



2015



FOUNDATION
FOUNDATION

Canadian Olympic Foundation
2015 Annual Report

Transforming Canada through the power of sport.

Established in 2007, the Canadian Olympic Foundation gives to priority partners that drive high performance athletic achievement for Canada's Olympic podium potentials and for our next generation of Olympic athletes. We are the only charity officially representing the Olympic Movement in Canada.

CANADA

In October 2014, Governor General David Johnston proclaimed 2015 as the 'Year of Sport' in Canada, and what a year it was!

All eyes were on Canada this past summer as we successfully hosted the Pan American Games. TORONTO 2015 was without a doubt Team Canada's most-successful Pan American Games ever. Our athletes showed up to perform and took home a pile of TO2015 hardware. Our 217 medals overall beat our previous record from 1999 Pan American Games in Winnipeg and 78 of those medals were gold!

2015 saw other sport milestones. Canada hosted the FIFA Women's World Cup for the first time in June and in January our world junior team was back to being the best young hockey team on the planet, claiming IIHF gold on Canadian soil.

The Canadian Olympic Foundation (COF) was able to capitalize on this momentum. Thanks to the generosity of corporate partners, third-party events and passionate donors, the COF raised over \$11 million; a 24% increase from last year.

Looking ahead, 2016 marks an Olympic Games year – and with it more opportunities for Canadians to participate in the Olympic movement and for corporate Canada to get behind our athletes, both Olympians and those aspiring to be.

On behalf of the Canadian Olympic Foundation, I want to thank all of our supporters. Your help is making our goals a reality. Thanks to you, we will be able to positively impact our sport system – for the benefit of our athletes and our country as a whole.

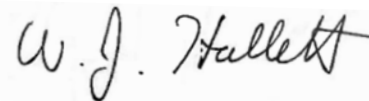


Leanne Nicolle, Executive Director

Olympians aren't born overnight. An athlete's journey to the podium requires a solid foundation developed over years of training in order to perform and compete with the top athletes in the world come time for the Olympic Games. The Canadian Olympic Foundation recognizes the financial challenges confronted by our athletes and national sport organizations. In a system where program funding is so often dependent on results from the field of play, sustainable methods of support are increasingly important.

After seven years of fundraising, managing relationships and distributing grants, the Canadian Olympic Foundation empowered our sport partners in 2015 by launching our endowment program. The Sport Enhancement for Excellence and Development (SEED) fund was launched in the winter with participation from four sport partners and has grown to \$8 million. SEED provides our sport partners with a means to generate their own sustainable, predictable funding for operations or program costs. It's another way that the COF is providing unique value to the Canadian Sport System.

In addition to more dollars raised, 2015 was a significant year for the COF as we issued more grants than ever before. We look forward to continuing to work with more organizations and sport partners to amplify the positive impact that the Canadian Olympic Foundation is creating.



Interim Chair, Treasurer

HOW WE GRANT

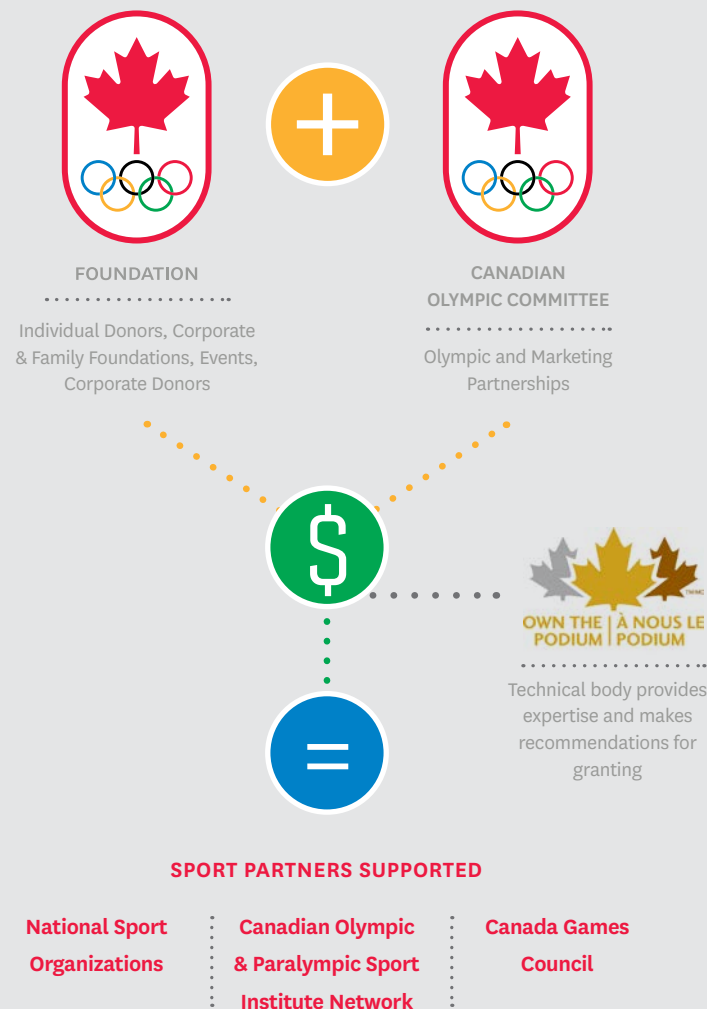
The Canadian Sport Landscape

Our commitment to sport in Canada is delivered by funding priority programs that provide our athletes with the high-performance resources they need to train and compete at their best.

- The Canadian Olympic Team
- The Next Generation
- Building Sport

We grant funds at the recommendation of key sport partners like Own The Podium to ensure that our contribution yields the greatest impact for Canadian athletes.

Foundation Relationships





OUR

IMPACT

OUR WORK



National Sport Organizations

National sport organizations (NSO) are the national governing bodies for their sports in Canada. These organizations, which vary in size and level of sophistication, are responsible for managing their high-performance programs; selecting their national teams; developing coaches and officials; and promoting their sport in Canada. The Canadian Olympic Foundation granted nearly \$2 million to national sport organizations in 2015. Our funding had a positive and meaningful impact on Canadian athletes – from Olympic veterans to next generation talent – and helped optimize the daily training environments for targeted sports. Here are three examples of programs we’re supporting:

Swimming Canada

Our grant to Swimming Canada was invested into the junior and senior national team’s coaching programs. By giving the coaches access to the performance tools and resources they need, they’re able to raise the bar for our swimmers, challenging Canadians to compete to world standards. Canadian swimmers combined for 27 medals at the Toronto 2015 Pan Am Games – proving that Canadian swimming is on the rise thanks to partners like the COF.

Freestyle Canada

The COF granted to the Canadian Freestyle Ski Association to develop their coaching and leadership structure. The funds were used to create a high-performance development role to oversee both the aerials and moguls programs. This focused approach is designed to ensure that Canada continues to lead the world in freestyle skiing.

Canada Soccer

Funds granted by the COF helped Soccer Canada centralize training for our women’s senior national team in the lead up to the 2015 FIFA Women’s World Cup. The ability to train together in a world-class, controlled environment provides the women’s soccer team with a significant advantage over competitors.



COPSI Network

The Canadian Olympic and Paralympic Sport Institute Network (COPSI Network) supports the development of high performance sport. This group consists of Canadian sport centres and institutes that span most of the country with seven training and resource centres that have become invaluable to most of Canada's Olympic athletes and next generation talent.

Through the COPSI Network, athletes gain access to sport science evaluation tools, doctors, physiotherapists, dietitians, specialty training equipment and world-class coaches. The Canadian Olympic Foundation invested over \$760,000 to institutes across Canada in 2015.



Canada Games

The Canadian Olympic Foundation has identified Canada Games as an important signpost on a young athletes' road to the podium. Held every two years and alternating between summer and winter sports, the Canada Games are the largest domestic multi-sport event for young athletes. The Canadian Olympic Foundation granted \$125,000 to the Canada Games Council (the organization that facilitates Canada Games) in 2015. It's part of our three-year agreement to support the next generation through this valuable initiative. The funds are used to provide athlete and coach support services and to ensure that young athletes from across the country have access to this pivotal experience. Canada Games are a breeding ground for future Olympians; 49% of Team Canada's medals at the Toronto 2015 Pan Am Games were won by Canada Games alumni.





Ski Jump

The Canadian Olympic Foundation granted WinSport \$225,000 in 2015. The investment, to be paid over three years, is used to provide operational support to the ski jumping facility at Canada Olympic Park in Calgary. Without the COF's support, the Canadian Olympic ski jumping and Nordic combined teams may have ceased to exist. The facility hosts five major competitions each season and provides programming to 50 high-performance level athletes.



Sport Endowment for Excellence and Development Fund

As a public foundation, the COF acts as a foundation for national sport organizations (NSO) and sport partners by investing, managing and dispersing funds. The intent of the Sport Endowment for Excellence and Development (SEED) Fund is to strengthen and support our NSO and sport partners with the COF assuming the burden of administration, investment management, as well as CRA reporting and compliance. The funds invested will provide stable, long-term predictable funding each year, not subject to government funding models or podium performance. The Canadian Olympic Foundation granted \$155,169 to the participating NSOs and sport partners in 2015.

FUTURE OLYMPIANS FUND

Launched in 2013, the Future Olympians Fund is a major gifts campaign and hospitality program in partnership with Gold Medal Plates with the objective of raising substantial funds for next generation athletes through 2016. Since its inception, generous individuals and corporate donors have donated over \$2.2 million to the campaign. The funds are granted to the Canadian Olympic and Paralympic Sport Institute Network to help the high-performance centres and national sport organizations facilitate programming for aspiring Olympians (athletes who are 5-12 years out from competing at the Olympic Games). A portion of the funds were endowed in 2015 to fund future athlete and coach awards.

We look forward to hosting our Future Olympians Fund donors at the Rio 2016 Olympic Games.

Campaign Co-chairs

Karen Blair & Duncan Sinclair

Diamond Donors (\$200,000)

Ruth & David Asper
Randy Gillies
Duncan Sinclair

Platinum Donors (\$100,000)

Phil Allan & Sue Marshall
The Cumming Family
Distech Controls Inc.
Michael & Kimberley Downs
Mike Flux & Marnie Smith
Mathew Harris & Joyce Hoeven
George Luciuk & Lidia Schuster
Don & Jane Howden
Andrew & Lisa Parker & Family
Bruce & Judy Rogers
Dayna & Charlie Spiring
Cailey Stollery
Jock MacDonald & Janet Griffin
Marty & Tikki Vellner

Corporate Podium Partnership (\$100,000)

Deloitte LLP

OUR PARTNERS



Bell



HUDSON'S BAY



PETRO-CANADA

Deloitte.



GENERAL MILLS



Dentyne



adidas



MOLSON CANADIAN



Coca-Cola



P&G



ROYAL CANADIAN MOUNTED POLICE



CBC

Marketing partner support continued to be the Canadian Olympic Foundation's largest revenue stream in 2015. Thanks to our generous partners, the COF was able to grant more than \$4 million to the Canadian sport system to support all three of our strategic pillars.

HBC RED
MITTENS



HOLIDAY
CAMPAIGN
MATCH

Sportchek
HBC Foundation
Petro Canada



BMW

Drive For
Team Canada



ADIDAS
RUN



THIRD-PARTY FUNDRAISERS



Gold Medal Plates

The Canadian Olympic Foundation has been the beneficiary of Gold Medal Plates since 2004. In 2015, these events that celebrate Canadian excellence in food, music, wine and sport raised more than \$1.1 million. The funds raised are strategically granted at the Own The Podium's recommendation to support the Canadian Olympic Team through programs that give our athletes access to world-class daily training environments.



FANFIT

FANFIT is Canada's Olympic Fitness Challenge. It's an intense multi-station total fitness test where each participant is measured against a field of peers and top athletes. FANFIT connects participants with our country's best athletes in a new and inspiring way as they go toe-to-toe and receive encouragement from top-level Canadian athletes. The Canadian Olympic Foundation has been the beneficiary of FANFIT since 2015.

Hosted in Halifax at the Canada Games Centre on January 24, 2015, FANFIT raised over \$20,000 for the Canadian Olympic Foundation. Funds raised through FANFIT were granted to the Canadian Sport Centre Atlantic (CSCA) to provide high-performance programming to aspiring Olympians in the Atlantic region.



Canada Olympic Excellence Day / World Sport Luncheon

The COF was the beneficiary of the World Sport Luncheon, part of Canada Olympic Excellence Day on July 9 in Montreal. The luncheon raised over \$1.5 million to support our Canadian high-performance athletes.

BOARD OF DIRECTORS & FINANCIALS

Canadian Olympic Foundation Board of Directors

William Hallett, Interim Chair
& Treasurer

Dr. Gene Edworthy, Secretary

John Beck, Director

Perry Dellece, Director

Hélène Desmarais, Director

Douglas Mitchell Director

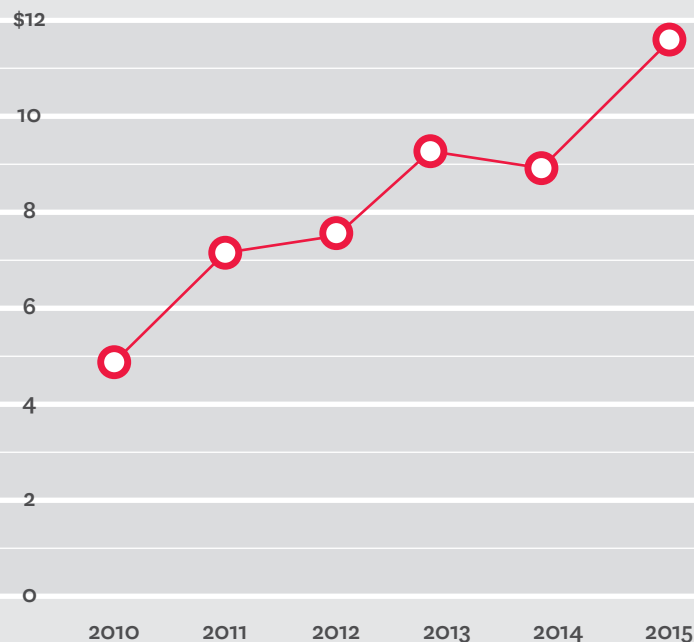
Cailey Stollery, Director

Therese Brisson, Director

As of December 31, 2015

Revenue Growth

\$ In Millions Over The Years

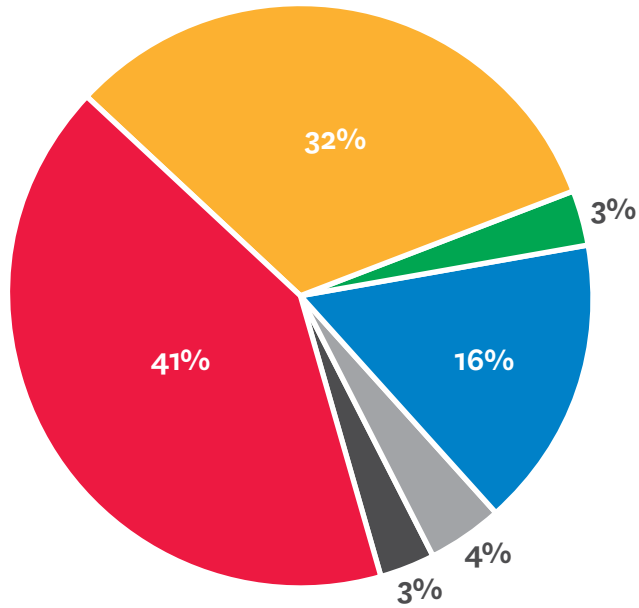


2010 \$4,994,331
2011 \$7,280,169

2012 \$7,771,463
2013 \$9,353,067

2014 \$8,968,855
2015 \$11,596,000

Granting In 2015

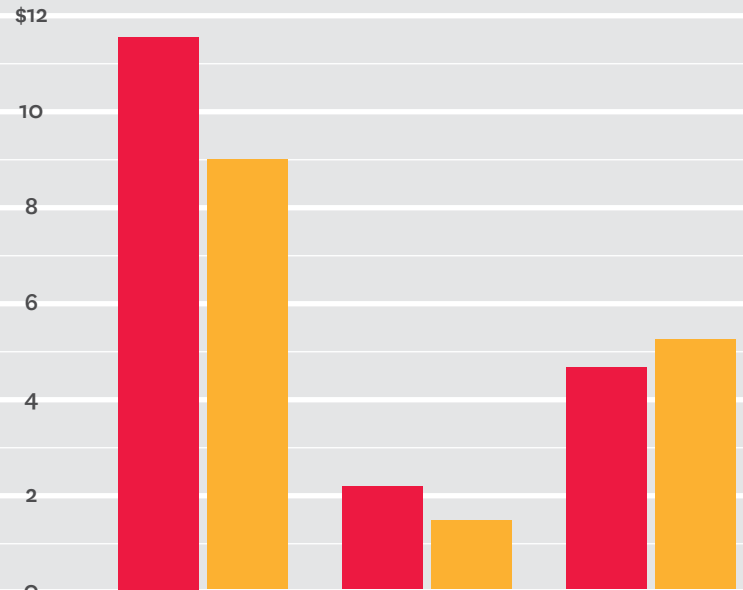


● National Sport Organizations	41%	\$1,909,250
● Olympic Games Preparation	32%	\$1,500,000
● Canada Games Council	3%	\$125,000
● COPSI Network	16%	\$760,550
● Game Plan	4%	\$178,854
● Endowment Grants	3%	\$155,169
		\$4,628,823

2015 At A Glance

N.B. A portion of the revenue has been endowed.
In addition, grants are often made in the following year.

\$ In Millions Year Over Year



Revenue

Exp

Grants

	● 2015	● 2014
Revenue	\$11,596,000	\$8,968,855
Expenses	\$2,148,000	\$1,492,191
Grants	\$4,628,823	\$5,218,177
Cost per \$ raised	\$0.18	\$0.17

From coast-to-coast-to-coast, **thank you** to our generous donors across Canada.

TEAM- WORK