

**Purpose: Champion quality sport experiences**

**Mission: Deliver expert training, resources, and capacity support for the sport community**

**Values: Impact - Innovation - Authenticity - Integrity - Collaboration**

### EXECUTIVE SUMMARY

In reflecting back on the year, I am very proud of the growth and progress our organization and staff have achieved. With three new staff starting in this fiscal year, we had an influx of new and innovative ideas turned into action. With our focus being on accessibility, inclusiveness and development, PacificSport Fraser Valley was able to offer quality sport experiences in new and exciting ways.

Our Newcomers program: Sport 4 Kids and the Women and Leadership series both launched this year to a huge success. Valuable partnerships were established, and networking connections made, and we are excited to expand and increase participation in these programs.

I am very humbled and proud of all the accomplishments of the staff that are highlighted in this report. During my first year as the Executive Director it has been an inspiring, challenging, and enjoyable year and I look forward to evolving to the ever-changing sport landscape.

I would like to thank the PSFV staff for their incredible creativity and action as well as the Board of Directors for their support and guidance.

*Stephanie Rudnisky*

**Stephanie Rudnisky**  
Executive Director



BC Winter Games Sendoff, Abbotsford



Isabel Taylor, Canoe Kayak Athlete

### QUICK FACTS



A legacy of the 1995 Western Canada Summer Games, PacificSport Fraser Valley (PSFV) is a not-for-profit regional sport hub created to lead athlete, coach, and community sport services in British Columbia's Fraser Valley.

PSFV provides dedicated support to more than 200 registered athletes and coaches, in addition to hosting community sport programs, training, and consulting. Through partnerships with recreation departments, school districts, and local sports organizations, PSFV delivers programming for the Sport for Life movement, improving quality of sport and physical activity in British Columbia.



Guest Speaker: Maggie Coles-Lyster, Cycling Athlete



## COMMUNITY SPORT INITIATIVES

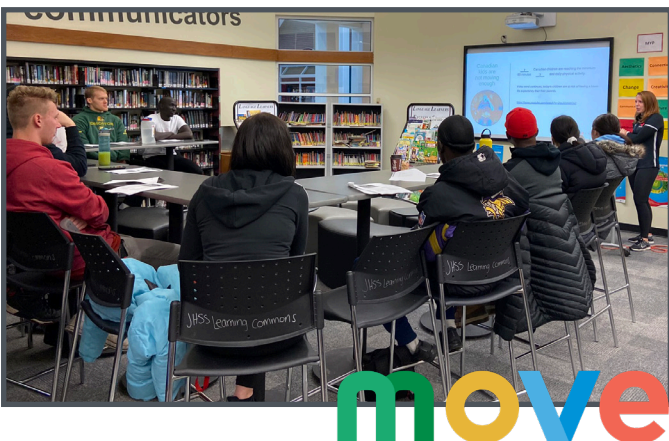
### XPLORESportZ CAMPS

PSFV offered XploreSportZ day camps in 3 different communities, which saw 1,372 participants and 16 full-week XploreSportZ summer camps in an additional 4 communities, which saw 972 participants. In total, PSFV brought these multi-sport and physical literacy programs to 2,344 children! Throughout the course of 2019 XploreSportZ camps, 56 recreation leaders were mentored and trained.



### MOVE WORKSHOPS & TRAINING

The MOVE program saw many participants in 2019-2020, through MOVE to Learn, MOVE to Play, and MOVE Girls-only programming. Over 3,000 children participated in MOVE to Learn programs through partnerships with schools in the region, while over 800 leaders and mentors were trained through Pro-D Day workshops, MOVE to Play training for recreation centres, and the XploreSportZ mentorship model. MOVE programs designed specifically for girls attracted over 500 participants through school partnerships and an exciting day at The Canadian Tire Wickenheiser World Female Hockey Festival (Wickfest). PacificSport Fraser Valley was grateful to be part of such an amazing event!



### SPORT4KIDS NEWCOMER PROGRAM

With the financial assistance of the Community Sport Program Development Fund (supported through contributions from the Province of B.C. and the Government of Canada and administered through viaSport), PacificSport Fraser Valley was ecstatic to offer Sport4Kids, a Fundamental Movement Skills & Sport Introduction Program for Newcomers to Canada in 2020. 20 children aged 5-12 participated in a program designed to introduce them to athletics, badminton, basketball, and soccer, with the help of Local and Provincial Sports Organizations. Sport4Kids ensures that everyone has a chance to participate in sport while recognizing and celebrating their diversities.

### NCCP COACH DEVELOPMENT



PacificSport Fraser Valley offers a range of National Coaching Certification Program courses each year. In 2019-2020, 8 courses were offered to local coaches, seeing 83 total participants at the Competition Introduction and Competition Development level. PSFV is proud to facilitate these NCCP courses as a way for coaches to further their knowledge and work their way through their coaching pathway.



Gurjot Kooner, Coach Grant Recipient



## HIGH PERFORMANCE SPORT INITIATIVES

### PARTNER SPEAKER SERIES & SEMINARS

231 participants took advantage of Speaker Series and seminars presented by PSFV and community partners, with topics ranging from concussion management, to maximizing sport performance, to nutrition education. While PSFV Speaker Series are typically aimed towards the high performance athlete, they are open to the public and provide information on a range of important topics.



### JUNIOR STRENGTH & CONDITIONING

Following a successful pilot program in partnership with the University of Fraser Valley, PSFV hosted a twice-weekly Junior Strength & Conditioning program at The Cave, on UFV's Abbotsford campus. Although cut short in early 2020 due to the global pandemic, it was a promising start to a program for athletes ages 13-17. Expert coaches from Game Ready Fitness led athletes through strength, flexibility, mobility, and coordination exercises aimed to help them perform better across all sports and activities.



### RBC TRAINING GROUND



The RBC Training Ground program was hosted by PacificSport Fraser Valley in April 2019, and brought together almost 70 athletes from the region. The program aims to uncover athletes with Olympic podium potential and provide them with access to funding for high-performance sport. It travels the country searching for athletes ages 14-25 to potentially compete with participating National Sport Organizations on their way to their new-found Olympic dreams.



### REGISTERED ATHLETES & COACHES

Throughout the course of 2019-2020, PSFV registered 418 athletes. Within the viaSport Regional Alliance, this is the 3rd highest contingent of athletes serviced, behind only the Victoria and Vancouver Canadian Sport Institutes. Additionally, 64 coaches were registered over this time frame. A lot of work has been put into ensuring these registered members receive as many beneficial services as possible. 52 partnerships are utilized throughout the region, including 18 Community Partners, 6 FoodStuff Partners, and 28 GymWorks Partners. Included in these partnerships are 9 brand new contracts for the year, while renewing existing partners year over year.



## COMMUNITY EVENTS & FUNDRAISERS

### SWEEPSTAKES FOR SPORT CORPORATE CURLING CHALLENGE

The 2019 Sweepstakes for Sport Corporate Curling Challenge saw 15 Fraser Valley organizations battle it out for the Champions Trophy. 7 Ice Sponsorships were secured, with organizations spanning the region from Vancouver to Hope. In total, over \$7,500 was raised for the Powering Sport Fund, and an additional \$4,000 worth of in-kind donation items were auctioned off through the silent auction and given away as door prizes.



### WOMEN & LEADERSHIP WORKSHOP SERIES

PacificSport Fraser Valley realized an opportunity to bring together women in the sporting world (and beyond) through Canadian Women & Sport's Women & Leadership Workshops. There had been few opportunities for women to gather and share their experiences, and these workshops proved to be the perfect place to do so. In early 2020, 2 workshops were hosted: Leading with Confidence and Effective Networking. Over two successful nights, 40 women attended; learning from fantastic facilitators and connecting with like-minded women.



### OPERATION RED NOSE



The 24th Operation Red Nose campaign in Abbotsford and Mission, hosted by PacificSport Fraser Valley, saw 473 safe rides given over 9 nights of service. Over \$14,000 was raised through client donations, and over 25 partners and sponsors contributed to a campaign that supports PacificSport Fraser Valley's registered athletes and coaches, and community sport initiatives.

Due to the success of the 2019 campaign, PacificSport Fraser Valley was fortunate to offer 11 grants to athletes and coaches involved in high performance sport in the Fraser Valley. Without the support of the Operation Red Nose campaign, these grants would not be possible! Congratulations to the 2020 Athlete & Coach Grant recipients.



Izzak Kelly, Athlete Grant Recipient

### CONTACT US!



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