

South Niagara Canoe Club

Annual Report

2013



Background:

The South Niagara Canoe Club (SNCC) was established in 2008 to offer paddling sports (sprint canoe/kayak and dragon boat) to people of all ages and abilities. Located on the scenic Welland Recreational Canal, where we offer a wide range of programs from Canoe Kids Camp through to competitive sprint and dragon boat programs. 2013 represents the 6th full year of operation of SNCC.

The Club was founded through cooperative efforts of the Welland Recreational Canal Corporation (WRCC) and the Western Ontario Division of Canoe Kayak Canada and located at the North Course of the Welland International Flatwater Centre. The club moved to its current location, the North Welland Flatwater Community Centre, in 2010. SNCC was initially supported through 3 years of financial subsidies provided by the WRCC; the Club became financially independent in 2011. The focus of this past year was on legally incorporating SNCC as a not-for-profit corporation in the province of Ontario and the relating club policies and by-laws.

Mission of SNCC:

To provide a safe and inclusive environment that offers participants the opportunity to participate in the sports of sprint canoe/kayak and dragon boat through a variety of competitive and non-competitive programs.

Strategy:

The continued focus of our program delivery has been on the introduction of people to paddling sports. Ongoing efforts have also been focused on promotion of dragon boat programs to University student population within the region, and we have made significant strides with Brock University students starting to take the lead on developing this program. A strong post-secondary aged program is essential for the development of a high-school dragon boat program. This would give even more exposure of paddling to younger members of the greater Niagara community. A high-school program should lead to increased exposure of this age group to our sprint programs and as such, increased enrolments in these programs.

We continued to offer a variety of paddling programs this past season to club members and members of the community, including: Elementary Sprint Canoe/Kayak, Developmental Sprint Canoe/Kayak, a retooled Masters Sprint Canoe/kayak program, Recreational Dragon Boating, Hope Floats (dragon boat crew that includes many Breast Cancer Survivors), Warlocks-Competitive Dragon Boat, and our PaddleAll Dragon Boat program for adults with developmental disabilities.

We attempted to maintain the gains in club communications with members that were made last summer. To this end, we tried to continue with the monthly newsletter was distributed electronically to all members and made available on the club website (www.southniagaracanooclub.ca), however we were not able to maintain the newsletter throughout the season due to over commitments of our board members.

Fundraising was one of our best areas of growth for the Club this season, and we acquired a lottery license through the City of Welland, which help provide more fundraising options in the future. Our club coming to a point where we will need to start to make substantial investments in capital and start to reinvest and update our fleet of boats. In order to keep our membership fees manageable, the Club will need to rely more heavily on fundraising to allow for the needed capital investments. SNCC experienced substantial growth in the amount of fundraising income during the past year.

Advocacy has been a continued focus of the club board of directors this past year. With the various major events that have occurred at the Welland International Flatwater Centre and the numerous events that will occur in the next few years, the club is well positioned to benefit from the legacy of these various events. Board members have been at the table with the organizers of these events representing our club and ensuring legacy for the local community is a critical part of all of these events. The club must continue to provide volunteers to these numerous events to help with fundraising as these event often include volunteer stipends for clubs that provide volunteers.

In the future, SNCC will also need to undertake a formal strategic planning process, to develop a clear vision and strategy for moving the organization forward and to better represent the vision of the majority of members and other stakeholders.



Goals and Performance:

Club Membership:

Overall our total membership has been relatively stable for the last 4 years (Figure 1). There was a slight increase in canoe/kayak memberships, and we hope this will continue into next season (Figure 2A). There was a decline in in the number of dragon boat members, which was the result of a transition in the recreational dragon boat program (Figure 2B).

Figure 1. Total club member numbers by year.

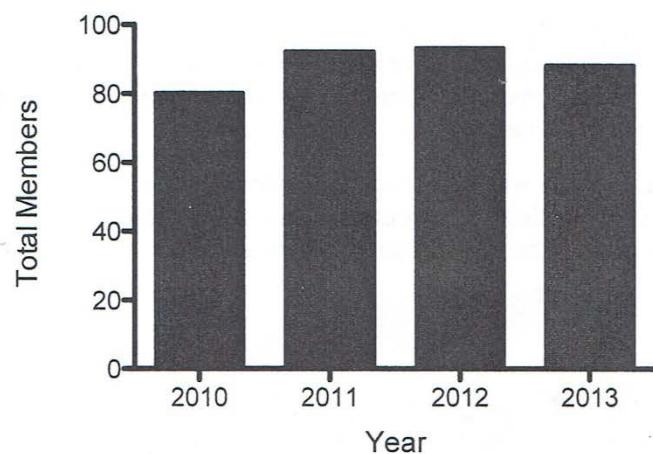
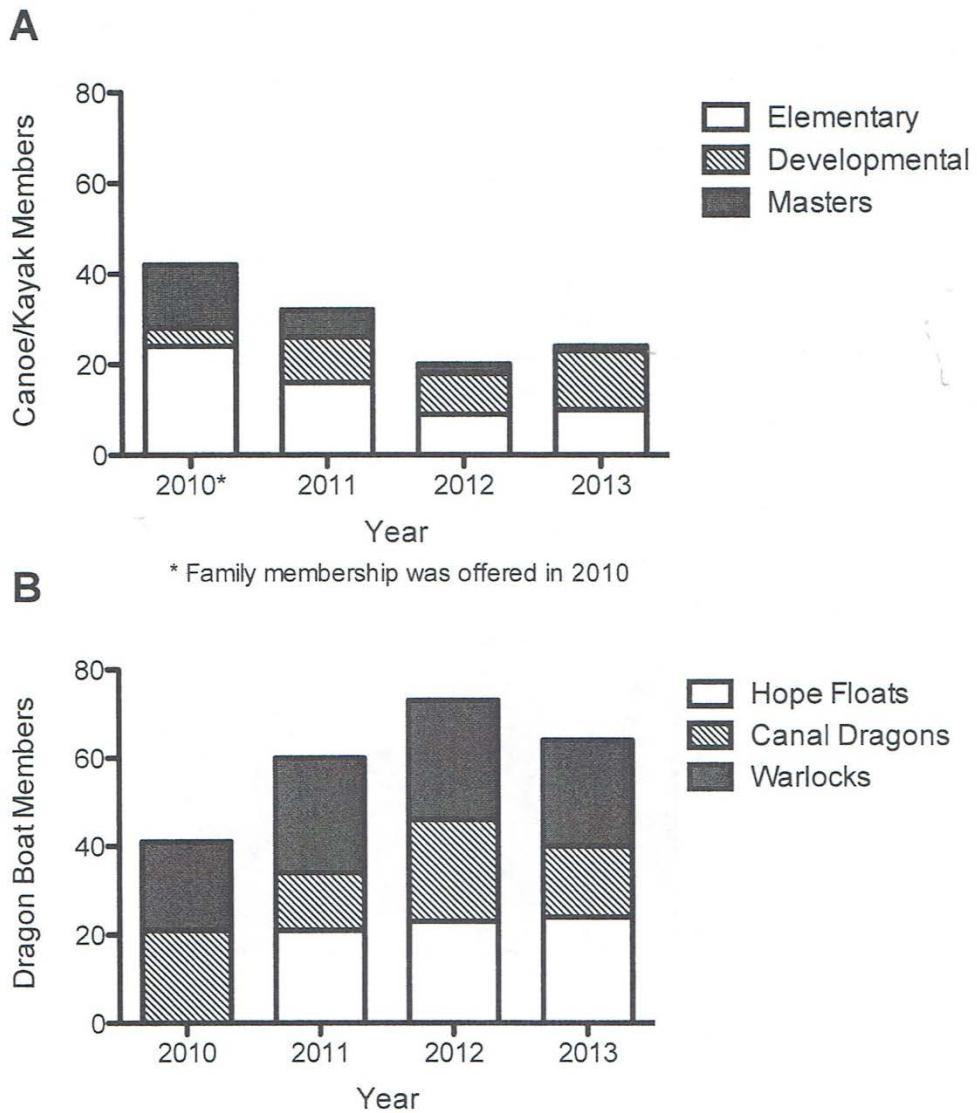


Figure 2. Canoe/Kayak (A) and Dragon Boat (B) member numbers by year.

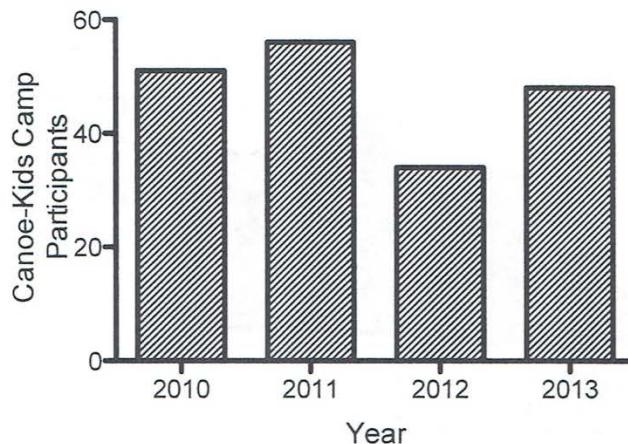


The increase in canoe/kayak memberships is likely related to the quality coaching that was provided this season. We also submitted a Trillium grant this fall to help insure we can continue to offer high quality coaching and have a full-time club manager.

We continued to provide an increase in community programming, to diversify income, offset costs to members, and expose more people to paddling sports. In

2012 we saw a decline in canoe-kids camp enrolment, and this season we had a very healthy increase in subscriptions to our Canoe-Kids Camp (Figure 3). We also better controlled costs of delivering this program, increasing net revenues. The increase in enrolment may have been related to the additional money that was spent on advertising this season; with adds placed in the Welland, Pelham and St. Catharines leisure guides. We lowered the fee for our canoe-kids camp this season, however the difficulty we face is that the Canoe-Kids program is a critical source of revenue for the club, but at the same time serves as an introduction for young athletes to paddling sports. It is critical that we determine the optimal fee for this program that does not discourage participation, but at the same time generates enough income to supplement our membership fees. We are continued to be limited in our ability to offer a full day program because of the nature of our building (cannot sustain a group of 10 if the weather is inclement over a 6 hour day). We will be discussing full day camp options with Notre Dame Rowing Club over the winter to see if we can offer more options for camp participants.

Figure 3. Canoe-Kids Camp enrolment by year.



Club Visibility:

We continued to try to raise the profile of the club in the community. In this regard, we mounted SNCC signs and logos on the boathouse, continued with advertising, and continued to improve our website.

SNCC also had a significant amount of media attention this year. The Club and various club members were mentioned and featured in local print media on multiple occasions throughout the season. Our Commodore was also interviewed on a national television network during Canoe Niagara 2013.

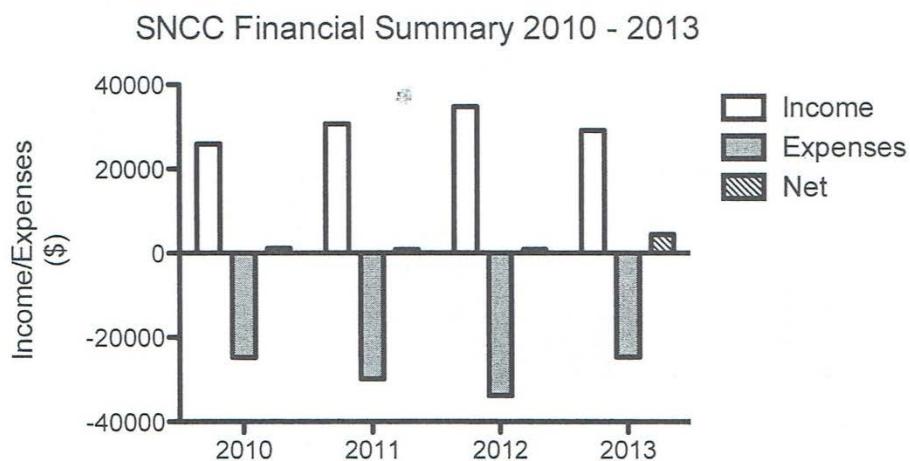
As in past years, Board members and paddlers attended a number of community events to promote the club and the many programs we offer.

Financial highlights:

This year represents the 4th year in a row that the Club ran a profit (\$4,409.84) (Figure 4), and the 3rd year in a row that we did not receive any financial assistance from the WRCC or the Western Ontario Division of Canoe Kayak Canada.

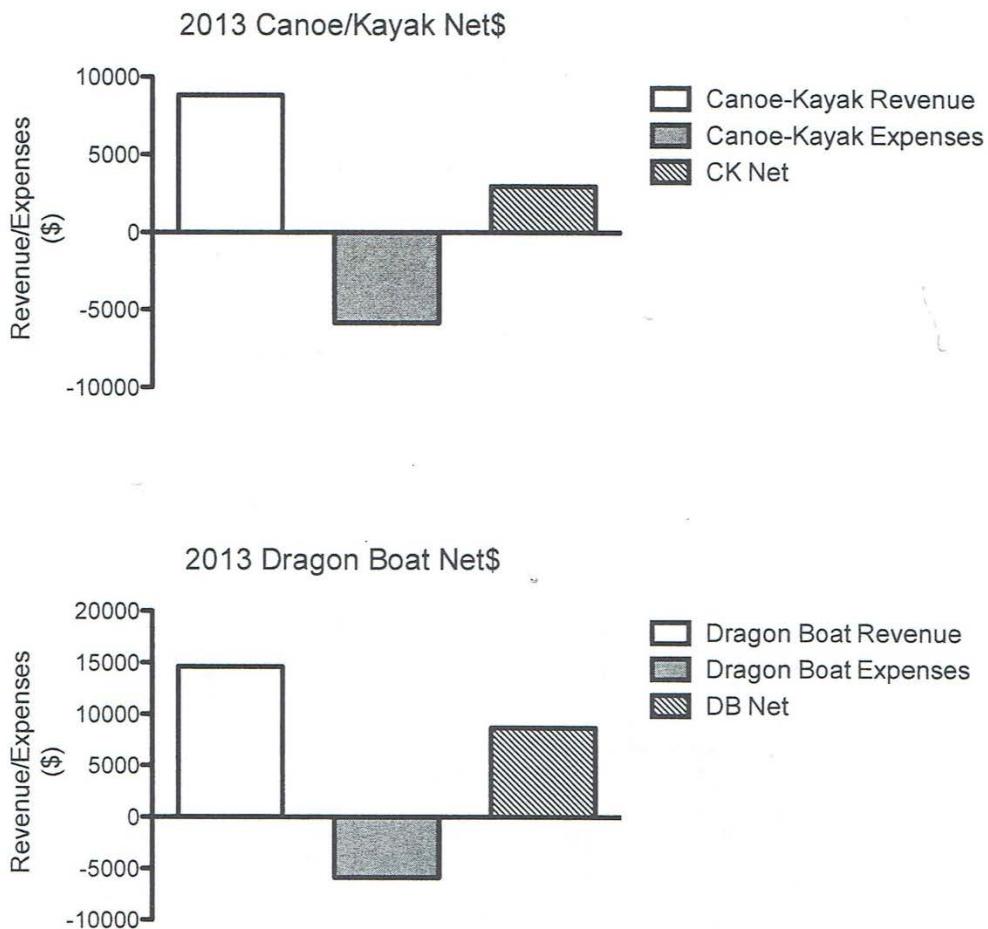
Overall, we experienced slight declines in both revenues and expenses. The club also incurred a number of expenses related to repair, replacement and/or purchase of new equipment. The major purchase for the club this season was a large number of child size PFDs.

Figure 4. Overall SNCC Revenues, Expenses, and Net.



Canoe/Kayak revenues include membership fees for racing programs, while expenses were coaching costs (Figure 5). Dragon boat revenues were from membership fees, while expenses were coaching fees (Figure 5). It is important to note that the expenses listed do not include club-associated expenses such as insurance, equipment, fuel, promotional materials, building costs, affiliation fees etc. The income after coaching expenses and affiliation fees from canoe-kayak was \$2975.00, while the income from dragon boat programming after coaching expenses was \$8715.00 (Figure 5).

Figure 5. Direct Income, Expenses and Net for Canoe/Kayak and Dragon Boat 2013.



Fundraising Methods and Outcomes:

We had some very good success with fundraising in 2013. The penny drive continued, we received some volunteer stipends from events on the canal, and we undertook our first ever raffle. We also received a donation from the Australian Junior National Team after we hosted them in advance of Canoe Niagara 2013. We continued our sponsorship program with Boston Pizza in Welland, where the Club will receive an annual 10% return on all money spent at Boston Pizza by our members at the restaurant. We also received a number of donations from corporations and businesses.

As we look to the future, the Club needs to strengthen its efforts in the

implementation of our fundraising, sponsorship, and donation strategies. We need to get more members involved, as the board needs more assistance in seeking out sponsorships and donors for our club.

The club submitted its first Trillium grant application on November 1st, 2013. The province wide Trillium Grant Program deadlines are March 1, July 1 and November 1 of every year. It is expected that it would take a number of months before we find out if our grant application will be successful. As we move forward we will budget based on the club not receiving the grant to insure that we have a realistic budget for the 2014 season.



Outlook for the Future:

Paddlers from around the world continue to comment on our beautiful waterway and all wish that they could paddle on it regularly. The Australian National Junior and Development Team again visited for two weeks this past summer and thoroughly enjoyed the boathouse and the waterway. The Dragon Boat Canada Senior A and C National Teams visited this season and held training camps. The men's National Canoe program and women's kayak program both visited and paddled from our club this season. The feedback from the coaches and athletes was outstanding. They all hope to return and train and race on our water in the future.

Canoe Niagara 2013 was a huge success and our members were critical in the

success of this event. In the future there will be more national and international events that are going to help to highlight this incredible paddling waterway and hopefully underscore the accessibility of paddling to members of our local community and help our club grow. We hope these events will spark more interest in SNCC.

We need to maintain our enthusiasm and ensure that we are measuring growth by more than simple membership numbers or dollars in the bank. This is the first season in the history of SNCC where paddlers from our club represented Canada at World Championships, and came home with multiple World Championship medals. All of our paddlers experienced success and we need to carry this wave of success on into 2014.



Organizational Structure and Leadership:

As a not for profit grassroots organization, we have big dreams and aspirations for what we can achieve at our club. We want to encourage more members to get involved with the administration and running of the club. If all of our members did a few small things, our club would experience huge success.

Simply asking friends to come and try canoe/kayak is not going to work and will not lead to the growth we need; our committed volunteers need to invest time on the board to develop and launch a new strategy to advance our canoe/kayak programming. If we are successful with our Trillium Grant Application, this will lead to some organizational changes at our club, but we will have to be patient to see if these changes will occur.

Governance:

SNCC's board of directors are all dedicated to paddling. The people who served on the board in 2013 were: Doug Jones, Sandy Jones, Nancy Neuenhagen, Ian Tate, Judy

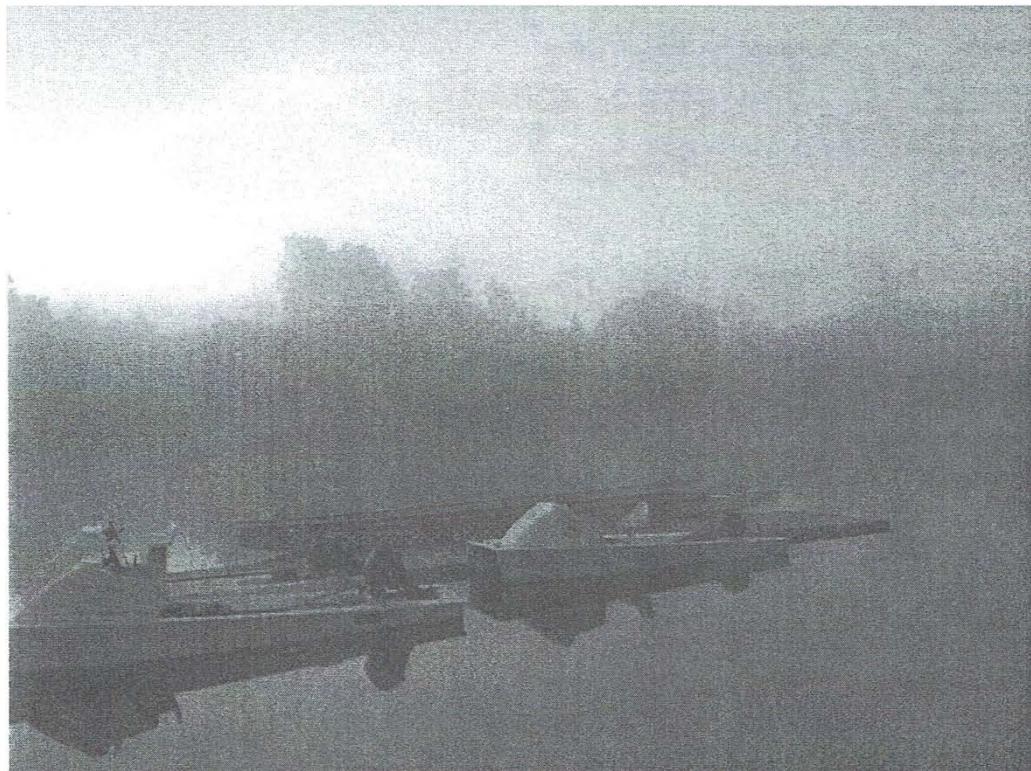
Tutty, Sally Rennick, and Brian Roy. Returning board members for 2013 include: Brian Roy, Sally Rennick, Judy Tutty, Doug Jones and Nancy Neuenhagen. New board members will be determined at the AGM.

Opportunities:

The foundation of SNCC is great members and volunteers. We live in and provide services to a fantastic community and have the privilege to paddle on the best water in the world. Paddling is an exciting and invigorating inclusive sport for people of all ages. Few other sports allow for this.

Moving into 2014 we would like to carry a renewed momentum of excitement and productivity organizationally, administratively and athletically. This will take commitment and hard work from all members.

Paddlers go forwards!!



South Niagara Canoe Club - November 1, 2012 - October 31, 2013

CANOEING REVENUE

Canoe/Kids Camp

| | Participants | Price | Total |
|------------------|--------------|----------|-------------|
| July 8 - 12 | 10 | \$ 85.00 | \$ 850.00 |
| July 15 - 19 | 7 | \$ 85.00 | \$ 595.00 |
| 3 days @ \$50.00 | 1 | \$ 50.00 | \$ 50.00 |
| July 22 - 26 | 12 | \$ 85.00 | \$ 1,020.00 |
| August 12 - 16 | 9 | \$ 85.00 | \$ 765.00 |
| August 19 - 23 | 2 | \$ 85.00 | \$ 170.00 |

Total Canoe/Kids Camp Revenue \$ 3,450.00

Canoe/Kayak

Elementary (U13)

| | Participants | Price | Total |
|------------------|--------------|-----------|-------------|
| Ages 7 - 12 | | | |
| Spring | 9 | \$ 115.00 | \$ 1,035.00 |
| On-line payments | 6 | \$ 5.00 | \$ 30.00 |
| Summer | 5 | \$ 115.00 | \$ 575.00 |
| On-line payments | 4 | \$ 5.00 | \$ 20.00 |

Developmental (U25)

| | Participants | Price | Total |
|------------------|--------------|-----------|-------------|
| Ages 13 - 24 | | | |
| Spring | 6 | \$ 170.00 | \$ 1,020.00 |
| On-line payments | 4 | \$ 5.00 | \$ 20.00 |
| Part time | 1 | \$ 75.00 | \$ 75.00 |
| Summer | 8 | \$ 200.00 | \$ 1,600.00 |
| Part time | 1 | \$ 100.00 | \$ 100.00 |
| Fall | 4 | \$ 200.00 | \$ 800.00 |
| On-line payments | 1 | \$ 5.00 | \$ 5.00 |
| Part time | 1 | \$ 100.00 | \$ 100.00 |

Total elementary \$ 1,660.00 Total developmental \$ 3,720.00

Total Canoe/Kayak Revenue \$ 5,380.00

Dragon Boat

Warlocks

| | Participants | Price | Total |
|--------------------|--------------|-----------|-------------|
| Winter - (Dec-Mar) | 12 | \$ 60.00 | \$ 720.00 |
| Spring/Summer | 20 | \$ 350.00 | \$ 7,000.00 |
| Students | 2 | \$ 175.00 | \$ 350.00 |
| Half season | 1 | \$ 175.00 | \$ 175.00 |
| On-line payments | 6 | \$ 5.00 | \$ 30.00 |
| Occasional | 1 | \$ 125.00 | \$ 125.00 |

Total Warlocks \$ 8,400.00

Hope Floats

| | Participants | Price | Total |
|------------------|--------------|----------|-------------|
| Spring | 22 | \$ 75.00 | \$ 1,650.00 |
| On-line payments | 10 | \$ 5.00 | \$ 50.00 |
| Occasional | 2 | \$ 40.00 | \$ 80.00 |
| Summer | 20 | \$ 75.00 | \$ 1,500.00 |
| On-line payments | 5 | \$ 5.00 | \$ 25.00 |
| Fall | 10 | \$ 20.00 | \$ 200.00 |

Total Hope Floats \$ 3,505.00

Canal Dragons

| | Participants | Price | Total |
|--------------------|--------------|----------|-----------|
| Spring | 8 | \$ 75.00 | \$ 600.00 |
| On-line payments | 3 | \$ 5.00 | \$ 15.00 |
| Student | 1 | \$ 50.00 | \$ 50.00 |
| Summer | 4 | \$ 75.00 | \$ 300.00 |
| On-line payments | 1 | \$ 5.00 | \$ 5.00 |
| Students | 6 | \$ 50.00 | \$ 300.00 |
| Part time students | 2 | \$ 25.00 | \$ 50.00 |
| Fall | 5 | \$ 20.00 | \$ 100.00 |

Total Canal Dragons \$ 1,420.00

Total Dragon Boat Revenue \$ 13,325.00

TOTAL CANOEING REVENUE

\$ 22,155.00

EXPENSES

| | |
|--|--------------------------|
| Insurance - Reuters & Reilly | \$ 2,511.00 |
| Building Repayment WRCC | \$ 3,396.84 |
| CKC/WOD (Includes racing fees collected) | \$ 1,377.66 |
| Dragon Boat Canada | <u>\$ 316.40</u> |
| | <i>TOTAL</i> \$ 7,601.90 |

| | |
|-----------------------|--------------------------|
| Banking charges | \$ 201.78 |
| Repair/Maintenance | \$ 502.62 |
| Awards/Trophies/Gifts | \$ 303.29 |
| Clothing | \$ 1,230.18 |
| Printing | \$ 261.07 |
| Fuel for Boats | \$ 89.91 |
| Refunds | \$ 335.00 |
| Equipment | \$ 473.12 |
| Miscellaneous | <u>\$ 1,938.06</u> |
| | <i>TOTAL</i> \$ 5,335.03 |

COACHING FEES

| | |
|--------------------------|---------------------------|
| Canoe/Kayak Coaching | \$ 2,450.00 |
| Canoe Kids Camp Coaching | \$ 3,405.40 |
| Dragon Boat Coaching | <u>\$ 5,865.00</u> |
| | <i>TOTAL</i> \$ 11,720.40 |

TOTAL EXPENSES**\$ 24,657.33**

Other Revenue Collected

| | | | |
|-----------------------------------|-----------|-----------------|-------------|
| One time donation | \$ | 110.00 | |
| Fundraising (Garage sale/freezes) | \$ | 99.40 | |
| Clothing | \$ | 1,992.37 | |
| Donations | \$ | 1,772.00 | |
| Draw - Painting | \$ | 1,683.40 | |
| | | | \$ 5,657.17 |
| Rentals | | | |
| Military | \$ | 100.00 | |
| Kwanlis | \$ | 250.00 | |
| Powerhouse projects | \$ | 75.00 | |
| Tae Kwon Do | \$ | 200.00 | |
| Scouts | \$ | 200.00 | |
| Power Yoga | \$ | 115.00 | |
| Chris' Camp | \$ | 175.00 | |
| Volleyball Teambuilding | \$ | 90.00 | |
| Kim's class | \$ | 50.00 | |
| | | | \$ 1,255.00 |
| | | | \$ 6,912.17 |
| Other Revenue | \$ | 6,912.17 | |
| Canoeing Revenue | \$ | 22,155.00 | |
| Total Revenue | \$ | 29,067.17 | |
| Total Expenses | \$ | 24,657.33 | |
| NET | \$ | 4,409.84 | |