15.)

Hakkarainen & al. suggests ten points on why sports and sport clubs have such a great role in Finnish society. 1) Sports is the most extensive civic activity and over half million people are involved in sports. 2) Remarkable education in physical activity is done in local sport clubs. 3) Sports creates exciting and enjoyable moments in childhood as a player and in adulthood as a player or supporter. 4) Sports identifies us locally, regionally and nationally. 5) Sports create communality. People are a part of something and their identity lies upon sports. 6) Sports is not just physical performance, but also a part of local culture. 7) Sports build heroes and creates foundation for new generations' hobbies. 8) International aspect. 9) Financial benefits. 10) Sports is irreplaceable for public health as physical activator. (Hakkarainen & al. 2009c, 17-18.)

#### 3.3 Current Situation

Society is dramatically changing so sports and sport community must change as well. Finnish people are more international because Finland is part of the EU and the World Wide Web has opened a new way of keeping in touch with people on the other side of the world and socializing. Technology wades on the detriment of sports. This is not necessarily a bad thing; sport clubs are just at the time of change and must figure out the way of making sports alluring. Families have less time together and sport clubs must take that into consideration when planning game events and practises. Pasi Koski (2009) summarized the change in the operational environment as followed: "Finnish society is more pluralistic, conflict, diverged, unpredictable and impulsive nowadays than it has ever been." (Mäenpää & Korkatti 2012a, 5)

Whereas before national sports were essential part of sport club work, now international sports have taken national level sports place. Sport clubs have had and still have great volume on the identity of municipalities in Finland. As in before Finns were running Finland to the top of the world, nowadays the field of different sports is enormous. Competitive sports start earlier than before. Women's sports have also come closer to men's elite level. The expenses of sports are one of the topics that raise a lot of discussion. Especially competitive sports expenses have increased in the last ten years. (Mäenpää & Korkatti 2012b, 7)

Operational environment is changing in sport clubs. Clubs have more and more full-time workers and that makes sport club environment more professional. Running a sport club without full-time workers is harder. It is important to get sport club workers who manage the club, not only full-time coaches. (Mäenpää & Korkatti 2012c, 22-24.)

#### 3.4 Future Prospects

Leading by knowledge is the future of sport clubs in Finland. There are many studies about the state of youth sports. Sport club should use the available information as their benefit. Sport club work must be taken more as one big picture rather than smaller parts. Coaching and club managing are now two separate parts, although club work would benefit a lot if those two would be combined more. Sport clubs should also use the facts that have already been noticed to work as their benefit. Creativeness creates new objectives and sights to the sport club environment. In Finland sport club environment is unique and it differs from the sport club environment abroad. It would be beneficial to look at other models and use the information as our benefit as well. (Mäenpää & Korkatti 2012d, 40-42.)

# 4 Parents role in Youth Sport

In Finland parents' role is usually seen as a supporter, driver and payer of the hobby. It can and should be more than just those three things. Supporting one's child in the sport, driving them to the practises and paying for the hobby are of course key factors to enable the child's hobby, but it is important to see the operational environment as a bigger combination than just those three. In Finland teenagers drop-out from sports more often than in the other western countries. Parents can be a vital part of continuing the hobby through the teenager years until adulthood. (Helander & Vilen 2015a, 8-9)

# 4.1 Teach to Love the Sport

Parents are the number one supporter for their child's hobby. Teaching the kid to love the sport and show that as a parent one supports the child's hobby even though it is not necessarily the sport the parent would play. Many times, sports go in the family. When a child sees, a whole family doing one sport and enjoying of it, they drift into the sport. The best way of teaching a child to love a sport or sports in general is also to be excited of the sport. (Kylmänen 2016a.)

Parents role in creating the right atmosphere and environment for playing and being involved in the sport is important. Children imitate and model their parents in many ways and the culture and attitude for sports is one of these things. If parents show their children real interest in their child's hobby, it is more likely for the child to be involved in the sport for a longer period. (Kylmänen 2016b.)

#### 4.2 Encourage, Multi-sport Environment

Studies show that multi-sport environment in youth sports is beneficial in a sense of public health but as well as when in aiming to the top level. It's shown in many studies that children should not specialize in one single sport before the age of 15. The most important factor in youth sports is having fun and making the child's sports and fundamental skills as good as possible. (Perry 2016a.)

As in before children and youth were playing grassroots and pick-up games without adult involvement, nowadays it is rare. Sporting culture has changed and more often children participate in organized sport environment. Children have more organized practises in club environment and less spontaneous sport activities with friends without adults. Many children specialize too early which leads to greater risk of injuries, burnout and overtraining. (Brenner 2016.)

Many youth sports require year-round participation. Parents' role in these situations is to make sure that their children can grow in a multi-sport environment. Usually parents are the ones to pressure their kids to play only one sport and "decide" early on which sport it is that their child is going to be elite level athlete one day. Although parents should be the ones who show the children that they don't have to choose too early what sport they specialize on. (Perry 2016b.)

#### 4.3 Motivate

Motivation is an on-going multi-functioning process. It combines emotional, social, rational and personal desires of a human being. Motivation is the moving force of a person that desires to achieve a meaningful goal for them. It can be divided into intrinsic and extrinsic motivation. Intrinsic motivation is a form of motivation that drives the person as it is. Extrinsic motivation means that something external drives a person towards one's goals. (Hämäläinen & al. 2015a, 109-112)

Parents can be the fountain of the intrinsic or extrinsic motivation in youth sports. The ideal situation would be that the parent can be so supportive of the child's hobby that they create intrinsic motivation for the children. The foundation of the positive motivation and passion for the sport is created in the youth sport period. Parents have great influence on creating it. Parents should support the intrinsic motivation as well as they possibly can. (Hämäläinen & al. 2015b, 118-119)

Parents can increase the intrinsic motivation by emphasizing the fun factors in the sport and highlighting the positive effects of the specific sport. By creating a positive

environment for the sport and the hobby parent can give more motivation in playing the sport. Children need the approval of their parents in doing different things. Parents' support and encouragement can give more courage and inner motivation for the child. (Hämäläinen & al. 2015c, 120-121)

### 4.4 Support, Autonomy for the Child

Autonomy is important factor in youth sports. Autonomy can be defined as independence of an individual or state of existing or acting separately from others. It is important for the child to feel that they are in-control of their own hobby. Autonomy also creates motivation for the hobby and continuum for the future. (Hämäläinen & al. 2015d, 113)

Youth sports arise both positive and negative feeling in players and parents. Parents are the adults and they should be able to support their children in their hobby as many ways as possible. In the best-case scenario parents, can support their child in the time of defeat as well as in the time of victory. The ability to show children that they are important as a human regardless of how good or bad they are in the sport is the key for parents supporting their offspring. Parents are the adults and most important supporter in youth sport in different means. (Ministry of education and culture a.)

Creating positive environment by talking positively and taking into consideration other children shows the child that the parent is interested, involved and wants to give the child their support on their child's hobby. Parent can point their support to the child in different ways, but it is important for the child to know the parent supports them in all they do. Supporting the child also when the hobby does not seem the most fun thing to do for the child. Parents can as adults find the ways of pursuing the child of going to the practise. (Kylmänen 2016c.)

#### 4.5 Lead by Example

Parents have vital role in showing the children why it is important to be involved in sports and other leisure activities. Sometimes children are not capable of seeing the bigger picture of the hobby and it is parent's role to lead by example. Going to practise is not always fun. Parent's job is to show that although it's not necessarily fun to go to practise, but it is worth it. Going to the practise one day benefits the child on the other. (Helander & Vilen 2015b, 18-19)

Leading by example is one the most convincing way of showing the children the ways of acting. Parents can lead by example in many ways, in healthy lifestyle, in manners and work ethic. If a parent proves their own words, the child most likely acquires to the parent sayings. (Ministry of education and culture b.)

# 4.6 Respect the Coach

Coaches are one of the most important people in a child's life. It is important for a coach to like children and have the skills to handle different situations in youth sports. Children trust their coaches and parents should support that. Adults can address their trust and support for the coaches to their children which creates more trust for the coach in the child. Parent is the one to show the children how to talk the coach. Coaches make the decisions in the teams and parents task is to justify and support coaches' decisions. Criticizing the coaches' choices and decisions is not good parenting. (Kylmänen 2016d.)

Respecting the coach contains also the fact that coach coaches and parents encourage their children in their hobby. It is important for the parents to realise that coach is the one to give instructions and parents cheer. If parents respect the coach, they let the coach make the decisions and can give the feedback in private if needed. Many times, in Finnish youth sports parents are the coaches and the frontier can get confused. (Kylmänen 2016e.)

#### 4.7 Excite and Get Excited

Youth sports have become more competitive and result oriented in the past decades. Although it is healthy to compete, to learn to win and lose, youth sports should still be about having fun and getting better in fundamental and motor skills. Competitive as-

pects give the parents more reason to concern about their child's playing and on the other hand more excuses to bad behaviour. ()

In the best-case scenario children learn to know themselves by sports. Parents can have huge part in the process. Parents as well as the children must be excited about the sport. If parents are excited it transfers also to children and vice versa. Excite the child and get excited of the child's hobby yourself. (Kylmänen 2016f.)

# 5 YMCA Heinola as organization in Heinola

Heinola is a town in Päijät-Häme county. With population of 19 575 Heinola is a small town, but brands itself as "Small town, big life". 12,3% of the population is 0-14 years old children which is the target group for YMCA Heinola. (Heinolan kaupunki 2016a.)

The town of Heinola lists the following values as their core values: Caring; encountering another person and understanding their needs, Communality; common goals, sharing experiences and succeeding together, Courage; having faith in own capabilities and controlling own life, Innovativeness; finding new paths and creating something new and Successfulness; creating well-being and beginning of something new. For YMCA Heinola these values are also good contact surface for the town of Heinola. (Heinolan kaupunki 2016b.)

Sport clubs that operate in Heinola are: Heinola Ringette ry, Heinolan Ampujat ry, Heinolan Isku ry, Heinolan Keilailuliitto ry, Heinolan Kiekko ry, Heinolan KK: n Kisa ry, Heinolan Latu ry, Heinolan Moottorikerho ry, Heinolan Palloilijat -47 ry, Heinolan Pursiseura ry, Heinolan Urheiluautoilijat ry, Heinolan Verkkopalloilijat ry, Heinolan Voimistelijat ry, SB Heinola ry and YMCA Heinola ry. (Päijät-Hämeen liikunta ja urheilu ry 2016.)

### 5.1 Values, Together

YMCA Heinola is a young sport club in Heinola, registered in 2000. The board of YMCA Heinola listed the following values as their core values: Holistic development of an individual, Cohesiveness/Togetherness, The comparison of basketball as a hobby versus competitive sport, Openness, The feel of Security (mental environment). The values of YMCA Heinola have not been written out, but are seen in the everyday work of the club. The board unanimously regarded that is it more important to have values that can be seen practically in everyday work rather than having fancy meaningless words written somewhere. (Ainali, Pirkola, Ruutiainen, Röslof, Hämäläinen 2016a.)

YMCA Heinola is part of the YMCA movement. The base for the values in YMCA Heinola stem from the values of YMCA. However, the club has own values that reflect on the coaching, managing and actions in the club. Holistic development of an individual is the first and most important value. YMCA Heinola pursues to holistically develop each player as a player and as a human being. By holistic development they mean physical, social and psychological development. All the areas are as important as the others. First and foremost, YMCA sees all the players as human beings. Development as a good citizen and growing to be individual person making good choices in life is the core for all the actions in the club. At the same time, YMCA Heinola wants to create possibility to develop as an athlete. Every athlete is an individual. Their individual state of development is considered in the coaching process. Both in developing as human beings and as athletes YMCA Heinola wants to emphasize the holistic development. Seeing every player as physical-psycho-social individual and developing all the areas is mutually important in the club. The board emphasizes that it is also remarkable to take into consideration all these areas and make a connection from the athlete pathway to the human being pathway without separating those two. (Ainali & al. 2016b.)

Cohesiveness. YMCA Heinola wants their members to feel cohesiveness. The board emphasizes the value of the doing things together and as one club, not only as units of the club. All the members and volunteering parents should feel like they are part of something bigger and that it is not only their child's hobby, but theirs as well. Cohesiveness is wanted to be seen inside the game and tournament events, but also in the everyday work. YMCA Heinola considers children playing in the club a remarkable possibility to create cohesive spirit. The children are important and involved in the club's actions. The cohesiveness is desired to extend from parents to parents, parents to players, players to parents and players to players. Being involved and doing things together as a YMCA family is important for YMCA Heinola. (Ainali & al. 2016c.)

YMCA Heinola wants to emphasize that the comparison of basketball as a hobby and basketball as a competitive sport is not so great. Also, the fact that one can play basketball competitively and as hobby in the same team in Heinola. (Ainali & al. 2016d.)

All the operations and information are open to everyone involved in the club. Openness and being capable to tell each other when something is done nicely or alternatively poorly is one of the matters the club values. The club wants this to be two-way street in the matter that the information goes both ways from top to bottom and bottom to top. The more united and cohesive the club is the more open it can be. (Ainali & al. 2016e.)

Security in everything, practises, games and tournaments. YMCA lists that they want their members and players to feel secure when they come to practises and game events. It is the coaches' job to make the players feel like home and safe in the practises. By security YMCA Heinola means the mental aspect of security as a value rather than environment. Safe environment for practises is also important when planning for example practises. The feeling of security is one of the things that makes the players stay in explicitly in YMCA Heinola. (Ainali & al. 2016f.)

### 5.2 Vision, Creating Basketball Culture in Heinola

The vision of YMCA Heinola is to regularise basketball in Heinola. Make visible basketball culture for the citizens of Heinola and for the people in Finland to know that Heinola is a city of basketball. Also, to make the sport of basketball number one sport in Heinola, by keeping the players in the club and recruiting new players in all the age groups. (Ainali & al. 2016g.)

#### 5.3 Mission, Basketball for everyone

In 2000, when YMCA Heinola was established there was literally no basketball culture to start with. From then on, the mission has been to draw as many children into the basketball world as possible. The first task is to make them love basketball and play as long they can. YMCA Heinola wants to offer other tasks for the youth of Heinola besides playing. The mission is to keep the youth in the basketball world also if they quit playing. The possibility to refereeing, coaching and being equipment manager is also in the YMCA Heinola pathway. Pathway to loving the sport and being involved in basketball for a lifetime. (Ainali & al. 2016h.)

#### 5.4 Structure of the Club

YMCA Heinola is a registered association. In Finland laws regulate the terms on how and what registered association can operate. If some association has been registered it is considered as body corporate and has opportunity to get permissions and make covenants. When association has been registered, it means in law terms that the association has met the criteria required and authority has audited it. (Loimu 2013b, 28)

Kari Loimu in his book Yhdistystoiminnan käsikirja mentions that associations can be structure-wise quite different. Loimu (2013) describes different structures and YMCA Heinola is an association that consist of individual persons as members.

#### **5.4.1** Board

Board is the legal organ of an association; it is mandatory for all the associations. (YhdL 35§). Board should have at least three members, one of those members has to be chairman. (Loimu 2013c.)

The board of YMCA Heinola consists of ten persons. On the 4<sup>th</sup> of October 2016, the board of YMCA Heinola: Executive manager Vesa Hämäläinen, chairman Jouni Ainali, vice-chairman Juha Kirjalainen, secretary Hanna Kettu, fund manager Otto Joki, board member Harri Hartonen, board member Heidi Hyttinen, board member Miia Roslöf, boad member Minna Pirkola and board member Maria Ruutiainen. (Hämäläinen 2016a.)

#### 5.4.2 Members

Member of an association can be a person or body corporate. A person in this means normal human being and body corporate can be for example registered association, corporation, cooperative society, foundation or municipality. Member fundament can be hybrid, which in this context means that as members there can be persons, other associations and municipality. (Loimu 2013d, 45.)

Membership can begin in three regimes: a person is a founding member and has joined the association in the constitutive meeting, association accepts applicant application or without verbal request. (Loimu 2013e, 45.)

#### 5.4.3 Volunteers

Volunteers in YMCA Heinola are mainly parents. It is important for the club to get as many parents involved in the different operations as possible. Excluding the coaches YMCA Heinola is run by parents, which means that it is important to take care of the parents – volunteers – so they stay in the organization if possible and want to be involved. (Hämäläinen 2016b.)

# 5.5 Current Situation – Operational Environment

YMCA Heinola is currently playing in regional leagues in almost all age groups. YMCA Heinola has seven different age groups and in almost all the age groups teams for boys and girls. 2010 born and younger born players play in super micro's and now there is 13 players. For 2009 born children YMCA Heinola has after school clubs in all schools in Heinola, the approximate number of the players is 37. Micro girls are born 2007-2009 and there are 9 juniors. Micro boys born 2007-2008 there are 13 juniors. Mini girls born 2005-2006 there are 17 juniors. Mini boys born 2005-2006 there are 11 juniors C-girls born 2003-2004 there are 15 juniors. B-girls born 2001-2002 there are 7 juniors. C-and B-boys born 2001-2004 there are 27 juniors. YMCA Heinola has also senior team that consists of 15 players.

(MyClub YMCA Heinola)

Table 1. YMCA Heinola's teams attending in the Finnish Basketball association's divisions in the season 2016-2017.

Age group	Boys	Girls
2007-2008	Regional 1. division	Do not attend in regional
		league in fall 2016
2005-2006	Regional 2. division	Regional 1. division
		Regional 2. division
2003-2004	Regional 1. division (national qual-	Regional 1. division (na-
	ification league)	tional qualification league)
	Regional 2. division	Regional 2. division
2001-2002	Regional 1. division	Regional 1. division
Men	Condition division (kuntosarja)	

(Finnish Basketball Association 2016.)

# 5.6 Future Development

Until the fall 2015 YMCA Heinola has increased their membership count, but in the fall the membership count has decreased. For the future development, YMCA, should think about the factors that made YMCA Heinola bring up the membership count.

Table 2. Members of YMCA Heinola in all age groups in the time frame of 2013-2016.

Age group	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Super micro	8	28	15	13
Micro	24	38	30	22
Mini	17	39	35	28
C-juniors	9	30	35	32
B-juniors	0	4	16	17
A-juniors	0	0	1	1
Seniors	-	-	-	15

(Hämäläinen 2016c.)

# 6 Objective of the Thesis

The objective of the thesis is to create a guidebook for parents whom are involved in operations of YMCA Heinola and to formulate frame for a handbook for the club. The need for this guidebook for parents arose in discussions with the executive manager of YMCA Heinola, as in before there was no collective guide for the parents in writing. Volunteering in youth sport is a vital part of making clubs work, therefore it is notable to provide information for the parents of the players that are involved in sport club environment.

By creating this guidebook for YMCA Heinola can build a functional environment within the club setting. The guidebook offers a pathway to communication between the board, coaching administration and the parents. It also gives information for the parents, what is going on in their child's coaching in general. Understanding of the club operations and coaching values and choices are a way for solid interaction among club managers, coaches and parents. It is also important for the parents to notice their role in youth sport organization and the value of their work. By reading through the guide book for the parents, they can be more involved and more committed to the operations of the club.

The guidebook is to be a guideline for the parents of the players in YMCA Heinola for how to appropriately behave in youth sports environment. In the guidebook, all the operations are listed in a form that is compelling and the parents can see the main responsibilities, and what they are expected to do to support their child's hobby. The guide book is not only about parents' responsibilities, but to show the parents how important their input is. Parents' role in youth sport and supporting their offspring into sports is inevitable. The purpose of the guidebook is to give information for the parents of the different operations in YMCA Heinola.

# 7 Project Planning

Table 3. Timetable of the project.

Month	What?
July	27th Subject of the Thesis
	27th Meeting with the executive manager and advisor
	teacher
	Research on the topic
August	Research on the subject
	9th Table of Contents
	12th meeting with the advisor teachers
	Writing of the background information
September	19th Email about the contents on the thesis with the
	advisor teachers
	22 <sup>nd</sup> Meeting with the executive manager on the lay-out
	26th Parent questionnaire in the parent meeting
	27th Board meeting
	29th Coaches meeting
	Writing background information
October	Writing of the background information
	Deciding the important information for the product
November	4th Send out the first version of the thesis to the advisor
	teachers
	8th-10th Improving the structure and the contents on
	the thesis
	16th Meeting with the executive manager on the content
	and lay-out of the product
	Putting in together the guidebook

# 8 The Implementation of the Project

In Finland sport clubs' practical operations are mainly run by parents. There are many different components and actions going on all the time in club environment. Usually the parents that are involved may have some experience from club activity from their own youth. Although there are as many parents without any experience of sport club activities as there is parents with some experience. YMCA Heinola is rather young association and the sport culture in Heinola is rare. The guidebook for parents' tasks and parents' behaviour is a compaction of the wishes and ideals that YMCA Heinola has. It is compact and easy to read manual for everyone from beginners to advanced sport club actives in YMCA Heinola. All the essential information has been collected to fulfil as many parents needs as possible. The ideals and thoughts of the parents were collected by interviews and questionnaire. By browsing through the answers from the parents the main points on the guidebook were confirmed. YMCA Heinola requested that the project would be done together with volunteers, coaches and administrators, that has been considered in the process.

The planning of the guidebook began in the summer of 2016. Giving parents guidelines and useful information of what is essential and decent behaviour in youth sport has become a trend. There is quite little literature of the facts about the subject, but one can find a lot of articles and discussion of parents' guidelines. Many resources suggest that parents' role is to be supportive and give space for the coach to do their job. That is also one of the main things YMCA Heinola emphasizes. Although YMCA Heinola has in their values that YMCA Heinola is a sport club for the whole family. It is important for YMCA to make the parents feel that they are a part of the club together with the juniors.

The executive manager Vesa Hämäläinen was included in the process planning of the guidebook, also board of YMCA Heinola was included to get the best result of the work as possible. YMCA Heinola has annual parent meeting in the fall that brings together almost all the parents that are involved in the club's activities. In the parent meeting, there was a questionnaire for the parents of their role in the youth sport, so that they could be included in the process of making the guidebook.

### 8.1 Meeting with the Executive Manager

After deciding the subject in July 2016, we started making notes with the executive manager of what is important for the parents to know and be aware of. First proper meeting with the executive manager Vesa Hämäläinen and board member Maria Ruutiainen was on the 27th of July, and in that meeting the actual topic of the thesis was designated. From July until October I did research on the topic and read through different sources of the topic. In August, we had a meeting with the advisor teachers Tomi Paalanen and Maria Ruutiainen. The table of contents of the thesis was designated in August and the final version the table of contents was finished in November. During the process, I sent out the thesis to the advisors few times and got some improvement suggestions. In September, we had brief meeting with the executive manager Vesa Hämäläinen and one of the coaches of YMCA Heinola Reetta Hämeenoja of the lay-out of the guidebook. Then was designated that the lay-out of the guidebook would be unified with the work of Reetta, also that the colouring would be black and yellow.

### 8.2 Parent questionnaire

In September was also organized the parents meeting of all the parents of YMCA Heinola. For the parent meeting I had prepared a questionnaire for the parents of their opinion on the different roles of parents in youth sport organization. Parent questionnaire included questions about parent's role in youth sports and especially what do the parents of YMCA Heinola see the parent's role in the club.

#### 8.3 Board meeting

After the parent meeting I was at the YMCA Heinola board meeting discovering what are the up to date values, mission and vision of the club. In the board meeting we also discussed on the content of the parent guidebook. Board had a lot of ideas for the guidebook and they wanted the guidebook to adapt the values of YMCA Heinola. Also the board wished that the players in the club would be somehow included in the process. The board felt that the players have a unique sight in the role of the parents. After the board meeting I also emailed the values of the club to the chairman of the club

Jouni Ainali and asked for comments from the board on the values I had written out. The vice chairman commented on the subject and gave some improvement ideas and comments on the product.

#### 8.4 Coaches meeting

At the end of September, we had meeting with the coaches of YMCA Heinola on the coaches' thoughts on the guidebook and its contents. Participation on the meeting was low, but we got good discussions with the coaches whom participated and I got a lot of ideas on the topic from them as well. In the coaches meeting I asked the coaches about the values of the club and the implementation of the values. Do the coaches see the values of the club in their everyday work? All the coaches that participated the meeting addressed the same values and had good improve ideas for the product. Including myself there was four coaches whom participated in the meeting. Head coach of the -07-08 boys Tomi Niementö, assistant coach of the -07-08 boys Jouni Ainali, head coach of the -05-06 born girls and assistant coach of the -01-04 born girls Reetta Hämeenoja.

The coaches thought that this is an important subject. The most important factor that rose in the discussions was the educational factor. Giving the parents the idea that the coaches are also educators and they are in the same team with parents. Coaches thought that the educational factor is the most important and that it should be much included in the product.

#### 8.5 The Final Product

The final product was created taking into consideration of the all the meetings, emailing, questionnaires and discussions with the members of the club. The idea was to create as good product as possible for this club, which is why all the comments and meetings were crucial in the process. Many different opinions and comments were included in the product and I tried my best to get as many people involved in the process as possible, to make the YMCA Heinola parent guidebook look like YMCA Heinola.

# 9 Product description

The product is created so that parents who are joining the club's operational environment can easily read the main tasks that YMCA Heinola has for parents. The parental guidebook begins with the values, vision and mission of the club. Those are stated so that the parents can read it quickly and notice the main points easily. The idea is to have guidebook that every parent would read and get to know the most important factors affecting youth sports.

The main contents of the guidebook are the tasks of the parents involved in YMCA Heinola and the behavioural models that YMCA Heinola values. The idea of the manual is to be brief, explicit and articulated nicely. It is important that all the parents who are involved have the time to read the manual and get basic idea of sport club environment and the values, vision and mission of YMCA Heinola.

The guidebook starts with the values, vision and mission of YMCA Heinola. The values vision and mission are followed by the roles parents have in youth sports in general and what are the ideas that YMCA Heinola wants to emphasize. The guidebook also includes different tasks that the parents' in YMCA Heinola have. It is also mentioned that which roles and tasks are for parents and which ones are paid jobs.

The big headlines in the product are the following: Values, vision and mission – which are based on the values of FIBA and YMCA World, Basketball parents in YMCA Heinola, Parents' tasks – These tasks help the club to keep the costs lower, Voluntary based tasks – Assigned for one season and the different roles in the club – Paid jobs. These headlines are to make the parents tasks more obvious compared to the work of the board, coaches and executive manager.

All the tasks and roles that YMCA Heinola values and has, have been mentioned and opened for the parents. The product is a brief introduction to the operations in the club and gives a quick review on the matter. The guidebook is in a form of power point so that is it easily and quickly readable.

### 10 Discussion

The product was created in collaboration with the club. The process started in the summer of 2016 and it included everyone from parents to players. The guide is compact introduction to parent's role in youth sports and the role of a basketball parent in YMCA Heinola. The final product includes concrete roles such as team manager, fund manager and another roles YMCA Heinola has, but also, roles that every parent should assimilate to. These roles include such things as supporter - mentally and financially - motivator and the power of example. These roles were selected to the guide book based on the values of YMCA Heinola.

We discussed with the executive manager about the different roles of the parents a lot, and because the parents have a lot of roles we decided the seven most important factors. The fact that the product had to be compact limited the amount of the information put in to the guide. The idea of the product was to make the different roles of parents involved in the youth sport world visible and clear. I think that the most important factors have been collected. In the future, the product can be easily modified to the needs of the club.

The final product is in a power point and PDF form. The reason why power point was chosen to be the form is the fact that it is easy to read and it is easier to get the facts in a compact form. The PDF form is for distribution purpose. The guide is the first step in the development process of YMCA Heinola. The purpose in the future is that the guide is given to all the new parents joining the club. Also, to emphasize the importance of parent's role for the parents already involved in the club. The guide will be presented in the annual parent meeting of YMCA Heinola yearly. In the guide, there are the roles lined up, but it is important to get the ideals in practice. The values of YMCA Heinola have been implemented were nicely in the past and now YMCA Heinola has some evidence based information to back up their values and concrete guide to give to the parents.

YMCA Heinola has a lot of development ideas. The next step after the manual for the parents is a manual for the coaches of YMCA Heinola, in the domain of Basketball

skills, which is already in the making. This is good introduction for the coaches as well to see the main alignment of YMCA Heinola, before reading through the Sport specific skill manual. Also, YMCA Heinola could benefit from manuals about organizing the club in general. Though, parents are in a huge role in youth sports so this was a good starting point for YMCA Heinola to start developing their operations.

In the thesis process, I learned a lot about associations in general. The importance of making guidelines for a Finnish sport club is important in the sight of developing the Finnish sport club culture. I tried to involve as many people in the process as possible to get the most out of the thesis. I think I managed to involve many people in the process well, but I could have involved the board more and increasingly towards the end. I did a questionnaire for the parents, which had some questions about parent's role. I found that the answers of the parents were crucial in my thesis process and I got good ideas from the them. Although I could have used the questionnaire more in my benefit.

The reason why this guide was med is to develop YMCA Heinola and sport club culture overall in Finland. Parents have great role in successful sport club operations and they are in vital condition in making sport clubs work. Without the parent input in voluntary work, sport clubs would not exist as they do now.

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### Attachments

# Appendix 1 Questionnaire for the parents of YMCA Heinola QUESTIONNAIRE for Parents (1= I don't know 5= I know exactly)

1.			hild/children pla ripalloa seurassan	-	okas-
2.	/ Kuinka hyvi		ind of tasks pare sia tehtäviä vanh	-	
	sa? 1	2	3	4	5
	Examples? / I	Esimerkkejä?			
3.	Approximately how many hours do you put into your child's hobby? Why? / Kuinka monta tuntia käytät lapsesi harrastukseen? Miksi?				
4.	Do you think that you have to spend too much time on your child's hobby? If you answered yes, how come? / Tuntuuko, että joudut käyttämään liikaa aikaa harrastukseen? Jos vastasit kyllä, miksi?				
5.	•		valuable part of nhempana olemis	- C	all parent? /

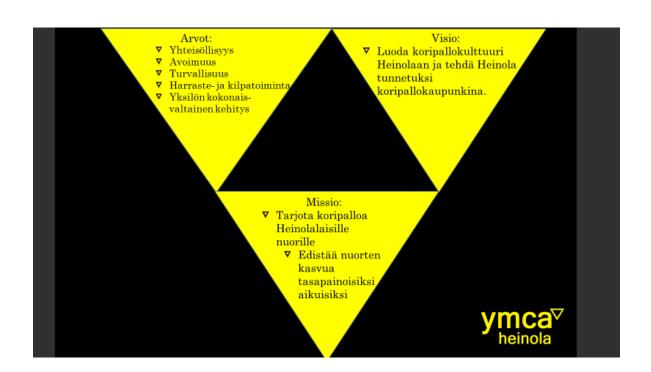
6.	What do you think parents' role in youth sports is? / Mikä on vanhempien rooli junioriurheilussa?
7.	What do you think is a good basketball parent? / Millainen on hyvä koripallo vanhempi?
8.	Describe in three words how you see yourself as a basketball parent. / Kuvaile itseäsi kolmella sanalla koripallo vanhempana.
-	
-	
Ot	ther comments

### Appendix 2 The guidebook for the parents of YMCA Heinola



# YMCA Heinolan arvot, visio ja missio

– YMCA Heinolan arvot pohjautuvat kansainvälisen Koripalloliitto FIBA:n ja YMCA Worldin arvoihin





#### Korisrakkaus

- ▼ Vanhemmat luovat lapsille kasvuympäristön, jossa lapsi oppii rakastamaan koripalloa ja urheilua
  - ▼ Urheilusta elämäntapa vapaaajanvietettä: mielekästä tekemistä,
    - ▼ Valmentajilta ja seurajohdolta tuki vanhemmille urheilukasvatuksen opettamiseen

ymca<sup>▽</sup>

- ▼ Vanhemmat
  Mahdollistavat lapsilleen
  eri harrastusten kokeilemisen
   rohkaisevat lasta koripalloon
  kuitenkaan painostamatta siihen
- ▼ Valmentajat vanhempien tukena monilajisuuden tukemisessa – hyötysuhde koripalloon

### Monilajisuuteen rohkaisu

#### Motivaattori

- ▼ Motivoida asioissa, joista lapsi kokee iloa
  - ▼ Vanhemman tehtävä motivoida lasta myös silloin, kun lapsi ei niin innoissaan lähdössä harkkoihin – vanhemmalta avaimet motivaation löytymiseen
    - ▼ Valmentajat suuressa roolissa auttamassa motivaation löytymiseen – työkaluja lapsen
      - työkaluja lapsen motivoimiseen

▼ Lapsen harrastustoiminnan tukeminen rahallisesti ja henkisesti

▼ Lapsella päätäntävalta omasta harrastuksesta – vanhempi tukee päätöksissä ja ohjaa lasta koripalloon

Lapsen ykköstukija



#### Esimerkin voima ▼ Urheilullisen elämäntavan tukeminen omien valintojen kautta ▼ Lenkki lapsen harjoitusten aikana, kuntosalilla käyminen, oman urheiluharrastuksen ja liikkumisen osoittaminen lapselle ▼ Terveellinen ruokavalio, Valmentajan roolin säännöllinen ruokarytmi ymmärtäminen -– hyvät valinnat valmentaja valmentaa, (kasvikset, vanhempi kasvattaa ja hedelmät) kannustaa lasta - luo lapselle mahdollisuuden harrastaa ▼ Vanhempana tärkeää osoittaa myös lapselle valmentajan roolin tärkeys, arvostus valmentajaa kohtaan



## Vanhemman tehtävät

 Näiden tehtävien ansiosta joukkue-, turnaus- ja toimintamaksut pystytään pitämään alhaisina



"Pidän vanhempana tärkeänä asiana, että seurassa ja joukkueessa korostetaan yhdessä toimimista sekä yhteistoiminnan pelisääntöjä. Näissä pyritään myös yhdessä kehittymään ja laadituista pelisäännöistä pidetään kiinni."

- Mikael, mikropojan isä

"Tärkeintä OLLA ITSEKIN hengessä mukana, innostunut ja kannustava. OIKEESTI, niin siitä saa itsellekin iloa ja virikkeitä omaan elämäänsä! Samalla tutustuu isoon joukkoon uusia ihmisiä näin varsinkin, kun ei ole itse paikkakuntalaisia ja sosiaalinen verkosto pieni."

- Riitta, kahden B-tytön äiti

# Vanhempien vapaaehtoistehtävät seurassa

– koko kauden kestävät tehtävät







### 

### Palvelukarttavastaava ▼ Joukkueen palvelukarttavastaava osallistuu YMCA Heinolan palvelukartta kokouksiin ▼ Tiedottaa joukkuetta palvelukarttaan liittyvistä asioista ▼ Toimii yhteyshenkilönä seuran ja joukkueen ▼ Marras- ja joulukuun välillä omassa aikana tehtävä ikäluokassaan ▼ Aikatauluttaa vanhempien joulupaketoinnit ▼ Yhteyshenkilö seuran ja joukkueen Joulupaketointivastaava

## Erilaiset roolit seurassa

- palkkiolliset tehtävät



#### Hallitus:

- ▼ Tekee seuraa koskevat päätökset ja panee ne täytäntöön
- ▼ Huolehtii yhdistyksen taloudesta ja omaisuudesta
  - ▼ Hallitus palkkaa ja valvoo työntekijöitä
    - ▼ Toimii yhdistyksen lakimääräisenä edustajana

ymca<sup>▽</sup>

- ▼ Yhteydet koripalloliittoon, YMCA Finlandiin, Heinolan kaupunkiin ja yhteistyökumppaneihin
- ▼ Avustusten anominen
- ▼ Valmentajien rekrytointi
- Harjoitusvuorojen anominen, jakaminen ja hallinta
- ▼ Internet-sivut ja viestintä ulkoinen ja sisäinen viestintä
- ▼ Uusien pelaajien
- rekrytointitoimien koordinointi
- ▼ Valmentajien ja joukkueenjohtajien tukeminen

### Toiminnanjohtaja:

### Valmentaja:

- ▼ Valmentaja suunnittelee ja pitää joukkueen harjoitukset seuran sovittujen linjojen mukaisesti
- ▼ Valmentaja muodostaa joukkueet ja nimeää pelaajat otteluihin
  - ▼ Valitsee omalle ikäryhmälleen pelillisesti sopivat turnaukset
     seuran linjaukset huomioiden
- ▼ Ottaa vastuun omaan ikäryhmään sopivista tehtävistä (harjoituksissa käyttäytyminen, pelireissujen varusteet tms.)
- ▼ Osallistuu seuran harjoituksiin ja halutessaan ottelutapahtumiin

ymca<sup>▽</sup>

#### Pelaaja:

"Vanhempi antaa mahdollisuuden harrastaa ja käyttää vähän ehkä omaakin aikaa siihen. Tukee jokaisessa vaiheessa myös niissä vaikeammissa vaiheissa. Kannustaa ja motivoi. Ymmärtää mm. loukkaantumiset, valmentajan kanssa yhtä hyvä tuki." - B-juniori

"Rohkaisee, kuuntelee ja ymmärtää, kun juniori kertoo onnistumisista. Kehuu ja on kiinnostunut mm. urheiluvaatteiden kunnosta ja on valmis ostamaan uusia tarvittaessa. Valmis olemaan vaan siinä vieressä kokoajan. Muistuttaa myös, että välillä pitää levätä ja ottaa rennosti."

- Elina, B-juniori

"Vanhemman tulisi tukea lasta siihen harrastukseen, jota lapsi itse haluaa(esim. kannustus, välineiden hankinta, kuskailut yms.). Silloin, kun on huonoja hetkiä, jaksaa kannustaa ja motivoida niillä asioilla mitä lapsi osaa(esim. voi kertoa hyviä juttuja pelistä vaikka ei ollut paras peli)."

-Helmi, C-juniori