viaSport envisions a society where people and communities are truly healthy, vibrant and connected because they value and participate in sport.

By leading collaboration across sectors, viaSport’s purpose is to transform and scale the positive impact of sport through social innovation, investment and capacity building.

We strive to embolden and enable leaders to provide sport experiences that are inclusive, safe and meaningful.
INCLUSIVE SPORT

Sport participation needs to be more reflective of British Columbia’s diverse, multi-cultural population. viaSport is leading changes so that sport programming is more equitable, welcoming and inclusive for those who face barriers to participation:

**Outliers Grant:** Funded two non-sport organizations with proven success serving individuals from marginalized populations to integrate sport programming into their services.

**#LevelTheField Female Coach Mentorship:** Engaged and trained 115 people on International Women’s Day 2018 in partnership with CAAWS, BC Soccer and Promotion Plus.

**LeadForward Grant:** Awarded $15,000 in grant funding to eight recipients from a selection of 42 applications to support female leadership development and advance balanced representation in sport.

**P.R.I.D.E. in Sport Forum and Diversity Training:** Partnered with You Can Play’s Chris Mosier to train 120 participants across sectors on how to create more welcoming and inclusive spaces for LGBTQI2S participants.

**LGBTQI2S Policy Guidelines:** Partnered with You Can Play, TransFocus and 12 Provincial Sport Organizations to provide the sector with expert-based resources.

**Northern Sport Accessibility Initiative:** Allocated $100,000 in grant funding to support community-driven change, while piloting the Six Pillars of Accessibility audit tool to build awareness with applicants on the multiple dimensions of accessibility.

**Persons with a Disability:** Leveraged a three year Social Sciences and Humanities Research Council (SSHRC) Grant with UBC’s School of Kinesiology to develop research-informed strategies, policies and evaluation frameworks for a more inclusive sport sector.

**Aboriginal Youth Sport Legacy Fund:** Opened the first intake of a new $40,000 fund, in partnership with the West Vancouver Community Foundation, to assist amateur athletes of Indigenous ancestry, including athletes with a disability or disabilities, in their pursuit of excellence in sport. Received applications from 54 Indigenous athletes in 31 B.C. communities.

**Seniors:** Grew sport organization membership of older British Columbians, aged 55 years or more, by 18,532 in 2017-2018. Seniors have become the fastest growing segment of new sport organization members over the past seven years.
SAFE SPORT

The safety and well-being of all sport and recreation participations in B.C. is critical. viaSport is uniting partners to develop and share safety, injury prevention and concussion awareness guidelines, policies, and practices to create a culture that puts the needs of the participant at the centre of the experience.

Building Safe Sport Training: Hosted Respect Group’s Sheldon Kennedy to share his story to 73 participants through his Swift Current documentary. viaSport also organized a panel with the Coaching Association of Canada, viaSport and the Canadian Centre for Child Protection and a policy development workshop to equip sport organizations with the tools to prevent and address sexual abuse.

Responsible Coaching Movement: Promoted the Coaching Association of Canada initiative, providing B.C. sport organizations that take the pledge with three licenses to Canadian Centre for Child Protection’s Commit to Kids training to prevent sexual abuse from happening within child-serving organizations.

MEANINGFUL SPORT

Meaningful sport experiences for British Columbians are designed for children, youth and adults to participate in programs best suited for their age, stage and ambition – from the playground or to the podium. viaSport guides 71 Provincial Sport Organizations to embed the highest standards when implementing the Long Term Athlete Development (LTAD) framework by assessing, funding and developing their capability to meet key performance indicators in coaching, excellence, sport for life, organizational readiness and community impact.

Community Grants: Administered and awarded $1.76M in grants across 84 unique communities in 10 different sport-related grant programs. These programs strive to increase participation, improve gender equity, develop inclusive programming, assist athletes and host sporting events.

Kamloops Olympic Day: Leveraged investment from the Canadian Olympic Committee and partnered with PacificSport Interior to host the first regional Olympic Day outside the Lower Mainland. Over 1,500 Kamloops elementary school children engaged in a dynamic sport day with Olympians.

Regional Delivery: Enabled increased participation of British Columbians in their local communities with programs offered through the viaSport Regional Alliance, a network of eight independent multi-sport organizations. During 2017-2018, viaSport’s Regional Alliance partners delivered 292 courses reaching 6,659 participants in 45 communities.

Podium Results: At the 2018 Winter Olympics and Paralympics in Pyeong Chang, 42% of the national team (23 athletes) on the Canadian Paralympic Team and 28% (63 athletes) of the Canadian Olympic Team had a connection to B.C.

National Teams: Currently there are 984 B.C. athletes on Canadian national teams, which is 22.8% of national team rosters and 2,502 targeted athletes from the provincial sport system have been identified as elite.
**COACHING**

Trained and certified coaches are vital to creating meaningful sport experiences. viaSport leads a robust delivery system that helps Provincial Sport Organizations achieve the highest standards for coaching quality and is responsible for the advancement of coaches through the National Coaching Certification Program (NCCP).

**National Coaching Certification Program Training:**
As the province’s lead, viaSport trained over 3,000 coaches in multi-sport courses, such as Making Ethical Decisions, Planning a Practice, and Psychology of Performance, delivered by the viaSport Regional Alliance members.

**Coach Developer Training:** To equip Coach Developers (Learning Facilitators and Coach Evaluators) so that they can better train and evaluate community coaches, viaSport trained over 200 Coach Developers and delivered 20 different professional development sessions to over 100 participants.

**LEADERSHIP**

The 60 Provincial and Disability Sport Organizations are leaders of B.C.’s amateur sport sector. viaSport develops their sport leaders’ capacity to operate at a high degree of efficiency and impact against provincial performance indicators through standard policies and tools, and regular education, communication and engagement.

**Educational Workshops:** Organized 15 sessions for 611 sport leaders to adopt effective governance and risk management practices and to strengthen organizational capacity and leadership.

**SportLAB:** Designed and facilitated a six month leadership training program for 14 sport leaders across 11 sport organizations.
PARTNERSHIP

Meaningful lifelong sport experiences for British Columbians, from physical literacy to high performance and from Active Start to Active for Life, requires collaboration and alignment across the provincial and national sport system. With partners in health, recreation and education, viaSport actively leads a collaborative approach to creating positive changes with partners to increase our collective impact.

**BC Games Society:** 20 mentor/apprentice pairs from 12 different sports participated in the viaSport Coach Mentorship program which provides a unique and practical coaching development opportunity through the 2018 BC Winter and BC Summer Games.

**BCRPA:** 1,700 front line leaders from 199 organizations and approximately 100 communities were certified in both Principles of Healthy Child Development and HIGH FIVE® Sport, impacting over 17,000 children.

**BC Sports Hall of Fame:** 6,233 students in 12 different B.C. communities from 34 separate schools were inspired to get involved with sport through the Hero In You school presentations.

**BC School Sports:** 94,180 student-athletes competed in 19 high school sports across 136 communities, in which 21,489 students were multi-sport athletes.

**Canadian Paralympic Committee:** 30 alumni, family members and partners attended the the first-ever Canadian Paralympic Committee alumni event in Vancouver, hosted by viaSport.

**Canadian Sport Institute Pacific:** 25 national training groups based in B.C. were supported by 49 expert sport and health science members.

**ISPARC:** 25,000+ individuals participated in 695 community sport development, performance sport, leadership training and healthy living activities within 14 program areas.

**KidSport:** $400,000 in government assistance and a total of $1.95M in grants was provided to 7,332 children so that they could participate in community sport.

**SportMedBC:** 2,377 participants from 83 Indigenous community groups across all six regions of the province received the RunWalk program.
INVESTMENT
Governed the provincial government’s core funding investment to increase participation and develop quality and high performance sport in every community across B.C.

$7.83M
TO 51 PROVINCIAL SPORT ORGANIZATIONS

$818K
TO 7 DISABILITY SPORT ORGANIZATIONS

$2.86M
TO 11 MULTI SPORT ORGANIZATIONS

For every dollar invested by viaSport, Provincial and Disability Sport Organizations are able to generate $5.02 in own source revenue.

PARTICIPATION
Tracked the impact of government investment on participation rates across B.C. through the leadership of Provincial and Disability Sport Organizations:

661,970
REGISTERED MEMBERS in the B.C. sport sector in 2016-2017

B.C. SPORT SECTOR HAS GROWN
7.24%
since 2011-2012

ENGAGEMENT
Promoted the value of a healthy sport system to leaders and British Columbians across sectors.

144 MEDIA MENTIONS

2.6K NEWSLETTER SUBSCRIBERS

6.7K SOCIAL MEDIA FOLLOWERS

147K WEBSITE VISITS
# viaSport British Columbia Society

## STATEMENT OF OPERATIONS

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<tr>
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<th>2018</th>
<th>2017</th>
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<tr>
<td><strong>REVENUE</strong></td>
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Notes: This is a snapshot of viaSport’s financial statements. To access the financial statements in their entirety, please visit [https://www.viasport.ca/about-us](https://www.viasport.ca/about-us)
viaSport partners across sectors with many national and provincial organizations, through varying levels of contributions and partnership agreements. For a complete list of partner organizations, please visit viasport.ca

FOR MORE DETAILS, VISIT VIASPORT.CA