

SPORT BC



Annual
Report
2014-15



Letter from the Chair

We are still in the game.

It is well-documented that participation in sport helps a person deal with the triumphs and the lows of life. Sport BC Chair Denise Coutts was as passionate about sport as anyone could be. She lived a life of triumphs in sport and in life as well as more than her fair share of struggles. She struggled and triumphed over a lifetime of illnesses but was finally taken from us too early. Her character and resilience was cherished by all who knew her. We miss her dogged determination and tireless work ethic. She needed sport and sport needed her. It was a great affair.

Just as our Chair struggled and triumphed, Sport BC has done the same. In the long life of an organization, it is inevitable that it faces some type of adversity. When faced with that adversity, as in sport, it is sometimes about figuring out how to stay in the game. We took some risks; we tightened our belts and figured out how to hold on. We stayed in the game.

We have always been a member-focused organization - but one could say that we suffered from many distractions from that focus over the years. I like the discourse that says that the past few years of adversity have given us the chance to shed those distractions of the past and let us put our energies into where they should be. Yes, we fumbled a few times but we kept playing – we stayed in the game.



From where we were, we are less than a year away from paying off a significant debt. Now, the focus has shifted to re-defining where we are going. The upcoming strategic plan is a pivotal piece of collaborative thought that has collected and retained the vast experience and understanding of the membership. We are now starting to see where we can go. We are now standing up, dusting ourselves off, re-arranging our equipment and getting ready for the next part of the game.

I am very proud of the work that our staff and Board have completed over the past year. I am very proud of their dedication and commitment to Sport BC. But mostly, I am very proud of our members - the staff and volunteers of the Provincial Sport Organizations that continue to make the best sport environment in Canada for our athletes. The PSO's have to be the best they can be so their athletes can be the best they can be.

Thank you for helping us stay in the game. It has been a pleasure serving you this year and we look forward to many more.

Brock Turner
Interim-Chair, Sport BC

President & CEO Report

Sport BC had an exceptional year this past year, thanks to dedicated volunteers, loyal staff and a committed Board of Directors. Our operational efficiencies and fiscal prudence have led to strong programs and a favourable financial performance. We also experienced growth with our insurance business and we have capitalized on new opportunities to reach the last year of our debt repayment plan to BCIT. SBC Insurance had a 5% growth in commission income, which is impressive, given the current market conditions and rates remaining consistent for our members. Lastly, our membership levels have been maintained with a waiting list of new organizations seeking consideration to join Sport BC.

Sport BC continues to serve our members through our various programs and services. Kidsport and NSTF have had solid results in 2014-2015, ultimately, providing a means for more kids to play sport. Our payroll services were streamlined this past year and increased efficiencies completed by a new Finance Service Manager.

Sport BC hosted another great Community Sport Hero Award Celebration program, visiting eight different communities and recognizing 68 athlete volunteers. Our 49th Athlete of the Year Awards, hosted on March 12th, 2015 at The Fairmount Vancouver was a success with more than 450 guests and 18 different award recipients.

This year saw the beginning of a new partnership with The City of Vancouver. Throughout the next two fiscal years Sport BC will work closely with The City of Vancouver to host The FIFA Fan



Zone and the Americas Masters Games. Both events are great ways to showcase the strength of Sport BC and its members. The Games also provide a new and exciting Sport Hosting Model that will be considered in years to come for upcoming sporting events.

This year we also mourned the loss of our Chair, Denise Coutts. Denise was the Chair of Sport BC's Board of Directors for over a year. She worked in sport for 17 years, first as the Program Coordinator at Basketball BC and then as the Executive Directors for Squash BC, Badminton BC and BC Disability Sports. Denise was instrumental in creating the Athlete of the Year Organizing Committee to ensure we reach our 50th Anniversary of this event in 2016. Her avid participation in the sport sector will always be remembered, she was a true champion of Sport BC and the work we do. A scholarship has been created in her honour by the Coutts family.

Thank you to the Board of Directors for your consistent encouragement to the Sport BC Staff and membership and especially to our outgoing board members, Kimberly White Gilhooly and Debbie Pyne, a special thank you for all your hard work in the past years. Lastly, thank you to all the PSOs for your support for Sport BC's various events, initiatives, and programs.

A handwritten signature in black ink, appearing to read 'Rob Newman'.

Rob Newman
President & CEO, Sport BC



Sport BC Programs by the numbers

Partnership. Promotion. Stability. These are some of Sport BC's objectives that help guide the programs and services we offer. In 2013-14, we partnered with provincial sport organizations to promote the health and success of BC's thriving sport sector by honouring volunteers, athletes, coaches and officials at the Presidents' Awards, Athlete of the Year Awards, and Community Sport Hero Awards.

We also continued the provision of our Payroll Services program to build the capacity of the provincial sport organizations by taking on the administration of payroll and benefits, and allowing them to focus on growing and developing their sports.



Athlete of the Year Awards

467

attendees celebrated achievements of BC sport on March 12

18

awards given to athletes, coaches and officials for outstanding achievement in sport

Community Sport Hero

8

communities visited in 2014-15

68

volunteers honoured

Presidents' Awards

45

PSOs presented awards of achievement to BC sport volunteers

21

years of recognizing volunteers through the Presidents' Awards

Payroll Services & Benefits

331

employees on the Payrolls Services program, processing over \$1.1 million

54

PSOs with staff enrolled in the Group Benefits program through Great West Life

SBC Insurance

36

years since SBC Insurance was established to provide affordable insurance & generate additional revenue for Sport BC

3.85

million is the premium volume for SBC Insurance

All Sport Insurance

50%

ownership stake Sport BC has in national sport insurance underwriter All Sport Insurance

8.5

million in premiums underwritten by All Sport Insurance



\$1.66
MILLION total grants in 2014

For the sixth consecutive year, KidSport BC has seen significant growth both in terms of grants issued and the total numbers of young athletes who have received support from KidSport. This growth can be attributed to a number of factors, not the least of which is the growth and development of our community chapters across the province. These volunteer groups are critical to our success and our focus over the past year on meeting with all chapters was intended to ensure that we are able to meet their needs for capacity development.

Total grants to young athletes in 2014 increased by 10.4% from 6,741 to **7,448** while the total grant dollar value increased from \$1.397 million in 2013 to **\$1.611** million in the past year.

Broken out by gender, **62%** of grant recipients were **male** while the remaining **38%** of grants were issued to **young women**, which again is roughly comparable to the amateur sport system gender splits.

When looking at totals **nationally**, KidSport BC accounts for **23% of both the total dollars granted and total athletes** funded. Only Alberta provides more funding to grant recipients than does KidSport BC.

The number one “consumer” sport once again this year was soccer, with **2,348 athletes** receiving **\$476,913** in grants. Number two in terms of both numbers of recipients and total dollars was **hockey** with **1,157 athletes** receiving **\$336,650** in grants.

Rounding out the top 10 sports receiving KidSport support were:



KidSport West Kelowna cheque presentation

Gymnastics (677 grants/\$157,847)

Football (370 grants/\$80,589)

Basketball (333 grants/\$64,886)

Baseball (386 grants/\$59,582)

Figure Skating (250 grants/\$57,603)

Swimming (342 grants/\$56,463)

Lacrosse (244 grants/\$47,300)

Softball (200 grants/\$28,778)

Children participating in **48 different sports** received funding last year.

Our primary funding partner remains the Ministry of Community, Sport and Cultural Development and it is their generous contribution that is so key to our community chapters being able to leverage that funding with other community partners. Ritchie Bros. Auctioneers and Westminster Savings and Credit Union are our other two foundation partners provincially.

We have had a great year of support from the professional sport community, including Hockey Canada Foundation and Canucks for Kids, the NHLPA Goals



and Dreams Fund and our newest partner the Vancouver Whitecaps

Perhaps the most important relationship that we are developing is our PSO Partner category. Beginning with our friends at Basketball BC in 2013, and continuing last year with Baseball BC, Lacrosse BC and BC Soccer, we are working with our bigger “consumer” sports to assist KidSport in ways unique to each sport organization. Encouraging and promoting club support at the local KidSport chapter level, providing high profile athletes as Team KidSport ambassadors, providing fundraising and awareness opportunities at provincial and other high level games and making financial contributions are a few of the supports that have been developed with these progressive thinking PSOs. The recent donation from BC Soccer of \$10,000 is a tremendous example of the importance of broad based support to get kids in the game.

Nationally, our 3 year partnership with Hyundai has come to an end but we continue to experience tremendous support from CIBC and the Jays Care Foundation with several other relationships actively being pursued.

We plan to continue our work in the area of sustainability and capacity for our community chapters and hope to establish partnerships in some non traditional areas such as health promotion through our relationship with Participation.

Our sincere thanks to the entire sport community for the tremendous work that you all do to provide a safe, fun environment for kids to enjoy organized sport.

NSTF: Sport as a Cause

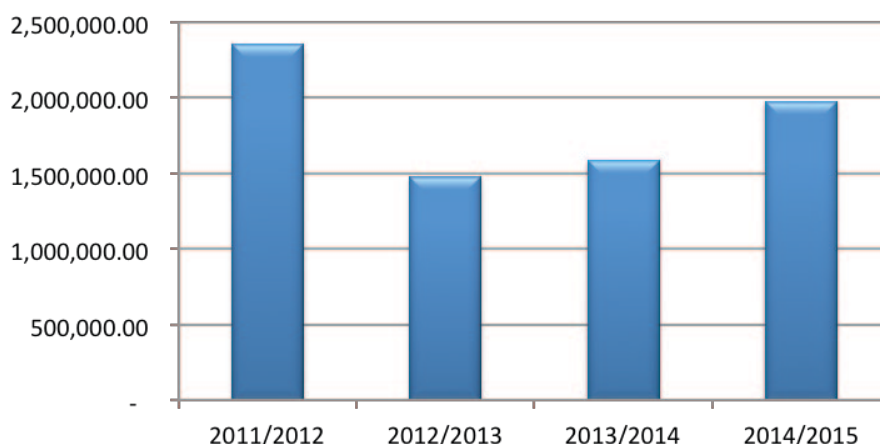
The National Sport Trust Fund (NSTF) is a philanthropic gift-giving program established through the Canadian Council of Provincial and Territorial Sport Federations (CCPTSF) for the development of amateur sport on a national level.

As a registered Canadian Amateur Athletic Association (RCAAA), the National Sport Trust Fund is able to issue an official tax receipt for all qualifying donations of \$20 or greater. The CCPTSF has provincial chapters across Canada, with Sport BC as the Fund Manager of the BC chapter.

With sport organizations looking to diversify their revenue streams, the National Sport Trust Fund offers the opportunity for sporting groups to develop fundraising programs which target fundraising from private sources; including individuals, corporations and foundations.

For the 2014/2015 fiscal year the

Amount donated through the NSTF



National Sport Trust Fund in BC received 1,100 donations, an increase of almost 28% compared to the previous period. The amount donated was close to \$2M, around 20% more than in the 2013/14.

The number of projects that received donations this year was 86 through the NSTF under 32 different sports. The goals of these projects range from

supporting youth development, to high performance athletes, and new infrastructure and equipment.

From Sport BC's perspective, the fund was responsible for a total revenue of \$64,172, increase of 20% compared to the previous fiscal year.



Study of Success: BC Alpine Development Program

BC Alpine started their Development Program with the National Sport Trust Fund back in 2005 and since then, the project has helped hundreds of athletes from the club level to the national level. For the third year in a row the project figure is in the top 5 of donations received, which is a result of the full commitment and effort put on by BC Alpine and the community.

Here is a reflection of BC Alpine and their appreciation for the project as part of the NSTF: We at BC Alpine Ski Association are happy to learn that our “BC Development Program” is one of the most successful National Sport Trust Fund projects! From our perspective, we knew it was a success because it’s been



working well for us for a number of years.

Thanks to the NSTF, many of the athletes that have moved through

our system have benefited from the generosity of our donors. We find that people are keen to support athletes, and the added incentive of receiving a tax receipt makes a big difference in their final decision.

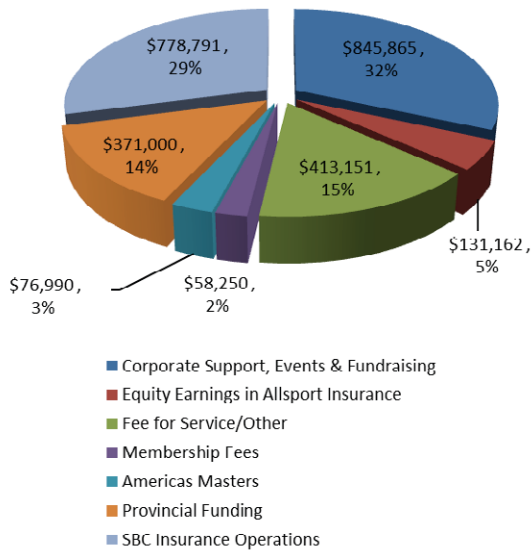
Of course talent, passion and hard work are key ingredients, but the financial assistance provided through the NSTF program gives all young athletes a fair chance to pursue their dreams, reach their full potential and achieve their athletic goals – from the club level, through the provincial programs, and all the way to the national level.

We are sincerely grateful for the NSTF program and to the staff at Sport BC who manage it. They help make dreams come true!

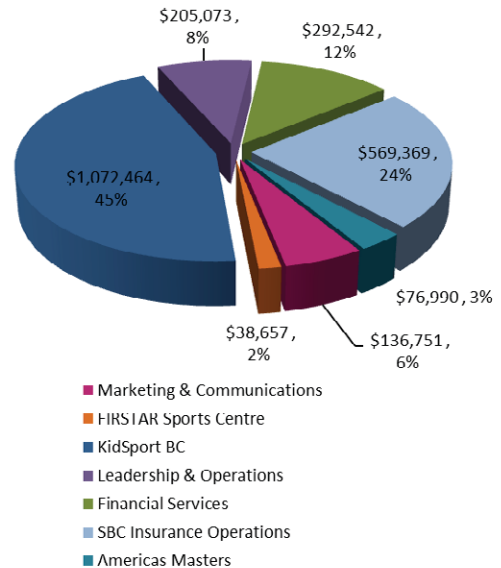
Thank you,
Kathy Stahr, BC Alpine Communications and Finance
Bruce Goldsmid, BC Alpine CEO



Revenues



Expenses



Financial Summary



This financial summary is based on the audited consolidated financial statements of Sport BC for the year ended March 31, 2015. The financial statements and accompanying notes are available on our website at SportBC.com.

Sport BC reported a consolidated net

surplus of \$283,000 for the year ended March 31, 2015 compared to a surplus of \$358,000 for prior year. Consolidated net assets were \$784,000 as at March 31, 2015.

Total revenues and other income were \$2.7 million for year, which were \$369,000 higher than last year. The majority of the increase was in corporate sponsorship and government grant revenues directed to KidSportTM BC and is matched by a similar increase in the amount of grants issued through KidSportTM BC programs. Sport BC also received \$300,000 from the City of Vancouver and Vancouver Hotel Destination Association in conjunction with an agreement with the City to plan, organize, manage and deliver the 2016 Americas Masters Games (the Games). In fiscal 2015, \$77,000 was spent on the Games and \$223,000 of the funds received for the Games were deferred to the 2016 fiscal year.

Operating expenses were \$2.4 million in fiscal 2015, an increase of \$458,000 over the previous year. Over half of the

increase (\$230,000) was for grants paid to children through KidSportTM BC.

Human resource costs increased \$50,000 in the year as, in addition to general cost of living increases, Sport BC added a position in the financial services department late in fiscal 2014. As at March 31, 2015, the financial services department has three full-time employees that manage the finances of Sport BC and provide payroll services to 60 sport organizations and clubs.

As noted earlier, operating expenses included costs of \$77,000 related to organizing the 2016 Americas Masters Games.

The remaining increase in expenses over fiscal 2015 were in various other areas including legal fees related to negotiating the 2016 Americas Masters Games and the 2015 FIFA Women's World Cup Fan Zone contracts, final costs relating to the settlement of the FIRSTAR sport centre telecommunications contract, and higher operating costs in SBC Insurance commensurate with increased revenues.



49th Athlete of the Year Awards Report

Making its debut in 1966, Athlete of the Year awards is Canada's longest running sport recognition events and has had the honor of recognizing athletes like Steve Nash, Rick Hansen and Maëlle Ricker as Athlete of the Year winners. The awards play a valuable role in nurturing athletic success and recognizing BC's growing talents. They recognized BC's best amateur athletes, coaches, and officials for outstanding performances in their sport over the previous season. The 49th Athlete of the Year Awards, presented by Canadian Direct Insurance, was held at the Fairmont Hotel Vancouver on March 12th, 2015 and had over 450 guests. This year the award recognized athletes in 18 different categories from 13 different sports with individuals and team members representing 20 communities within British Columbia. Each winner was nominated by their Provincial or Multi-Sport Organization, High School, College or University in which followed a Selection Committee, chaired by Bernie Pascall and 15 highly regarded BC sportswriters, broadcasters, and amateur sport leaders.



Sport BC would like to sincerely thank our sponsors.



Ritchie Bros Corporate Kids Challenge: 6 Years And Counting



So ALL Kids Can Play!



On September 12th 2015, our good friends at Ritchie Bros will host the 6th Annual Ritchie Bros Corporate Kids Challenge in support of KidSport. It is expected that over 20 corporate teams comprised of 300 participants will descend on RB corporate headquarters in Burnaby and that the fundraising total for KidSport BC will put the event over \$650,000 over the lifespan of the challenge!



100% of proceeds from the event go to KidSport with all affiliate costs of marketing, promotion, dinner, collateral etc are either donated or covered by Ritchie Bros. Unlike any corporate challenge that you will ever see, the RB Corporate Kids Challenge features over 20 Team KidSport athletes joining corporate teams for a fun filled day. Each year features a different theme, with 2015 being the Wild West! At what other corporate event would you see an air band challenge as a feature event?

Ritchie Bros staff dedicate hundreds of hours in planning and implementing this event and have adopted KidSport as their primary charity of choice. They truly believe in the power of sport and are dedicated to helping KidSport meet our vision...SO ALL KIDS CAN PLAY!

Visit <https://www.rbauction.qc.ca/kidschallenge> for more information on this one of a kind fundraising extravaganza!





Community Sport Hero Awards

In 2014, Sport BC partnered with Teck Resources LTD to honour 68 “Community Sport Heroes” in 8 cities in British Columbia including Williams Lake, Ashcroft, Logan Lake, West Kelowna, Elkford, Nanaimo, Burnaby and Whistler. Community Sport Heroes are coaches, officials, mentors and administrators who have dedicated themselves to amateur sport at the community level.

Each recipient was nominated by their community and selected by Sport BC staff. At each ceremony, the event began with a congratulatory speech given by a Sport BC representative as well as a city representative. Winners were then presented with a beautiful, embroidered Helly Henson jacket and the evening concluded with delicious canapés and wine.

Congratulations to all the 2014 Community Sport Heroes. Sport would not be what it is in our communities without our heroes. With 2015 as the “Year of Sport”, Sport BC encourages everyone to get involved in sport, whether as a coach, parent volunteer, official or mentor.



Sport BC would like to sincerely thank Teck Resources for sponsoring this year's Community Sport Hero Awards. This event would not have been possible without you.

Teck



Membership

Badminton BC
 Basketball BC
 BC Alpine Ski Association
 BC Amateur Baseball Association
 BC Ball Hockey Association
 BC Diving
 BC Fencing Association
 BC Rhythmic Sportive
 Gymnastics Federation
 BC Water Polo Association
 BC Wheelchair Sports
 Association
 Bowling Proprietors' Association
 of BC

Bowls BC
 BC Amateur Athletics
 Association
 BC Amateur Hockey Association
 BC Amateur Softball Association
 BC Archery Association
 BC Blind Sports & Recreation
 Association
 BC Deaf Sports Federation
 BC Golf
 BC Lacrosse Association
 BC Ringette Association
 BC Rugby Union
 BC Sailing Association

BC Soccer Association
 BC Speed Skating Association
 BC Wrestling Association
 Canoe Kayak BC
 Cross Country BC
 Curl BC
 Cycling BC
 DanceSport BC
 Disabled Skiers Association of BC
 Field Hockey BC
 Gymnastics BC
 Horse Council of BC
 Judo BC
 Karate BC

Orienteering Association of BC
 Rowing BC
 Skate Canada – BC/YT Section
 Special Olympics BC
 SportAbility Cerebral Palsy
 Sports Association of BC
 Squash BC
 Swim BC
 Synchronized Swimming
 Association BC
 Tennis BC
 Triathlon BC
 Volleyball BC
 Water Ski and Wakeboard BC

Board of Directors

Brock Turner, Interim-Chair
 Carey Dillen, Chair - Finance & Audit Committee
 Heather Turner, Director-At-Large
 Kimberly Gilhooly, Director-At-Large
 Debbie Pyne, Director-At-Large

Staff

Rob Newman
 Guilherme Heinrichs
 Pete Quevillon
 Katie McCallum
 Christine Wong
 Jocelyn Baston

Special thanks to the Ministry of Community, Sport & Cultural Development for their support.
 Thanks also to the BC Games Society for contributing many of the photos used in this report.

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