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MILANO CORTINA
2026

Coaching
Association
of Canada

Annual Report
2025-2026

Photo by Matteo Cogliati/Canadian Paralympic Committee



**Growth,
Adversity,
Resilience.**

coach.ca

Coaching Association of Canada
Association canadienne des entraîneurs

Partners in Coach Education



The National Coaching Certification Program is a collaborative program of the Government of Canada, provincial/territorial governments, national/provincial/territorial sport organizations, and the Coaching Association of Canada.



Funded by the Government of Canada
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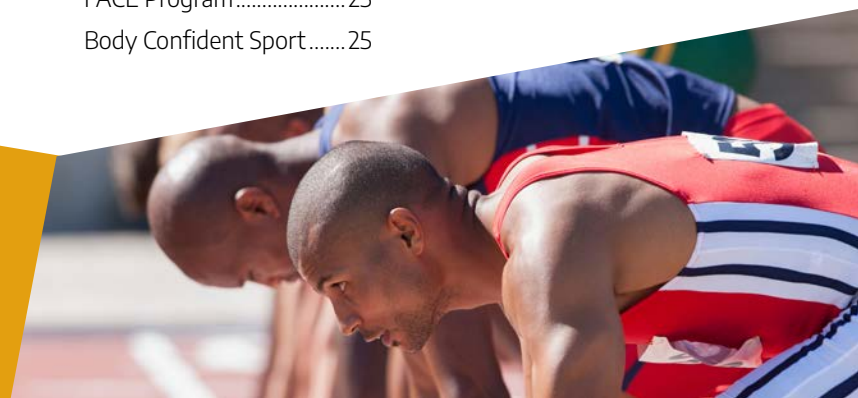
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About the CAC

The Coaching Association of Canada unites stakeholders and partners in its commitment to raising the skills and stature of coaches and ultimately expanding their reach and influence. Through its programs, the CAC empowers coaches with knowledge and skills, promotes ethics, fosters positive attitudes, builds competence, and increases the credibility and recognition of coaches.



We aim to enhance the experiences of all athletes and participants in Canada through quality coaching. We foster this through key pillars of coaching leadership and sustainable coaching education.

Our coach development programs and services support coaches from grassroots to professional levels, and beyond.

The Coaching Association of Canada's office is situated on the unceded territory of the Algonquin and Anishinaabe Peoples.



Photo by Darren Calabrese/Canadian Olympic Committee

Our Vision

Inspire a nation through sport.

Our Mission

Enhance the experiences of all athletes and participants in Canada through quality coaching.

Our Aspirational Values

We Seek to Understand

Endeavour to know our community.
Listen with purpose.

We Cultivate Inclusion

Welcome diversity. Celebrate differences.
Nurture a united sport family.

We Are Curious

Innovate for the future of coaching.
Continue to learn and grow.

We Act with Courage

Embrace challenges. Take informed risks.
Adversity makes us stronger.

We Lead and Serve with Gratitude

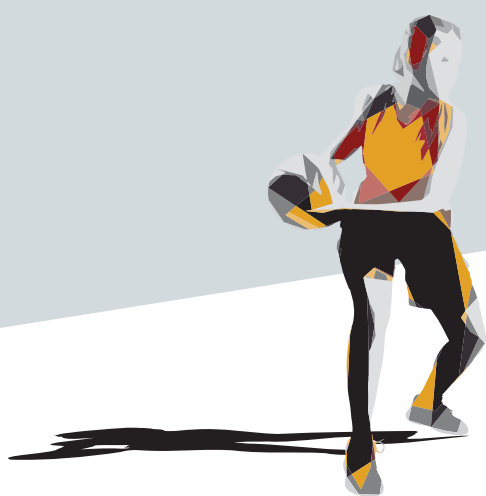
Act with a gracious heart. Inspired by the opportunity to shape coaching in Canada.

From the Chairperson and CEO



At the Coaching Association of Canada, 2025–2026 was a year defined by growth, resilience, and unity.

Across a rapidly evolving sport landscape, CAC remained steadfast in its commitment to strengthening coaching in Canada—not only by responding to change, but by helping lead it. This year marked important progress in the final stretch of our 2022–2026 Strategic Plan, as we continued to advance our four strategic imperatives: Education, Training and Development; Leadership; Quality Coaching; and Excellence. Together, these priorities guided our work as we supported coaches, partners, and the broader sport system through innovation, modernization, and collaboration.



Among this year's defining milestones was the modernization of the NCCP Make Ethical Decisions experience, the only required outcome across all NCCP contexts, through a fully integrated online training and evaluation platform. This transformation reflects CAC's commitment to accessibility, relevance, and system leadership while reinforcing the foundational role ethical decision-making continues to play in Canadian coaching. We also strengthened Safe Sport education, advanced Competition Development pathways across 43 sports, expanded weather-ready coaching resources, and continued to invest in women and gender equity, social learning leadership, and coach mentorship. These initiatives demonstrate that meaningful progress is possible even in moments of uncertainty when values, partnerships, and evidence-based action remain at the centre.

A landmark achievement this year was the successful implementation of the new NCCP Redistribution Model alongside the centralized Make Ethical Decisions (MED) eLearning and evaluation module—an important system modernization endorsed collectively by federal, provincial, and territorial governments, as well as all 65 sports within the NCCP partnership. This transition reflects the strength of Canada's coach development system when partners align around what is best for coaches. By creating a single, accessible, on-demand MED experience, coaches who work across multiple sports or jurisdictions now benefit from a streamlined approach in which this foundational training is completed once and recognized broadly across the system. At the same time, this modernization preserves the flexibility for provinces, territories, and sports to embed their own jurisdictional, contextual, or sport-specific safe sport requirements within their respective pathways. Together, this model reduces duplication, improves access, respects partner roles, and reinforces CAC's commitment to a more efficient, coach-centered system.

This year also reaffirmed the power of partnership. CAC's work is made possible through the collaboration of governments, national and provincial/territorial partners, sport organizations, corporate supporters, and coaches themselves. Together, we welcomed more than 40,000 new NCCP-trained coaches, surpassed 2.6 million Locker accounts, expanded our national and international reach, and maintained strong partner confidence. These are not simply metrics; they are indicators of a coaching system that continues to evolve, adapt, and serve Canadians from playground to podium.

This year also marked an important milestone for Canada's coaching community with the election of CAC CEO Lorraine Lafrenière as President of the International Council for Coaching Excellence (ICCE), making her the first Canadian woman to hold this role. This appointment reflects the strength and credibility of Canada's coaching system on the world stage and reinforces the global respect for Canada's leadership in coach development, education, and values-based sport. It also creates expanded opportunities for Canada to both contribute to and benefit from international collaboration, further strengthening the country's influence in shaping the future of coaching worldwide.

As we reflect on this year, we are deeply grateful to our Board of Directors, staff team, delivery partners, and the coaches who dedicate themselves every day to shaping lives through sport. Your commitment allows CAC to remain resilient in adversity and ambitious in growth.

Together, through shared leadership and collective purpose, we are not only preparing for the future of coaching in Canada—we are shaping it.

Sincerely,



Lorraine Lafrenière
Chief Executive Officer



Bill Greenlaw
Chairperson
CAC Board of Directors



In Memory of John Hudson (1936–2026)

Coaching Association of Canada's first Executive Director leaves a lasting legacy in Canadian sport.

John Hudson's lifelong passion began as a track and field athlete and carried through his work as a coach, club founder, and Canada's first national Track and Field Coach in the late 1960s. In 1971, he led the newly established Coaching Association of Canada, helping shape the future of coach development nationwide. He later served as Executive Producer for the 1976 Montreal Olympic Games and went on to become Head of Television Sports at CBC. John believed deeply in sport's power to bring Canadians together—an impact that continues to be felt today.

Year in Review



NCCP Delivery

40,890

NCCP Coaches Who Achieved Trained Status in 2025–2026

19,414

NCCP Community
Sport Coaches

13,013

NCCP Competition
Coaches

8,463

NCCP Instruction
Coaches

72,046

Total NCCP Events (courses/workshops and evaluations)

2,648,020

Accounts within the Locker

162,072

New accounts within the fiscal year

1,327

Total Professional Coaches

763

Chartered Professional Coaches® (ChPC®)

564

Registered Coaches

174,730

New sport-specific
coaches in the Locker

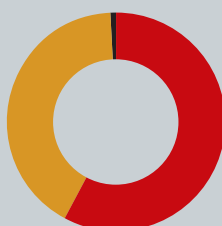
New NCCP Coaches

Delivery Modes



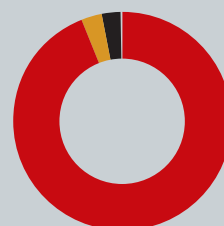
- 56% eLearning
- 15% Online (virtual)
- 15% In-Person
- 14% Other/Unknown

Gender

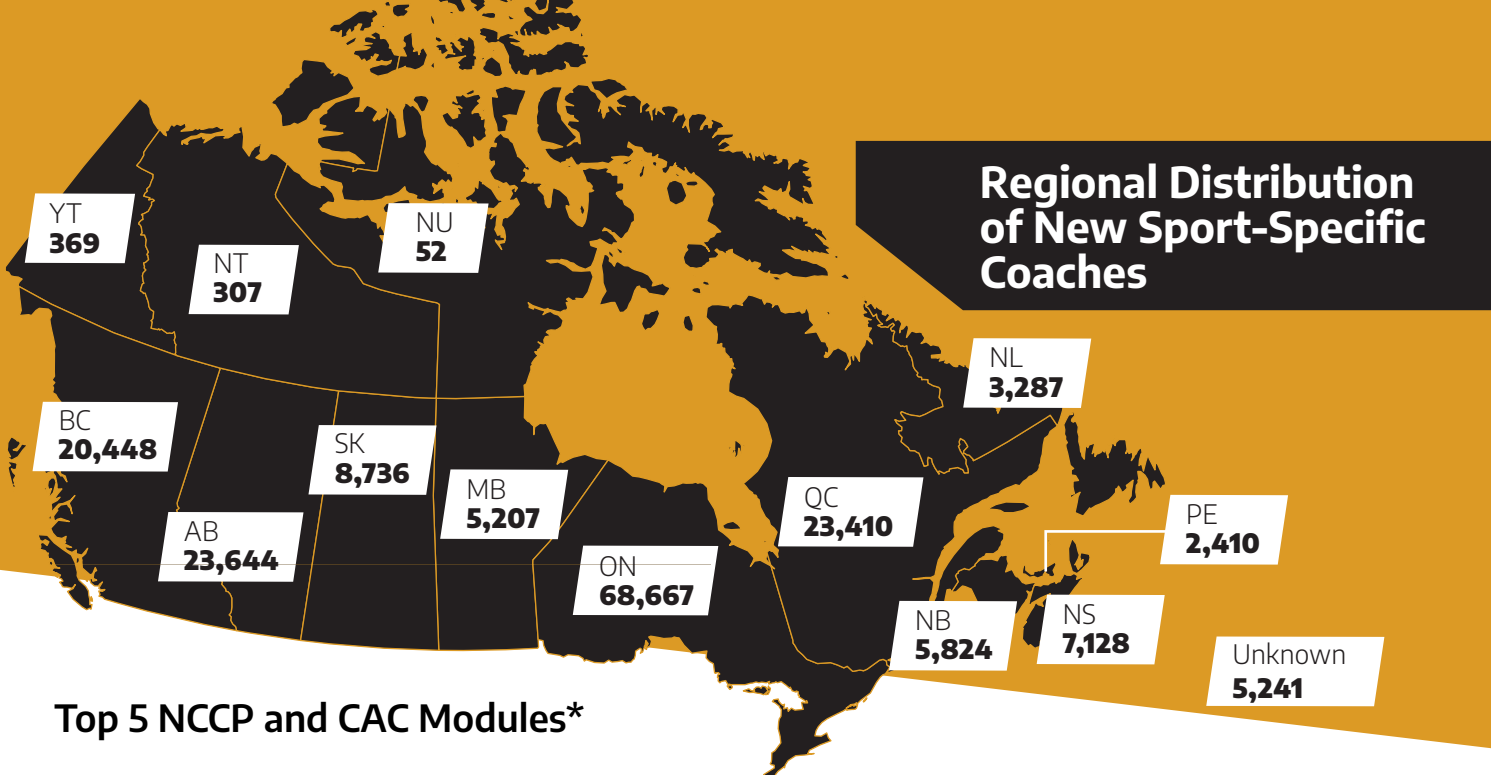


- 57.8% Men
 - 41.6% Women
(+3.8% from previous year)
 - 0.6% X*
- *Non-binary/Genderqueer/
Gender fluid/Two-spirit

Language Preferences



- 93.9% English
- 3.3% French
- 2.7% Bilingual
- 0.1% Unknown



Top 5 NCCP and CAC Modules*

75,285

Safe Sport Training

27,144

Understanding the Rule of Two

38,607

NCCP Making Head Way in Sport

27,049

NCCP Emergency Action Plan eLearning

36,702

NCCP Make Ethical Decisions
Online Evaluation

* These five modules account for 38.6% of all module completions in the Locker.

CAC Digital Numbers to Highlight

coach.ca



1.6M page views

628.1K total users

Social Media



23,441
followers (+4.43%
from 2024–2025)

2.43%
engagement rate



9,597
followers (+18%
from 2024–2025)

2.71%
engagement rate

Inside Coaching Subscribers

April 2025 = **299,401**

March 2026 = **327,549**

9.4% increase in subscribers from
the beginning until the end of the
fiscal year



12,404
followers (-2.14%
from 2024–2025)



15,252
followers (+8.38%
from 2024–2025)

2.53%
engagement rate

Our 2022–2026 strategy

We have identified 4 strategic imperatives and 13 related goals to sustain our mission of enhancing the experiences of all athletes and participants in Canada through quality coaching.

Education, Training, and Development

Create, deliver, and promote excellence in education, training, and development.

Target Outcomes:

- Continuing improvement in programs, services, and systems expertise for quality coaching
- Meaningful partnerships to address emerging coaching needs
- Increased access through platforms and innovation



Leadership

Celebrate and grow the influence of sport.

Target Outcomes:

- Unite the sport system in prioritizing coaching
- Foster inclusion as a foundation of sport in coaching
- Maximize the potential of Canada's coaching system internationally

Quality Coaching

Celebrate and enhance the impact of the coach.

Target Outcomes:

- Enhance professional coaching standards, from community to high performance
- Celebrate the power and impact of coaching
- Monitor and enhance Safe Sport leading practices
- Create and deliver valued services for coaches and coach employers

Excellence

Optimize the CAC's capacity and resources for Canada's sport system.

Target Outcomes:

- Prioritize organizational sustainability and a growth mindset
- Engage stakeholders in evaluating and prioritizing aligned programs and services
- Build and deliver on evidence-based practices

Key performance indicators

Four key performance indicators (KPIs) identified to drive our goals and activities for 2022–2026:



Partner Satisfaction



Maintain a minimum baseline of **75%** of NCCP partners who are satisfied with CAC programs and services.

Team Belief in Impact



Maintain a minimum baseline of **80%** of CAC board and staff members who are engaged and believe in the collective contribution of the CAC on sport in Canada.

NCCP Participation



Continue to promote and produce quality content to meet the needs of coaches throughout the country.

Coach Diversity



Benchmark and increase gender equity, diversity, and inclusion in NCCP participation each year.



Photo by Candice Ward/Canadian Olympic Committee

Education, Training, and Development



NCCP Revisions

Through the National Coaching Certification Program (NCCP), the CAC continues to strengthen coach education by updating curriculum based on evidence informed research. The following modules were revised in 2025–2026 to reflect these ongoing improvements.



NCCP Make Ethical Decisions

New integrated online training and evaluation

As the cornerstone of the NCCP, Make Ethical Decisions (MED) equips coaches with the tools to navigate ethical situations with confidence, integrity, and accountability. In 2025–2026, CAC undertook a major system wide modernization of MED by creating a new eLearning experience that **integrates training and evaluation** into a single format. By combining both components into one module delivered through the Locker, coaches now complete MED once to meet requirements across sports, reducing duplication and ensuring a consistent learning experience nationwide. This system wide shift reduces duplication, increases access, and ensures a consistent ethical training standard for coaches across the Canadian sport system.

To support this significant transition across the Canadian sport system, CAC developed and executed a comprehensive **communications and change management strategy** in collaboration with NCCP

partners. This included the development of tools, templates, FAQs, and a national marketing toolkit, along with direct support to partners to prepare for and implement the shift to the new MED experience.

NCCP Mentorship

With the financial support of Women and Gender Equality Canada, the NCCP Mentorship Module **was revised** through leveraging the input from a Task Force of sport leaders and academic researchers. A **marketing toolkit** was also developed to support the PTCRs in their delivery of the multi-sport module. These enhancements strengthened mentorship delivery and supported more consistent, high quality coach development across the system.

Safe Sport eLearning Updates

With support from the Government of Canada, CAC was able to initiate relevant content updates to a series of Safe Sport eLearning modules including:

- /// Safe Sport Training
- /// Coaching in Canada
- /// NCCP Creating a Positive Sport Environment
- /// Understanding the Rule of Two

The modules were updated to provide current information on Sport Integrity Canada (SIC), including its role in protecting the integrity of sport in Canada and processes for reporting maltreatment, ensuring coaches are equipped with accurate, up to date guidance to support safer sport environments.



Advancing Competition Development Across the System

This year, a major system wide milestone was achieved with the mass approval of Competition Development Advanced Gradation (CDAG) **across 43 sports**. A standardized CDAG delivery model, underpinned by the Advanced Coaching Diploma (ACD) program, was peer reviewed and approved in January 2026, alongside a comprehensive national operations manual supporting implementation by National Sport Organizations (NSOs) and the Canadian Olympic and Paralympic Sport Institute Network (COPSIN). The program is now live in the Locker, enabling consistent, scalable implementation of Competition Development across approved sports within a unified national framework.

NSO Approvals

The CAC continued its collaboration with NSO partners to support the development and revision of their NCCP. The following NSOs received Conditional Approval (CAP) or Final Approval status in their NCCP contexts:

NSO	Context	Approval
Speed Skating Canada	Competition High Performance	Conditional Approval
	Competition Development Advanced Gradation	
Skate Canada	Competition Development Advanced Gradation	Final Approval
Racquetball Canada	Competition High Performance	Conditional Approval
Archery Canada	Community Sport Initiation	Conditional Approval



Research

Using previous sport coaching research and an evaluation of the Outcomes, Criteria, and Evidences (OCEs), the NCCP Program Development Toolkit (formerly the NCCP Evaluation Toolkit) was updated across all eight NCCP contexts.

Financial contribution from
Avec le financement de



Public Health
Agency of Canada

Agence de la santé
publique du Canada

Support Through Sport Series

With continued support from the Public Health Agency of Canada (PHAC), CAC advanced the Support Through Sport series in 2025–2026 by engaging **21 youth coaches**, sport partners, and subject matter experts to co create and pilot a peer led approach to promoting healthy relationships and preventing youth dating and gender based violence in sport. This was achieved by:

- Convening a development team of 13 youth coaches, sport leaders, and subject matter experts, co facilitated with the University of Toronto research team, to generate new assets informed by existing resources and a national needs assessment.
- Hosting peer-led engagement sessions to pilot revised youth and evidence-informed content with youth coaches in Toronto, Ontario.

This work is strengthening coaches' ability to foster safe, inclusive environments and address gender-based violence in sport.

Social Learning Leadership for Sport

Since 2023, CAC has partnered with the University of Ottawa on **Social Learning Leadership for Sport**, a national, three year initiative advancing collaboration, peer learning, and communities of practice across the Canadian sport system. In 2025–2026, the project continued to expand its reach and engagement, strengthening leadership capacity and supporting community driven learning nationwide.

2025–2026 Highlights

- // 17 Communities of Practice delivered nationwide
- // Bilingual delivery: **10 English | 7 French**
- // **10+** facilitated learning sessions with Social Learning Leaders
- // **700+** participant interactions across Communities of Practice
- // **16** sport organizations and university sports engaged
- // **3** academic presentations at national and international conferences on Social Learning

This diverse engagement strengthened cross sector learning and alignment between research, policy, and practice.



Environment and
Climate Change Canada

Environnement et
Changement climatique Canada

Weather-Ready Coaching

In partnership with Environment and Climate Change Canada, CAC launched a dedicated weather-focused webpage with **five new Weather Ready Coaching Resources** to help coaches prepare, monitor conditions in real time, and take action to keep everyone safe in a variety of weather conditions, including:

- // Extreme Cold & Wind Chill
- // UV Index

- // Air Quality Health Index (AQHI)
- // Lightning Safety
- // Extreme Heat & Humidity

These resources support safer decision-making and help coaches respond effectively to changing environmental conditions.

Community Networking and Activation Highlights



May 2025

PHE Conference
Niagara Falls, Ontario

/ CAC hosted a booth and presented to **700+** conference attendees

June 2025

Partners Congress
Virtual

/ **185** 185 partner attendees

August 2025

Canada Summer Games
St. John's,
Newfoundland & Labrador

/ CAC Coach House supported community networking for **600+ coaches and apprentice coaches**

September 2025

National Coaches Week
Canada-Wide

/ **5,729 new Locker accounts** created during the campaign (**+16.8%** from 2024)

November 2025

National Awards Gala
Virtual
ICCE Conference
Athens, Greece

/ **65** award recipients

/ **Lorraine Lafrenière appointed as first female President** for the ICCE and CAC presentation on Research Symposium

**February–
March 2026**

Olympic and Paralympic Games
Milano/Cortina, Italy

/ **Olympics: 92 coaches**
16% women | 84% men

/ **Paralympics: 15 coaches**
13% women | 87% men

March 2026

Sport for Life Summit
Granby, Quebec
WAGE Close-Out Event
Ottawa, Ontario

/ CAC presented to **200+** delegates

/ CAC hosted **30** project partners and participants

Leadership

Advancing Gender Equity in Sport Coaching Through Communities of Practice and Mentorship

With the support of Women and Gender Equality Canada (WAGE), CAC continued to advance its national initiative to strengthen pathways for women and gender diverse coaches through Communities of Practice and mentorship.



Project Highlights

- 16 sport organizations engaged nationally, representing nearly 20 sport contexts
- 80 coaches and sport leaders supported through funded mentorship
- 92% overall satisfaction rate among mentors and mentees
- Coaches advancing into national and international coaching roles
- NCCP Mentorship Module revised and strengthened; 3 national mentorship resources advancing through research informed development



Women and Gender
Equality Canada

Femmes et Égalité
des genres Canada

With Gratitude

The CAC sincerely thanks WAGE Canada for its continued leadership and support of this initiative, which has enabled this initiative to move forward and grow. We also thank the participating sport organizations, mentors, mentees, partners, and staff whose commitment made this project possible.

Women in Coaching Program

Mentorship

76 participants supported through national mentorship and apprenticeship programs, delivered with **39 partner organizations**.



Canada Games Apprenticeship Programs

24 apprentice coaches completed the 2025 Canada Summer Games program and **95 expressions of interest** were received for the 2027 Canada Winter Games cohort.



GAME PLAN
PLAN DE MATCH

NCCP Coach Education Grants

15 high performance women supported through a **\$4,000** investment in partnership with Game Plan.

Knowledge Leadership

Published the **25th anniversary edition** of the *Canadian Journal for Women in Coaching*, featuring **4 articles** on motherhood in coaching, high performance women coaches, and NCCP Coach Developers.



These initiatives strengthened pathways, visibility, and support for women coaches across the Canadian sport system.

This mentorship has exceeded every expectation I had. It has shaped my leadership, clarified my coaching identity, and given me tools and perspectives that will influence me long term. My mentorship with Allison [McNeill] has been the most impactful development opportunity of my coaching career so far. The support she provided was practical, honest, and directly tied to the real demands of high-performance coaching. She helped me grow in every layer of my role, from technical decisions to leadership, culture, and my own personal development. I am grateful for the opportunity and strongly believe the program is a high impact resource for coaches in our system.

– Rachel Van Woezik, Mentee



EDI Grant Powered by MONDO

Since 2024, the EDI Grant Program, presented by MONDO, has supported sport organizations working to increase the diversity of coaches and create more inclusive, accessible sport environments across Canada. MONDO's support strengthened the program's reach and impact, enabling greater investment in EDI focused initiatives across the Canadian sport system.

2025-2026 Program Highlights

- 77 applications received
- 10 organizations selected
- \$15,000 in funding provided
- Approx. 273 coaches directly impacted



EDI Initiative Digital Campaign

In February 2026, CAC launched a national Equity, Diversity, and Inclusion (EDI) digital campaign to increase awareness of coaching pathways and expand access to free NCCP learning opportunities among diverse communities across Canada.

Key Highlights

Campaign Reach and Engagement

- ✓ **1,867,741** impressions
- ✓ **233,574** individuals reached
- ✓ **145,370** engagements
- ✓ **12,766** clicks to the *Become a Coach* page

eLearning Impact

- ✓ **653** total NCCP eLearning completions
(NCCP Coach Initiation in Sport: **233**
NCCP Coaching Athletes with a Disability: **420**)

Advancing Inclusive Coaching Across Canada

This targeted outreach helped reduce barriers to coach education and increased access to inclusive learning opportunities for underrepresented communities.



Photo by karmadharma



National Coaches Week

September 15–21, 2025

National Coaches Week (NCW) 2025 expanded its impact across Canada, increasing reach, engagement, and coach participation through enhanced digital tools and content.

Key Highlights

- 7,879 NCCP eLearning completions (+18.6% from 2024)
- 5,729 new Locker accounts created during the campaign (+16.8% from 2024)
- 10,106 Participation Guide views (+63.6% from 2024)
- 440,721 organic social media impressions (+185.3% from 2024)

NCW continues to drive coach engagement and participation in NCCP learning across Canada.



International Program

World-class coaching, global impact.

International partnerships continue to expand Canada's global influence in coach development while strengthening sustainable coaching systems abroad.

Key Highlights

- ▮ **Barbados:** Trained **89 coaches** in 2025–2026 (46 Level 1; 44 Level 2) and qualified **8 Coach Developers**, bringing the total to **~20,260 coaches trained** through the NCCP International Program.
- ▮ **Bahrain:** Trained **191 coaches** across all levels — Level 1 (**82**), Level 2 (**56**), Level 3 (**21**), Level 4 (**32**).



Quality Coaching



Responsible Coaching Movement

The **Responsible Coaching Movement (RCM)** expanded its reach and impact, strengthening the adoption of safe sport practices across all levels of sport in Canada.

RCM Pledges

Pledged Organizations by Category

Multi-Sport Organizations	24	25
National Sport Organizations	55	56
Provincial/Territorial Coaching Representatives	9	9
Provincial/Territorial Sport Organizations	265	268
Clubs	1,700	1,930
Universities/Colleges	51	53
Other	56	80
Total :	2,160 As of April 1, 2025	2,421 As of March 31, 2026

/// **261 new pledges** (+12% from previous year)

/// **Clubs** remained the largest segment of pledged organizations, with steady growth across **post-secondary institutions** and **multi-sport organizations**

RCM Champion Learning

The CAC delivered targeted learning opportunities to strengthen the capacity of RCM Champions across Canada.

/// **3 national webinars** delivered on safe sport, competition manipulation and mental health in coaching

/// **221 attendees**

/// **95-98% attendee satisfaction rate** across sessions

Targeted learning opportunities continue to build capacity and support consistent application of safe sport practices.



Professional Coaching Program

Supporting professional coaches at the highest levels of sport.

In 2025–2026, the CAC refreshed and promoted the Professional Coaching (ProCoach) program to strengthen its value, inclusivity, and accessibility for coaches. The program was relaunched with updated branding and clearer pathways, a simplified application process with distinct streams for Registered and Chartered Professional Coaches. Targeted digital outreach across email, the Locker, and social media increased program visibility and engagement.

2025–2026 Program Highlights

Program Participation

- ✓ **1,328** coaches obtained or renewed Registered Coach or Chartered Professional Coach (ChPC) status

Professional Coaches at Major Games

- ✓ **12** coaches—2025 Santiago Youth Parapan American Games
- ✓ **49** coaches—2025 Asunción Junior Pan American Games
- ✓ **92** coaches—Milano Cortina 2026 Winter Olympic Games
- ✓ **15** coaches—Milano Cortina 2026 Winter Paralympic Games

Professional Development & Learning

- ✓ **3 national webinars** delivered on insurance, AI in disability sport coaching, and RED-S
- ✓ **130 attendees**
- ✓ **89–100% satisfaction** across sessions

Testimonials

- ✓ *While working towards the designation it made me think about my WHY and my role as a coach.*
- ✓ *I have thoroughly enjoyed my experience with CAC's Professional Coaching Program and appreciate the effort being put into supporting us.*
- ✓ *I learned how to coach properly with an athlete centric mindset.*
- ✓ *Keep doing what you do, it is amazing to see the profession of coaching being taken seriously.*

The program continues to strengthen the professionalization of coaching and support coaches at the highest levels of sport.

91% of survey respondents reported being **satisfied or very satisfied** with the ProCoach program.

Excellence

2025 Partner Survey Report

The CAC conducted its annual partner survey to assess satisfaction and identify priorities across the Canadian sport system.

92% of respondents reported being **satisfied** or **very satisfied** with their partnership with CAC, citing staff and consultant support as the top contributors.

Top partner priorities identified:

- /// NCCP content development, approval, revisions or delivery adaptations
- /// Coach and coach developer recruitment, retention and diversity
- /// Mentorship programs
- /// Promotion of the value of NCCP certification

Strong satisfaction results reflect high partner confidence in CAC's leadership, services, and support to the sport system.

Locker Enhancement

In 2025–2026, the CAC strengthened the Locker platform to improve data integrity, security, reporting, and user experience.

- /// Implemented enhanced data management and reporting, including a new data governance framework, improved audit trails, and a cybersecurity assessment.
- /// Introduced security upgrades such as multi factor authentication and encryption.
- /// Completed scalability and risk assessments to support increased demand.



Photo by: Cesar Gomez/Panam Sports via Xpress Media

2025 National Coaching Leadership Awards

The CAC honoured **65 recipients** for their remarkable contributions to sport in Canada at the 2025 National Coach Leadership Awards Night held November 12, 2025. This year's award recipients included:

/// **Petro-Canada Coaching Excellence Award:**
see the **list of the 62 outstanding coaches**

/// **Lifetime Achievement Award:**
Pat Reid, ChPC

/// **NCCP Coach Developer Award:**
Andrea Ronnebeck, ChPC

/// **Impact Award:**
David Pagnello



FACE

Petro-Canada FACE Program

The CAC supported the Petro-Canada Fuelling Athlete and Coaching Excellence (FACE™) Program, which provides **\$550,000** in direct funding annually to 55 next-generation athletes and their coaches. To view the full FACE Class of 2025, visit **petro-canada.ca/face**.



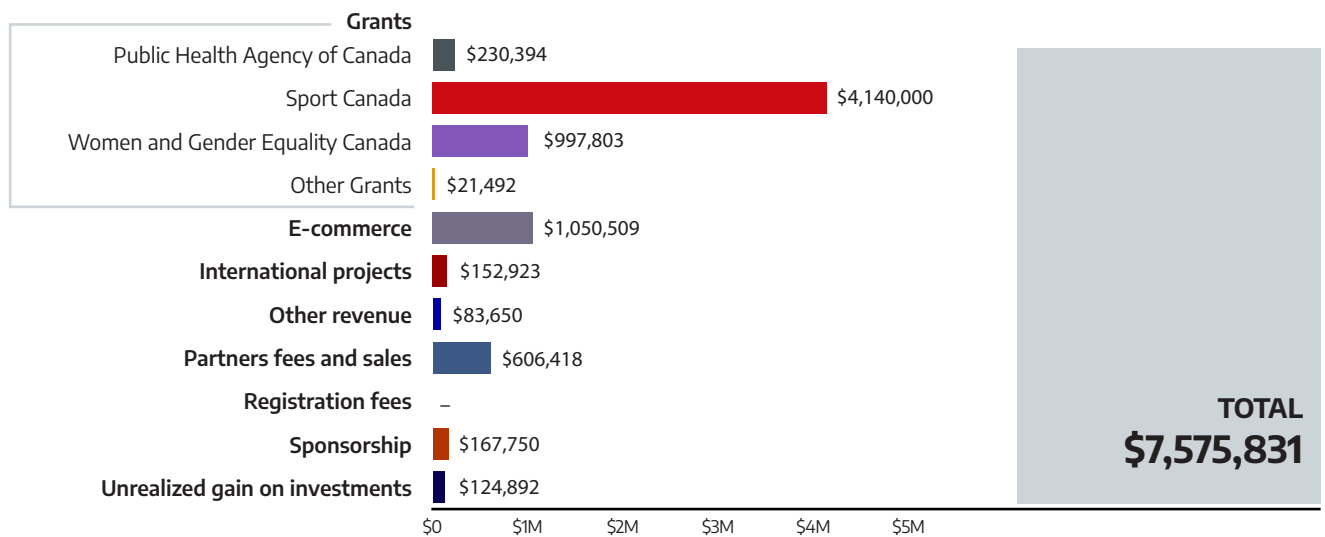
Body Confident Sport

Working with Dove and Nike, we provided tools for coaches to help girls and young people of all gender identities feel more comfortable being active and participating in sport through the Body Confident Sport campaign.

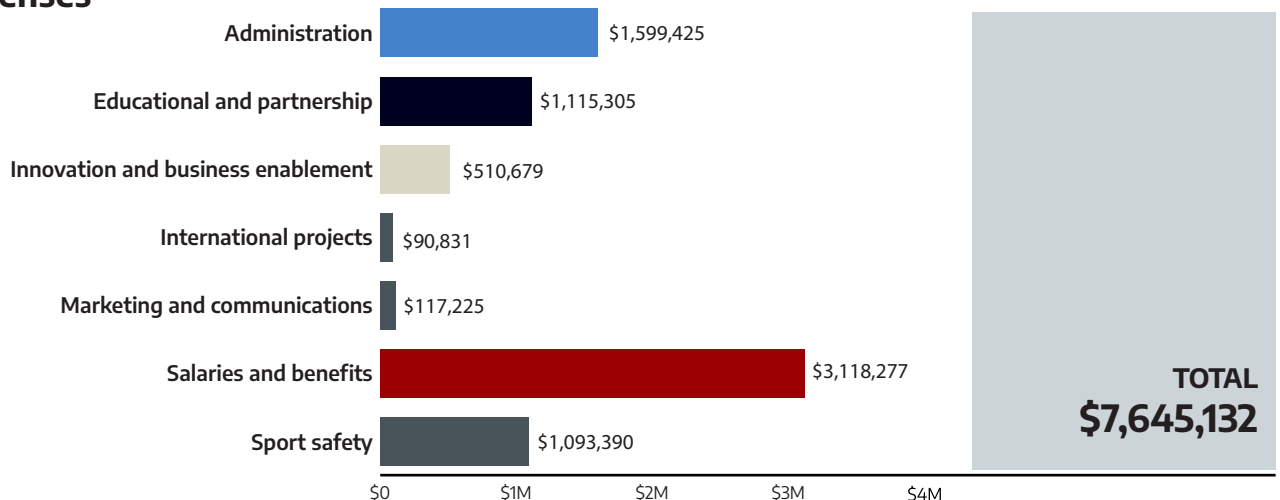


Revenues and Expenses

Revenue



Expenses



Excess (deficiency) of revenues over expenses:

(\$69,301)

Board of Directors

- /// Bill Greenlaw, Chair
- /// Tom Norton, Vice Chair, Community Coaching Representative
- /// Matt Allen, National Sport Organization Member
- /// Fabienne Blizzard, Member-at-Large
- /// Kevin Bowie, Provincial/Territorial Coaching and Sport Leadership Council Representative
- /// Danielle Emmons, National Sport Organization Member
- /// Saheed Khan, Athlete Member
- /// Mark Marshall, Provincial/Territorial Coaching and Sport Leadership Council Representative
- /// Jason Reindl, High Performance Coaching Representative
- /// Linda Rohr, Canadian Council of University Physical Education and Kinesiology Administrators (CCUPEKA) Representative
- /// Mercedes Watson, Provincial/Territorial Coaching and Sport Leadership Council Representative
- /// Andrew Wright, Interdepartmental Sport and Recreation Committee
- /// Jill Wurflinger, National Sport Organization Member

Special Thanks

We thank our dedicated staff, partners, coaches, sport organizations, and volunteers for their continued collaboration and commitment. Your efforts advance safe, inclusive, and high-quality coaching across Canada.

We also acknowledge our Board of Directors for their leadership and extend special thanks to the members whose terms concluded this year. Your contributions have helped shape the future of coach development.



CAC Sport Partners

The Coaching Association of Canada is a partner-driven organization that relies on the strength of its relationships to achieve its vision and mission. The coach and sport leader development and education system in Canada is the result of the work of highly committed individuals from many different organizations who strive for coaching excellence from playground to podium. We are all driven by the passion of our volunteer coaches, paid coaches and sport leaders from coast to coast to coast.

The programs of the Coaching Association of Canada are funded in part by the Government of Canada. We work in partnership to build and strengthen our sport system, and we are proud to lead and shape the coaching community in Canada.

For a full list of CAC Sport Partners, visit [**coach.ca/partners**](https://coach.ca/partners).



Corporate and Public Partners

Funded by the Government of Canada
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Canada

The Coaching Association of Canada extends its sincere appreciation to the Government of Canada for its continued investment in coaching and sport across the country. We are especially grateful to Sport Canada for its longstanding partnership and unwavering support, which serves as the foundation for many of our programs and initiatives. This investment is critical to strengthening Canada's sport system and advancing quality coaching experiences for participants at every level.

We also gratefully acknowledge the support of the Public Health Agency of Canada (PHAC), Women and Gender Equality Canada (WAGE), and Environment and Climate Change Canada (ECCC), whose contributions have enabled the delivery of targeted programs that promote safe sport, mental health, inclusion, gender equity, and sustainability. Together, these partnerships allow us to build a stronger, safer, and more inclusive sport system for coaches and participants from coast to coast to coast.

National Partner



Program Partners



