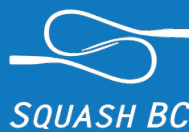


REVITALIZING SQUASH IN BC

Squash BC's Growth Initiative



NOVEMBER 2022 DONOR REPORT

With our KickStart Fundraising Target successfully exceeded earlier this year, Squash BC has closed that phase of our Growth Initiative and moved into our Revenue-Generation Phase. Thanks to donors like you, we are now at a point where our Growth Initiative Programs are being deployed and grassroots squash participation is building momentum across the province. Read on for updates on program progress, diversified revenue generation strategies, and an exciting new donation matching campaign.

GROWTH INITIATIVE - AT A GLANCE

\$405K

Donation Commitments
to the Growth Initiative so far

1584

Grassroots Program Participants
since September 2021

8/8

Provincial Zones Served
by Growth Initiative Programs

Your donations have led to the metrics above & will continue to support the growth of grassroots squash across BC. We are excited to share a new matching program so your contribution can have an even greater impact:



For a limited time...

DOUBLE YOUR IMPACT ON SQUASH IN BC

Thanks to the incredibly generous commitment by an anonymous donor, Squash BC is pleased to announce that **all new donations received from October 1, 2022 to March 31, 2023 will be matched 100%**. As well, if you begin an ongoing monthly donation plan, **your donation will be matched 100% for the first 24 months!**

Make your contribution today and **double your impact**. Click the link in the button below or visit squashbc.com/donate to join the campaign:

DONATE NOW

REVENUE GENERATION PHASE

Diversified Revenue, Sustainable Growth



With our Kickstart campaign's completion and success in raising \$342,000 (exceeding the original goal of \$330,000), our **Revenue Generation Phase** is now underway. This phase is comprised of several diversified revenue generation sources, designed to sustain the Growth Initiative in the long-term and improve Squash BC's self-sufficiency.

The **Revenue Generation Phase's** campaigns are being implemented in stages over the next four years. The first campaign of this phase began in May 2022. This phase's revenue sources include:

- Ongoing donations from individual members of the squash community.
- A new Legacy Giving program.
- Expansion of Squash BC's corporate sponsorship program.
- Program and participation revenue generated through the delivery of Growth Initiative programs and services.
- Increased provincial grants resulting from Squash BC's expanded program offering throughout BC.
- Additional membership fee revenue due to increased participation.
- Periodic fundraising events.

The Squash BC Partnership Committee's first objective in this phase is:

Ongoing Individual Donations. These are targeted to provide approximately \$60,000 annually by Fiscal 2026. New annual donation commitments totalling just over \$38,500 have been received so far. Ongoing donations include the continuation of the individual donor campaign (as implemented during the Kickstart campaign) as well as new targeted individuals not involved in the Kickstart campaign.

WHAT'S NEXT: 2023

- Legacy Giving Program launch. More information coming in early 2023
- First annual general fundraising and awareness campaign to reach the whole squash community
- Squash BC's new corporate sponsorship program

Support squash today at squashbc.com/donate



DONATIONS IN ACTION

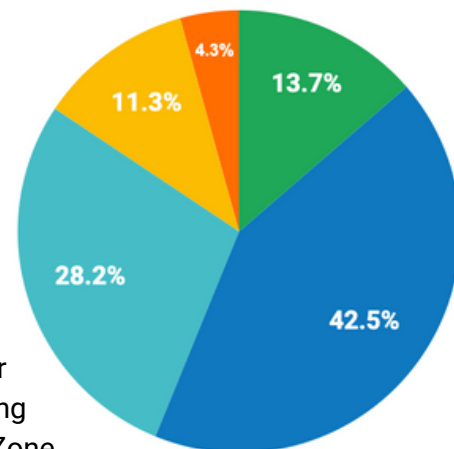
Program Highlights



Since our May 2022 Donor Report, Squash BC has been hard at work delivering our Growth Initiative Program across BC. Between May-October 2022, we served **908 grassroots participants** (broken down by program in the chart right). We're excited to share several key successes during this period:

GRASSROOTS PROGRAM PARTICIPANTS

- Roving Ambassador
- Squash Starters
- Women in Squash
- Junior Pathway
- Coaching & Officiating



ROVING AMBASSADOR: NORTH-EAST TOUR

In early October, Roving Ambassador Coordinator Shawn shared his high-quality grassroots coaching with communities in BC's North-East Provincial Zone through a Roving Ambassador Tour. He led programs in Prince George, Chetwynd, and Mackenzie (pictured left). More than 100 people participated, with over 60% being juniors and 45% being female. Read more about the tour, including some incredible squash uptake from local students in our [Roving Ambassador - Fall Recap](#).

SQUASH STARTERS: SPRING PROGRAM LAUNCH

This spring, Squash BC launched our week-to-week Squash Starters program initiative. We partnered with facilities in five provincial zones to deliver six-week introductory squash lessons to 190 children. As well, when adding in associated promotional events, more than 300 kids were introduced to squash! You can read more about this exciting launch, including the associated tools and resources that were developed in our [Squash Starters - Spring Program Launch Recap](#).



WOMEN IN SQUASH: WSW 2022

This September, Women's Squash Week 2022 saw 256 women and girls participate in events at 11 facilities across BC. This year once again proved why this province-wide celebration of Women and Girls in Squash is such a key event for our community. Learn about WSW 2022, including feedback metrics, event photos, and more in our [Women's Squash Week 2022 Recap](#).

LOOKING FORWARD: WINTER 2023

Looking ahead to 2023, we have several exciting program pilot launches planned, with the most significant being Squash in Schools. This initiative will introduce more than a thousand kids to squash by June, and create a new foundational recruitment layer for our grassroots programs. As well, we have new Post-Secondary Program sessions scheduled, a Squash Starters expansion planned, and several Roving Ambassador Tours booked. 2023 is going to be a busy year for the Squash BC Growth Initiative!

SQUASH BC THANKS THE FOLLOWING DONORS:



SQUASH BC BUILDING THE FUTURE FUND

PATRONS CIRCLE \$25,000+

Allan Brown¹ John Hungerford Tom Urban Anonymous Donor

CHAMPIONS \$10,000 - \$24,999

Rashid Aziz Ken Cummane Foundation Gudewill Family Lenny Moy Hugh Woolley

PROS \$5,000 - \$9,999

Pat Bion² Kazlaw Injury Lawyers Robin Louis Gerald Poulton² John Zaplatynsky

BUILDERS \$1,000 - \$4,999

Dan Allard*	Keith Clark*	Mark Ingram*	Pottinger Gaherty
Bob Armstrong*	Gavin Cooper*	Brian Jagger*	Environmental
Ken Armstrong	Natasha Doucas	Andrew Lynn	Consultants Ltd*
Tim Bale	Rob Forrest*	Doug MacDougall*	Lee Russell*
Eric Barclay*	Richard Freeman*	Scott MacInnis*	Russell Smith*
Bayside Squash	David Goldsmith*	Bruce Matthews*	Paul Stevenson
Society	Tony Goodson*	Andrew Maxwell*	Scott Wells*
Ian Beardmore*	Edward Gudewill*	Joyce & Tony Maycock	John West*
Harry Bell-Irving*	Gudewill Cousins	George Morfitt*	West Point Law Group
Cathy Brown*	The Hardy Family	John Osburn*	- Matt Fahey
Leonard Bruno	Rob Heppenstall	Ray & Anne Paris	Pam & Andy White
JJ Camp	Matthew Hungerford*	Brook Parkin*	

**Denotes 100 Club Members who contributed at least \$100/month for 36+ months*

SUPPORTERS Under \$1,000

Rachel Au	Filterco Water Treatment	Cindy Longley	John Roche
Ian Binstead	Claude Garceau	Liz Macey	Bob Smart
Leslie Cao	Faheem Gwadry	Peter Meredith	Deirdre Smith
Ruth Castellino	Steve Hawyes	Shelley Neil	Shahira Tejpar
Larry Cheevers	Caitlin Hungerford	Nelson Squash Club	Ben Thomas
Sean Clark	Morley Jameson	Michael Peters	Michael Thompson
Brian Covernton	Rory Johnston	Tony Quan	Nancy Thompson
Cathy Covernton	Kamloops Squash	Adam Radziminski	Bill Treloar
Samuel Crawford	Association	Laura Ramsay	Penelope Wedd
Val Ellis	Kevin Kydd	Tom Redelmeier	Gary Wong
	Karen Levine	Richardson Wealth	

¹Includes a donation made in memory of Russell Smith

²Donations made in memory of Stuart Dixon