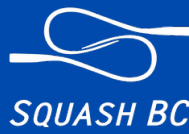


# REVITALIZING SQUASH IN BC



Squash BC's Growth Initiative



## NOVEMBER 2023 DONOR REPORT

Thanks to the incredible support of donors like you, our Growth Initiative Programs are being delivered in full force. The six months since our May 2023 Donor Report have seen our highest levels of grassroots participation ever, across programs like Roving Ambassador, Women in Squash, Squash in Schools, and more (outlined on page 4). Ongoing contributions to our [Building the Future Fund](#) are key to building on this momentum and achieving the targets of our new Strategic Plan (page 2).

With your support, we will continue to deliver record-breaking squash participation in the months and years ahead. Learn more about ways you can support our Growth Initiative on Page 3 of this report.



### GROWTH INITIATIVE - AT A GLANCE

**\$466K**

Donation Commitments to the Growth Initiative so far

**3736**

Grassroots Program Participants since September 2021

**8/8**

Provincial Zones Served by Growth Initiative Programs



#### GROWTH INITIATIVE IMPACT

In a small northern town, there are few opportunities for in-person staff training and development without having to travel. Shawn spent focused time working with our staff and offered support and strategies for squash development that will benefit the community moving forward.

- Lewis

Burns Lake Director of Recreation Services



# OUR PATH FORWARD

## Squash BC's 2023-28 Strategic Plan



After completing a thorough process involving the Squash BC Board, Staff, and Community Stakeholders, this fall we were thrilled to launch our **2023-28 Squash BC Strategic Plan**. The plan begins by refreshing our mission statement, which gives us a clear direction forward. Squash BC aims to **Grow, Promote, and Support the Sport of Squash Throughout British Columbia**. This mission is aligned with the goals of our Growth Initiative and better directs our organization towards accomplishing them.

The Strategic Plan also focuses our operations using a Strategic Framework. This identifies three Strategic Priorities, along with an Organizational Foundation required to achieve their target outcomes (below).

## STRATEGIC PRIORITIES

### GROW & PROMOTE OUR SPORT

- Grow & Diversify Grassroots Participation
- Grow & Diversify Competitive Participation
- Enhance the Profile & Awareness of Squash

### SUPPORT & ENGAGE OUR COMMUNITY

- Engage & Serve Individual Members
- Engage & Serve Facility Members
- Support & Celebrate our Sport Ambassadors

### DEVELOP & PROTECT OUR INFRASTRUCTURE

- Strengthen & Protect Facilities & Courts
- Recruit & Develop Coaches, Officials & Volunteers

## ORGANIZATIONAL FOUNDATION: SUSTAINABLE & EFFECTIVE SQUASH BC

Effective Team | Strong Governance | Revenue Generation

The Plan outlines several “big picture” targets, including introducing squash to more than **20,000 new participants** through the 5-year term of the plan, and reaching annual recurring program, league, and event participant levels above **13,000** by 2028.

Support for the Squash BC **Building the Future Fund** is key to the success of the plan. Our Organizational Foundation requires consistent and diversified revenue generation to achieve our targets in a sustainable manner. Our path towards success includes continued support from individual donors, along with growing revenue streams from corporate partnerships, operational revenue, and grant acquisition.

You can learn more about our Strategic Plan at [squashbc.com/strategicplan](https://squashbc.com/strategicplan) or by downloading our [Strategic Plan Presentation Deck](#) or [Strategic Framework Overview](#). Support our plan today by donating to the [Building the Future Fund](#).



# FUNDRAISING UPDATES

*Diversified Revenue, Sustainable Growth*



We are excited to share that Squash BC has launched our new **Fundraising Committee**. Carrying forward the incredible momentum of our previous Partnership Committee, this new group will work towards achieving our fundraising goals for the next two seasons and beyond. The Fundraising Committee includes representation from the Squash BC Board of Directors, Staff Team, and Community to ensure organizational buy-in and alignment with our revenue generation efforts. The Committee will be Chaired by Squash BC Board Director Diana Chang.

The Fundraising Committee's goals for their first year include launching a **community-wide fundraising campaign** that focuses on acquiring monthly recurring donations. Any amount that you are comfortable with contributes to our ability to develop and deploy squash programs across the province. Consider supporting this initiative today by setting up a recurring donation through our [Building the Future Fund Portal](#).

As well, the Committee plans to launch at least one fundraising event in 2024. We'll be sure to share the details with all our donors, so keep an eye out for details in the coming months. With the new Fundraising Committee in action and the support of our Board and Staff Team, we can't wait to share more of our fundraising efforts and successes with you in our next donor report!



## MORE WAYS TO SUPPORT

There are now more ways to support Squash BC and our Growth Initiative than ever before. We recently launched our new [Corporate Partnerships Package](#). This outlines ways your company can gain valuable exposure through our program and event offerings, while knowing that your sponsorship dollars are supporting the sport you love. Check out how your company can get involved in programs and events like the BC Open, Squash Starters, and more: [Squash BC Corporate Partnerships](#).

In case you missed our last donor report, we'll also remind you about our 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.

If you would like more information about either of the programs above, please contact Squash BC Executive Director Colin Latchford at [executivedirector@squashbc.com](mailto:executivedirector@squashbc.com) or 604-737-3084

# DONATIONS IN ACTION

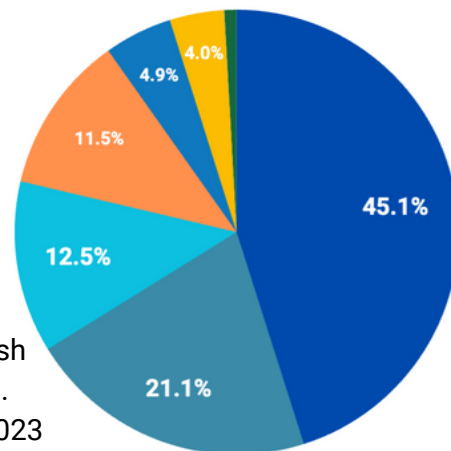
## Program Highlights



Since our May Donor Report, Squash BC has been delivering our Growth Initiative Programs throughout BC. Between May - October 2023, we served **1,233 grassroots participants** (broken down by program in the chart to the right). We're excited to share several key successes during this period:

## GRASSROOTS PROGRAM PARTICIPANTS

- Women in Squash
- Roving Ambassador
- Junior Pathway
- Squash in Schools
- Coaching & Officiating
- Squash Starters
- Post-Secondary Program



## WOMEN IN SQUASH: RECORD-BREAKING 2023 EVENT

**Women's Squash Week (WSW) 2023** kicked off the squash season by smashing previous event participation records. Supported by a new WSW Ambassador Program, WSW 2023 saw **556 participants** take to the court to celebrate women and

girls in squash. Importantly, nearly 300 of these participants were new to the sport! This more than doubled last year's 256 participants and even beat our previous event record of 375

participants in 2019. We also had a record **23 facilities** participate, hosting events in **all 8 provincial zones!** Read more in our [WSW 2023 Recap](#).

## ROVING AMBASSADOR: FALL TOURS

Our **Roving Ambassador Program** was back in full force this fall, with tours to the North-East, Kootenays, and more. **249 participants** joined Ambassador-led programs and events, with a large portion being new players from smaller communities in our North-East Zone. Our Ambassadors were also able to train and mentor **11 program leaders**, who will help sustain programs at their facilities going forward. The Roving Ambassador Program is also helping to grow **Squash BC's facility member network**. Two new facilities in the North-East joined Squash BC for the first time after their Roving Ambassador visits. Learn more in our [Roving Ambassador Fall Recap](#).

## POST-SECONDARY: PROGRAM EXPANSION & PARTNERSHIP

Post-Secondary squash is growing across BC. We **recently announced** our expanded partnership with the BC Jesters, that positions them as the title sponsor of our Post-Secondary Program and our 2024 relaunch of the BC Post-Secondary Championships. We also saw great success this fall at Simon Fraser University, where our introductory squash program filled and had to be expanded to multiple groups. In January, five schools will have active squash programming (UBCO, SFU, BCIT, UVic, Selkirk) and we have more schools in the pipeline to launch programs later in the school year or next fall.

## LOOKING FORWARD: WINTER 2024

With the Growth Initiative in full swing and our Strategic Plan targets in mind, our grassroots programs will see a lot of action this winter! We are targeting **more than 4,000 grassroots participants** before the end of the 2023-24 season, so look out for more exciting results in our [Court Reporter](#), on [our website](#), and in our next donor report!

# SQUASH BC THANKS THE FOLLOWING DONORS:



## SQUASH BC BUILDING THE FUTURE FUND

### PATRONS CIRCLE \$25,000+

Allan Brown<sup>1</sup> John Hungerford Tom Urban Anonymous Donor

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

Rashid Aziz Ken Cummane Foundation Gudewill Family Lenny Moy Gerald Poulton<sup>2</sup> Hugh Woolley

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

Pat Bion<sup>2</sup> 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	

<sup>1</sup>Includes a donation made in memory of Russell Smith

<sup>2</sup>Donations made in memory of Stuart Dixon