# Table of Contents

President’s Message .......................................................... 2
General Secretary’s Message .............................................. 3

**LEADING A SOCCER NATION**
Our 2014-2018 Strategic Plan ............................................. 4

1. TECHNICAL LEADERSHIP
The Canada Soccer Pathway ............................................ 6
Coaching ................................................................. 8
Referees ............................................................... 9

2. NATIONAL TEAMS
Men’s National Team .................................................... 10
Women’s National Team ............................................... 11
Men’s Youth National Teams ......................................... 12
Women’s Youth National Teams and EXCEL Program ........... 13
Para Soccer Team ...................................................... 14
Awards and Recognition ............................................... 15

3. GROWTH OF THE GAME
Demographics ............................................................. 16
FIFA U-20 Women’s World Cup Canada 2014 ..................... 18
FIFA Women’s World Cup Canada 2015™ ........................ 19
Amway Canadian Championship ..................................... 20
Other Leagues and Development .................................... 21
Sport Chek National Championships ............................... 22
Ombrelle Active Start Soccer Fests ................................... 23

4. GOVERN THE GAME
Canada Soccer and the International Football Community .... 24
Integrity in Sports ...................................................... 25
Marketing and Communications ..................................... 26
Sponsorship ............................................................ 28
Directory ................................................................ 30
Financials ............................................................... 32
With the FIFA Women’s World Cup Canada 2015™ set to kick off in just a few months’ time, it’s fitting that our country is now firmly established as a global leader in the women’s game. According to the much-anticipated 2014 FIFA Women’s Football Survey, a full 47% of registered female players—among 209 FIFA member nations—are from Canada and the USA.

Indeed, Canada’s reputation among FIFA member nations is stronger than ever, and it will continue to grow in the coming years as Canada Soccer works towards the goals outlined in our 2014-2018 Strategic Plan, Leading a Soccer Nation. While there is still much work to be done, we have already made significant inroads.

We have demonstrated our commitment to technical leadership with the unveiling in 2014 of the Canada Soccer Pathway. Our robust EXCEL programs for the top male and female players, as well as our work to establish standards-based High-Performance Leagues, will guide us towards the consistent, world-class performances Canadian soccer fans want to see on the world stage. And our successful hosting of the FIFA U-20 Women’s World Cup Canada 2014—and this summer’s FIFA Women’s World Cup Canada 2015™—will ensure our National Team players continue to serve as inspiration for the next generation.

Having revamped our own governance structure in 2012, Canada Soccer is also committed to governing the game professionally. We will revisit our national policies and bylaws on an ongoing basis to make sure they’re aligned with best practices around the world within CONCACAF and FIFA.

With the support of members of Canada Soccer’s governance committee, more of our Provincial and Territorial partners are working to bring their governance and strategic planning processes into line with those of the national governing body. Our goal is to bring this alignment to all of our members, from coast to coast to coast. By the end of 2015, we also hope to have in place our national database of players, coaches and administrators.

Canada Soccer is at the forefront of a culture change within the Canadian soccer family, and fans on the street—and our counterparts around the world—are beginning to notice. We look forward to continuing to work with our partners to make Canada the leading soccer nation we know it can be.

VICTOR MONTAGLIANI, PRESIDENT
Canada Soccer’s rollout of its new Strategic Plan in January 2014 was a pivotal moment for the organization. That document, created based on months of consultations with members of the Canadian soccer community from across the country, was designed to provide us the roadmap moving forward between now and 2018. It laid out, in detail, all that we must accomplish in order to build towards our goal of becoming a leading soccer nation.

A year on, we’ve already begun to deliver on that plan. The launch of the Canada Soccer Pathway and Long-Term Player Development (LTPD) guide, along with user-friendly coaching materials for the first three stages of LTPD, are evidence that Canada Soccer is committed to providing technical leadership and aligning all aspects of development at every level of the sport.

Our Women’s EXCEL Program is also paying early dividends. Communities and clubs across the country have stepped up to support the development of Regional EXCEL Centres, which are allowing us to identify and invest in up-and-coming talent sooner. As a result, our Women’s U-15 Team was the 2014 CONCACAF Champion, while our U-17 and U-20 teams were, respectively, ranked 6th and 8th in the world.

On the Men’s side, we’re investing in our U-15 program, which we trust will lead to future successes. We’re also working in partnership with the country’s professional clubs, who are a crucial part of the Canada Soccer Pathway, as no one entity can go it alone.

This coming year will be a monumental one for our organization. When we welcome the world to the FIFA Women’s World Cup Canada 2015™ we will be doing something that’s never been done before in our country: hosting a major international competition from coast to coast. If we achieve our lofty goal of 1.5 million spectators, this event will be larger even than the Vancouver 2010 Olympics from an attendance point of view. For a women’s team sport to be striving to achieve this goal is a powerful statement about Canada, and about sport in our country.

We should all be very proud of where we are now. Yes, there is still much work to be done, but as we progress through 2015—a year that also marks the beginning of our Men’s National Team’s campaign for the 2018 FIFA World Cup™—we hope to make great strides that will get us even closer to becoming a leading soccer nation.
LEADING A SOCCER NATION
OUR 2014-2018 STRATEGIC PLAN

Canada Soccer’s 2014-2018 Strategic Plan, introduced in January, was more than a year in the making. Titled “Leading a Soccer Nation,” it is a plan with a difference. Rather than being crafted through an internal process as our strategic plans had been in the past, this one was developed following extensive consultations with the Canadian soccer community. Fans, players, parents, coaches, officials, administrators, sponsors, vendors, and media responded by the thousands, sharing their thoughts on how best to support the growth of the beautiful game over the next four years.

From this treasure trove of input, four strategic priorities began to take shape that reflect the passion and energy that now permeates the Canadian soccer landscape. These form the backbone of a detailed plan that is guiding us as we strive toward our goal of becoming a leading soccer nation.

The four strategic priorities for Canada Soccer in 2014-2018 are to:

1. Invest in TECHNICAL LEADERSHIP by supporting our players, coaches and officials at all levels of the sport.
2. Ensure CONSISTENT, WORLD-CLASS PERFORMANCES by our NATIONAL TEAMS.
3. ENCOURAGE the GROWTH OF THE GAME in our country.
4. GOVERN THE GAME in Canada PROFESSIONALLY in collaboration with our partners.

Soccer in Canada has never been stronger. With a record number of participants, unprecedented corporate support and dedicated leaders working together at all levels of the game—from community clubs through Provincial and Territorial Associations to Canada Soccer, the national governing body—now is the time to harness that momentum and use it to take our country further in soccer than ever before. During the last 12 months, we have already begun to deliver on many of the priorities outlined in our 2014-2018 Strategic Plan, and 2015 promises to further cement Canada Soccer’s leadership in all aspects of the sport.
ENCOURAGE the GROWTH OF THE GAME in our country

GOVERN THE GAME in Canada PROFESSIONALLY in collaboration with our partners
One of Canada Soccer’s four strategic priorities, as outlined in our 2014-2018 Strategic Plan, is to invest in technical leadership at all levels of the sport. We began to deliver on this promise early in 2014, with the unveiling of the Canada Soccer Pathway, which will serve as a unified technical development vision for soccer in this country. The Canada Soccer Pathway is designed to coordinate the identification and development of up-and-coming players to ensure the continuous availability of new talent for Canada’s National Teams.

Using the tagline “Your Goals. Our Game.” the Canada Soccer Pathway is aligned with the principles of Long-term Player Development (LTPD) and built around three streams of play: recreational, competitive and EXCEL. While the recreational and competitive streams are largely delivered through clubs and schools across the country, the high-performance EXCEL branch will help ensure more of Canada’s exceptional young players find their way, at an earlier age, into top competitive environments. As part of this new technical development vision, Canada Soccer also rolled out user-friendly guides to both LTPD and the Men’s and Women’s EXCEL programs for players and their parents and made new, printable Coach Tool Kits for the first three stages of LTPD available for free through its website.

Ensuring consistent, world-class performances by our National Teams—another strategic priority—will depend on a development system that everybody in soccer believes in and contributes to. This means our partners, including Provincial and Territorial Associations and professional clubs, will be key to the long-term success of the Canada Soccer Pathway. Already, the Women’s EXCEL Program, led by program Director and Canada’s Women’s National Team Head Coach John Herdman, is working closely with communities and clubs across the country to implement Women’s Regional EXCEL Centres, which are key to early talent identification and training using a standardized national curriculum. Canada’s professional clubs, meanwhile, are collaborating with Canada Soccer Technical Director Tony Fonseca to make the Men’s EXCEL vision—that of a unified, cohesive system that can bring long-term success to soccer in Canada—a reality.

The Canada Soccer Pathway will continue to evolve and expand to include development pathways for coaches, officials and administrators so that, in addition to investing in players, we’re investing in the people who make the game happen.
BECOMING A LEADING SOCCER NATION

CANADA SOCCER PATHWAY

CANADA SOCCER PATHWAY IS A ROADMAP FOR PLAYERS OF ALL AGES WHO WANT TO PLAY SOCCER AT THE RECREATIONAL, COMPETITIVE OR EXCEL LEVELS. IT IS BUILT AROUND THE PRINCIPLES OF LONG-TERM PLAYER DEVELOPMENT AND ENCOURAGES LIFELONG PARTICIPATION.

LONG-TERM PLAYER DEVELOPMENT STAGES

LEVEL OF PLAY
- EXCEL
- COMPETITIVE
- RECREATIONAL

PHYSICAL LITERACY
1. Active Play
2. Field-specific
3. Learning to Team
4. Training to Compete
5. Training to Win
6. Active for Life

YOUR GOALS. OUR GAME.
Again in 2014, Canada Soccer invested in coach education so that players, of all ages and at all levels, can be adequately supported in their development with proven technical programs and well-trained, knowledgeable coaches and educators.

» Three B License – National courses were held in 2014, each with 22 participants. The first took place in May in Langley, BC, and the others were held in June and August in Vaughan, ON, and Calgary, AB, respectively. Four provinces—British Columbia, Alberta, Ontario, and Newfoundland—and the Yukon Territory were represented. Each course involves six days of technical/tactical work and candidates must pass two practical evaluations and a coaching theory exam. A total of 29 participants were successful in acquiring B License – National Certification in 2014.

» An A License (Part 2) Course was held at the Vaughan Soccer Center in Vaughan, ON, in July featuring 15 participants from six provinces (British Columbia, Alberta, Ontario, Quebec, Prince Edward Island and Newfoundland & Labrador)—among them former Men’s National Team players Martin Nash and John Linniatis. Three Francophone coaches also took part, and were assigned a bilingual instructor. Participants completed two practical coaching evaluations, and will be required to finish a log book assignment that involves running a training program with their team prior to returning for the second and final part of the program.

» For the fourth year in a row, Canada Soccer offered a scholarship to female coaches wishing to be trained and evaluated up to the B License – Provincial level. Twenty participants from seven Provinces (Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, and Newfoundland & Labrador) were represented, with training and evaluation taking place throughout the winter of 2014-2015.

» Coaches continued to undergo training and evaluation through the B License Pre-Test and B License – Provincial Programs offered by Canada Soccer’s provincial and territorial partners. These programs are offered in either a course format or via a mentorship program, depending on the location and number of participants.

» The process of aligning Canada Soccer’s Coach Certification Program with Long-term Player Development (LTPD) principles neared completion in 2014, with a new C License Course being pilot tested in Quebec and Alberta. By the end of 2014, the new C License Course had received provisional approval from the National Coaching Certification Council (NCCC) and was officially granted status in the National Coaching Certification Program (NCCP). Master Learning Facilitators (MLFs) were trained in November in preparation for the launch of the new program in 2015.
Canada’s FIFA List officials had a stellar year in 2014, with Joe Fletcher officiating three matches during the 2014 FIFA World Cup Brazil™ and Carol-Anne Chénard making history at the FIFA U-20 Women’s World Cup Canada 2014 as the first woman to officiate a championship match in two editions of the same competition (she also oversaw the 2010 final). At the end of the year, Fletcher was also appointed to the MLS Cup Final—just as Canada’s female officials were continuing their preparations in the hopes of making the final selection for the FIFA Women’s World Cup Canada 2015™.

› In February, 33 National List Officials representing seven provinces attended a pre-season training camp in Ottawa, ON.
› At the Provincial Promotion Course, held in Ottawa in May, there were 20 participants from seven provinces. The course represents an important part of Canada Soccer’s Long-term Referee Development program, and participants benefited from the expertise of FIFA Futuro III instructors from different parts of the country and the latest referee training materials from FIFA and CONCACAF.
› For the third year in a row, Canada Soccer participated in the 2014 FIFA Futuro II Course in Montego Bay, Jamaica, with five technical instructors and three fitness instructors from Canada attending.
› In 2014, 13 Canadian Officials and two Referee coaches were working with MLS, and three Assistant Referees were appointed to the AR pool.
During Head Coach Benito Floro’s first full year in charge, Canada’s Men’s National Team took some positive steps forward in preparation for its return to competitive action in 2015—when its campaign for the 2018 FIFA World Cup™ begins. The early months of 2014 were focused on changing the philosophy and mindset of the group, and assessing the available talent pool. To this end, Floro called in a vast selection of players, blending experience and youth, for a training camp held in Florida in January. Further training and several international friendlies in Europe followed in May, with Floro steadily moving the squad towards solid performances. In September, the team played its first home game in over a year, winning against Jamaica at BMO Field. It also held off Colombia (then ranked number three in the world) in October, and wrapped up the year with a tough match in Panama City.
With the FIFA Women’s World Cup Canada 2015™ mere months away, Canada’s Women’s National Team had a busy 2014, which left little doubt it can hold its own against some of the world’s top teams. After losing to USA 0:1 in Texas at the start of the year, the team chalked up convincing wins over Finland and Italy at the Cyprus Cup in March, with goals by Sophie Schmidt, Diana Matheson, Adriana Leon and Kaylyn Kyle. In May, Canada’s Women packed more than 28,000 fans into Investors Group Field in Winnipeg for another showdown with USA—and also hosted Germany at BC Place in Vancouver in June. Japan was the final high-profile team to play Canada on home soil in 2014, with matches at Edmonton’s Commonwealth Stadium and BC Place. At the end of the year, Canada learned that it will face China PR, New Zealand and the Netherlands in what will be a challenging Group A at the FIFA Women’s World Cup Canada 2015™.
Canada’s Men’s Youth Teams had a busy year in 2014, with Canada Soccer Technical Director Tony Fonseca calling it “a year of transformation.” As part of the Canada Soccer Pathway and the new National Men’s EXCEL development philosophy, a renewed emphasis was put on identifying the next generation of high-performance players.

For the first time, U-15 Head Coach Ante Jazic led a series of talent identification camps across the country. These were designed to identify exceptional young players who may be ready to advance into professional environments, which are crucial stops along the Men’s Pathway.

A total of 94 players were scouted during the four camps, while the youth teams played in 24 international games—with 117 up-and-coming players being assessed overall.

Meanwhile, U-20 and U-17 Head Coaches Rob Gale and Sean Fleming held camps with players of various ages in preparation for their respective FIFA World Cup™ qualifiers in 2015.
With the U-20 and U-17 FIFA Women’s World Cups taking place, the introduction of the Canada Soccer Pathway and the official launch of the Women’s EXCEL Program—with help from founding partner Bell—2014 was an action-packed year for Canada’s Women’s Youth Teams.

Both the U-20 team, led by Head Coach Andrew Olivieri, and U-17 Team, under Head Coach Bev Priestman, reached the quarterfinals of their FIFA World Cups, held in Canada and Costa Rica, respectively.

Priestman also guided the Canadian team to victory at the inaugural CONCACAF Women’s U-15 Championship in the Cayman Islands.

Off the field, the Women’s EXCEL Program put key building blocks in place to support the earlier identification and development of talented young players and move them towards the Women’s National Team. The first Women’s Regional EXCEL Centre opened in Ontario in May, and two others followed—one operated by Nova Scotia Soccer and the other in collaboration with BC Soccer and the Vancouver Whitecaps FC.

Canada Soccer also appointed Joey Lombardi and Chris Cerroni as Regional EXCEL Talent Managers. They will work closely with Provincial and Territorial partners on the implementation and operations of the Women’s Regional EXCEL Centres.

WOMEN’S YOUTH NATIONAL TEAMS
AND EXCEL PROGRAM

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Canada Soccer also appointed Joey Lombardi and Chris Cerroni as Regional EXCEL Talent Managers. They will work closely with Provincial and Territorial partners on the implementation and operations of the Women’s Regional EXCEL Centres.
For Canada’s Men’s Para Soccer Team, 2014 was focused on preparations for the all-important America Cup, the first competitive CP-ISRA 7-a-side football tournament to be held in Canada. This championship, which took place in Toronto from 19-26 September, was a qualifier for both the Toronto 2015 Para Pan Am Games and the 2015 CP-ISRA World Championships. Head Coach Drew Ferguson assembled a mix of new and experienced players for the first camp of the year in March in Vaughan, ON. Subsequent camps—one held in Victoria, BC, in April, and the other in June during the Ontario ParaSport Games in Northumberland County—allowed Ferguson to evaluate the status of his squad. At the final preparatory camp in August, he assembled the final 14 players (among them a 16-year-old, two 17-year-olds and an 18-year-old) who would compete on one of the youngest teams in the entire America Cup.

Fueled by the excitement and pressure of playing on home soil, Canada advanced to the semi-finals, securing a place at the 2015 CP-ISRA World Championships and Toronto 2015 Para Pan Am Games. After losing to 3rd ranked Brazil, Canada battled USA for bronze on 26 September, but a series of defensive errors cost the team the match. Ferguson says the lessons learned at the America Cup will help the team move forward as it looks ahead to 2015. Currently ranked 11th in the world, Canada’s goal is to break into the top eight, which will guarantee entry into the Rio 2016 Paralympic Games.
AWARDS & RECOGNITION

BMO CANADIAN PLAYERS OF THE YEAR
ATIBA HUTCHINSON & CHRISTINE SINCLAIR
This award celebrates Canada’s top two soccer players in recognition of their achievements with both the National Team and their respective club teams, as voted by Canadian media and coaches. This is the tenth consecutive Player of the Year award for Sinclair and the third for Hutchinson, who also won in 2012 and 2010.

CANADIAN U-20 PLAYERS OF THE YEAR
MICHAEL PETRASSO & KADEVISHA BUCHANAN

CANADIAN U-17 PLAYERS OF THE YEAR
JEAN-YVES BALLOW TABLA & JESSIE FLEMING

PARA SOCCER CANADIAN PLAYER OF THE YEAR
LIAM STANLEY

AUBREY SANFORD MERITORIOUS SERVICE AWARD
DR. EDWARD JOHNSON
This award recognizes the outstanding service in the growth and development of soccer in Canada of an individual who has at least 20 years of continuous service, and has spent a minimum of 12 years at the national level.

RAY MORGAN MEMORIAL AWARD
MARIE-SOLEIL BEAUDOIN
This award is presented to the referee who has shown the greatest progress at the national and international levels.

2014 AWARDS OF MERIT
DON DANCEY
ROBERT (BOB) SAWTELL
LEETA SOKALSKI
This award is given to individuals who have made a significant contribution to the sport of soccer in Canada in the areas of promotion, growth and development for a period of at least 10 years.

2014 INDUCTEES — CANADIAN SOCCER HALL OF FAME

PLAYERS
GERI CONNELLY, CARMINE MARCANTONIO, ISABELLE MORNEAU

BUILDERS
CHRIS BENNETT, HECTOR VERGARA

PIONEER
HARRY MANSON

ORGANIZATIONS OF DISTINCTION

EDMONTON ANGELS,
THE ROBBIE INTERNATIONAL

TEAM OF DISTINCTION
2000 MEN’S GOLD CUP WINNING TEAM

BRIAN BUDD AWARD
MARC RIZZARDO
The FIFA U-20 Women’s World Cup Canada 2014 was held from 5-24 August in four host cities: Moncton, NB, Montreal, QC, Toronto, ON, and Edmonton, AB. The 16-team, 32-match competition drew over 288,000 spectators and a TV audience spanning more than 200 countries and territories. Germany won the Cup, beating Nigeria 0:1 in extra time during the final match at Montreal’s Olympic Stadium.

» The Official Draw, during which the teams were divided into four groups, took place on 1 March 2014 at the historic Le Windsor in Montreal, QC. Tatjana Haenni, FIFA Deputy Director of the Competitions Division and Head of Women’s Football, presided over the ceremony. Individual tickets for the event went on sale on 8 May, with prices starting as low as $10.

» The tournament grossed more than $2.3 million in ticket sales, with an average ticket price of $21.75.

» In Edmonton alone, more than 38,000 tickets were sold (totaling almost $750,000), and the city recorded the largest group-stage attendance in the history of the FIFA U-20 Women’s World Cup without the host nation team playing.

» An all-Canadian crew of referees officiated the final of FIFA U-20 Women’s World Cup Canada 2014—a first for an international football competition.

» While Canada fell 0:2 during the quarterfinals to Germany—the eventual victors—the experience will help the country’s future stars at the FIFA World Cup Canada 2015™ and beyond.
The FIFA Women’s World Cup Canada 2015™ will be a thrilling 30-day, 24-nation, 52-match soccer tournament featuring the best women’s footballers from around the world. For the first time in history, a major sporting competition will be hosted across five time zones in six Official Host Cities from coast to coast: Vancouver, BC, Edmonton, AB, Winnipeg, MB, Ottawa, ON, Montreal, QC, and Moncton, NB. The tournament—which is recognized as the most important international competition in women’s football—will unite soccer fans worldwide while giving Canada an opportunity to showcase the best of women’s sport.

A total of 128 countries took part in FIFA Women’s World Cup Canada 2015™ Qualifiers. This means 129 of 209 FIFA member nations, including the host country, will have participated in the FIFA Women’s World Cup Canada 2015™. Teams from a record 24 countries will compete during the tournament, which runs from 6 June to 5 July 2015.

FIFA and the National Organizing Committee unveiled the Official slogan of the competition in May 2014: TO A GREATER GOAL™ represents what every individual, team, or nation is fighting for; and what each fan supports. The slogan was revealed just before kick-off of the Canada v USA women’s match at Winnipeg Stadium, in front of a packed crowd of 28,255 fans—the largest attendance for an international women’s “A” match in the first half of 2014.

Shuéme (shoo-EH-mee), the Great White Owl and Official Mascot for the FIFA Women’s World Cup Canada 2015™, was introduced to fans and media on 17 June 2014. Special guests, including Laureen Harper, Kara Lang and Canada Soccer General Secretary Peter Montopoli, attended her unveiling at The Canadian Museum of Nature in Ottawa. Shuéme, a sporty, elegant and confident “owl about town” whose colours symbolize peace and fair play, is designed to reflect the esteem Canadians hold for the women’s game.

Two FIFA Women’s World Cup Canada 2015™ Event Ambassadors were introduced during 2014: Health Minister Rona Ambrose and Kara Lang. Two others—Kirstine Stewart, Vice-President, North America Media Partnerships for Twitter and Hayley Wickenheiser, five-time Olympic medalist and Canadian hockey icon—joined them in that role on 8 March, 2015. International Women’s Day. The FIFA Women’s World Cup Canada 2015™ Ambassador Program unites influential Canadians through a positive conversation about the FIFA Women’s World Cup™ and how it can help deliver results for women seeking greater opportunities in all fields. The Ambassadors will help demonstrate Canadian hospitality as we welcome the world, by highlighting our country’s rich natural history and cultural diversity to a global television audience.

The Official Draw took place on 6 December 2014 at the Canadian Museum of History in Gatineau, Que. Jérôme Valcke, FIFA Secretary General, and Tatjana Haenni, FIFA Deputy Director of the Competitions Division and Head of Women’s Football, presided over the ceremony, which saw the 24 competing teams divided into six groups.

Stadium Passports and Half Passes went on sale in September 2014 on a first-come, first-served basis through a price category reservation system. Individual Tickets were available as of 26 February 2015, with prices starting as low as $20.15.
The Montréal Impact won its second consecutive Amway Canadian Championship in 2014. After beating rival Toronto FC 1:0 at Stade Saputo on 4 June, the Impact took the title following a 2:1 aggregate goal series victory, and joined the New York Red Bulls and El Salvador’s Club Deportivo FAS in the 2014/15 CONCACAF Champions League.

The seventh edition of the Championship featured Canada’s five professional clubs taking part in a two-legged, home-and-away, three-round competition. It kicked off in April with Canada’s two NASL clubs, Ottawa Fury FC and FC Edmonton, facing each other in a preliminary knock-out round. FC Edmonton went on to join the three Canadian MLS clubs—Toronto FC, Montréal Impact and Vancouver Whitecaps FC—in the next round of the tournament. Edmonton and Vancouver were eliminated during the semi-final stage in May.

**AMWAY CANADIAN CHAMPIONSHIP**

**2014 RESULTS**

**CHAMPIONSHIP FINAL**

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<tr>
<th>Date</th>
<th>Match</th>
<th>Stadium</th>
<th>Team 1</th>
<th>Score</th>
<th>Team 2</th>
<th>Attendance</th>
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<tr>
<td>28 May</td>
<td>TORONTO FC 1:1 IMPACT MONTRÉAL</td>
<td>BMO Field</td>
<td>Toronto, ON</td>
<td>1,258</td>
<td>Montréal, QC</td>
<td>18,269</td>
</tr>
<tr>
<td>04 Jun</td>
<td>IMPACT MONTRÉAL 1:0 TORONTO FC</td>
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<td>Montréal, QC</td>
<td>1,258</td>
<td>Toronto, ON</td>
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**PRELIMINARY STAGE**

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<th>Score</th>
<th>Team 2</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>28 May</td>
<td>OTTAWA FURY FC 0:0 FC EDMONTON</td>
<td>Keith Harris Stadium</td>
<td>Ottawa, ON</td>
<td>1,258</td>
<td>Edmonton, AB</td>
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**SEMI-FINAL STAGE**

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<th>Stadium</th>
<th>Team 1</th>
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<th>Team 2</th>
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<tbody>
<tr>
<td>14 May</td>
<td>IMPACT MONTRÉAL 4:2 FC EDMONTON</td>
<td>Stade Saputo</td>
<td>Montréal, QC</td>
<td>1,258</td>
<td>Edmonton, AB</td>
<td>12,426</td>
</tr>
<tr>
<td>23 Apr</td>
<td>VANCOUVER WHITECAPS FC 2(3):1(5) TORONTO FC</td>
<td>BC Place</td>
<td>Vancouver, BC</td>
<td>2,411</td>
<td>Toronto, ON</td>
<td>18,470</td>
</tr>
</tbody>
</table>

**AMWAY CANADIAN CHAMPIONSHIP**
NATIONAL WOMEN’S SOCCER LEAGUE (NWSL)

Just as they did in its debut season, members of Canada’s Women’s National Team featured prominently in year two of the National Women’s Soccer League, a nine-team Division I women’s professional league supported by Canada Soccer, the U.S. Soccer Federation and the Federation of Mexican Football.

For the second straight year, Christine Sinclair led the Portland Thorns, to a third-place finish in the league. She appeared in 23 regular season matches and set an NWSL record for shots on goal (7) in a single match against Boston on 10 August. Having competed alongside Sinclair for Portland in 2013, Karina LeBlanc was traded to the fifth-place Chicago Red Stars for the 2014 season, joining fellow Canadian teammates Adriana Leon, Rachel Quon and Melissa Tancredi.

Other Canadian players who featured in the 2014 NWSL season included Erin McLeod and Lauren Sesselmann (Houston Dash); Sophie Schmidt and Jonelle Filigno (Sky Blue FC); Diana Matheson and Robyn Gayle (Washington Spirit); Kaylyn Kyle, Chelsea Stewart and Nkem Ezurike (Boston Breakers); and Carmelina Moscato (Seattle Reign).

OTHER LEAGUES AND DEVELOPMENT

LEAGUE1 ONTARIO

Ten teams took part in the inaugural season of League1 Ontario, the new semi-professional Men’s league launched by the Ontario Soccer Association in spring 2014. The teams—ANB Futbol, Durham Power FC, Internacional de Toronto, Kingston Cataraqui Clippers, Masters FA, Sigma FC, Toronto FC Academy, Vaughan Azuri, Windsor Stars, and Woodbridge Strikers—were selected through a standards-based application process managed by the OSA. Four of the clubs involved in League1, Toronto FC, Vaughan Soccer Club, Woodbridge Strikers Soccer Club, and Pickering Soccer Club, are also members of the new Ontario Player Development League. This youth high-performance league combines top-level competition with strict training standards.

NATIONAL WOMEN’S SOCCER LEAGUE (NWSL)

Just as they did in its debut season, members of Canada’s Women’s National Team featured prominently in year two of the National Women’s Soccer League, a nine-team Division I women’s professional league supported by Canada Soccer, the U.S. Soccer Federation and the Federation of Mexican Football.

For the second straight year, Christine Sinclair led the Portland Thorns, to a third-place finish in the league. She appeared in 23 regular season matches and set an NWSL record for shots on goal (7) in a single match against Boston on 10 August. Having competed alongside Sinclair for Portland in 2013, Karina LeBlanc was traded to the fifth-place Chicago Red Stars for the 2014 season, joining fellow Canadian teammates Adriana Leon, Rachel Quon and Melissa Tancredi.

Other Canadian players who featured in the 2014 NWSL season included Erin McLeod and Lauren Sesselmann (Houston Dash); Sophie Schmidt and Jonelle Filigno (Sky Blue FC); Diana Matheson and Robyn Gayle (Washington Spirit); Kaylyn Kyle, Chelsea Stewart and Nkem Ezurike (Boston Breakers); and Carmelina Moscato (Seattle Reign).

USL

In August 2014, the Canada Soccer Board of Directors approved the sanctioning of USL—a U.S.-based Division III Men’s Professional League—for reserve teams of the existing Canadian MLS franchises, Toronto FC, Vancouver Whitecaps FC and Impact de Montréal. The sanctioning is subject to conditions that are consistent with Canada Soccer’s efforts to build a unified player development system through the Canada Soccer Pathway: for example, a minimum of 50% of the active USL roster must consist of Canadians eligible for Canada’s National Teams programming, and at least six Canadians eligible for Canada’s National Teams programming must be named to the starting XI. Canada Soccer believes USL, which will apply to the U.S. Soccer Federation for Division II sanctioning in 2015, will complement the development in Canada of elite-level, semi-professional regional leagues (such as League1 Ontario) called for in its 2014-2018 Strategic Plan. These leagues will provide a crucial bridge between high-performance youth players and selection to the country’s National and Professional Teams.
The Canada Soccer Sport Chek National Championships bring together the best amateur teams in Canada for an opportunity to showcase their talents on the national stage. The 2014 tournament, which took place from 8-13 October, welcomed more than 2,700 players, staff and officials to eight competitions across the country, in which 84 teams took part.

Again this year, the Challenge and Jubilee Trophy competitions were streamed live at canadasoccer.com.

**CHALLENGE TROPHY**

Ontario’s London Marconi defeated Alberta’s Calgary Callies to win the title, while Saskatoon HUSA Alumni of Saskatchewan took bronze. The senior Men’s tournament was hosted in Vaughan, ON, and featured 12 teams divided into four groups.

**JUBILEE TROPHY**

Edmonton Victoria of Alberta claimed its second straight Jubilee Trophy with a win over BC’s Surrey United at the senior women’s competition in Vaughan, ON, which featured eight teams in two groups. Delta Laval of Quebec won bronze.

**U-18 CUP (HOSTED IN SURREY, BC)**

- In the boys’ competition, Surrey United SC delighted its home fans with a win over Ontario’s Ajax FC to capture the Cup. Mountain United FC, also of BC, won bronze.
- The North Mississauga Panthers of Ontario beat out Alberta’s Edmonton Strikers for the girls’ U-18 title, with Coastal FC of BC taking bronze.

**U-16 CUP (HOSTED IN MOUNT PEARL, NL)**

- Darlington Fusion of Ontario won its fourth straight girls U-16 title with a win over Manitoba’s FC Northwest, while Alberta took bronze.
- In the boys’ competition, Coquitlam Metro-Ford SC of BC took the Cup in a nail-biter of a match against Ontario’s West Toronto Cobras. Manitoba’s WSEU 1998 Premier won the bronze.

**U-14 CUP (HOSTED IN CHARLOTTETOWN, PE)**

- North London Elite of Ontario beat BC’s Coastal FC to capture the boys’ U-14 Cup, with Alberta taking the bronze medal.
- In the girls’ competition, Ontario’s Stoney Creek Battalion claimed the title with a convincing win over Calgary South West United Millennium of Alberta. Lakeshore SC of Quebec won bronze.
Canada’s largest community soccer program marked its 17th season in 2014 and also welcomed a new title sponsor, Garnier Ombrelle. The newly named Ombrelle Active Start Soccer Fests reach more than 140 clubs and 100,000 participants and their families across Canada every year. The goal of the program is to introduce the sport of soccer to kids through a fun-filled event for both children and their parents. In keeping with Canada Soccer’s Long-term Player Development (LTPE) model, matches at the festivals are played on downsized fields using smaller balls and nets, as well as simplified rules. The emphasis is on fun, participation, and good sportsmanship.

**OMBRELLE ACTIVE START SOCCER FESTS**

In 2014, Kumon supported and encouraged the development of youth soccer players in Manitoba, Ontario and Quebec through local club sponsorships.

As a financial grant-based program, Ombrelle Active Start Soccer Fests have continued to direct valuable resources to community clubs across the country with the aim of enhancing their grassroots activity. Community clubs can apply online and, pending provincial/territorial approval, receive a festival package, which includes, in addition to the grant, individual participation certificates and a wide array of promotional giveaways from the program’s national sponsors.

**LOCAL CLUB SPONSORSHIP PROGRAM**

In collaboration with its corporate partners, Canada Soccer is proud to provide sponsorship opportunities to community soccer clubs across the country. In 2014, Kumon supported and encouraged the development of youth soccer players in Manitoba, Ontario and Quebec through local club sponsorships.
Among the four pillars of Canada Soccer’s 2014-18 Strategic Plan is a commitment to govern the game professionally—and this commitment stretches far beyond our country’s borders. By playing an active role in the world soccer community, we are making sure Canada has an influential voice in the evolution of the beautiful game. Our work with FIFA and CONCACAF to combat match-fixing is one example. Our stature as a top host of major international football competitions is another. Not only has Toronto been chosen as one of 13 North American host cities for the 2015 CONCACAF Gold Cup, but by the time the clock runs down in the Final match of the FIFA Women’s World Cup Canada 2015™, we will have hosted every major FIFA competition save one. Canada’s reputation as a host will be indisputable, and we will have laid the groundwork for a bid for the 2026 FIFA World Cup™.

Canada is also now recognized as a world leader in women’s soccer—and not only because of the strength of our Women’s National Teams on the pitch. In 2014, FIFA released its long-awaited Women’s Football Survey 2014, which shows that Canada Soccer’s investments in developing the women’s game are paying off. Among other things, the survey found that:

» More than 47% of total Women’s Registered Football participants are from Canada and the USA. The remaining 207 FIFA Member Associations contribute the other 53%.

» Canada Soccer and its U.S. counterpart have an average of 20.5 employees dedicated to Women’s Football, 95% of whom are full-time. All other confederations combined average 9.5 or fewer employees, roughly half to two-thirds of them full-time.

» Canada and USA average three female members on their Executive Committee, while the rest of the world averages fewer than two.

» Canada and USA have an average of 14,712 registered female coaches. The next highest is UEFA, soccer’s European governing body, with 735.

Canada also continues to be represented on a range of FIFA Committees, including its Strategic and Legal committees, and to ensure its members have access to FIFA-run educational programs. In January 2014, for example, Canada Soccer hosted a three-day FIFA MA Grassroots Administration and Management course, where participants learned about everything from global issues and governance to strategic planning and event management.
Canada Soccer joined forces with CONCACAF, FIFA and INTERPOL in 2014 to combat match-fixing and safeguard the integrity of the sport of soccer in Canada. Earl Cochrane, Canada Soccer’s Deputy General Secretary, was appointed to the role of Integrity Officer for the organization, and will work closely with Members and other stakeholders to implement an integrity strategy to protect the beautiful game in this country.

As part of his new responsibilities, Cochrane attended the CONCACAF-INTERPOL “Train the trainers” course in May and became a certified INTERPOL Instructor of Footballers, Referees and Coaches in the Prevention of Match-Fixing. Cochrane will lead Canada Soccer’s efforts to provide players, referees and team officials with the tools and knowledge to recognize, resist and report attempts to manipulate matches. In the meantime, Canada Soccer is encouraging members of the Canadian soccer community to submit information about suspicious activities that may threaten the integrity of the game to the integrity@canadasoccer.com or integrity@CONCACAF.org tip lines.
MARKETING AND COMMUNICATIONS

HOME MATCHES & NATIONAL TEAMS

With Canada’s National Teams enjoying sustained fan support, international matches played at home are a powerful vehicle for getting Canadians engaged with their National Teams and the Canada Soccer brand. Canada Soccer, in collaboration with its corporate sponsors, worked to enhance the match-day experience for tens of thousands of fans of all ages in 2014 through interactive fan fests and in-match promotions.

» More than 28,000 fans turned out for the Women’s National Team match v USA in Winnipeg on 8 May, the second highest attendance for a women’s soccer match globally in 2014. The four Women’s National Team home matches (two in Vancouver and one each in Winnipeg and Edmonton) had a total attendance of 67,855, an average of nearly 17,000 per match.

» The Men’s National Team played its first home match under Head Coach Benito Floro in September at Toronto’s BMO Field, where over 12,000 fans witnessed one of Canada’s best performances of the year, earning a 3:1 victory over Jamaica.

“BETTER THAN BEST”: WOMEN’S NATIONAL TEAM CAMPAIGN

Following its inspiring performance at the London 2012 Olympic Games, and with the opening round of the FIFA Women’s World Cup Canada 2015™ on the horizon, Canada Soccer launched an ambitious new marketing initiative around Canada’s Women’s National Team. The new “Better than Best” campaign is designed as a rallying cry for soccer fans across the country.

The “Better than Best” slogan, unveiled in June, is the inspirational thread that will run through all promotional and interactive activities involving the Canadian Women’s National Team through 2015 and beyond. An introductory video tells the story of the Women’s National Team Program and its players, on and off the field, as they strive towards ever-greater goals. During the run-up to the FIFA Women’s World Cup Canada 2015™, the campaign will expand to include promotional content, contests and more. Fans are also being encouraged to share their own stories about what being “Better than Best” means to them on Facebook, YouTube and Twitter (using the hashtags #BetterThanBest, #CanWNT and #GreaterGoal).

CANADA SOCCER ON TV

» Five Canadian Women’s National Team matches and two Men’s National Team matches were broadcast in 2014 on Sportsnet, Canada Soccer’s broadcast partner. (An additional three Men’s matches aired on the pay-per-view Sportsnet World.)

» Total viewership across all seven games (not including online streaming) was 307,200, for an average of almost 44,000 per match.

» Close to 270,000 viewers tuned in to Sportsnet to watch the 2014 Amway Canadian Championship, which ran between 23 April and 4 June. The six matches broadcast averaged almost 45,000 viewers per game—with close to 70,000 tuning in for the final between Toronto FC and Montréal Impact on the latter’s home pitch at Stade Saputo.

CANADA SOCCER CONTINUED TO STRENGTHEN ITS BRAND AND KEY PROPERTIES DURING 2014 WITH MARKETING EFFORTS BUILDING ON THE CORE PRINCIPLES OF ITS 2014-2018 STRATEGIC PLAN, “LEADING A SOCCER NATION.”

26 • CANADIAN SOCCER ASSOCIATION
CANADA SOCCER ONLINE PLATFORMS

Canada Soccer is active on four social media platforms as well as its official website, all of which saw significant growth in 2014. Of all the FIFA Member Associations participating in the FIFA Women’s World Cup Canada 2015™, Canada Soccer ranks 6th in its reach on social media, behind only Brazil, Colombia, England, France, and the USA. The comparison was established by collecting audience numbers for four platforms (Twitter, Instagram, Facebook and Google+), only two of which Canada Soccer is active on (Twitter and Facebook).

@CanadaSoccerEN
@CanadaSoccerFR

CanadaSoccerTV

facebook.com/canadasoccer
flickr.com/canadasoccer
canadasoccer.com

Followers 42,155 (+15,981*)
Retweets 28,564 (+3,564*)
Mentions 15,482 (+3,582*)

Demographics 66% M / 34% F (EN)
75% M / 25% F (FR)

» @CanadaSoccerEN reached 40,000 followers on December 3, 2014
» Between Twitter & Facebook, Canada Soccer drove over 168 million impressions (and almost 25% increase over 2013)

Subscribers 5,213 (+1,233*)
Views 564,173 (+25%*)

Total estimated min. watched 802,434 (+11%*)
Demographics 73% M / 27% F

» Top video of 2014: Match Highlights Canada MNT 0-1 Colombia (+78,400 views)
» Two live events were streamed via CanadaSoccerTV

Likes 42,080 (+31,600*)
Impressions 12.4m by 5.3m users
Demographics 58% M / 42% F

» A paid campaign for FIFA Women’s World Cup Canada 2015™ is driving the increase of “Likes” to a level higher than what organic growth would reflect.
» Top content: 2014 BMO Canadian Players of the Year

Photos 40,000 (+6,000*)
Views +9 million since 2013

Visits +1,175,000 (+29,000*)
Unique visitors +670,000 (+104,000*)
Page views 3,600,000
Media releases 500 (both EN / FR)

* from 2013
Having served as title sponsor of the Amway Canadian Championship since its inception, Amway actively supports all levels of Canadian Soccer, including Canada's National Teams, which are powered by Nutrilite health products. Amway also supports the Sport Chek National Championships and Ombrelle Active Start Soccer Fests.

Bell, a Primary Sponsor of the Canada Soccer, is the presenting sponsor of Canada Soccer's Women’s National EXCEL program, canadasoccer.com and Canada Soccer’s Mobile App. The Bell brand is featured on training kits for all 12 of Canada’s Men’s and Women’s National Teams.

Canada’s “Bank of Soccer,” BMO’s fully integrated sponsorship supports all four of Canada Soccer’s major properties including Canada’s National Teams, the Amway Canadian Championship, Sport Chek National Championships and Ombrelle Active Start Soccer Fests.

Canadian Tire, an iconic Canadian brand, is the official retail partner of Canada Soccer and supports Canada’s National Teams. Canadian Tire also has a personal endorsement agreement with Christine Sinclair.

Canon, a Primary Sponsor of Canada Soccer, supports Canada’s National Teams on the international stage and Ombrelle Active Start Soccer Fests on community pitches across the country.

Garnier is Canada Soccer’s sixth Primary Sponsor. Garnier supports Canada’s National Teams, the Amway Canadian Championship, Sport Chek National Championships and Ombrelle Active Start Soccer Fests.
SECONDARY
Chevrolet’s Canada Soccer sponsorship supports the Canadian soccer community at all levels, from Canada’s National Team program, to elite amateur competition at the Sport Chek National Championships, to the grassroots Ombrelle Active Start Soccer Fests.

Sport Chek, part of the Canadian Tire Corporation, is the title sponsor of Canada Soccer’s Sport Chek National Championships. Sport Chek also supports Canada’s National Teams.

Sports Experts, part of the Canadian Tire Corporation, is also title sponsor of Canada Soccer’s Sport Chek National Championships. Sports Experts operates in Quebec and supports Canada’s National Teams.

As Canada Soccer’s official apparel supplier, Canada’s National Teams train and play in Umbro kit and training apparel. Umbro operates Canada Soccer’s online store.

ASSOCIATE
Mark’s, part of the Canadian Tire Corporation, joined the Canadian Soccer Association in 2013. Mark’s is the official clothing retailer of Canada Soccer and supports Canada’s National Teams.

Nutella’s Canada Soccer sponsorship supports Canada’s National Teams and Ombrelle Active Start Soccer Fests.

Garnier Ombrelle supports Canada’s National Teams, the Amway Canadian Championship, Sport Chek National Championships, and is title sponsor of the Ombrelle Active Start Soccer Fests.

As the the official isotonic beverage of Canada Soccer, Powerade hydrates Canada’s National Teams. In addition, Powerade also supports Canada Soccer’s Sport Chek National Championships.

State Farm’s Canada Soccer sponsorship supports Canada’s National Teams and Ombrelle Active Start Soccer Fests. In 2014 State Farm’s “Neighbourhood Soccer Volunteer Contest” recognized those who contribute to the betterment of soccer in their community.

Through its Canada Soccer sponsorship, Kumon supports grassroots soccer through the Local Club Sponsorship Program and Ombrelle Active Start Soccer Fests.

As an active sponsor of Canada Soccer’s Ombrelle Active Start Soccer Fests, Mott’s provided each Soccer Fest participant with a Mott’s Fruitsations sample in 2014.

AMJ Campbell is Canada Soccer’s official moving services supplier.

Kwik Goal is Canada Soccer’s official supplier of goals, training equipment, coaching accessories, and field equipment.

Physio Control Canada is Canada Soccer’s official supplier of Automated External Defibrillators.

UNICEF Canada joined Canada Soccer in late 2014 to support community development initiatives.
GOVERN THE GAME

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30 • Canadian soccer association
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Michael Tucker  
Referee Program Administrator

MEN’S NATIONAL TEAMS

Benito Floro  
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Antonio Floro Esteve  
Men’s National Team Assistant Coach
Michael Findlay  
National Staff Coach / Men’s National Team Assistant Coach
Rafael Carbajal  
National Staff Coach / Men’s National Team Assistant Coach
Morgan Quarry  
Men’s National Team General Manager
Les Meszaros  
National Teams Administration Manager
Rob Gale  
National Staff Coach / Men’s U-20 Team Coach
Sean Fleming  
National Staff Coach / Men’s U-17 Team Coach
Drew Ferguson  
Men’s National Para Soccer Team Head Coach
Mike Moretto  
National Teams Equipment Manager
Ryan Bedic  
Assistant Equipment Manager

WOMEN’S NATIONAL TEAMS

John Herdman  
Women’s National Team Head Coach
Simon Eaddy  
Women’s Excel Program Goalkeeping Manager / Women’s National Team Assistant Coach
Daniel Worthington  
Women’s EXCEL Program U-23 Director / Women’s U-20 National Team Coach
Beverley Priestman  
Women’s EXCEL Program U-14/U-17 Director / Women’s U-17 National Team Coach
Daniel Michelucci  
Women’s National Team EXCEL Program Manager
Maeve Glass  
Women’s National Team Tour & Equipment Manager
Andrew Peat  
Women’s National Team EXCEL Program Performance Analyst
Sarah Smith  
Coordinator, Injury Prevention and Management

SECONDED TO FIFA WOMEN’S WORLD CUP CANADA 2015™

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Chief Competitions Officer
Sandra Gage  
Chief Marketing and Communications Officer
Jessie Daly  
Director of Competitions
Richard Scott  
Director of Communications
Kanitha Nhek  
Manager, Community Outreach
There has never been a more exciting time to be involved with soccer in Canada. Canada Soccer has spent the last several years growing the game, establishing our expertise in hosting international events, putting our financial house in order, revamping our governance structure, and strengthening the Canada Soccer brand. Moving forward, our financial decisions will be designed to get us closer to our goal of becoming a leading soccer nation, as defined in our 2014-2018 Strategic Plan.

» Canada Soccer hosted the FIFA U-20 Women’s World Cup Canada in 2014 and continued our preparations for the FIFA Women’s World Cup Canada 2015™. Together, these key events represented an investment of 60% of all expenditures.

» Government support, which includes the continued expansion of our partnership with Sport Canada through its Own the Podium (OTP) program, increased 15%, with long-term commitments throughout the cycle towards the Rio 2016 Olympics. Canada’s Women’s National Team will be well positioned as it prepares to compete in the FIFA Women’s World Cup Canada 2015™ and the 2016 Olympic Football Tournament.

» Sponsorship revenue remains strong, with a high rate of retention of our corporate sponsors. Continued success in this area—2014 saw a 25% increase in sponsorship revenue—is an indication of the value our sponsors place on the Canada Soccer brand and its properties.

» Gate receipts, appearance fees, and sanctioning fees also remained strong, thanks to a consistent interest in friendly matches. The staging of multiple matches at home in 2014 and the support of Canadian soccer fans continues to have a positive impact on revenue generation as well as on Canada Soccer’s brand-building efforts.

» Investment in Canada’s National Teams and Technical Programs was up 22% in 2014, as our Women’s U-20 Team participated in the FIFA U-20 Women’s World Cup Canada 2014 and the Women’s U-17 Team competed, for the fourth time, in the FIFA U-17 Women’s World Cup.

» Canada Soccer’s growth in revenues of $1.6 million, which represents a 9% increase over the previous year, is attributable to additional support from our Provincial and Territorial partners, government and corporate sponsors.

» Canada Soccer’s combined revenue and expenditures for regular operations are within 3.4% of budget, indicating that planning and execution are aligned.

With a strong foundation in place, Canada Soccer will continue to lead the growth of the sport in our country by reinvesting future surpluses in the development of soccer, focusing on technical excellence and leveraging the momentum garnered through the collective work of the Canadian soccer community. By working closely with our partners on an ongoing basis, we will govern the game professionally for the benefit of all involved, and nurture a passion for the beautiful game in all Canadians.