

REVITALIZING SQUASH IN BC



Squash BC's Growth Initiative



MAY 2024 DONOR REPORT

Squash BC's Growth Initiative continues to smash participation records for our grassroots programming - all thanks to the incredible support of donors like you. Over the past six months (since our November 2023 Donor Report), we've engaged more participants than in the preceding 12 months! You can learn more about our recent program successes on Page 4.

As well, from our donation campaigns (outlined on Pages 2-3), 17 new donors have supported our Growth Initiative for the first time. Welcome! We are thrilled to see this increased engagement from across our community! With your ongoing support, we will continue to deploy our grassroots programs at a record pace - with the overall goal of revitalizing squash throughout BC.

Donate here: [Support the Growth Initiative through the Squash BC Building the Future Fund](#)

GROWTH INITIATIVE - AT A GLANCE

\$493K

Donation Commitments to the Growth Initiative so far

6156

Grassroots Program Participants since September 2021

8/8

Provincial Zones Serviced by Growth Initiative Programs



GROWTH INITIATIVE IMPACT

Wheelchair squash is an incredible para sport. Figuring out the strategy between the chairs moving around the court and trying to hit your best shot was very satisfying! I worked with Coach Shawn every week during the program and had a blast improving my skills every practice. Thank you to Squash BC for starting this program!

- Keaton

Wheelchair Squash Program Participant (Age 19)

HELP US SQUASH BARRIERS

Active Growth Initiative Fundraising Campaign



WHY SQUASH IN SCHOOLS?

Within our community, squash is often front-of-mind. However, outside of it, awareness for the sport is low - especially among children. This motivated Squash BC to launch **Squash in Schools** this fall. In it, we bring an introductory squash program into school phys-ed classes, giving students a “first touch” of the sport and giving us an opportunity to promote the ways they can continue with it through other programs and places to play.

By utilizing one-time grant funding and an allocation of Growth Initiative donations, we piloted this important program without requiring payment from participating schools, teachers, or students. So far, the program has been a resounding success. It’s on track to introduce squash to **thousands of students** by the end of the school year.

Our original plan was to shift the program to a fee-based model for the upcoming school year to cover delivery costs. However, after hearing troubling information about school phys-ed budgets from participating teachers - like some schools allocate as little as \$500/year to external phys-ed programming and new equipment - we shifted our strategy. This motivated us to launch our Squash Barriers campaign, with the goal of keeping this important program free of charge.

SQUASH BARRIERS CAMPAIGN SO FAR

We have identified two campaign goals:

1. If we raise **\$10,000** by September 1, 2024, we will deploy the program free of charge for the 2024-25 school year and introduce squash to more than **3,000 students**.
2. If we raise **\$25,000**, we will expand the program to more communities and begin offering after-school squash programs for lower-income areas, giving students a safe and fun place to play, stay active, and learn the sport we love.



Since launching the campaign last month, we’ve raised **over \$8,500** - just shy of our first goal! This has primarily come from first-time Growth Initiative donors. Now, we’re seeking your support to help us reach our goals. Support the Squash Barriers campaign through the [Squash BC Building the Future Fund here](#) and help us deliver this important Growth Initiative program.



**HELP US SQUASH BARRIERS
DONATE TODAY**

LEARN MORE: [SQUASHBC.COM/SQUASH-BARRIERS](https://squashbc.com/squash-barriers)

FUNDRAISING UPDATES

Message from our Fundraising Chair



Dear Growth Initiative Donors,

For many of you, this will be our first introduction. My name is Diana Chang and in addition to serving on the Squash BC Board of Directors, this year I took on the role of Squash BC's Fundraising Committee Chair. I look forward to meeting those of you I haven't yet and thanking you for your support of Squash BC's Growth Initiative!

Squash BC launched our new Fundraising Committee this year. I want to share some of the activities and campaigns we've delivered this season - and preview some of what we have in store for the fall. Here are some metrics from our recent campaigns, all going towards our **Growth Initiative**:

- Squash Barriers Campaign (outlined more on Page 2) - \$8.5k raised so far
- Squash BC Board of Directors Internal Campaign - \$3k raised
- BC Open & BC Championships Fundraising Activities - \$1k raised

I would also like to give special thanks to the **BC Jesters** for their incredible support of our Growth Initiative and specifically our Post-Secondary Program. By once again donating the proceeds of their Doubles Tournament and Calcutta, title sponsoring the Post-Secondary program, and running their own campaign alongside the doubles event, they contributed just under **\$10,000** this season. Squash BC is incredibly grateful for our ongoing partnership with their organization and members.

As well, I'm thrilled to share that the **Sunshine Squash Club** recently ran an event that raised **\$3,000** for the Building the Future Fund! I'm thoroughly impressed with what this group of young squash players has accomplished and their choice to give back to their community.



LOOKING AHEAD

The Fundraising Committee is busy planning for memorable ways to engage our community as we gear up for a significant milestone: Squash BC's 50th Anniversary later this Fall. If you have any ideas or feedback, I'm always happy to hear from our community. As well, we will be delivering a fundraising event alongside the 2024 BC Open - more details to come soon!

Stay posted and we sincerely hope you'll consider continuing to support our Growth Initiative. I look forward to running into you on the court (or in the pub!).

Warmly,
Diana

DONATIONS IN ACTION

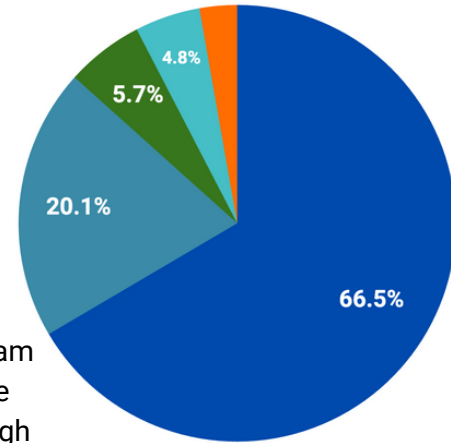
Program Highlights




Since our May Donor Report, Squash BC has been delivering our Growth Initiative Programs throughout BC. Between November 2023 - April 2024, we served **2,420 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

- Squash in Schools
- Junior Pathway (Squash Starters, Silver Series)
- Community Engagement (Roving Ambassador, Community Champions)
- Coaching & Officiating
- Priority Groups (Women in Squash, Wheelchair Squash, Post-Secondary)



SQUASH IN SCHOOLS: BUILDING THE BASE




Squash in Schools has been the largest grassroots program launch for Squash BC so far. Over the past six months, the program has introduced squash to **1,610 students** - through both Squash BC delivery and partnership with local coaches in a variety of communities. With an eye to the future, Squash BC has also developed a **Squash in Schools Curriculum** and will soon be creating associated video guides, making the program easier to deliver and share with coaches and phys-ed teachers across BC.

WHEELCHAIR SQUASH: MAKING SQUASH ACCESSIBLE

Thanks to a Jumpstart Grant and the support of Growth Initiative donors, Squash BC was able to launch the country's second-ever **Wheelchair Squash Program** this spring in Chilliwack and make squash accessible to participants with disabilities. By utilizing Squash 57 equipment and rule adaptations, pilot program participants were able to take to the new sport incredibly quickly and were playing full games by the end of the session. A second session in Chilliwack is now underway and we will be launching our second location in the Lower Mainland soon.



COMMUNITY CHAMPIONS: A NEW PHASE OF ENGAGEMENT



The **Roving Ambassador Program** has been a flagship piece of our Growth Initiative since its inception. Now, participating communities who are ready to further develop their local program delivery capacity have a new way to receive support from Squash BC: **Community Champions**. We have **5 active pilots** of this new program where identified Champions have launched a program targeting a new or under-developed audience in their community, while participating in group mentorship. This fall, we will expand the program to full delivery and our pilot participants will serve as mentors to new Champions. This program is poised to be a game changer for developing local infrastructure and engagement in communities throughout BC.

LOOKING FORWARD: REST OF 2024

With the Growth Initiative in full swing and our Strategic Plan targets in mind, our grassroots programs will continue growing through the rest of 2024. We are on track to reach our 4,500 grassroots participation target for this season & project even more growth and engagement starting in the fall! Look out for more exciting results in our [Newsletter](#), 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 Brown¹ John Hungerford Tom Urban Anonymous Donor

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

Rashid Aziz Ken Cummane Foundation Gudewill Family Robin Louis
Lenny Moy Gerald Poulton² Hugh Woolley

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

Harry Bell-Irving Pat Bion² Cathy Brown Keith Clark Gavin Cooper Natasha Doucas Richard Freeman
Matthew Hungerford Kazlaw Injury Lawyers Bruce Matthews John Osburn John Zaplatynsky

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

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

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

SUPPORTERS Under \$1,000

Arbutus Furniture & Closets	Sean Clark	Morley Jameson	Nicola Martin	Mark Ridgeway
Larry Armstrong	Andrew Clements	Rory Johnston	Richard Martin	John Roche
Rachel Au	Margaret Colbourne	Susan Kaffka	Jack Matthews	Deidre Smith
Viktor Berg	Brian Covernton	Kamloops Squash	Peter Meredith	Rob Spanier
Simon Bicknell	Cathy Covernton	Association	Shelley Neil	Shahira Tejpar
Ian Binstead	Samuel Crawford	Azmina Karim-Bondy	Nelson Squash Club	Ben Thomas
Colin Brown	Valerie Ellis	Abby Kidd	Roderick Nicolls	Michael Thompson
Graham Brown	Filterco Water Treatment	Kevin Kydd	Michael Peters	Sandra Thompson
Leslie Cao	Claude Garceau	Amy Lakhani	Tony Quan	Bill Treloar
Ruth Castellino	Faheem Gwadry	Rachel Lim	Adam Radziminski	Benjamin Uliana
Diana Chang	Stacy Hall	Cindy Longley	Laura Ramsay	Mahamood Vallani
Ming Chang	Steve Hawyes	Liz Macey	Tom Redelmeier	Penelope Wedd
Larry Cheevers	Caitlin Hungerford	Kiowa Martin	Richardson Wealth	Gary Wong

¹Includes a donation made in memory of Russell Smith

²Donations made in memory of Stuart Dixon