

# ED Report AGM 2022

May 25t , 2022

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# ED Report:

## 1. Car-raffle Go-Auto.

- 1863 Tickets sold
- \$37.200 Total Revenue
- Se financial report
- Omicron made this years raffle challenging

## 2. Community outreach programs. Foodbank, Coho free soccer, Hope and health Indigenous camps.

Richmond Foodbank – RFC’s members was donating 1400 pounds of food for the foodbank.

- A substantial 4 digit number in cash.
- Handed out more than 2500 weeks of food supplies to families in need, together with Richmond Foodbank from the Hugh Boyd parking lot.

Coho Academy, Targeting “Low income families "with Richmond Foodbank for free soccer and food.

- 70 kids registered for free soccer and food on Sundays.
- COHO was providing 150+ meals every Sunday during the winter.
- Free uniforms for all the kids.
- Free Spring Camps for COHO academy kids.
- Registering the COHO kids for free to the Spring OPD Program.
- We have received a Grant and sponsorship to cover the registrations, coaching, equipment, field rent etc.

Hope and Health Indigenous programs

- RFC staff, volunteer coaches and players was taking part as volunteers in 36 training sessions at the Indigenous summer camps together with Whitecaps FC and UBC.



# ED Report:

## 3. Grants.

- BC Sport participation program, diversity, inclusion
- BC Hosting - Arrangement, Tournament Grant
- Jump Start Grant
- Indigenous inclusion grant - Hope and Health partnership – Canadian Tire
- Sandhar Trucking donated \$5000,- RFC Alumni's, wanting to give back to the community.
- See financials report.

## 4. Registrations Fall/Winter & Spring.

- Camps: Summer reg. 450, Christmas-canceled. Spring reg. 160.
- Fall/Winter ODP & ADP ca 1100 registrations, Spring ca 1100 registrations, 2200 total.
- We have seen a big growth in the U4-U7 age groups, this is the new members RFC targeting to continue a healthy growth.
- RFC want to recruit from an entry-level age. That is the best way of growing soccer.

## 5. Marketing.

- RFC will continue Facebook and Instagram marketing, we have had 6 successful online campaigns.
- We had Go-Auto, TGS & COHO Commissary as our general sponsors for the 2021-22 season.
- We partnered with Hope & Health, Richmond Foodbank, McArthurGlen Designer Outlets.

## 6. New Web page almost finished.

- We have been waiting for a professional photographer to be available in coordination with nice weather(weather was the biggest challenge).
- A better informative and selling Web page that can trace traffic and registrations.



# ED Report:

## 7. Thanksgiving Tournament.

- 120 Teams participated
- 1500 Players
- 3000+ Family members
- Major impact on the City of Richmond, according to the City impact report from 2016 with 60 teams, we created a minimum of \$500, 000. in revenue for the local business in Richmond. In 2021 we can safely say we have more than doubled that number. \$1 Million ++ .
- 10 Sponsors
- The longest consistent running soccer tournament in the lower mainland.
- Tania our Tournament Director did a fantastic job alongside with all the volunteers.

## 8. Equipment.

- RFC have provided Free Uniforms for all programs
- All coaches has received RFC jackets with great branding of the club
- We have invested in new Goals, Pug-nets and appropriate goals for older age groups.
- New balls & Cones.
- A lot of the equipment is covered by Grants and sponsorships.

## 9. New Hire.

- We have hired LTPD Specialist Scott Guy long term contract.
- We have hired TD David Thorburn long term contract.
- We are looking to possible strengthen the youngest age groups with another professional Staff coach on a part time hire since we are understaffed with professional coaches.
- RFC will look for the ideal coach to fill this position as well, since we are on a strict path on qualifications needed on our hirings.



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## 10. **Special resources.**

- TD David Thorburn is holding all the qualifications available and has become Richmond regions head of education for BC Soccer.
- Major part of the RFC Strategy plan to certify coaches. Educate and evaluate.
- Double figures coaches are getting certified every month.
- Double figure coach and education sessions has been held.
- All teams have the opportunity to request sample sessions on certain topics.
- We have a LTPD ( U12-U4 ) Specialist full time in Scott Guy. Fantastic opportunity of all young athletes.

## 11. **New Partner, School district 38.**

- After school program to meet the social challenges at the school level.
- Many kids don't have the support to get to a practice location, therefor RFC will bring coaches to their school facility for training after school.
- We will start this as a "PILOT" project together with the School district in October for grade 3-5.
- RFC is a community partner, and we want to strengthen and support all the aspects of life in and with sport. From recreation to "achieving" your dreams.

## 12. **New Technology.**

- Veo video camera.
- Filming games at for various age groups.
- Live streaming of soccer games.
- A great scholarship tool.



# ED Report:

## 13. **Partnerships with universities.**

- Summer 2021 RFC Hosted TRU Men's and woman's soccer teams for their preseason training.
- U18 RFC Girls was invited to train with TRU.
- Mikayla Kusch ended up with a spot on the upcoming season's team and a scholarship.
- U18 Boys had the opportunity to train and play against TRU.

## 14. **New upcoming business.**

- Potential BC Children's hospital big buddy project. U18-U16.
- COHO/Foodbank 2.0 Plan. Start up in the summer.
- Set up a Round-robin friendly games @ Vancouver Island. ( Finally, we can travel again )
- Planning summer with Hope and Health Indigenous organization.
- Coordinating with Tournament director Tania to expand the Thanksgiving tournament even more.
- New possible sponsors for 2022-23 season.
- Continue volunteering for Richmond Foodbank.
- Potential record numbers at the summer camps.
- Aiming for an all-time high registration for Fall/Winter.



# ED Summary:

RFC has again come out strong after another year with Covid-19!

We have increased drastically in members, we have significantly more certified coaches, and we have hired some of the absolute best Technical staff there is in soccer to develop our coaches, players and club. We are solid financially as a club, we have decreased the cost of playing soccer and increased the quality of coaching. We have removed social barriers for who can afford participating in our beautiful game. We are becoming a great TEAM.

From day one, I said: "I would hire people that knows more about soccer development then myself" and they will have me supporting and leading them to make the club a future leading youth club in Canada. That counts for players, parents, volunteers and staff. "I have got my two cornerstones in place" TD & LTPD Specialist, and now the hard work and fun begins.

I can feel the positivity throughout the entire club and there is nothing making me feel so proud as walking around at Hugh Boyd on a Saturday & Sunday and see the plan starting to fall in place.

We have even more fun at recreational level, and we have really started to compete at the advanced development level. Multiple teams has gone to the Provincials and there is so many teams that was very close.

The size and quality of the player pool we have for the younger ages is very exciting, RFC will be the club everyone is proud of representing in the future.

We are changing lives through our community outreach programs and really show that we cares about all our citizens regardless of background.

We couldn't have done this without the members help, trust and support.

Sincerely,

Marius Roevde

Executive Director

Richmond FC

