

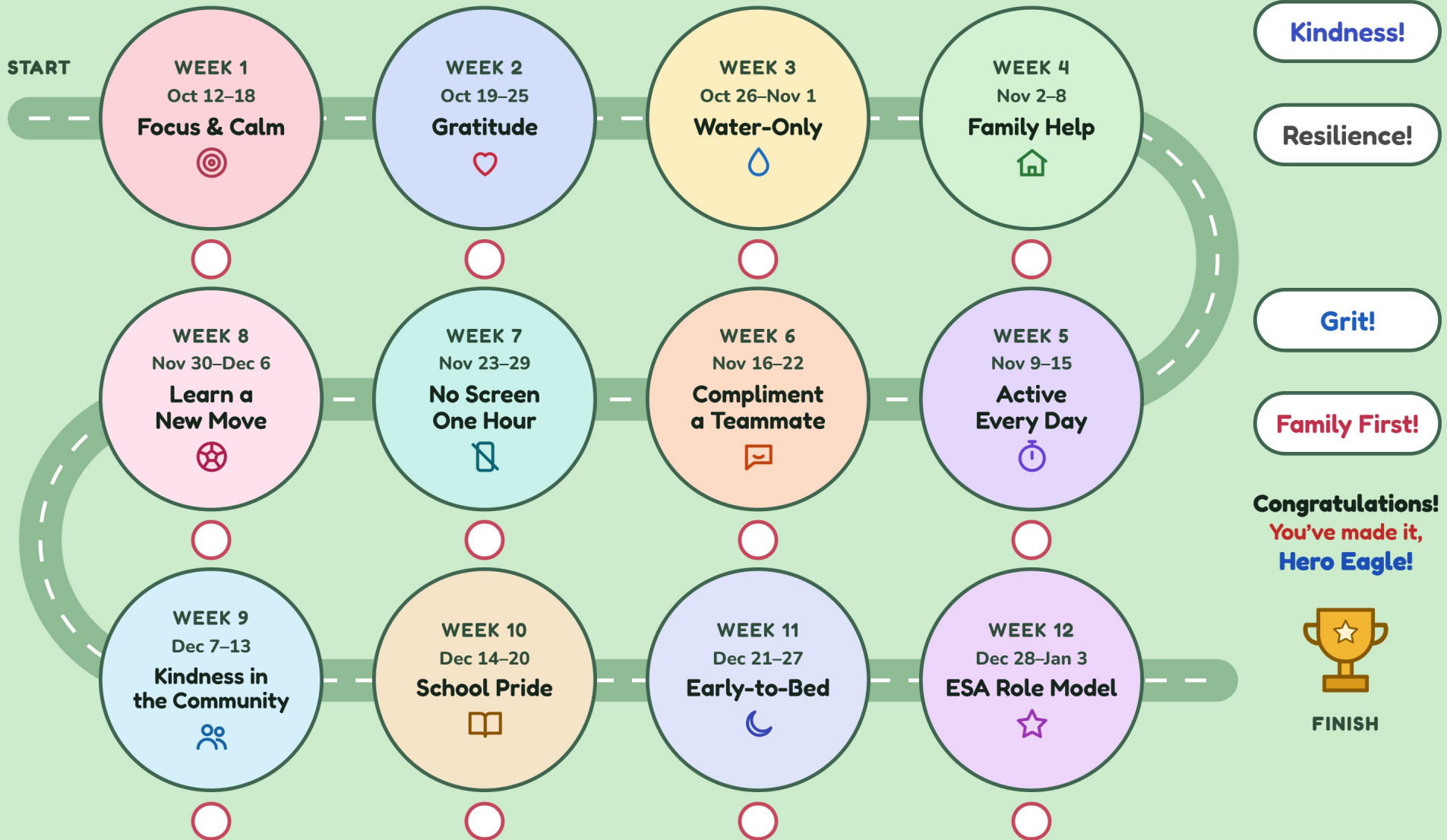


Hero Eagle Name: _____

Oct 12, 2026 – Jan 3, 2027

Check the circle below each week's challenge when you complete it!

12-Week Hero Eagle Journey



Practice Makes Permanent! • Train to Excel!



Weekly Challenge Guide

12-Week Hero Eagle Journey • Oct 12, 2026 – Jan 3, 2027

Practice Makes Permanent!

1

Focus & Calm

Oct 12–18

Practice staying focused and managing emotions.

2

Gratitude

Oct 19–25

Express appreciation to someone every day.

3

Water-Only

Oct 26–Nov 1

Choose water instead of sugary drinks.

4

Family Help

Nov 2–8

Help with household responsibilities without being asked.

5

Active Every Day

Nov 9–15

Complete at least 30 minutes of physical activity daily.

6

Compliment a Teammate

Nov 16–22

Encourage others with positive words.

7

No Screen One Hour

Nov 23–29

Spend one additional hour daily away from recreational screens.

8

Learn a New Move

Nov 30–Dec 6

Practice and demonstrate a new soccer skill.

9

Kindness in the Community

Dec 7–13

Complete meaningful acts of kindness.

10

School Pride

Dec 14–20

Demonstrate effort, respect, and responsibility at school.

11

Early-to-Bed

Dec 21–27

Follow a consistent, age-appropriate bedtime routine.

12

ESA Role Model

Dec 28–Jan 3

Demonstrate leadership, respect, and discipline.



EAGLES 12-WEEK CHARACTER BUILDING CHALLENGE

Building Champions On and Off the Field | October 12, 2026 - January 3, 2027

\$2,500 TOTAL CASH PRIZE POOL

\$150 MAXIMUM CASH PRIZE PER CHILD

Dear Eagles Families,

At Edmonton Soccer Academy, we believe developing great soccer players starts with developing great people. Our 12-week character building challenge encourages children to strengthen focus, responsibility, kindness, teamwork, healthy habits and leadership through simple weekly activities at home, at school and on the field.

The 12 weekly challenges

WEEK	DATES	CHALLENGE / MISSION
1	Oct 12-18	Focus & Calm - Practice staying focused and managing emotions.
2	Oct 19-25	Gratitude - Express appreciation to someone every day.
3	Oct 26-Nov 1	Water-Only - Choose water instead of sugary drinks.
4	Nov 2-8	Family Help - Help with household responsibilities without being asked.
5	Nov 9-15	Active Every Day - Complete at least 30 minutes of physical activity daily.
6	Nov 16-22	Compliment a Teammate - Encourage others with positive words.
7	Nov 23-29	No Screen One Hour - Spend one additional hour daily away from recreational screens.
8	Nov 30-Dec 6	Learn a New Move - Practice and demonstrate a new soccer skill.
9	Dec 7-13	Kindness in the Community - Complete meaningful acts of kindness.
10	Dec 14-20	School Pride - Demonstrate effort, respect and responsibility at school.
11	Dec 21-27	Early-to-Bed - Follow a consistent, age-appropriate bedtime routine.
12	Dec 28-Jan 3	ESA Role Model - Demonstrate leadership, respect and discipline.

Three character milestones

After Week 4 - November 8, 2026 | Foundations of Character

Focus, gratitude, healthy choices and responsibility.

After Week 8 - December 6, 2026 | Growth & Team Spirit

Consistency, teamwork, encouragement and personal improvement.

After Week 12 - January 3, 2027 | Leadership & Role Model

Commitment, leadership and strong character throughout the program.

Cash rewards and recognition

The total cash prize pool is \$2,500, and no child may receive more than \$150 in cash. The proposed reward levels are based on the number of verified weeks completed:

12 weeks	\$150
10-11 weeks	\$100
8-9 weeks	\$50
Fewer than 8 weeks	Recognition only

If total eligible cash rewards exceed \$2,500, amounts will be reduced proportionally to remain within the prize pool.

Other recognition includes ESA medals, Hero Eagle recognition at practice and on social media (with parental permission), and draws for 3 custom Eagles jerseys and 3 Eagles hoodies.

How parents should use the separate Challenge Roadmap

1. Each child will receive a separate Challenge Roadmap. This parent guide explains the program; it is not the document to fill in.
2. At the beginning of each week, review that week's challenge with your child and help them plan how to complete it.
3. As each week passes, fill in that week's section of the separate Roadmap, recording the activity, reflection and parent verification requested on that form. Do not wait until the end to complete all weeks from memory.
4. Keep the Roadmap safely throughout the 12 weeks. Parents may help younger children complete their entries; activities should be age-appropriate and focus on genuine effort and improvement.

When and how to submit

The final challenge week ends on Sunday, January 3, 2027. After that date, email the completed separate Challenge Roadmap (scanned PDF or clear photos of all completed pages) to admin@edmontonsocceracademy.com.

Suggested email subject: **Eagles Character Challenge 2026-2027 - Child's Full Name**

Before sending, check that each completed week is recorded and parent verification is included. Keep a copy for your records. No separate deadline beyond the program end date has been announced.

Edmonton Soccer Academy | www.edmontonsocceracademy.com | 587-599-4295