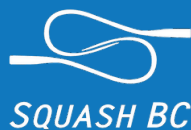


REVITALIZING SQUASH IN BC

Squash BC's Growth Initiative



MAY 2023 DONOR REPORT

Thanks to donors like you, Squash BC's Growth Initiative is tracking above expectations. Funds raised through Building the Future Fund donations and our other revenue generation efforts directly support grassroots programs like Squash Starters, Post-Secondary Squash, and more. These programs are focused on introducing and retaining new players to our sport, thus building a stronger foundation for the long-term viability of squash across BC. Continue reading on for exciting program successes, revenue generation initiatives, and an update about our Partnership Committee.

GROWTH INITIATIVE - AT A GLANCE

\$452K

Donation Commitments
to the Growth Initiative so far

2503

Grassroots Program Participants
since September 2021

8/8

Provincial Zones Served
by Growth Initiative Programs

DONATION MATCHING CAMPAIGN A RESOUNDING SUCCESS 🙌

In our November 2022 Donor Report, we shared the exciting news that an anonymous donor made a significant commitment of **\$50,000** and challenged our community to match it. We are thrilled to share that our donors were up to the task! The donation match target was **fully achieved**, with all funds supporting our Growth Initiative.

DONATE NOW

“

GROWTH INITIATIVE IMPACT

We were thrilled to be visited by one of Squash BC's Roving Ambassadors, who ran a squash event at our club. The local players loved learning from an expert like Rebecca. This event was the most excitement and buzz the squash court has had in years!

- Tara

Nakusp Recreation Programmer

”

REVENUE GENERATION PHASE

Diversified Revenue, Sustainable Growth



As the Squash BC Growth Initiative has moved from our initial **Kickstart Fundraising Phase** into our ongoing **Revenue Generation Phase**, an important growth strategy is building diversified revenue streams. Reducing our reliance on a single source promotes the financial sustainability and long-term viability of our Growth Initiative Programs. Our team is hard at work developing additional revenue streams, like corporate sponsorships, program and event revenue recovery, and membership growth.

The Squash BC team is thrilled to report that this season, we acquired over **\$90,000 in grant funding** for our programs, events, and operations - this represents roughly triple the grant funding acquired in our previous season! Supplementing our core funding sources with this amount has allowed us to deliver on our programming goals at a faster pace and engage more new and returning squash players across BC! Further, as our programs grow, so do our access opportunities for more grants.

As we look forward, Squash BC is excited to launch and expand more of our diversified revenue generation strategies to support Growth Initiative Programs, like a community-wide fundraising campaign and associated event this fall and our new corporate sponsorship package.



NEW PROGRAM: MAKE SQUASH IN BC PART OF YOUR LEGACY

We're pleased to announce that the Squash BC Building the Future Fund can now accept Legacy Gifts as part of our new **Legacy Giving Program**. Planned gifts are an incredible way to leave a lasting impact on the community and sport you love. Squash BC has prepared a new [Legacy Giving Program Package](#), which outlines the program and provides sample language to discuss with your legal counsel as they prepare your will.

Leave a lasting impact by making squash in BC part of your Legacy through our Legacy Giving Program. Anyone interested in learning more about this program should contact Squash BC Executive Director Colin Latchford at 604-737-3084 or executivedirector@squashbc.com or visit our squashbc.com/donate/legacy.

DONATIONS IN ACTION

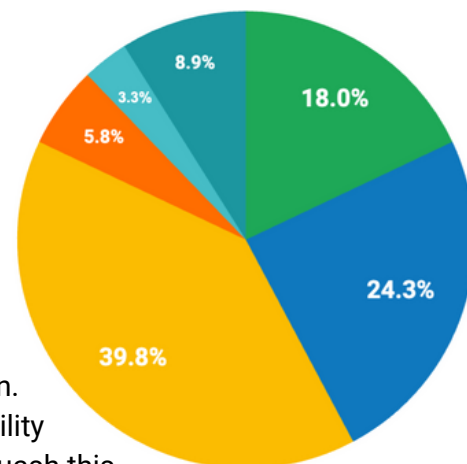
Program Highlights



Since our last Donor Report, Squash BC has been hard at work delivering our Growth Initiative Program across BC. Between November 2022 - April 2023, we served **919 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
- Junior Pathway
- Post-Secondary Program
- Women in Squash
- Coaching & Officiating



POST-SECONDARY: PROGRAM 'HEAT'ING UP AT UBCO

Our **Post-Secondary Program** has been in full swing at the University of British Columbia Okanagan this season. Even on a campus without courts, an effective local facility partnership has helped **more than 50 students** learn squash this winter (program capacity). Thanks to generous support from the BC Jesters & donors like

you, the program was also able to provide students with facility access, their own racquets &

Squash BC memberships to keep them engaged with the sport even after their lessons concluded. Squash BC is excited to spread this success to more schools, with **five committed** to offering programs this fall & the return of our **Post-Secondary Championships** in early 2024.

ROVING AMBASSADOR: REGIONALIZED PROGRAMMING

The **Roving Ambassador Program** provides communities with access to high-quality coaches that help recruit participants & mentor local volunteers towards leading programs. This season, Squash BC filled out our Roving Ambassador Team with **Regional Ambassadors in 3 zones**. This allows for more personalized support for local volunteers & reduces travel costs - giving the program more reach & efficiency. Our Ambassador Team was able to service more than **300 participants** this season. As we head into the fall, we plan to more than double this number & recruit Regional Ambassadors in 2 more zones.

DEVELOPING NEW LEADERS

Squash participation wouldn't grow without leaders. That's why developing coaches, officials & volunteers is a focus area of our Growth Initiative. This spring, we led several initiatives to recruit & train new leaders. Our **Women in Squash: Leadership Conference** saw 30 female participants learn best practices, with 11 also completing the Community Coaching Course. We also launched our **Referee Development Program**, where 8 new referees honed their skills and learned from experienced mentors as they worked towards achieving their next referee certification level.

LOOKING FORWARD: REST OF 2023

With the Growth Initiative in full swing, our active programs are poised to show significant participation increases this fall. As well, with new programs launching like **Squash in Schools** and our exciting new **Community Champions** development program, we will have lots to share in our November 2023 Donor Report.

UNPARALLELED CONTRIBUTION

Thank You Partnership Committee



Squash BC extends its deepest gratitude to our **Partnership Committee**, a group made up of volunteers **Allan Brown (Chair), Natasha Doucas, Eddie Gudewill, John Hungerford, Scott MacInnis, Nancy Thompson (Co-Chair), and Hugh Woolley**. This Committee was instrumental in developing the vision for our Growth Initiative and acquiring the funding required to launch new programs and make that vision a reality. The Partnership Committee has now successfully completed its mandate, and the group is stepping down.

In the four years since the Partnership Committee formed, its members have worked hard and accomplished more than their original goals. The work done by this group has put Squash BC in a healthy financial position and set our sport up for growth and success. Key accomplishments of the Partnership Committee include:

- Developing the strategic resource development plan that supported the goals of Squash BC's 2018-2023 Strategic Plan
- Raised above their targets in both the Growth Initiative's Kickstart Phase (**\$342,000 raised** vs \$330,000 target) and Rev-Gen Phase Year 1 (**\$107,000 raised** vs \$60,000 target)
- Worked with and advised Squash BC in a number of key areas related to our Growth Initiative, including future revenue generation strategy, program implementation, and donation stewardship

With the current Partnership Committee stepping down, Squash BC will transition its role to a combination of increased staff and Board activity, and the launch of a new committee. We will be excited to share more about this group in our next Donor Report.

Thank you to all Partnership Committee members for your incredible support of squash in BC. Our sport would not be in the positive position it is today without your efforts!



MESSAGE FROM OUR BOARD

What the Partnership Committee has achieved in only 4 years is exceptional! Their passion for the sport and for the future of squash in the province has been an incredible driving force to surpass anticipated financial targets for our Growth Initiative. Squash BC has already begun seeing the tremendous impact on grassroots programming at all levels. I, along with the rest of the Board, are very grateful and wish to acknowledge this committee's tireless efforts and contribution.

- Natasha Doucas
Squash BC Board President

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 Gerald Poulton² Hugh Woolley

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

Pat Bion² Cathy Brown Natasha Doucas Richard Freeman Matthew Hungerford
Kazlaw Injury Lawyers Robin Louis Bruce Matthews John Osburn John Zaplatynsky

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

Dan Allard*	Gavin Cooper*	Andrew Lynn	Lee Russell*
Bob Armstrong*	Rob Forrest*	Doug MacDougall*	Bob Smart
Ken Armstrong	David Goldsmith*	Scott MacInnis*	Russell Smith*
Tim Bale*	Tony Goodson*	Andrew Maxwell*	Paul Stevenson
Eric Barclay*	Edward Gudewill*	Joyce & Tony Maycock	Nancy Thompson
Bayside Squash	Gudewill Cousins	George Morfitt*	Scott Wells*
Ian Beardmore*	The Hardy Family	Ray & Anne Paris	John West*
Harry Bell-Irving*	Rob Heppenstall	Brook Parkin*	West Point Law Group
Leonard Bruno	Mark Ingram*	Glenn Poier	- Matt Fahey
JJ Camp	Steven Jacobs	Pottinger Gaherty	Pam & Andy White
Keith Clark*	Brian Jagger*	Environmental Ltd.*	

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

SUPPORTERS Under \$1,000

Larry Armstrong	Val Ellis	Cindy Longley	Tom Redelmeier
Rachel Au	Filterco Water Treatment	Liz Macey	Richardson Wealth
Ian Binstead	Claude Garceau	Nicola Martin	Mark Ridgeway
Colin Brown	Faheem Gwady	Richard Martin	John Roche
Leslie Cao	Steve Hawyes	Peter Meredith	Deirdre Smith
Ruth Castellino	Caitlin Hungerford	Shelley Neil	Shahira Tejpar
Larry Cheevers	Morley Jameson	Nelson Squash Club	Ben Thomas
Sean Clark	Rory Johnston	Roderick Nicolls	Michael Thompson
Brian Covernton	Susan Kaffka	Michael Peters	Bill Treloar
Cathy Covernton	Kamloops Squash	Tony Quan	Penelope Wedd
Samuel Crawford	Kevin Kydd	Adam Radzimirski	Gary Wong
	Karen Levine	Laura Ramsay	

¹Includes a donation made in memory of Russell Smith

²Donations made in memory of Stuart Dixon