

# 2023 Annual Report

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**Coquitlam Metro-Ford  
Soccer Club**



# Vision

Create experiences, through soccer, that inspire a lifelong passion for physical activity and a pathway to personal brilliance.

# Mission

We believe in the power of sport to create an active, healthy, and inclusive community.



# Values



### Wellness

Social, emotional, & physical wellbeing above all else



### Fun

We love the game and it shows!



### Respect

One community with everyONE



### Leadership

Modeling the way



### Excellence

Going above and beyond



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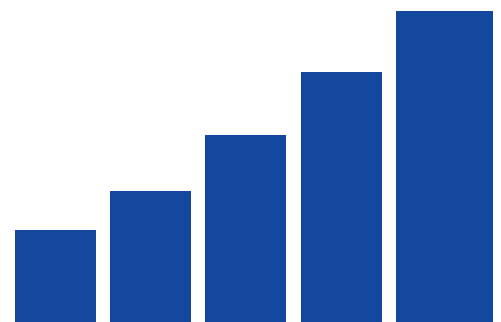
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# President's Message



We are presented with the privilege of celebrating not only the past year, but the upcoming 40th Anniversary of the club's founding in 1984. "Standing on the shoulders of giants" (Sir Isaac Newton), we are reminded of our founders and builders, who have paved the path for the club's success and we remain mindful of the responsibility we hold to nurture and grow that legacy.

The club continues to be a model for a progressive, professional, community non-profit, committed to accessibility, giving back, and maximizing community assets, while leveraging the power of sports to create an active and healthy community.

Having established the Evergreen Fund in 2022/23, we have preserved the club's ability to support the great, community charities (KidSport, Share & MoreSports), provide a solid foundation for establishing bursaries to celebrate our founders and builders, and allow for future capital investment in facilities.

Our club, through our lived experience, knows well the power of combining grassroots with high performance programs. Our hope is that our vision for a new joint venture focused on growing the game, connecting the community, and providing a showcase for aspirational players will culminate with the award of a League 1 BC franchise later this year for play in 2025! We envision a program and partnership that will present an innovative framework to support the continued leadership and growth of the club.

As we reflect on our blessings, we also know facilities have become a serious constraint, not only in terms of access, but also to quality of experience. We are extremely hopeful these constraints can be addressed in a timely fashion as part of the new Sports Field Strategy. Our programs operating on gravel and our density of teams/programs allocated to field-turf pitches is unrivalled.

We are fortunate to have a fantastic combination of bright, dedicated and passionate volunteers, staff, and sponsors, coupled with a wonderful home in the hub of the Tri-Cities, the City of Coquitlam.

We are committed to fulfilling the growing needs of our community, in partnership with our stakeholders, and believe in a bright, exciting future for the club.

Alex Barnetson, President (Volunteer)



# 2023 Review & Highlights



As we reflect on the past year, we are filled with pride and gratitude for the accomplishments and contributions that have shaped our soccer community.

In 2023, our organization continued its commitment to fostering a love for the beautiful game, developing talented players, and building a strong sense of camaraderie both on and off the field. This report serves as a comprehensive overview of the key initiatives, achievements, challenges, and financial standing of our soccer program.

We celebrated another successful year of providing strong programs for Under 4 - Under 18 Youth Players and Adult Players. We formed **327 teams**, housed **4,518 youth and adult players**, led by over **1,000 volunteers**. Our membership remains healthy and our programs expand in diversity and inclusivity, while remaining strong.



# On-Field Achievements

We celebrate the success of our teams and reflect on the remarkable performances, victories, and the collective spirit that propels us forward, reaffirming our commitment to fostering a culture where every stride on the field embodies the pursuit of individual and collective brilliance.

## BC COASTAL LEAGUE CUP



### Champions

- U14B D3 Real Salt Lake
- U14B D3 Lightning
- U15B D3 Rangers
- U17B D2 Madrid

### Runners Up

- U14B D3 Fusion
- U15B D3 Rangers

## COASTAL CUP



### Gold

- U13G D2 Forza
- U13B D1 PSG
- U17B Metro Atletico

### Silver

- U13G D1 Blazers
- U15G D1 Titans
- U16B Metro Inter
- U17B D1 Atletico

### Bronze

- U15G D1 Broncos
- U16G Metro Revolution
- U18G D1 Thunder
- U13B D2 Benfica

## PROVINCIAL A & B CUP



**BC SOCCER**

### Gold

- U13G D1 Blazers

### Silver

- U13B D1 PSG
- U16G Metro Revolution
- U17B Metro Atletico
- U15G D1 Broncos

### Bronze

- U16B Metro Inter

## PROVINCIAL PREMIER CUP



**BC SOCCER**

### Gold

- 2010 Boys
- 2008 Girls
- 2008 Boys
- 2005 Girls

## TOYOTA NATIONAL CHAMPIONSHIPS



### Bronze

- 2008 Girls
- 2008 Boys

# Organizational Growth

Acknowledging the necessity for increased support for our extensive pool of over 1,000 volunteers, we have introduced a new position: Team Administrator. Tasked primarily with offering direct assistance to our dedicated volunteers, we are pleased to welcome Rob Head to our team. Rob brings with him extensive professional and club experience, having served as an Age Group Coordinator, team coach, and manager for many years with the Club. His wealth of knowledge and quick integration into our team have made him a valuable asset, always ready to lend a listening ear and address any concerns raised by team officials.

## Club Raffle

Thanks to the generous sponsorship from **Metro Motors** and the active participation and commitment of our members in selling tickets, we successfully conducted another year of our vital Club Raffle, raising nearly \$150,000. The proceeds from the raffle are integral to our Club in developing programs and offering playing opportunities across all ages and levels of play. We commend the amazing job our raffle coordinators do to organize this incredible event every year! Congratulations to this year's winner, Elisa W., of the 2023 Ford Maverick XL

## KidSport Initiative

In reflection of our Community strategic pillar in striving to provide everyone with a place to play, develop and aspire, we maintain an important relationship with **KidSport Tri-Cities** to reduce financial barriers for youth. We are pleased to again make a donation to **KidSport Tri-Cities**, in the amount of \$36,000. For the past 15 years, we have consistently donated back to KidSport Tri-Cities nearly every dollar our players have received in support from KidSport, totalling over \$400,000. Our efforts have aided KidSport in increasing their grants for children to \$500 per child/year.







# Keeping Girls in Sport

The upward trend of girls leaving sports persists each season. To provide our team officials with an opportunity to understand and learn, we introduced a new course. The Respect in Sport group provide the Keeping Girls in Sport course to help everyone who coaches girls, better understand how girls develop physically, mentally, socially, and emotionally. The goal is to foster an environment that encourages sustained participation in sports to stay active well beyond the conclusion of competition. This first year, we are excited to have 70 team officials complete this course and look to see this number grow season after season.

## **Diversity, Equity, Inclusion, and Justice Strategic Plan 2023 - 2028**

Grounded in our Club Values and Strategic Plan, the Club has recently undertaken the development of a comprehensive Diversity, Equity, Inclusion, and Justice (DEIJ) Strategic Plan, slated to guide our actions and initiatives from 2023 to 2028. Recognizing the inherent value of a diverse and inclusive community, we deem it essential to cultivate an environment that celebrates and support all within both our Club and the broader community.

Our plan includes:

- Actively engaging in staff and volunteer education, to deepen awareness and understanding, promoting a culture of respect and empathy.
- Implementing measures for the collection of demographic data. This data will not only enable us to celebrate the diversity within our Club but will also guide our future endeavors to address specific needs and concerns that may arise.
- Establish clear expectations and provide guidance for individuals in various roles on the procedures for addressing and managing instances of discrimination.

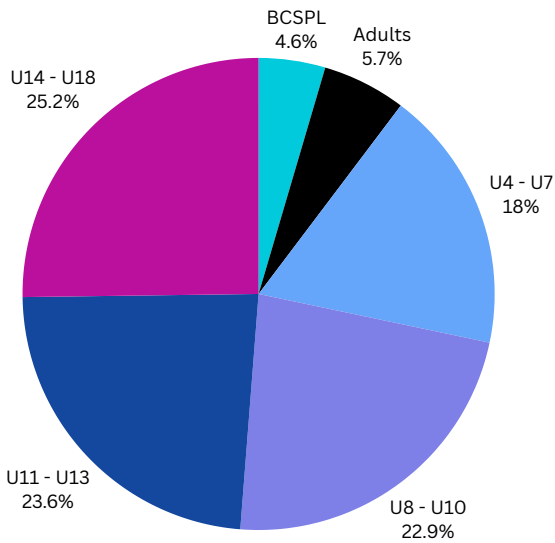
We are committed to creating a Club environment that is not only diverse and inclusive but actively works towards justice and equity for everyone involved.



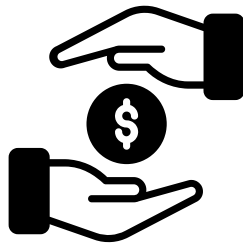
# Score Card



**4,518 MEMBERS (-2.10%)**



	RETENTION	ATTRACTION
<b>PLAYERS</b>	77% (+1)	28% (-10%)
<b>MATCH OFFICIALS</b>	96% (+16%)	28% (-10%)
<b>COACHES/MANAGERS</b>	66% (+2%)	36% (+2%)



**Financial Health**

- \$2.9M Revenue
- \$.9M Operating Reserve



**\$992.7K Evergreen Fund**

**\$231K - Coquitlam Foundation Scholarships**

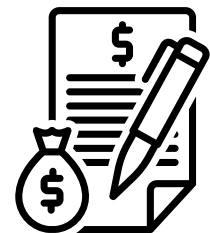
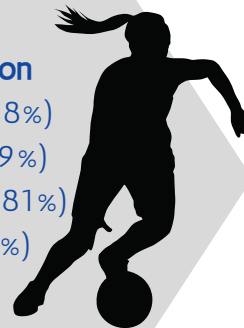


**Inclusion**

- \$39,464 KidSport Grants Awarded (+47.3% YoY)
- \$36,000 Club Donation to KidSport (+34% YoY)
- \$4,805 Registration Subsidies

**Female Participation**

- 1,718 Female Players (38%)
- 139 Female Coaches (19%)
- 222 Female Managers (81%)
- 51 Female Referees (16%)



**Grants/Fundraising**

- Red Cross Grant - \$23,000
- Gaming Grant - \$100,000
- Club Raffle - \$148,000

**Sponsorships**

- \$52,200 (in cash and kind)

## COACH EDUCATION



### BC Soccer Coach Courses

- 98 Volunteer Coaches
- 607 Hours
- \$8,431.81 Club Investment
- National A/B - 15
- Youth/Child - 9
- C License - 11 (+5)

### Respect in Sport

- 205 Volunteer Officials
- 903 Year to Date
- 720 hours
- \$2,150 Club Investment

### Keeping Girls in Sport

- 70 Volunteer Officials
- 70 Hours
- \$1,190 Club Investment

### Player Progression

- 13 Whitecaps MLS Academy Boys
- 4 Whitecaps Girls Elite
- 24 Post-Secondary ('22-'23)
- 4 CPL / 1 NWSL
- 4 National Teams
- 1 Women's World Cup



### Junior Coach Leadership Program

- 47 Mentees
- 30 Mentors



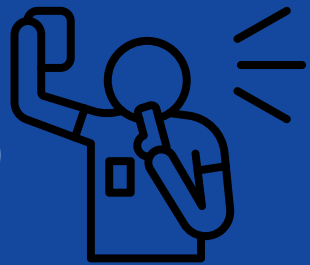
### Diversity, Equity, Inclusion

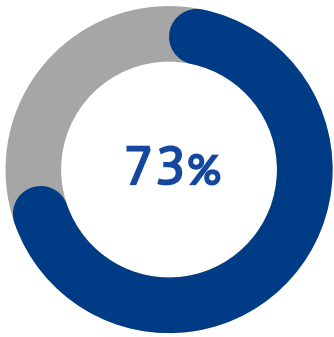
- Women Only Academy - 59 participants
- Adaptive Soccer - 24 participants



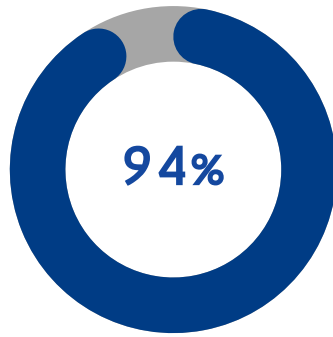
### Match Official Program

- 304 Match Officials (+77)
- 51 Female (-2)
- 86 New / 26 Mentors (+5)
- 74 PL (+1) / 9 BCSA (+4)





**COQUITLAM (+1%)**



**TRI-CITIES**

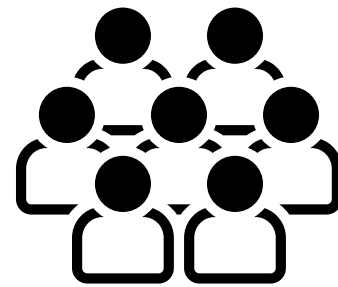


**975 Volunteers (327 Teams)**  
 103,545 Hours = \$2.238M Value  
 700 Coaches, 18% Female



**Employment/Job Creation**

- 192 Employees/ 200 Contractors
- \$1.381M Payroll
- Youth / 1st Job Focus



**Board Diversity**

- Women - 25% (+12%)
- Visible Minority - 50% (+25%)

**SOCIAL CAUSES**





# THANK YOU TO OUR SPONSORS

