



CANADA SNOWBOARD
Presents

2020-21 YEAR END REPORT



Brand Statement

It began with the snow.
With what was never pictured possible.
It began with a plank of wood,
and the first person to guide it downhill sideways.
This is what we share.
We are the first timers,
and the Olympians,
the speed racers,
and air takers.
We are the contrasting places we've come from,
and the possibilities of where we might go.
We're the symmetry of our passion,
and the diversity in our approach.
We're the memories we create,
and the celebration of those before us.
We're the direction that we're going,
We are Canada Snowboard.

OUR CREDO



At Canada Snowboard, we believe embracing the culture of snowboarding combined with a commitment to excellence is the foundation of who we are. Performance at the highest level comes from an athlete-focused approach to training, programs and coaching. Our athletes are amongst the best in the world,

and our goal is to continue to provide them the means to achieve their goals.

Our members are our Provincial and Territorial Associations. They are the backbone of the competitive snowboard pathway. From a young rider's first event, to joining a club, to progressing to the national team,

our Provinces and Territories are key to developing our future high performance athletes. Our goal is to support our members to work together to provide the best possible system for organized snowboarding on the planet. From coaches to officials, judges to events, sport development to high performance, creating strong alignment from coast

to coast in each area will allow us to offer the best possible experience to each participant from park to podium.

We believe our strategic plan encompasses the values and strategies that will allow us to build on our past success to reach future excellence, all through staying true to our core.

A MESSAGE FROM THE CHAIR & EXECUTIVE DIRECTOR



Tyler King
Chairman of the Board



Dustin Heise
Executive Director

The 2020/21 Season brought a blend of both highlights, as well as forced moments of growth as an organization. The efforts at all levels to navigate the year would not be done justice in a simple summary. We have a great deal of gratitude for our courageous athletes, staff, contractors, members, and partners. We were able to achieve monumental podium results, and we will carry that momentum forward into these upcoming 2022 Olympic and Paralympic games.

Alongside all Canadians, we have experienced our challenges brought on by the complexity of COVID-19 while staying relentless and resilient as a snowboard nation. We will continue to overcome what is ahead; and together, we will lead with transformation and the ongoing efforts necessary in becoming the World Leading snowboard nation.

The Canadian Snowboard system is strengthening its foundation of strong governance. It is ready to listen and learn the Indigenous perspective and what Truth and Reconciliation means in the context of snowboarding. We are also preparing and striving to be a leader in diversity, equity, and inclusion. From coast to coast-to-coast, we are ready to welcome all riders, future riders, and Canadians who simply want to be a part of snowboarding. Our goal is to ensure there is a place for everyone to participate in a safe and inclusive environment.

We are committed to be better each day, to reflect on our learnings, and to ensure there are plans in place to amplify the voice of our athletes. We will work to grow our media presence through innovative endeavours ensuring our sport is at the forefront alongside our members, partners, fans, and sponsors.

As we look back over the last year:

- Our team continues working tirelessly towards the 2022 Olympic and Paralympic Games with podium results in multiple disciplines and genders.
- We are grateful for the patience of Indigenous communities and are working towards Truth and Reconciliation, as we listen, learn and we continue to undertake the development of snowboarding for Indigenous youth in partnership with our PTSAs, PT Aboriginal Sport Bodies, and Indigenous Partners.
- We have continued to significantly grow our commitment to more equitable support (financial and technical) for all disciplines, abiding to the principle that if a snowboard discipline is on the Olympic or Paralympic program, then it is our responsibility to support it as best we are able.
- We continue to work extensively with our Athletes' Council to ensure that athletes are engaged in the decision-making processes and policy development of Canada Snowboard and have a direct link to the Board.
- We have grown operational revenues, we have significantly enhanced our financial management systems and have built the organization to be able to withstand the challenges that we face daily, and the ability to manage the risks ahead.

There is and will always be challenges as a national sport organization, however, it is how we react and conduct ourselves that defines us, as we seek to grow and build the partnerships necessary to support the needs of our athletes to improve our sport. The Targeted Excellence approach in Canada, managed through our colleagues and partners at Own the Podium determines the supplemental funding we receive for the support our National Teams and Athletes. The performances our athletes deliver in each year of our Olympic/Paralympic quadrennial, as well as our ability to demonstrate our potential for 2026 and 2030 will have a profound impact on our long-term high performance funding. We have been well supported and we will work together with all stakeholders to continue to achieve our full potential.

The operational summaries, as outlined in this report, provide further insight into the full scope of the challenges and successes. While reviewing these reports, please note the importance and commitment of our sponsors and key funding partners, especially Sport Canada along with the Canadian Olympic Committee and Canadian Paralympic Committee. These partnerships enable us to continue building and delivering our vision, and for this support we are very thankful.

The World Leading snowboard nation requires the entire nation to be firing on all cylinders, and our sport will continue to grow because of the relentless work and leadership provided by our Provincial and Territorial Snowboard Associations (PTSAs). The PTSA's do a massive amount for snowboarding development and their members' dedication is inspiring for us all. They represent the backbone of our snowboard system and are the leaders and support system for the future athletes in our sport. No doubt, there is always more to be done, improved, and invigorated, and we look forward to taking it all on as we strive to achieve our Vision together.

Thank you,

Dustin Heise, Executive Director/CEO

Tyler King, Chairman of the Board

2014-2022 STRATEGIC PLAN

2022-2026 Canada Snowboard Strategic Plan in development in collaboration with the Board of Directors and PTSAs.

VISION

To be the world leading snowboard nation.

MISSION

To develop and lead competitive snowboarding in Canada.

VALUES

Our values are founded on **INTEGRITY**. An athlete-centered, honest, consistent and transparent approach to everything we do. These are our uncompromising principles that lead our community through partnership and collaboration.



Performance

Focus on the potential for athletes, coaches, officials, judges, technical leaders and stakeholders to achieve at all levels of snowboarding



Progression

Embrace innovation and creativity in the pursuit of developing snowboarding at every stage



Passion

Inspire and lead through living our values and being proud of who we are and where we're from



Community

Support the culture of snowboarding and our athletes to contribute to the health and happiness of all those who participate



Partnership

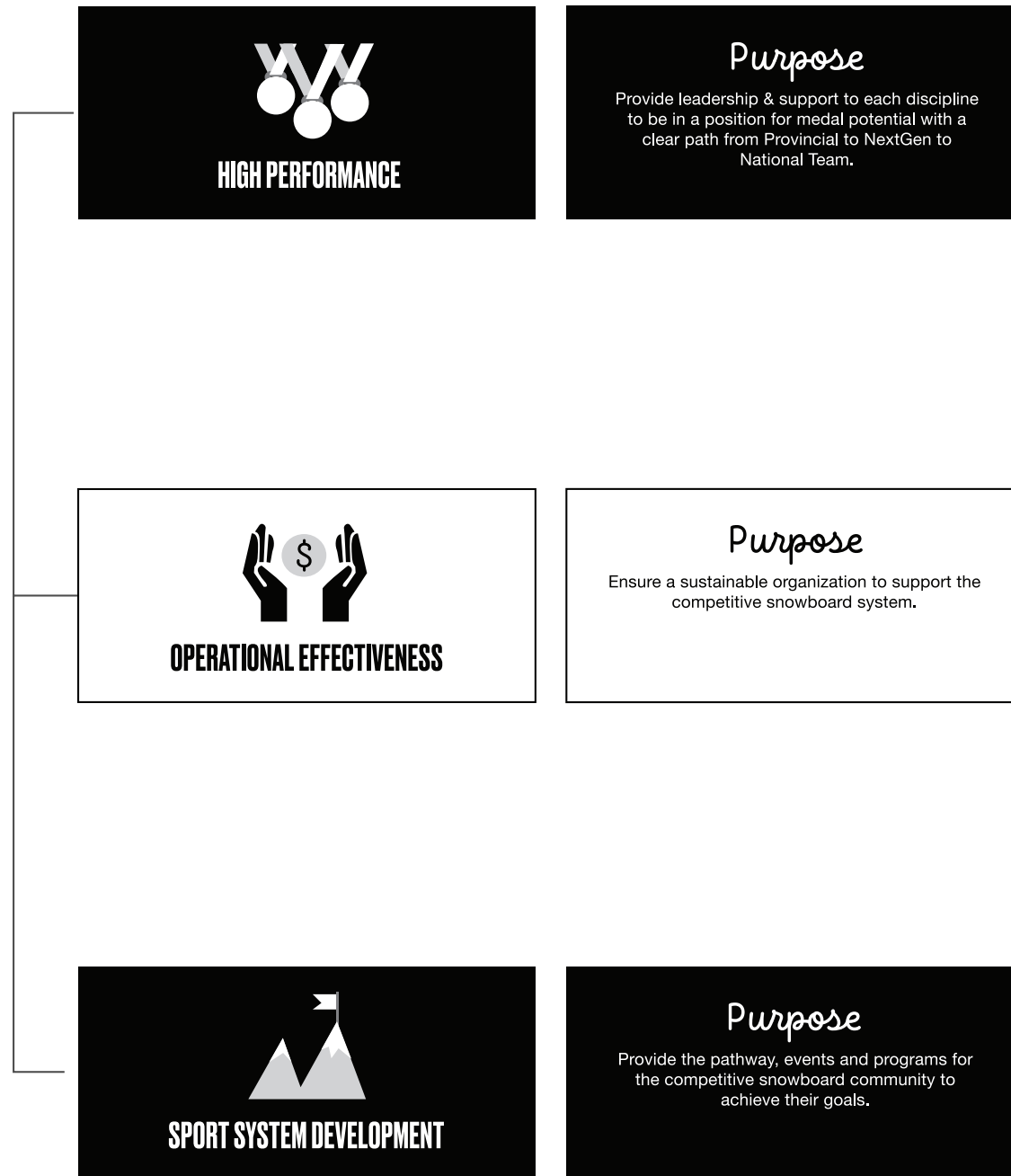
Develop genuine partnership in all aspects founded on trust, inclusivity, and sincerity to drive mutual goals

2014-2022 STRATEGIC PLAN CONTINUED

2022-2026 Canada Snowboard Strategic Plan in development in collaboration with the Board of Directors and PTSAs.

3 STRATEGIC PILLARS

Canada Snowboard has identified three key pillars that are ingrained in the organization providing a framework to support the high performance athlete pathway.



Strategy

- Create innovative and unique training environments utilizing technology, technical expertise and world class facilities.
- Focus energy, attention and resources for optimal return on investment to produce podium results.
- Identify, develop and recruit coaches and integrated support team staff that foster achievement, progression and produce strong results.
- Utilize sport science and analytical evidence to directly enhance high performance athlete progression.
- Collaborate with our sport and funding partners to support high performance athletes beyond the competitive pathway.
- Align sport development and high performance programs to increase clarity of the athlete pathway.
- Utilize major events domestically to provide a home-field advantage for our athletes.

Strategy

- Diversify revenue sources to ensure sustainability and support of sport development and high performance programs.
- Seek and maintain strategic partnerships within both government and industry to optimize the brand, communications, programs and events.
- Bring the brand to life through creative and innovative promotional programs, unique content and communications strategies to increase visibility and engage new fans and followers.
- Deliver aligned policies, procedures and programs at national, provincial/territorial and club levels through the athlete pathway.
- Ingrain risk management strategies into all levels of the organization.
- Ensure financial systems and processes are maintained to safeguard the assets of the organization.
- Host major events as a means of creating new assets that deliver on the goals in all three pillars of the organization.

Strategy

- Align with Provincial/Territorial associations to increase participation and retention in programs, clubs and events.
- Aggressively pursue partnerships with industry, resort, and key stakeholders to drive increased membership and program initiatives.
- Enhance coaching, officiating and judging programs and initiatives to support the delivery of our high performance athlete pathway.
- Deliver competition opportunities aligned with long term athlete development in collaboration with member and industry partners.
- Provide a pathway for athletes and coaches to develop from first contact through podium performance.
- Integrate innovative and interactive technologies that provide new and enhanced value propositions for members and participants of programs and events.
- Create legacy opportunities through hosting major events domestically.

01. HIGH PERFORMANCE

SLOPESTYLE/BIG AIR

The 2020/2021 Season brought many challenges to our slopestyle team and how it operated within all the guidelines and restrictions of the pandemic. This forced us to become more agile with our programming and make last minute adaptations that led to productive training opportunities. This unusual landscape also provided an opportunity to become more connected as a team, even though the team members were locked down and apart geographically at times.

Despite these challenges, it was interesting to observe an impressive improvement in performance of our NextGen athletes who are starting to close the gap to our established national team athletes. Successful training camps were hosted at Winsport, Mt. Sima and Whistler insuring our athletes continue to progress despite less contests taking place than usual.

Results wise, the team enjoyed another very successful season with an impressive tally of podium performances at major events. The season ended on an extremely positive note with two of our NextGen athletes finishing in 4th (Frank Jobin) and 2nd (Liam Brearley) in front of a very strong field at the final World Cup competition of the season and on the most demanding and unique World Cup course seen to date.



HALFPIPE

Despite not being able to go on-snow until September in Saas-Fee, the halfpipe program was able to stage a strong preparation phase during the fall. Event cancellations pushed the start of the season until the LAAX World Cup in January where Derek Livingstone recorded a 5th position in front of a very competitive field. This event also marked the very first competition from 15 years old Brooke d'Hondt who was finally old enough to participate in a World Cup competition following a very promising youth career. This season was also an important milestone for National Team athlete Elizabeth Hosking as she was returning from a major injury that saw her miss most the of the previous season.

Following the Laax event the team based itself out of Calgary at COP's world class halfpipe in preparation for the World Championships in Aspen. In Aspen Derek and Elizabeth made finals, where Derek ended up 10th and Elizabeth 7th. Another highlight of the season was the progression of our younger NextGen athletes. Highlithing this group was Liam Gill who at his first appearance at a World Cup competition was able to land his runs, which is not a small feat for a young athlete who is competing at the highest level for the first time.



Our Snowboardcross program continues to make large gains under the leadership of co-Head coaches Maëlle Ricker and Jake Holden. This season our team stepped up and capitalized on every opportunity which saw our athletes posting impressive results, including two NextGen athletes with breakthrough seasons.

Once again Eliot Grondin raced exceptionally well this season. Eliot earned his way on to the World Cup podium three times in 2021. He won his first WC SBX race in Bakuriani, Georgia, earned a 3rd place finish at World Championships in Idre Fjall, Sweden, and came 2nd at the season opener World Cup in Valmelenco, Italy. Eliot was 2nd overall in the WC standings, and finished the season as the Junior World Champion. He was only outside the Top 10 once all season.

Our other athletes also posted numerous strong results and showed some progression. Perhaps, this was highlighted by two NextGen identified athletes having a breakthrough season, allowing them to be selected on the National Team for next season. Liam Moffat had a strong season that included an 8th position at the World Championships in Sweden and Audrey McManiman recorded 3 top 16 results that include a 7th position at the Reiteralm World Cup.

Overall, our vision and mission for our Snowboardcross NextGen Program is always evolving to optimize potential for our NextGen and developing athletes. Together with our National Team, this program is grounded in our fundamental core values of respect, communication, passion and trust as guiding principles to continue the legacy of Canadian Snowboardcross. The NextGen Program continues to operate in alignment with our National Team Program based on the level of the current identified athletes, and will continue to be supported by a number of personal coaches. This allows our National Team head coaches and NextGen coaches to collaborate and work in unison to provide a seamless transition between both programs.



ALPINE

Our Alpine National Team program made important strides this season under the technical leadership in place. The hiring of our wax technician and World Cup coach is paying dividends, starting to build trust and relationships with athletes, increasing the support and additional targeted projects for the National Team athletes, who have made big progressions in their overall consistency at the World Cup level. Some, posting career best results this past season. Megan Farrell's 4th position at the World Championships PSL is a testament to this.

The Head Coach continued to focus on further developing the NextGen full-time program, a year-round program that focused effort and support at a targeted group of younger athletes. The two coaches work and collaborate together, as some athlete transition between the NextGen team while in North America and the World Cup to gain international event exposure.



PARA-SNOWBOARD

Our para-snowboard program continued to make progress during the 2020-2021 season, despite having their competition season largely cancelled due to Covid-19 and their 2021 World Championships postponed until January 2022. Our team showed great resiliency and turned this challenging training season into a real opportunity creating our most effective season we have had so far. Sunshine Village became our home away from home and our program took full advantage of building world leading training environments and capitalize on existing infrastructure the resort had to offer. Our team clocked in twice the amount of training days and twice the amount of run per day with the use of sled laps. We certainly had two training seasons in one in terms of quality volume, and our athletes have been able to close the gaps with the world stage on multiple levels all season.

The synergy continues within the whole team and everyone continues to buy in to the overall system and program, building upon our core values and mutual engagement expectation leading into the upcoming Paralympic year. Our team participated in only one competition in Colere, ITA which was a last minute (Mar 2021) addition to the calendar and we sent a very small team (recently classified NextGen athlete Tyler Turner (LL1) and our head coach). Participating in his first two World Cup competitions, Tyler was able to win the second race of the weekend. A very promising result for him in front of a very competitive field.

Our program and athletes are poised to fully return to competition during the 2021/22 season leading into the 2021 World Championships (rescheduled for January 2022) and the 2022 Paralympic Winter Games.



02. SPORT & SYSTEM DEVELOPMENT

MILESTONES

- Difficult season with all the different Federal, Provincial and Territorial Health restrictions
- Most of the development opportunities in the western and eastern provinces needed to be reevaluated and adjusted to the health guidelines
- Delivered most of the Indigenous and Elleboard activities in the Northern Territories and the Atlantic Provinces
- Delivered most the development competitions in the Northern Territories and the Atlantic Provinces
- Focused on the retention and promotion of our members by providing new ways of sport engagement (Town Halls, the “Send it” contest, judges clinics, officials clinics..)

WORLD CUPS

The 2020/2021 World Cup season was severely impacted by the pandemic and despite our best efforts all Canadian World Cups were cancelled.

Our team also had the opportunity to take on the World Championships, after they were cancelled in China. Canada Snowboard and Freestyle Canada endeavored to deliver the Slopestyle and HalfPipe (both Snowboard and Freeski), Moguls, Dual Moguls and Aerials World Championships, a total of 12 starts! Although we had tremendous operational and financial support at all levels a very difficult decision was made in the 11th hour to cancel the event as Canadian quarantine rules were not accepted by FIS.

All of our experience through the Pandemic have set us up for success in the upcoming season with many of the lessons learned and plans created laying the foundation for the upcoming 2021/2022 World Cup where we will be hosting 3 World cups.



EVENTS & COMPETITIONS

All season long organizing committees from coast to coast worked hard to operate within the Covid guidelines to have the plans in place in the event that there were windows of opportunity to host.

In the end Canada Snowboard had to make the difficult decision to cancel all 2020/2021 scheduled FIS sanctioned events including the Air and Speed Nation Tour.

To boost the event season, Canada Snowboard with the PTSA's and Partners like Toyota continued to pursue regional training opportunities and digital contest options.

Further, the plans created and the partnerships forged laid the groundwork for us to get ahead of the upcoming 2021/2022 season.



TOYOTA
GROM SERIES
 SPEED & STYLE

The 2020/2021 season saw Toyota take over as the title sponsor of the Speed & Style Grom Series. Even in a Covid-19 landscape, the series continued its success throughout the 2021/2022 season, connecting TOYOTA and its local dealers to parents and kids in fun and competitive grassroots snowboarding events.

With 13 events nationwide in only a handful of provinces / territories who were permitted to run events, the Toyota Grom Series continued to grow and develop Canadian talent all while promoting the Toyota brand in an authentic and unique way.

- 13 Grom Events
- 3 Provinces
- 2 Territories



PROGRAMS

Coaching Program

In order to keep our coaches and Coach Developers safe, we implemented a Return to Sport Protocol in alignment with the Coaching Association of Canada. Due to these protocols, we were unable to offer many workshops due to the restriction of travel for both our Coach Developers and coaches. On the bright side, we were still able to run the Competition Introduction workshop! The Technical Experts Committee adapted the curriculum and schedule that allowed the workshop to be offered in a blended learning format. Similar to what we did last year with the Competition Development workshop, the Competition Introduction workshop can be offered where all indoor sessions are online to keep our coaches and coaches developers safe, and while abiding by the Federal, Provincial/ Territorial, and Resort guidelines we were able to run the on-snow portions safely on the hill. With online learning being more popular than ever, the CSCP also began the creation of a Competition Introduction eModule that will be implemented in the 2021-2022 season as a mandatory course for all new coaches free of charge.

The goal of this module is to prepare coaches with a baseline of knowledge on the following:

- Who the CAC, NCCP, and CSCP are, and how we all work together
- The Locker: Coaches will be guided through the coach.ca website to create their own NCCP number.
- Coaching licenses, Liability insurance, SAIP insurance
- LTD overview with in depth information from stage 3-5
- The CSCP pathway and how it connects to the LTD
- The RIDERS program overview and how it connects to the LTD
- Introduction to coaching Para snowboarding and the classification system, and Para LTD
- Indigenous snowboarding, the truth and reconciliation commissions of Canada, the ILTPD and how it is built to complement the LTD while integrating Indigenous culture and utilizing a holistic approach to planning, developing, and delivering snowboard programs to create a bridge between the mainstream sport system and the Indigenous sport system
- The Responsible Coaching Movement and Safesport.

THE YEAR IN NUMBERS

- 10 Comp Intros ran
- 52 new coaches trained
- 7 New Competition Introduction coaches certified
- 1 New Competition Development coach certified

Elleboard

This season we continued to focus on increasing female participation, and fun activities to engage more women into the sport. We met with our PTSA partners, as well as the technical experts who ran the activations in the past to get a full 360 review on how the program was implemented in each Province and Territory. Our goal was to create an aligned vision for the goals of Elleboard and how we could provide more resources for our Technical Leaders to support participants at all ages and skill-levels.

- One Elleboard Competition Introduction workshop with 4 new female coaches
- 2 Elleboard Ladies nights with a total of 24 participants
- 1 U18 Elleboard Ride day with 10 participants

Riders

The RIDERS program has now evolved to both RIDE days, and club implementation. However we were able to get a few activations off the ground!

- 3 RIDER days with 65 total participants
- 2 PTSAs ran RIDERS
- 50% of the PTSA's ran all three programs: Green, Blue, and Black

Little Riders

In order to keep our technical leaders and students safe, no Little RIDERS activations were delivered.

Para-snowboard

This year we focused our energy on increasing our partnership with the Canadian Adaptive Snow Sports Association and the Canadian Association of Snowboard Instructors to leverage the level of adaptive coaching awareness among our Snowboard Coaches and Instructors.

The goal will be to run western and eastern camps during the 2021/2022 winter season and combine adaptive and able body snowboard development pathways.

Indigenous Snowboard

This season we were very fortunate to receive funding from Canadian Tires Jumpstart Relief fund. This fund helps community sport organizations like ours to continue to provide access to sport and play for Canadian kids. The funding was utilized to support the Provinces and Territories with their current activations, as well as support long term Indigenous Snowboarding where the funding went to purchase equipment for Indigenous activations. We saw big success with a 5 day Indigenous Community Development Camp with a total of 54 participants.

PTSA MEMBERSHIPS

AB



510

Members

BC



361

Members

QC



341

Members

NWT



219

Members

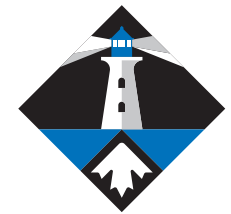
ON



203

Members

NS



141

Members

YT



121

Members

SK



40

Members

NL



23

Members

MB



6

Members

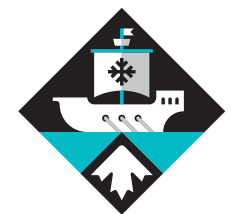
PEI



0

Members

NB



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Members

PTSA HIGHLIGHTS



Alberta

- Events cancelled across the nation last year due to Covid
- Club training was a highlight of the sports year for all sports due to outdoor popularity
- First Year of AB Team resulted in great training opportunities named 13 athletes to the first AB Team. Training weekly in the World Cup course at Winsport.
- Tightened working relationship with Canada Snowboard with governance and committee membership
- 1 Financially sound with heavy volunteer assistance running association.
- 2 named active ASA athletes to the National Team (Brooke D'Hondt and Liam Gill).
- Strong relationship with Indigenous Sport Council of Alberta for introduction to sport programs in 21/22



Quebec

- Improving our communications with our members
 - COVID-19 page
 - Monthly coaches meeting
 - Conferences for parents-athletes-officials-administrators
 - Meeting with clubs
 - Social medias
- First Virtual Coaches Summit
- 3 comp intro courses were given including one for women only.
- New National Training Center at Maximise recognized by INS
- Successfully held training camps for our Quebec team athletes in Quebec when permitted and outside the province/country



British Columbia

Club Communication and Coaching Courses

- Hosting no Events in 2021 because of Covid allowed us to have stronger club communication where the need for additional coaching courses was identified due to smaller group restrictions.
- Hosted 5 Comp Intro courses in 2021.
- 6 new clubs registering for 2022.

Covid and travel restrictions helped us change the BC Team, specifically:

- Executed the team strength and conditioning camps, moving to more remote delivery, allowing better ways to integrate all the teams together and build a new and better inclusive plan for camps moving forward.
- Changed our team selection policy to use an application process. This process helped us recognize a need to implement a Dev Team for 2021-2022, working with the clubs.
- Ran a successful pilot camp at a new venue, Mt Washington, at the end of last season and allowed 2022 camp to be opened up to all disciplines and training opportunities for clubs.



Northwest Territories

- Slide Zone Shredderz Club successfully hosted their annual Big Fun Event and Territorials all in one weekend.
- Ragged Riders Club were able to host two competitions this season, and still hold their 'Sandy Wednesday' events; and Ragged Riders hosted the first ever Slush Cup event in the NWT.
- Liidlil Kue First Nation was able to secure funding to purchase a large number of snowboards and gear and invited NT Snowboard to host not one, but two clinics last season.

PTSA HIGHLIGHTS



Ontario

- Ontario athletes continue to achieve exceptional results on the world stage and make up 35% of National Snowboard Teams
- Although competition was cancelled Ontario Snowboard was still able to support our athletes, coaches, officials, and clubs through
 - Providing enhanced training environment to athletes
 - Providing funding to support Club based competitions
 - Providing Officials practical training & timing training



Nova Scotia

- NS Snowboard hosted 6 Provincial series events over the 2020/2021 season (with 3 Covid-19 shutdowns throughout)
- NS Snowboard hired Cassandra Smith and the new Excellence Coach to lead our high performance program
- NS Snowboard invested in a partnership with Ski Ben Eoin to upgrade their freestyle park features. A joint grant was awarded to the amount of \$16,000.00



Yukon

- Ran a full slate of dryland and on-snow training in Whitehorse thanks to low instances of COVID in the Yukon in fall 2020/winter 2021.
- Committed to focusing on culture and diversity in programming by hiring a Culture & Diversity Coordinator and developing a three year work plan to address gaps.
- Hosted spring camps in Watson Lake and Dawson City to reach more indigenous and rural Yukon youth.
- Provided subsidies to a diverse group of 6 coaches from throughout the Territory to take CASI Level 1 training.
- Successfully ran 4 Toyota Grom Events and a Yukon Champ



Saskatchewan

- Saskatchewan Snowboard had a complete shutdown for the entire season due to Covid-19 restrictions.



Newfoundland

- Successfully held multiple events at Smokey Mountain Resort in Labrador including:
 - ELLEBOARD Event
 - Slopestyle Provincial Event
 - Grom Slopestyle
 - Slalom



Manitoba

- Manitoba Snowboard had a complete shutdown for the entire season due to Covid-19 restrictions.



Prince Edward Island

- We are very excited to announce that the 2023 Canada Winter Games will be held in PEI.


03. BUSINESS OPERATIONS


MILESTONES


- New Tier 1 Partners: Toyota, Red Bull & Swatch
- Launch of the 'Fear of a Flat Planet' podcast/webcast interview series
- Launch and evolution of the Canada Snowboard online store
- Retained all partners through the pandemic
- Launch of the 'Send it!' online video challenge
- New supplier partners: ATPLab, MeatSmith Bars, Stoko, Bauerfiend, Minimax shipping, J&R Haul, SmartVita, OneSporter (as well as retaining existing suppliers)
- Closed the office and transitioned to fully remote
- New Finance director, coordinator brought in
- Continued navigation of Covid-19 with no layoffs, reduction in funding or partners
- In market collaborations with Li-Ning, Swatch, Toyota

Social & DIGITAL

Canada Snowboard's communication is focused on digital reach, and genuine communication with our followers. By embracing our biggest influencers, our athletes, each of our channels has seen significant growth over the past season.

 19.8K

 17.2K

 8.8K

03
BUS
OPS



- NATIONAL TEAM SPONSORS -

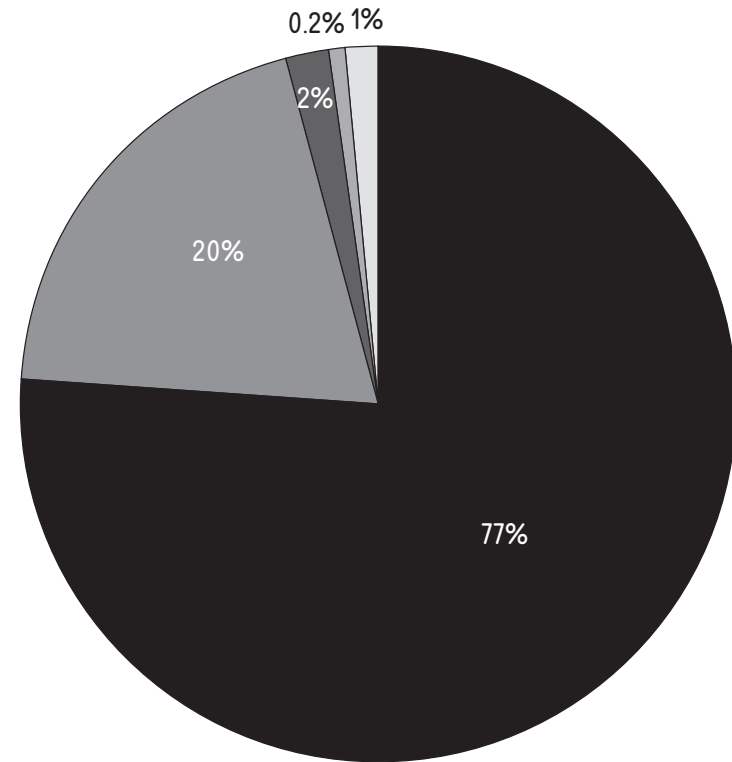


- Funding Partners -



REVENUE

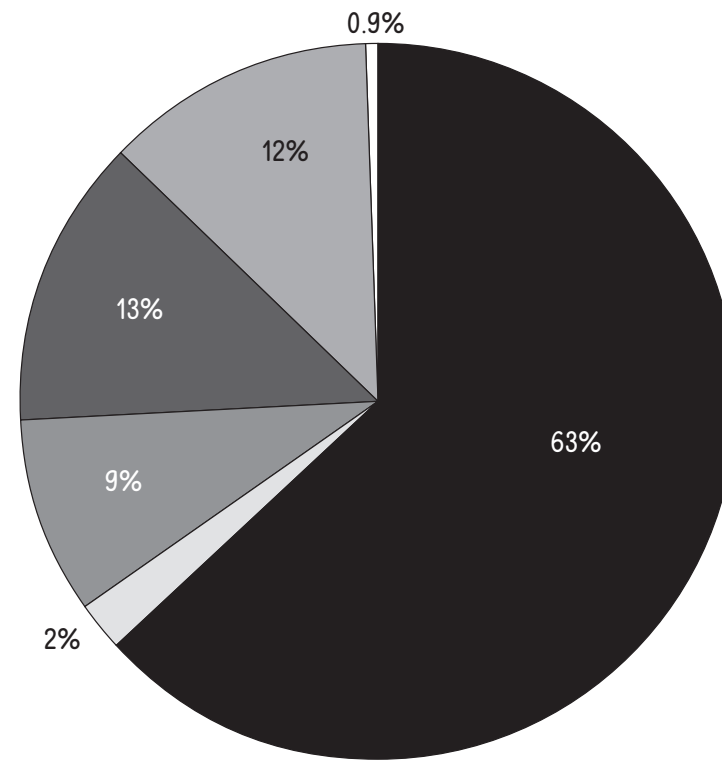
	2020-21	2019-20
Contributions	\$3,602,981	\$4,310,522
Sponsorship	\$932,741	\$1,224,928
Program Revenue	\$94,500	\$267,514
Donations	\$9,812	\$10,840
Other Revenue	\$56,942	\$93,171
Total	\$4,696,976	\$5,906,975



■ Contributions ■ Sponsorship ■ Program Revenue
■ Donations ■ Other Revenue

EXPENSES

	2020-21	2019-20
High Performance	\$2,809,237	\$2,517,983
Major Events	\$100,000	\$1,837,736
Sport Development	\$395,628	\$554,852
Business Development	\$580,516	\$551,945
Leadership & Administration	\$540,160	\$406,884
Amortization	\$38,213	\$33,114
Total	\$4,463,754	\$5,902,514



■ High Performance ■ Major Events ■ Sport Development
■ Business Operations ■ Leadership & Administration ■ Amortization



BOARD OF DIRECTORS

The board of directors is a volunteer group that is elected by the members, our Provincial/ Territorial Associations, to govern the organization. A board is mandatory for all non-profit organizations in Canada. The board owns the Canada Snowboard strategic plan, and hires the executive director to run the organization and execute the strategic plan along with the full compliment of staff.



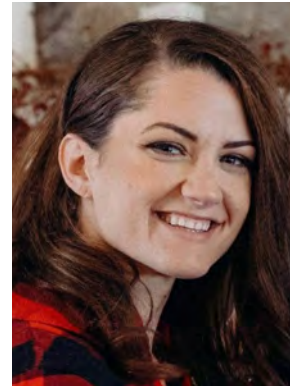
Tyler King*
Chairperson
Executive Committee,
Diversity, Equity, &
Inclusion Working Group



Mark Szepes
Vice-Chairperson
Executive, Governance,
Nominations Committee,
Diversity, Equity, &
Inclusion Working Group



Melodie Theriault
Treasurer
Executive, Finance & Audit
Committee, Revenue
Generation Working Group



Krissy Murphy
Secretary
Executive, Finance & Audit
Committee, Revenue
Generation Working Group



Gord Manuel
Member At Large
Finance & Audit
Committee, Governance
Committee



Risto Scott*
Member At Large
Governance Committee,
Revenue Generation Working
Group



Erin Wilkins
Member At Large
Communications
Committee, Nominations
Committee, Diversity, Equity,
& Inclusion Working Group



Michael Naraine*
Member At Large
Communications
Committee, Revenue
Generation Working Group,
Diversity, Equity & Inclusion
Working Groups



Chris Miall*
Member At Large
Governance Committee,
Revenue Generation
Working Group, Diversity,
Equity & Inclusion Working
Groups

Athlete Council

**Up for re-election 2021 AGM*



Mercedes Nicoll
Chairperson
Athlete Rep on BOD,
Communications
Committee, Governance
Committee



Zoe Bergemann
Vice-Chair



Sebastien Beaulieu
Treasurer



Katrina Gerencser
Secretary



Derek Livingston
Member At Large



John Leslie
Member At Large

ATHLETES COUNCIL OVERVIEW

The Athletes Council (AC) makes sure the athlete voice is heard and valued at a board level. The AC is a sub-committee of the board of directors for Canada Snowboard (CS).

Athlete representatives on the AC are a diverse group of active and retired athletes representing all disciplines of CS. The Athlete representative with a seat on the CS board is usually the chair of the CSAC, this athlete brings the athlete voice to the board meetings, for the athletes by the AC.

2021-2022 Athlete Council TBD



Tel. : 604-568-1135 | Fax. : 604-568-1639

