

REVITALIZING SQUASH IN BC

Squash BC's Growth Initiative



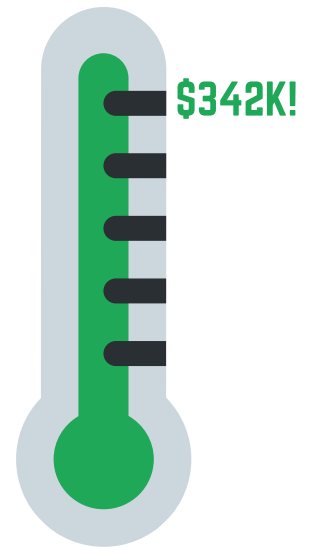
MAY 2022 DONOR REPORT

KICKSTART FUNDRAISING TARGET REACHED!

Squash BC is pleased to announce that the fundraising campaign to kickstart the Growth Initiative has surpassed its goal of \$330,000, with \$342,000 raised so far.

Reaching this challenging target in less than three years is an amazing accomplishment given that the fundraising campaign started in August 2019 and, shortly thereafter, was extensively interrupted by COVID restrictions.

Thanks for the campaign's success are due to the tireless efforts of the Squash BC Partnership Committee and the incredible support of the members of the squash community who donated so generously to the campaign.



It's enormously gratifying to have achieved the Kickstart fundraising target so quickly and for the Partnership Committee to know that its efforts, so generously supported by the squash community, have now made the Growth Initiative a reality

- Allan Brown & Nancy Thompson
Partnership Committee Co-Chairs

I'm incredibly impressed by and grateful for the tireless work of our Partnership Committee and the unparalleled generosity of our donors. Now with the fuel required to make the Growth Initiative a reality, I cannot wait to deliver the impacts this funding will have on our sport!

- Colin Latchford
Squash BC Executive Director

The objective of the Kickstart campaign was to position Squash BC so that it could develop and implement programs and services needed to grow squash participation in BC as quickly as possible. The timing could not have been better. With the pandemic restrictions recently relaxed, the programs are now tested and ready to go. The Kickstart funds are expected to be the principal source of support for the Growth Initiative until 2025.

DONATE NOW

Click the link in the button above to donate.

Squash BC established a Growth Initiative three years ago to revitalize squash in BC. The objective is to substantially increase the programs and services that Squash BC delivers to squash facilities and players, especially targeted at growing participation by recreational and grassroots players. The plan for financing the Initiative was split into two parts:

- A **Kickstart Fundraising** campaign to get the Initiative off to a quick start by providing financial support needed in the first 4-5 years; followed by
- A **Revenue Generation plan (Rev-Gen plan)**, comprised of several revenue sources, designed to sustain the Initiative in the long term and help make it more self-sufficient.

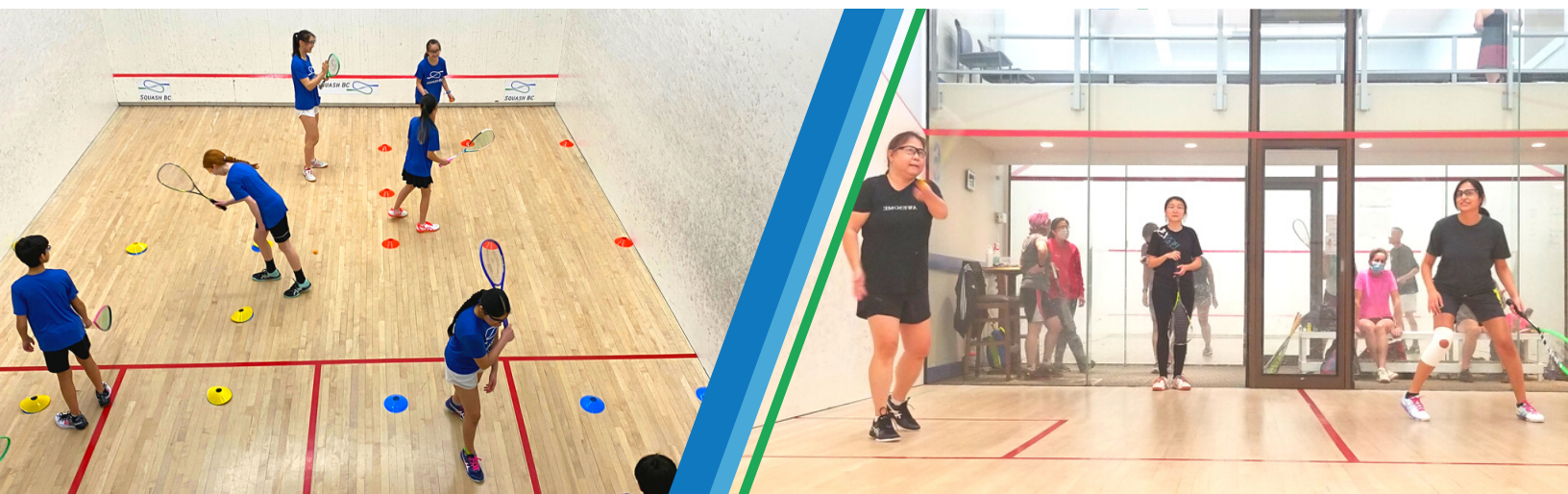
REVENUE GENERATION PLAN

Having successfully completed the Kickstart Fundraising campaign, the next phase is the Rev-Gen Plan. This will be developed and implemented in stages over the next 3-4 years, with the objective of generating total additional annual revenue of about \$200,000 by the end of that period. This is the amount that Squash BC estimates is needed to deliver and sustain the level of programs and services that will grow participation in the long term.

Revenue sources that will comprise the initial Rev-Gen plan 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 is already engaged in planning the development and implementation of the Rev-Gen Plan. More information regarding the Plan details is scheduled to be communicated before the end of the Summer.



PROGRESS UPDATE

Programs and Capabilities



Since our last Growth Initiative update in October 2021, Squash BC has shown strong program progress, even in the face of increased COVID restrictions earlier this year. The theme of this period was building a strong programming foundation with the plan to move towards an exciting growth period this fall. An overview of progress made so far is provided below.

Squash Starters. The biggest and most exciting Growth Initiative program launch was Squash Starters. This junior grassroots initiative kicked off in 2022 by introducing more than 60 participants to accessible one-day events that gave them their first taste of squash competition in a fun-focused environment.

This spring, the program entered its next phase of development with the launch of our week-to-week Squash Starters programs. We aligned with delivery partners across the province and currently have six programs running across five zones, with more on the way. Squash BC supplies our partners with program grants to help cover costs, age-appropriate equipment and progressive balls, and tools and resources to assist in program design and delivery. As well, all partner programs are promoted through our [Squash Starters Program Portal](#). This centralized marketing asset lets us attract online traffic and drive it towards program registration pages for our partners, allowing our marketing content and expertise to provide value across the province.



Roving Ambassador. Following a strong fall of Roving Ambassador tours, our Northern-Island programming continued through the winter with multiple visits to Comox. This program showed significant growth with participant numbers tripling heading into January. As well, our Roving Ambassadors were able to provide local coaches with mentorship during and after their visits to develop local capabilities. The local coaches have since led a successful session on their own and now have a Squash Starters program running this spring.

Unfortunately, the timing of the increased restrictions proved challenging for booking additional tours in early 2022. However, we used this time to refine a new Roving Ambassador event model and promote it to many underserved communities as a fall season kickstart.

Post-Secondary. In Post-Secondary Institution Program action, the past six months saw our partnership with UBC Okanagan and local program providers Global Racquets Club and Roster Sports Club continue to grow. Thanks to generous funding from the BC Jesters in addition to Growth Initiative donors, we supported the delivery of three sessions that allowed more than 30 new players to experience squash from a qualified coach in a six-week session. Our office also used delays from COVID campus restrictions to form strong relationships for the fall, where introductory and "Level 2" classes are planned at three additional institutions.

PROGRESS UPDATE

Programs and Capabilities



Women in Coaching. In March, we ran our first-ever female-only Coaching Foundations Course, which allowed eight participants to complete the requirements and become Trained Coaches - a major step towards certification. This will inject our community with more female role models, who can better inspire more female participation in squash. Additionally, this course allowed us to complete the training for our first female Coach Developer at this level, Giselle Delgado. This means she can now deliver these courses for us in the future!

Women in Officiating. We followed our coaching development with two female-only referee-development sessions in April. With one session each focused on singles and doubles officiating, this was an important initiative in recruiting new female referees - a very under-developed population. Each session saw more than a dozen participants learn the rules and discuss real situations with experienced facilitators.



Court Advocacy. Squash BC continues to monitor for opportunities to expand the number of courts in BC. We have lent support to three potential developments/expansions, including an exciting new six-court facility in Chilliwack. If all moves forward as planned, this will be a huge capacity builder in that area and a potential new delivery partner for several Growth Initiative programs.

Tools & Resource Development. With the goal of supporting our Squash Starters program delivery partners, Squash BC has enlisted several of our top Coach Developers to produce a series of progress reports for participants. These will both help new players better understand their development and guide new coaches - especially those outside of major centres - towards better program design and stronger participant tactical and technical fundamentals.

Squash BC has also launched a new working group to identify, prioritize, and steer the development of tools/resources focused on supporting facilities in smaller communities in their return to full activity post-COVID. This group is in its early stages, but will be instrumental in our facility support initiatives.

Looking Forward. Thanks to the incredible support of Building the Future Fund donors, our Growth Initiative programs have built the strong foundations needed to support significant participation increases in the season ahead. The Growth Initiative represents the primary strategic objective for Squash BC. We are excited to share further progress in our next update this fall.

SQUASH BC WISHES TO THANK THE FOLLOWING DONORS



Building the Future Fund

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

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

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