



2020 AthletesCAN President's Report

Dear Canadian national team athletes,

For most of this year, the concept of time has been turned on its head. With life as we knew it on hold or in flux, including specifically the uncertainty around sport, it's comforting to know that as we have for the last 28 years, we can once again come together for Forum. Being the group of competitive athletes we are, it was especially difficult for us to accept that we couldn't blow COVID-19 out of the water and gather in person. Alas, with the health and safety of our community at the forefront, we are hosting Forum in a remote and virtual fashion for the very first time. The team at AthletesCAN has worked hard to make sure that Forum remains an unparalleled opportunity for us to share in and connect over the challenges and joys and of what it means to be a Canadian athlete, including curated learning opportunities, leading perspectives and just good old-fashioned connection (Fish Bowl, anyone?).

While AthletesCAN continues to face capacity and funding challenges, we have had a HUGE year, never shying away from what is demanded of us to meet the quantity and sophistication of issues that are impacting today's athletes, and demanding a seat for them at each table. I am particularly proud of our efforts in the following areas:

- Our work in Safe Sport, which has played a major role in the imminent creation of an independent mechanism to administer and enforce the Universal Code of Conduct for Maltreatment in Sport.
- Our advocacy initiatives in the anti-doping landscape, including a robust athlete-centered consultation process on the 2021 Canadian Anti-Doping Program, and leadership undertaken alongside our international allies on governance reform at the World Anti-Doping Agency (WADA).
- Our ongoing push for athlete rights as human rights, including our public positions regarding gender verification and the rules against athlete protests at major games.
- The completion of our next academic paper, "The Future of Athlete Representation in Canada" and our new and improved suite of leadership resources to help our athlete representatives, board members and council members be armed with the tools they need to effect change.

I would also like to acknowledge that while AthletesCAN has been vocal about the injustices faced by our BIPOC members and BIPOC people in Canada generally, we understand that as an organization, we must listen, learn, do more and do better towards making sport in Canada safe, equitable and actively anti-racist.

I am pleased to attach a summary of our performance on the 2016-2020 Strategic Plan, which has come to an end. We are excited to share with you our new 2021-2025 Strategic Plan and what it envisions for AthletesCAN as THE voice of Canadian athletes. With the leadership team consisting of Georgina Truman, who has just completed an impressive first year as AthletesCAN's senior (and only) staff member, long-time Board member and strategy expert Pierre-Luc Laliberté as the incoming President, and an always-passionate Board of Directors, the new strategy and the future of the organization are in excellent hands.

On a bittersweet note, after eight years on the Board and three years as President, the time has come for me to say goodbye to my official role with AthletesCAN. While my journey as a #CDNAthleteLeader is not over, I have most cherished this opportunity and the honour and privilege it has been to serve Canadian athletes. Thank you.

Yours in sport,

A handwritten signature in black ink, appearing to read 'D.P.' with a stylized flourish.

Dasha Peregoudova

Embed the **#AthleteVoice** in sport culture
Athletes are **#PeopleFirst**
#AthleteRights are not discretionary
Join **#TheCollective**
We are **#StrongerTogether**
#NothingAboutUsWithoutUs

- Ashley LaBrie

LEADERSHIP

2020 KPI	NOTES	
75% of Athlete Representatives / NSOs are using the AthletesCAN standardized Athlete Report annually	47%	
50% of senior national team athletes complete the Athlete Report survey	While 40% athletes use the survey, we also shifted direction to consolidate as part of one large system athlete survey with Sport Canada HP Sport Strategy.	
25% of NSOs have an active or recently retired athlete on their Board of Directors	38%	
50% of NSOs have an Athletes' Council	41%	
KidsCAN (KPI – N/A)	While KidsCAN was cancelled effective 2018, we are proud to have had 375 athletes participate in KidsCAN since its inception, and 23,750 young Canadians having participated in KidsCAN events. Prior to its cancellation, we were on target to meet the KPI.	
Sport Solution has increased its human resource capacity to handle athlete related issues by 50%	In 2020, we added a 3 rd Program Manager and hired a new Supervising Lawyer.	
Sport Solution plays an integral role in the development of at least one new leadership resource annually	In 2019-2020, Sport Solution was integral in Safe Sport research and the Athlete Representation Paper.	
Each Athlete Leadership Award has its own presenting sponsor	In 2019, 1 presenting sponsor. In 2020, the Awards have no presenting sponsors.	
25% of NSOs/sports nominated an athlete for Athlete Representative of the Year	10% of sports only. We have found it difficult to get nominations despite simplifying the process.	

REPRESENTATION

2020 KPI	NOTES	
100% of Athlete Representatives are contacted by phone / in person annually	In general, due to the needs of our athletes and capacity issues, we have moved from active to only reactive meetings. However, in 2020, we were still able to connect with 83%	
100% of national teams are engaged by AthletesCAN through in-person meetings / conference calls annually	Cancelled. We needed to transition to individual rep support only as it was very difficult to schedule meetings with teams, especially in non-centralized sports.	
80% of member sports are in attendance at AthletesCAN Forum	We have always hit our mark and had an excellent diversity of sports at Forum (82% in 2019)	
AthletesCAN released a position paper on at least 2 issues identified by national team athletes every year	Athlete Representation Paper complete; Ongoing statements in 2020 re: Anti-Doping and WADA Reform, Rule 50, Safe Sport and Wheelchair Basketball	
The Athlete Assistance Program is annually reviewed and athlete stipends reflect current Consumer Price Index	We review the APP annually, but since the last increase in 2017, the APP has not risen with the rate of inflation	
Develop Athlete Advisory Committee to advise AthletesCAN and system stakeholders on athlete funding model on an ongoing basis	In 2020, this has been handled internally by the Board. We advised on AAP, core funding (SFAF), the Athlete Trust, and revenue sharing model through IOC/IPC	
50% of NSOs have adopted AthletesCAN's athlete agreement recommendations	Sport Canada now mandates that the Athlete Agreement Template is used by all NSOs. NSO have progressively begun to adopt the recommendations and template.	
25% of NSOs have adopted the AthletesCAN recommended Coaching Report Card	Report Card is being considered by Coaching Association of Canada.	
Safe Sport: Athlete Summit / Athlete Survey / Ongoing Recommendations (New in 2018-2019)	AthletesCAN on UCCMS Leadership Group and Provincial/Territorial Working Groups; Ongoing advocacy efforts and lobbying.	

ORGANIZATIONAL EXCELLENCE

2020 KPI	NOTES	
Percentage Increase of overall budget	Last year this went up to 24% because of the safe sport summit. The 2020-21 fiscal year is ongoing.	
Percentage of funding comes from donations	1% only.	
Percentage of funding comes from corporate partnerships	16% in prior years. Moving forward, this may be much less as the Investor's Group Bursary Program has ended effective 2021.	
100% of policies are up-to-date	Annual Policy Review done every year.	
Risk Registry is up-to-date	Annual Review done every year.	
Board members' skills sets are evaluated semiannually and directors are provided with professional development opportunities budget permitting	Bi-Annual Board Evaluation completed in 2020.	
Board members undergo an annual performance review	Yes (by election).	
Board member exit interviews are conducted	Always.	
Board Advisory Committee meetings take place quarterly	Ad-Hoc Meetings as needed. Several had in 2020.	
Report quarterly to national team athletes	Ongoing communication through various methods.	
The Annual Report is presented to members prior to AGM	President's Report delivered to Members.	
Increase Membership by 50% (New in 2018-2019)	Membership has continued to grow since roll out of new member program.	