

PACIFICSPORT

OKANAGAN

2020 IMPACT REPORT



To empower communities to play,
participate and perform at their best
through sport.

OUR PURPOSE



PACIFICSPORT

OUR VISION

To create and support an Okanagan
sport ecosystem built on excellence
and quality programs.



PSOK

OUR ACTION PLAN

A multisector community approach
that enhances: safety, inclusion,
capacity, and system alignment.



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LEADERSHIP

PacificSport Okanagan is a not-for-profit regional sport hub created to lead athlete, coach and community sport services in British Columbia's Okanagan Valley.

PacificSport Okanagan was founded in 2002 in order to support sport development as part of a regional system that enables athletes and coaches to train and develop where they live - providing support in the area of sport science, funding, athlete and coach development, organizational leadership and quality sport design.



LEADERSHIP

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OUR TEAM



BOARD OF DIRECTORS



DEVIN RUBADEAU

CHAIR



GRACE MANDERS

TREASURER



JAY CHRISTENSEN

NORM HANSON

SHELAGH TURNER

JOCK TYRE

WENDY WHEELER

MICHELLE WEBSTER



STAFF



SHAUNNA TAYLOR, PHD
EXECUTIVE DIRECTOR



JACKIE LAWThER
SPORT PERFORMANCE
COORDINATOR



CAROLYN GILLESPIE
SPORT DEVELOPMENT
COORDINATOR



NATE REITER
CANADIAN SPORT
SCHOOL – KELOWNA,
TEACHER (SD 23)





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BUILDING CAPACITY

BUILDING CAPACITY

PACIFIC SPORT OKANAGAN
2020 AGM



PARTICIPANTS
16,179+



Participants in programs across all Canadian Sport for Life stages.

PARTNERS
67



Partners retained.

CHILDREN
126



Children provided sport opportunity funding through KidSport charity - with **\$22,780** in grants. We raise **\$33,654** - So All Kids Can Play!

COACHES
342+



coaches & sport leaders participated in PacificSport Okanagan programming and events - 164 coaches participated in NCCP (National Coach Certification Program) and/or Pro-development.

BUILDING CAPACITY



VOLUNTEERS

512



Community
& Program
Volunteers.

SUPPORT

\$392,500



Value-in-kind support from our
Gymworks, Foodstuff, SportHealth
network members - Okanagan sport
business partners giving back through
support of athletes/coaches

INVESTED

\$10,000+



Invested annually in Athlete +
Coach Development Fund Support
- to date over 70 coaches + 573
athletes supported. Valued
sponsor **The Sleep Clinic**

ORGANIZATIONS

4



Local Sport Organizations supported
through Community Sport Delivery
Program, a partnership between
PacificSport Okanagan, ValleyFirst &
City of Kelowna

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SAFETY INCLUSION

SAFETY INCLUSION

Building AWARENESS, ACTION and ACCOUNTABILITY for safer, more inclusive sport programs through education and advocacy ~ LGBTQ2SQ+, racial/cultural diversity, gender equity, socio-economic barriers ++



#PLAYPROUD

Development of PLAY PROUD - a campaign for safe & inclusive sport programs for the LGBTQ2S+ community - our 3rd annual appearance at Kelowna Pride

ORGANIZATIONS

25+



Okanagan sport organizations represented at the 17th annual **Okanagan Sport Leadership Series** (Sport Plan Launch Oct '19, Parasport Nov. '19; Gender Equity, March '20) Coach and Sport Leader education for attracting, retaining and developing quality, safe & inclusive sport programs.

ABORIGINAL HOSTS

4th



Consecutive year hosting the **Aboriginal Coaching Module** in partnership with ISPARC (insert logo here) for education on Indigenous sport coaching and community reconciliation through sport.

MENTAL HEALTH

10+



Education and Program support sessions provided for **Mental Health in Sport** initiatives.



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ALIGNMENT

ALIGNMENT



COMMUNITIES

16



Okanagan communities served to introduce and support more sport and active living engagement.

INVESTED

\$145,995



Invested in over 70 community sport and physical literacy programs – bolstered in part through support from viaSport BC, KidsCare Charity and EAC/Dilworth Homes.

SPORTS SCHOOL

9 YEARS



of Canadian Sport School Kelowna delivery – a partnership with the Canadian Sport Institute – Pacific in Victoria and School District 23.



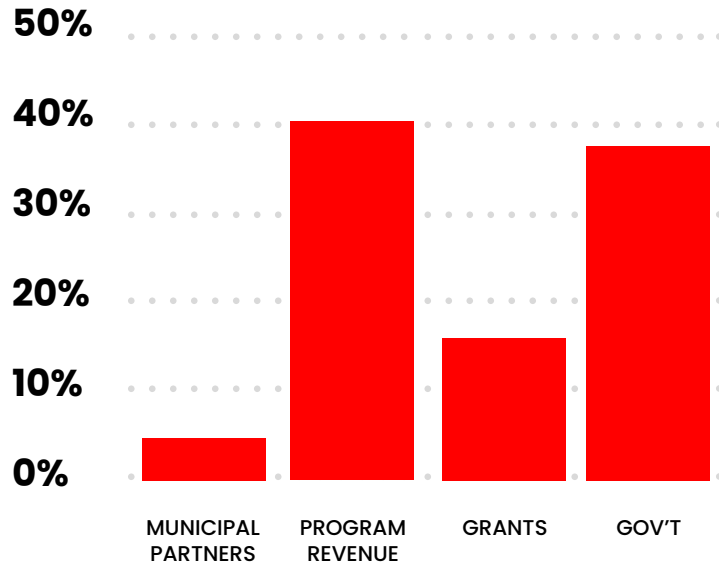
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FINANCIALS

PSOK.

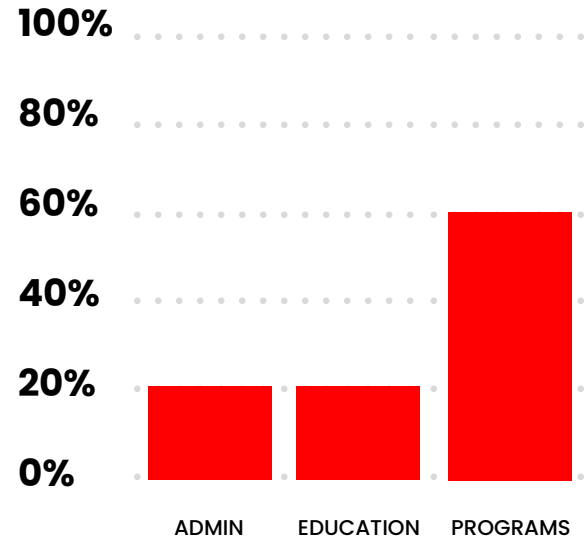
FINANCIALS

REVENUE



FINANCIALS

EXPENSES





PSCK

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PLAY

PAPA

Physical Literacy is a Journey...

PacificSport Okanagan offers school, community and club programs to help children and athletes at all ages/stages to develop physical literacy skills to help them move with confidence throughout a lifetime! From our XploreSportZ camps (introducing up to 10 sports per week!), to school and club-based physical literacy programs from pre-school through middle school, PacificSport Okanagan specializes in training and enhancing fundamental movement skills to a variety of audiences and target community members.



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PARTICIPATE

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BUILDING CAPACITY IN LOCAL SPORT ORGANIZATIONS

The Community Sport Delivery Program (CSDP)

PacificSport Okanagan, City of Kelowna, and Valley First are excited to partner on this initiative to help grow and develop Local Sport Organizations in Kelowna.

Now entering its fourth year, the CSDP has touched organizations representing more than 14,000 local sport participants in the Central Okanagan. Some organizations who have benefitted from the CSDP include: Kelowna Paddle Centre, Kelowna Kos Wheelchair Rugby, Okanagan Athletics Club, Kelowna Minor Fastball Association, Central Okanagan Rugby Enthusiasts, Kelowna Minor basketball Association, The Kelowna Aquajets Swim Club, The Red Devils Cycling Academy, The Okanagan Volleyball Club, The Kelowna Speed Skating Club, The Kelowna Ringette Club, Kelowna Minor Lacrosse Association; Central Okanagan Minor Baseball Association, Kelowna Dolphins Artistic Swim Club, and the Kelowna Rowing Club.





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PERFORM

THE CANADIAN SPORT SCHOOL

The Canadian Sport School – Kelowna (CSS) brings science, certified coaching, a multisport approach, and a student-centred vision to athlete development. PacificSport Okanagan partners with the Canadian Sport Institute – Pacific to facilitate a high performance culture, while producing quality student citizens – this past year marked an important milestone, with the first CSS graduate (Tess Critchlow) qualifying for the 2018 PyeongChang Games in snowboard cross. “The CSS focus on the athlete as a whole, physically and mentally, provides what committed athletes need to succeed” (Taya Hanson, CSS Kelowna alumnae and national team member, Basketball Canada) [To find out more, please visit www.canadiansportschool.com](http://www.canadiansportschool.com)





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PARTNERSHIPS

2019–2020 SPONSORS

The Okanagan Sport Leadership Series (#OSL) is a chance for the Okanagan sport community partners to come together to help build a strong sport system, with a focus on safety, inclusion and positive life-changing sport experiences. Hosted several times a year, the series is hosted by PacificSport Okanagan and the City of Kelowna - Fall 2019 saw a launch of the Community Sport Plan in Session #1, an evening dedicated to Parasport and adapted programs for inclusion and performance in Paralympic sport in #2, and Winter 2020 featured a session on Gender Equity in Sport for #3. Our OSL series offer current research and best practices in sport science and sport development, and a valuable networking opportunity for partners. See our website under “Events” for more info.

PARTNER THANK YOU – We could not do the valuable work we do without community investment in our vibrant sector – thank you to all our valued partners!



PARTNERSHIPS

CORE FUNDING PARTNERS



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PARTNERSHIPS

PROGRAM FUNDING PARTNERS



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VALUE IN KIND

COMMUNITY INVESTMENT PARTNERS



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PARTNERSHIPS

ATHLETE-COACH SERVICES PARTNER

(Insert applicable logos)



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THANK YOU

PLAY | PARTICIPATE | PERFORM

645 Dodd Road
Kelowna, BC V1X 5H1

okanagan@pacificsport.com
pacificsportokanagan.com

250.469.8854

 [Facebook.com/PacificSportInteriorBC](https://www.facebook.com/PacificSportInteriorBC)

 [Twitter.com/PacificSportINT](https://twitter.com/PacificSportINT)

 [Youtube.com/user/PacificSportInterior](https://www.youtube.com/user/PacificSportInterior)

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