

REVITALIZING SQUASH IN BC

Squash BC's Growth Initiative



DONOR REPORT APRIL 2020

PROGRESS UPDATE

Thanks to the generosity of our many donors, the Squash BC Growth Initiative has achieved 64% of its initial goal of raising \$330,000 from individual donors to “kick start” the revitalization of squash in BC.

To date \$212,000 has been raised thanks to your generous support and the dedicated work of Squash BC's Partnership Committee.

Due to the current global COVID pandemic facing us all, canvassing of donors for the fundraising campaign has been suspended temporarily. However, Squash BC continues to move ahead with its planning for implementation of new programs designed to grow and strengthen the game.



MOVING FORWARD TODAY

Post-Secondary Program

Developing squash programs at post-secondary institutions is a priority for increasing squash participation in BC. Squash BC has contracted Andrew Mount to mobilize the post-secondary program in BC. Andrew has a great deal of experience working with Ontario's post-secondary program, and is bringing that knowledge and experience to BC. He is already working collaboratively with several post-secondary institutions to develop pilot programs in the Lower Mainland, South Vancouver Island and Northern BC to be launched in the fall of 2020.

Recreational Membership

Increasing the numbers of recreational squash players is a vital piece of the growth plan. A Membership Task Force has been struck to explore a recreational member category. This will include the identification of benefits and services relevant to those players' needs and the development of a plan to engage these potential members through our work with squash facilities.

Strengthening the Team Structure at Squash BC

Squash BC is re-examining its structure for the purpose of delivering on its growth objectives. This will include re-prioritizing the work of team members and adding a new team member to focus specifically on growing participation.

MOVING FORWARD OVER THE NEXT 6-12 MONTHS

Subject to how the COVID crisis evolves, Squash BC's objective for the next 6-12 months is to develop its plan for the phased introduction of several growth-related initiatives including the following:

- **Roving Coach/Ambassador program** intended to assist the many facilities without coaching services.
- **Local Champions program** designed to give squash enthusiasts in local communities the tools needed to increase participation and maintain vibrant squash programs.
- **Online Tools and Resources** to help with such issues as program design, player development and sustainable facility operation, complimenting the Roving Coach and Local Champions programs.
- Building on the existing **High Performance program** in order to develop and retain more high calibre athletes, thereby helping to strengthen and grow the game by encouraging aspiring players and raising enthusiasm at all levels, especially among younger players.
- **Public Awareness program** exposing squash to the general public via social media, in print, video and on TV in targeted communities.

“Participation and membership for squash in Revelstoke increases when there is grassroots coaching as well as mentorship. This level of engagement gets results.”

Kevin Dorrius,
Club President, Revelstoke Racquet
Den, Revelstoke, BC

Squash BC looks forward to reporting on its progress with these and other initiatives later this year.

Your support has not only got the fundraising campaign off to an excellent start, it has also enabled Squash BC to make real progress in planning the priority programs needed to revitalize squash in BC.

Canvassing for new donors is currently suspended temporarily due to the COVID crisis. However, a link to the donation website is provided below for the convenience of those who may be interested in supplementing their existing donations.

Squash BC wishes to thank the following donors.

CHAMPIONS \$10,000+

Gudewill Family
John Hungerford

Lenny Moy
Tom Urban

PROS \$5,000–\$9,999

Rashid Aziz

Allan Brown

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Paul Stevenson
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SUPPORTERS Under \$1,000

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