

2023

United DFC

ANNUAL REPORT

For as many as possible.
For as long as possible.
In the best environment possible.

udfc.ca |
info@udfc.ca



2023 Board Members

PRESIDENT

Rob Gillis

TREASURER

Richard Saurette

SECRETARY

Sheldon Miller

DIRECTORS AT LARGE

Dennis Walker

Stefan Eisnbraun

Ebony Langford

Pattie Townsend

Gloria Mannette

Kim Wallace



Office & Technical Staff

Technical Staff

DIRECTOR OF SOCCER

Fawn Mulholland

PERFORMANCE TECHNICAL STAFF COACH

Trevor Parent

STAFF TECHNICAL COACH

Keith Partridge

MEMBERSHIP, COMMUNICATIONS AND TECHNICAL ADMINISTRATOR

Anelise Karakostas

MINI AND COMMUNITY STAFF COACH

Susan Steele

SKILL CENTRE STAFF COACH

Mark Sweetapple

Office Staff

EXECUTIVE DIRECTOR

David Campbell

TECHNICAL PROGRAM SUPPORT MANAGER

Vicki Kellegrew

PROGRAM SUPPORT MANAGER

Patricia Morrison



Executive Directors Report

David Campbell

This past year presented us with numerous challenges, yet it was also deeply rewarding. Despite encountering obstacles, our club emerged stronger and more cohesive.

We remain committed to advancing our club and enhancing our volunteer and staff capacity to deliver the United DFC Experience. With a strong team in place, we are poised to fulfill our mission of fostering and expanding soccer within our communities, while providing pathways and opportunities for lifelong participation among players and volunteers. Our mantra remains: "As many as possible, for as long as possible, in the best environment possible - this is the United DFC Experience."

To achieve our goals, we will use the strategic priorities outlined in the United DFC Strategic Plan to guide us:

In the coming year, we will focus on updating our strategic plan as 2024 is the final year of our current plan. A key initiative involves establishing and implementing Key Performance Indicators (KPIs) to ensure the continued progress of our club and its ability to deliver the United DFC Experience. These KPIs will serve as a framework for assessing various aspects of our operations, such as player satisfaction and retention, financial performance, and the attraction and retention of talented coaches, volunteers, and staff will continue to be a strong focus moving forward.

As we refine our strategic plan, we will remain committed in upholding the values that define our club:

Accountability, Accessibility, Excellence, and Respect.

We are working towards financial stability, it is important to establish a comprehensive operating budget that serves as a strategic guide to our revenue collection and allocations throughout the fiscal year. During the next few months our finance committee, aimed at refining our annual budgeting process to mitigate risks associated with fluctuating winter and summer registration fees.

Over the next few months, our finance committee will be reviewing our annual budgeting process in an attempt to stabilize the club's finances and address some risks related to determining both winter and summer registration fees. Since the club's inception, the budgeting process has been more of a season-to-season approach. Our winter programs run at significant losses as a result of the increasing cost of indoor turf. The club has managed to mitigate these losses through increased registration fees during the summer registrations. Ultimately, we will need to balance the scales of our actual costs related to delivering winter programs and summer programs.

Our major revenue sources are registrations and grants, while our major expenses are turf and staff salaries. Our club has been and is continuing to grow, and so does our need for staff to manage the club's operations. As we move forward in accomplishing our mission, we will continue to need staff and volunteers to provide the best possible United Experience

When I reflect on the past year and consider all that we have accomplished, I am deeply humbled by the support and dedication of our board, staff, volunteers, and coaches. I would like to highlight a few of the accomplishments and acknowledgments our club has received over the year: from winning the HRM Group Volunteer Awards to receiving the National Impact Award presented to United DFC for Winspire by the Caching Association of Canada, witnessing our Senior Women's Team compete in the National Championships, and hearing Erin McLeod's keynote speech at our fall Winspire event.



Executive Directors Report

David Campbell

Our club remains an integral part of the community, providing a vital link for our members to connect with our community. Our volunteers, coaches, and managers are the backbone of our organization, serving as the foundation of our club and keeping us connected to our community. We simply could not function without them, and I am profoundly grateful for the work and impact they have had on our community and our club.

I am particularly grateful to Fawn, Trevor, Susan, Mark, Anelise, Keith, Vicki, and Patricia for leading and delivering our programs this year. Under Fawn's leadership as Director of Soccer, her impact has been exceptional. Trevor, Susan, Mark, Anelise, and Keith are all tremendous assets to our club, and their technical skill sets have enabled our club to grow and deliver best-in-class programs. Meanwhile, Vicki works tirelessly in the background to keep us organized and moving in the right direction. A special thank you to Pattie, who works in the office, ensuring that our registration platform runs smoothly and managing our safe sport processes to ensure the safety of our players by overseeing safety checks for our coaches, managers, and volunteers.

I would also like to acknowledge a few individuals who have made a significant impact on our club as board members and are stepping down after their service:

- Gloria Mannette, who is always ready to help and do whatever it takes to improve our club.

- Susan Steele, although Susan stepped down from the board last fall and joined our staff, she continues to be a strong force for making our club and community the best they can be.

- Kim Wallace, thank you for leading our governance committee over the past few years. Governance may not be the most exciting aspect of our club, but it is crucial in keeping our club compliant and operating smoothly and effectively.

- Richard Surette, thank you for your continuous support and dedication, always answering calls and questions. Thank you for overseeing the transition of our accounting software to a web-based platform and securing the services of Baker Tilly to complete an annual review for the club. These systems will ensure more effective monitoring of our financial processes for years to come.

Finally, I would like to express my gratitude to our outgoing president, Rob Gillis. Rob exemplifies true leadership and the spirit of volunteerism. Our club owes its existence to your ongoing contributions and dedication to our sport. What you have achieved since the club's inception in 2018 is remarkable, and your leadership and dedication have been invaluable. I personally thank you for all that you have done, and I also extend my thanks to your wife and family for sharing you with us.

In conclusion, I want to acknowledge our board members who consistently show up and help out, governing our club thoughtfully and making decisions in the best interest of our players, coaches, volunteers, and staff. Being a board member can often be a thankless task, so on behalf of myself and the entire club, a heartfelt thank you to all our board members for stepping up and leading our club.



Director of Soccer's Report

Fawn Mulholland

2023 brought new challenges and opportunities throughout the club. As my first full operational year in the Director of Soccer role, we managed through the loss of some key staff in Technical and Administrative roles (Sam Boswell and Tatiana McCormick) as well as some long-tenured coaches moving on to other endeavours (John MacPherson, Peter Lee, Phil Serieys, Gary Carter, for example). The surrounding community and people within it are the club's biggest strengths, but also critically considered with regard to continuity.

Fortunately, the club was in a position to recruit and add some new key staff members and coaches to offset our losses. We were delighted to add Anelise Karakostas to the office - and on-field - as she completed her studies at SMU, taking on several coaching roles and, more recently, coach development opportunities with UDFC. We also added several part-time Technical Staff, including Mark Sweetapple, Susan Steele and Keith Partridge who oversee our Skill Centres, Grassroots/Community and Goalkeeping, respectively. These individuals bring a wealth of experience from within the club - board members, coaches and leaders - and locally as Provincial-level coaches, Technical Directors and varsity coaches. We are spoiled with the quality and experience of the individuals we have making up our technical team. Finally, we were fortunate to bring Trevor Parent on board to our High-Performance programs. Trevor's background in US collegiate sports, mental wellbeing and coaching are only eclipsed by his enthusiasm and contagious energy. I am very confident in the capacity and sustainability we have built into our Technical Staff over the course of 2023.

The club's direction for 2024 is to build upon the program innovation successes we have seen in 2023. We have laid the groundwork and created a first-class technical staff with expertise in their fields, across our programs in 2023. We have used 2023 to steady any persistent challenges, and 2024 should be seen as a catalytic year for United DFC. We will continue to strive for more accessible programming, innovative offerings and bring the club closer to a one-stop-shop for players' all-structured soccer programming. We will continue to listen to the feedback we gather from members and strive to provide the best programs possible for players in our catchment area.

Some additional challenges from 2023 include:

- Facility time, availability, cost and space constraints - particularly through Winter months
- Facility quality and durability constraints in the Summer months
- Pivoting on player selection processes and registration systems during the migration from RAMP to Demosphere
- Preparation of documentation and resource allocation (time and money) for adherence to Canada Soccer standards to obtain the National Youth Club License

Some additional successes from 2023 include:

- Our Senior Women's AAA team represented Nova Scotia at the Toyota National Championships
- Completed certification of 2 in-house Learning Facilitators and started certification of an additional 2 in-house Learning Facilitators on Technical Staff
 - Set a regular cadence for each pre-season to deliver Community Course Certifications to all UDFC coaches
- Improving relationships with key facility partners such as HRM, HRCE and ECV - in large part due to the careful work of our Technical Administrator, Vicki Kellegrew
- Relaunch of High-Performance Summer Camps under Trevor Parent's tutelage
- Innovation with program additions including Ball Mastery, Small Group Training, Position-Specific Training
- Implementation of curriculums throughout the Skill Centre program, with particular use of new technical too; The Coaching Manual
- Goalkeeper coaching was offered throughout levels and ages at the club in Summer 2023



Election of Executive & Board of Directors

Presented by Sheldon Miller, Nominating Committee Chair

There were four members of the Board of Directors whose terms are expiring, and 1 vacancy from resignation. After meaningful volunteer commitments to the United DFC Board, Susan Steele, Kim Wallace, Richard Saurette and Gloria Mannette are stepping back from the Board, although each will continue to be involved with the Club. Each has been a strong and thoughtful voice on the Board, contributing HUGELY in different ways, and United DFC is better for it. Additionally, after leading United DFC since its inception (and Cole Harbour Soccer Club previously), Rob Gillis will be relinquishing the position of President, and assuming the new role of Past President. Rob has been an amazing leader, giving selflessly of his time and energy for the betterment of the Club, the sport and our members. It is not an exaggeration to say that United DFC would not exist if not for the efforts and leadership of Rob Gillis.

The Nominating Committee issued an expression of interest to the membership, soliciting volunteers who may be interested in getting involved on the Board or a subcommittee. We seek to have a Board that is representative of our membership and the communities we serve, and therefore try to make best efforts to have diversity in areas such as age, gender, ethnicity, and community. We also search for experience on Board, and relevant competencies, such as legal, human resources, finance and governance

We were fortunate to have a strong response, with close to 20 people expressing an interest. We also had current Board members willing to take on executive roles. From this group, the Committee is pleased to put forward the following:

Derrick Bowser is passionate about the Club, and has been a coach and parent in the Club since its inception. Derrick has coached for 20 years, and will bring that experience and perspective to the Board. Derrick expressed excitement about the direction of the Club, and wants to support its growth. Derrick is interested in furthering our efforts in diversity, coach recruitment, fields, mental health and safe sport. Derrick is being nominated for Director at Large.

Stefan Eisebraun joined the United DFC board as a Member at Large in December 2022. Stefan has two children playing soccer for United DFC, and wants to be involved and give back. Stefan played soccer growing up in Germany, and after moving to Canada in 2007 played soccer until this past year. Stefan is a CPA, and works as a Business Solutions Analyst for Invest Nova Scotia. Stefan brings previous experience on non-profit boards, strategic planning/business planning, accounting, financial analysis, and is currently serving as the Treasurer of the German Heritage Language School. Stefan is being nominated for Treasurer.

Kaitlyn Clarke will graduate from law school this year and will be articling with Stewart McKelvey. Kaitlyn is a former U-Sports athlete and current member of the United DFC Senior Women's team, and wants to combine her knowledge of soccer with professional opportunities to be able to give back to the community. Kaitlyn is being nominated for Director at Large, and will also chair the Governance Committee.

Janine Harker has been supporting the Club in various capacities since its inception. With her partner and all three of her step-daughters having been active as community players, volunteers and/or UDFC staff. Until this year, Janine has been physically located in Ontario and not been able to contribute as much as she would have liked. Now that she has moved permanently to NS, she is able to contribute her skills including leadership, board relations, communications, policy development (or anything else that is needed!). Janine is being nominated for Director at Large, and will also chair the HR & Conflict Resolution Committee.



Election of Executive & Board of Directors

Presented by Sheldon Miller, Nominating Committee Chair

Jane Matthews is rejoining the Board after a two year absence. Jane is a professional project manager, and recently assumed a leadership role establishing a new organization from the ground up. Jane has previously sat on the United DFC Board, and was Chair of the HR and Conflict Resolution Committee, quickly building a reputation for being caring, compassionate and wise. Jane has children who have played in the Club, and she herself has recently tried her hand (or foot) playing soccer! Jane is being nominated for Vice-President.

Eucharia Remy-Kingsley is passionate about relationships. Eucharia arrived in Nova Scotia from Nigeria in 2019, and cites the support she has received as part of her motivation to want to give back. Eucharia believes in structuring her life around her family, so knowing United DFC will be a part of her life she wants to help make the Club thrive. Along with her passion, Eucharia brings with her many experiences from time on boards in Nigeria, as well as recently with the Nigeria Association of Nova Scotia. Eucharia is being nominated for Director at Large.

Dennis Walker joined the United DFC Board as a Member at Large in December 2022. Dennis grew up playing soccer for Dartmouth United. Dennis has been an active volunteer coach for the past 3+ years, guiding his daughter's team. Dennis has a passion for the Club and a desire to give back to the community. Dennis is also Regional Manager for GBS Technologies, where he leads a team of up to 100 employees in a fast-paced environment, and has experience developing and implementing business plans, and a commitment to customer service. Dennis is recognized as a problem solver, and his voice has been a strong addition to the Board. Dennis is being nominated for President.

Role	Name
President	Dennis Walker
Vice-President	Jane Matthews
Treasurer	Stefan Eisebraun
Secretary	Sheldon Miller
Director at Large	Kaitlyn Clarke
Director at Large	Janine Harker
Director at Large	Ebony Langford
Director at Large	Eucharia Remy-Kingsley
Director at Large	Patti Townsend
Director at Large	Derek Bowser
Past President	Rob Gillis

Nominating Committee:

Sheldon Miller, Chair
Rob Gillis
Susan Steele
Stefan Eisebraun
David Campbell



Behind Every Number There's a Story

3717 Total Player Registrations

364 Total Number of Team Staff

44.73% Female Players

55.09% Male Players

0.19% X Players

500+ Volunteers



Awards and Scholarship Report

Patti Townsend

The Awards and Scholarship Committee strived to recognize and celebrate our members and volunteers in various ways over 2023.

HRM Awards

In January we nominated individuals for the HRM Volunteer Awards. The following 11 were recognized by HRM for their contributions to UDFC and their community:

- Adam Baggs
- Carrie Knowlton-Trider
- Rebecca Mannette - Youth award
- Adam Sherlock
- Aretha Williams
- Lauren Hurst - Youth award
- United DFC was also recognized as a winner in the Group Award category
- Sean Brushett
- Rob Gillis - Provincial Award winner
- Amanda Velutini
- Jeremy Wilken
- Daniel Rice

Thank you to all those who helped submit the nominations.

Scholarships

The committee asked for seven, \$500 scholarships for 2023 that we could award to high school graduates attending a post secondary institution in the fall of 2023. Our 2023 scholarship recipients were as follows:

- Abigail Mcloughlin (Dalhousie)
- Anne Savage (Concordia)
- Ava MacDonald (StFX)
- Jacob A. Lee (Waterloo)
- Lauren Hurst (Saint Mary's)
- Liam Gregory Sai-Lok Jay (Saint Mary's)
- Nathan Joshua Tesfazion (Dalhousie)



A big thank you to Ebony Langford for helping the committee with the selections.



Awards and Scholarship Report

Patti Townsend

SNS Awards of Excellence

Our club was honoured to nominate a large number of deserving members/teams/projects for the SNS Awards of Excellence.

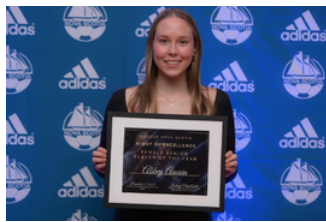
We would like to recognize the following who were nominated by UDFC:

- Youth Performance Player - Male - Ben Messinger (U18AA)
- Youth Performance Player - Female - Chloe Seto (U18AA)
- Regional Volunteer of the Year - Kim Wallace
- Youth Community Player of the Year - Alice Warren
- Team of the Year - Male - U18AA
- Team of the Year - Female - Senior AAA
- Performance Coach of the Year - Doug Pickrem
- Grassroots Coach of the Year - Matthew Seriese
- Community Coach of the Year - Mike Klenavic
- Person of Distinction - Rob Gillis

We would like to give a special acknowledgement to our nominees that were recognized as winners by SNS:

- Regional True Sport Player of the Year - Macie MacLeod
- Senior Players of the Year - Abigail Aucoin
- Innovative Program Award - W-Inspire

Thank you to all those who put together wonderful write-ups for the nominations.



Mandate for 2024

The following are areas the committee would like to commit to in 2024.

- Look at next steps to creating Volunteer and Hall of Fame Awards as a way to recognize past and present volunteers and players
- Years of Volunteer Service recognition
- Winter and Summer year end player recognition
- Grow our committee members!

A huge thank you to Susan for all of her hard work on this committee!



2023 Standouts



2023 Standouts

SENIOR WOMEN GO TO NATIONALS

Our Senior Women AAA won Summer Provincials and placed fifth at Nationals. Well done Ladies!

HRM VOLUNTEER AWARDS

Congratulations to Rob Gillis who was recognized as a Provincial Award Recipient.

Congratulations to United DFC on being recognized for the Volunteer Group Award

U15AA BOYS WIN SUMMER PROVINCIALS

Congratulations to our BU15AA on winning Summer 23' Provincials

ERIN MCLEOD GIVES W-INSPIRE KEYNOTE

Thank you to Erin McLeod who gave an excellent Keynote speech on the importance of being you.

PLAYERS NAMED TO WHITECAPS PROGRAM

Dein K
Lennon H
Luca M
Cole W
Innocent S

W-INSPIRE WINS COACH.CA IMPACT AWARD

W-Inspire won the coach.ca Impact Award. Thank you to Susan S. and Kim W. and the rest of the team in leading an outstanding initiative!

U18AA GIRLS WIN GOLD AND BRONZE AT PROVINCIALS

Congratulations to our GU18AA Electric on winning Gold at Provincials. Congratulations to our GU18AA Navy on Bronze!

U13AA GIRLS WIN SUMMER PROVINCIALS

Congratulations to our GU13AA on winning Summer 23' Provincials

PLAYERS NAMED TO REX PROGRAM

Emily H
Lauren D
Mya M
Addison G
Genevieve S

PLAYERS NAMED PROVINCIAL TEAM ROSTER

Jasper W	Emmersyn C	Lylah VM
Cameron W	Josie M	Maggie W
Antonio G	Kaelynn A	Klaudia P
Ethan A	Macie M	Kyleigh H
Theo C	Donna M	Clara H
Annika W	Genevieve S	Maude M
Brooklyn H	Lexie M	



Sponsors

United DFC, a vibrant non-governmental and non-profit organization, thrives thanks to the invaluable support of our esteemed sponsors. Their unwavering commitment empowers us to deliver transformative programs and services, enriching the lives of our community members. We are deeply thankful for the generosity and dedication of the following sponsors, whose partnership enables us to create extraordinary experiences and make a lasting difference.

