



CANADA SOCCER
2020 ANNUAL REPORT



A MESSAGE FROM DR. NICK BONTIS, PRESIDENT

Even with so much of the world's attention focused on the COVID-19 pandemic over the past year, there has been a parallel conversation in many organizations around equity, diversity and inclusion. Whether prompted by the death last May of George Floyd, or simply brought into sharper focus by our collective reckoning with systemic racism, representation is something that no organization – including Canada Soccer – can afford to ignore.

That is one reason we have been so focused on diversity in the first 100 days since I was entrusted with the role of President. Our Board of Directors needs to be more reflective of the athletes we represent. It needs to look more like our National Teams. When I was elected, we had two female Directors out of 14, and that, to me, was unacceptable. Slowly, but surely, we will raise the profile of women on the Board and increase our racial diversity.



One of the first things I did as President was to recommend Charmaine Crooks as Vice-President. The five-time Olympian and Olympic silver medallist is the first woman – and the first black woman – to become a senior officer of Canada Soccer's Board of Directors in its 108-year history. The second thing was to actively work to recruit diverse individuals onto our Board, including our new elected member from Ontario, Paul Martin. It takes more than posting a call for nominees on our website to attract diverse candidates. We need to proactively recruit and create a diversity-focused candidate experience. I learned that some people I spoke to thought they did not qualify, or that the results were predetermined. As President, I want Canada Soccer to attract the best talent available regardless of age, race, ethnicity, gender, identity, sexual orientation, or experience. It is the mosaic of our organization that will build our brand moving forward.

Another priority is promoting women's professional soccer. We have to make sure we clearly articulate why we believe the Canadian market is a place where women's professional soccer will thrive. If you look back to the London 2012 Olympic Games or the FIFA Women's World Cup Canada 2015™, our Women's National Team transcended sport. They became a beacon for

national pride. That shows the power we have in women's soccer, and we have to communicate that opportunity to private investors – that women's professional soccer is a long-term viable investment.

In addition to being your President, I'm also a player, a coach, a soccer parent, and a fan. I'm passionate about the sport and want to see it grow significantly beyond where we were pre-pandemic. We had solid momentum before March 2020, and our recovery will have to happen in phases. First, we must ensure the stability of our organization and that of our members from both a financial and human capital point of view. Second, we must grow back to pre-pandemic registration levels as we collectively focus on our safe Return-to-Play protocols. Third, we must establish a stable foundation now so that we can springboard beyond current levels as we look ahead to the FIFA World Cup 2026™.

As we plan for our sport's recovery, collaboration is critical. We're not just large geographically; we're also very diverse in the type of soccer we play – from futsal, to grassroots, to club teams, to professional leagues, to our Men's and Women's National Teams. It's important for our whole community to open communication channels, accelerate coordination, share best

practices, and leverage our expertise so we're not duplicating our efforts. During my first 100 days, I've reached out to our stakeholders – our member organizations, professional clubs, and commercial partners to listen and learn how we can collectively jumpstart our recovery. And as we move into our next strategic planning cycle, we will gather a wide swath of perspectives from across the country through town halls, online surveys and workshops about what our priorities should be for the next few years.

Like all of you, I hope the recovery happens sooner rather than later. I miss watching my children play, and I miss attending live matches. I miss the smell of wet grass and the loud cheers of fans in the stands. I yearn to return to the pitch, having played my last old timer's game the night before the lockdown in Ontario last March.

Our membership has put a lot of faith in me to help move our organization forward during a very difficult time. I will do my best to lead our organization in the execution of our strategic priorities: DEVELOP, GROW and GOVERN. I would like to thank you for your tireless efforts, and I want to acknowledge the selfless volunteerism that is the engine of growth for our sport in Canada. I hope to see you all on the pitch soon.



A MESSAGE FROM PETER MONTOPOLI, GENERAL SECRETARY

This past year was one where our world got a lot smaller. We all started spending more time at home. Our immediate family members became our constant companions. Socializing took the form of masked driveway visits with friends and neighbours until the weather got too cold. Our communities became our lifeline.

But absent from all of it was sport: no lacing up your four-year-old's first pair of cleats and reminding them to keep their eye on the ball. No sitting on the sidelines, cheering on your children's team and chatting with other soccer parents over coffee. No weekend drives to distant tournaments. Opportunities to watch the heroes of Canada Soccer's National Teams play on the international stage were few and far between.

Our kids, of course, felt sport's absence most acutely. So did the coaches, referees, and community volunteers who make grassroots soccer in this country possible. It has been a year of loss: we are grieving the loss of loved ones, the loss of jobs, the loss of hugs and high-fives – the loss of life as we know it. The pandemic has left a massive hole in the heart of our soccer nation.

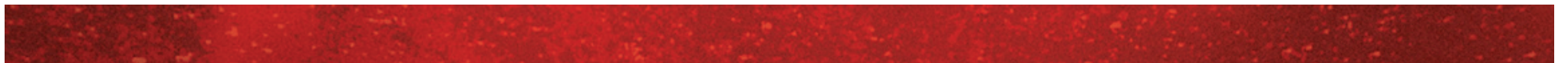
It's one that we at Canada Soccer want to help heal.

While 2020 was probably one of the most difficult years we have ever faced as an organization, there is light visible at the end of this long, dark tunnel. As of the time this is being written (near the end of March 2021) both of our Women's and Men's National Teams will have played in 2021, which feels like a strange miracle. Canada Soccer's collaboration with our member associations, clubs, leagues and public health authorities have allowed us to get back on the pitch safely and from coast to coast to coast the Return-to-Soccer Guidelines will continue to drive that effort. As more and more people receive their first (and second) doses of vaccine, a return to something that resembles normalcy seems possible. We don't know precisely when that will happen yet, but when it does Canada Soccer will be there to help lead our sport – and our soccer nation – out of the dark and into the light.

The reality is that grassroots sport has been decimated by this pandemic and the ensuing lockdowns, which were, of course, necessary to keep all of us safe. But without a robust, thriving grassroots game our sport cannot recover, let alone grow beyond where we were before COVID-19. This is the reason Canada Soccer is part of sporthelps.ca, a partnership of six of the country's largest National Sport Organizations (NSOs). We are calling on the government to invest \$75 million in a Sport Recovery Program to support grassroots, local sport initiatives as they rebuild and recover from the pandemic.

NSOs like Canada Soccer are essential to ensuring a safe return to play and healthy, active living for all Canadians. Anyone who has spent the weekend at their children's soccer tournament or who has experienced the excitement of Canada's National Teams in action knows that sport brings communities together. Not only that, but research shows that participating in organized sport improves the physical and mental health of people from all walks of life. It doesn't matter whether they're playing in competitive leagues or purely for fun and recreation; the health and social benefits of sport are vital for kids and adults alike.

When it is finally safe for all to get back on the pitch, Canada Soccer will be ready to lead our players, parents, referees, coaches and volunteers – and all our members – into the future and help our sport and communities heal as we head towards the FIFA World Cup 2026™.



2020 CANADA SOCCER MOMENT OF THE YEAR

Christine Sinclair scoring her 185th goal to break the world's all-time international goalscoring record was named the 2020 Canada Soccer Moment of the Year. The Canadian captain's historic moment came in the 23rd minute of Canada's opening match at the 2020 Concacaf Women's Olympic Qualifying Championship on 29 January 2020 at H-E-B Park in Edinburg, Texas, USA.

The goal set Canada Soccer's Women's National Team's star Sinclair apart from all international footballers in the more than 150 years of the game. Now in her 21st international season, Sinclair surpassed Abby Wambach (184 goals) who held the record since 2013 after she surpassed former record holder Mia Hamm (159 goals). Including matches played through March 2020, Sinclair has scored 186 goals in 296 international matches.

After giving Canada the 1-0 lead on a penalty, Sinclair scored the record-breaking goal in the 23rd minute to give Canada a 4-0 first half lead. On the play, Jessie Fleming won the turnover from Calvinis Prentice, moved towards goal and played it to Adriana Leon, then Leon played it to Sinclair who finished with a right-footed shot from inside the box.





ALL-TIME INTERNATIONAL GOALSCORING RECORD



CHRISTINE SINCLAIR

NATIONAL TEAMS

MEN'S NATIONAL TEAM PROGRAM

Canada Soccer's Men's National Team held a 12-day January camp to kick off the 2020 international season. The California-based camp provided Canada Soccer with an opportunity to continue the positive development of the Men's National Team Program while also providing international competition against Barbados and Iceland.

Canada's camp featured a squad of players attached to professional clubs in Canada and USA as well as several young players attached to clubs in Europe. The three matches provided the Men's National Team with another opportunity to gain international match experience and build performance cohesion while also developing the cultural and tactical framework of the program.

Canada won 4:1 in the two matches against Barbados. Tosaint Ricketts, Tesho Akindele, Jonathan Osorio, and Theo Bair scored for Canada in the first match. Charles-Andreas Brym, Russel Teibert, Amer Didic and Jayden Nelson scored for Canada in the second match. Canada fell 0:1 to Iceland in the third match. Nine players made their first international appearance across the three matches with Theo Bair, Zorhan Bassong, Tristan Borges, Charles-Andreas Brym, Amer Didic, Jayden Nelson, Noble Okello, Jacob Shaffelburg, and Shomit Shome all getting their first International A minutes.





DATE	MATCH	RESULT	MATCH TYPE	LOCATION	VENUE
7 JAN	CANMNT V BRB	4:1	INTERNATIONAL FRIENDLY	IRVINE, CA	ORANGE COUNTY GREAT PARK
10 JAN	CANMNT V BRB	4:1	INTERNATIONAL FRIENDLY	IRVINE, CA	ORANGE COUNTY GREAT PARK
15 JAN	CANMNT V ISL	0:1	INTERNATIONAL FRIENDLY	IRVINE, CA	ORANGE COUNTY GREAT PARK



NATIONAL TEAMS

WOMEN'S NATIONAL TEAM PROGRAM

Canada posted an international record of four wins, two draws and two losses in 2020 including a second-place finish at the 2020 Concacaf Women's Olympic Qualifying Championship in February. Canada are one of just five nations in the world that have qualified for each of the past four Women's Olympic Football Tournaments.

It was a historic tournament for Canada at the 2020 Concacaf Women's Olympic Qualifying Championship in January and February 2020. After Christine Sinclair set the world's all-time international goalscoring record in the opening match on 29 January, Canada won their next three matches to qualify for their fourth Olympic Games. Kadeisha Buchanan, Jordyn Huitema, Stephanie Labbé and

Ashley Lawrence were all named to the tournament's Best XI while Huitema won the Golden Boot Award and Labbé won the Golden Gloves Award.

In March, Canada Soccer's Women's National Team took part in the newly established Tournoi de France. The international tournament in France gave Canada the opportunity to face France, Netherlands, and Brazil, three teams which are among the top 10 nations of the FIFA/Coca-Cola Women's World Ranking.

With the departure of Kenneth Heiner-Møller, Canada Soccer named Bev Priestman as the new Women's National Team Head Coach in October 2020 following a worldwide search. Priestman took charge of the team starting 1 November as Canada continued their preparations for the Tokyo 2020 Olympic Games.

At the 2020 Concacaf Women's Under-20 Championship, Canada posted two wins, a draw, and two losses across five matches. Canada were eliminated by rivals USA in the Quarter-finals.





DATE	MATCH	RESULT	MATCH TYPE	LOCATION	VENUE
29 JAN	CANWNT V SKN	11:0	CONCACAF WOMEN'S OLYMPIC QUALIFYING	EDINBURG, TX	H-E-B PARK
1 FEB	CANWNT V JAM	9:0	CONCACAF WOMEN'S OLYMPIC QUALIFYING	EDINBURG, TX	H-E-B PARK
4 FEB	CANWNT V MEX	2:0	CONCACAF WOMEN'S OLYMPIC QUALIFYING	EDINBURG, TX	H-E-B PARK
7 FEB	CANWNT V CRC	1:0	CONCACAF WOMEN'S OLYMPIC QUALIFYING	CARSON, CA	DIGNITY HEALTH SPORTS PARK
9 FEB	CANWNT V USA	0:3	CONCACAF WOMEN'S OLYMPIC QUALIFYING	CARSON, CA	DIGNITY HEALTH SPORTS PARK
4 MAR	CANWNT V FRA	0:1	TOURNOI DE FRANCE	CALAIS, FRA	STADE DE L'ÉPOPÉE
7 MAR	CANWNT V NED	0:0	TOURNOI DE FRANCE	CALAIS, FRA	STADE DE L'ÉPOPÉE
10 MAR	CANWNT V BRA	2:2	TOURNOI DE FRANCE	CALAIS, FRA	STADE DE L'ÉPOPÉE



NATIONAL TEAMS

FUTSAL

Canada Soccer's Futsal National Team named a 17-man squad for a six-day camp and two-match international friendly series against defending, back-to-back Concacaf Futsal Champions Costa Rica in San Rafael, Costa Rica from 28 January – 2 February.

The team defeated local club teams in training matches ahead of the two-match series which saw Canada defeat the powerhouse Costa Ricans for the first time in program history 2:1 on 31 January and draw 2:2 in the second match on 1 February. 2017 Futsal Player of the Year Nazim Belguendouz opened the scoring for Canada in the first match before the Costa Ricans tied it before half time. Then Mohamed Farsi secured the historic victory late in the second half in front of a packed local crowd in San Rafael. Canadian pressure caused two own goals in the second match to secure the draw.

With the 2020 Fustal Canadian Championship having been cancelled and the Concacaf Futsal Championship delayed due to the postponement of the FIFA Futsal World Cup, the Futsal National Team Program has supported the player pool through online training support and connection touchpoints as the program prepares for the re-scheduling of the Concacaf Futsal Championship.



AWARDS AND RECOGNITION

Canada Soccer's National Team Players were front and centre across all major Canadian year-end awards in recognition of their outstanding performances on the pitch. This marks the third time since 2012 that soccer players have been named Canadian Athletes of the Year, albeit the first time that both men and women have been recognised in the same year. Since the inception of The Canadian Press awards in 1932, only athletics (1936), golf (2000), hockey (2007) and tennis (2013, 2014) have previously been recognised with male and female winners in the same year.



The Canadian Players of the Year award celebrated Canada's top two footballers in recognition of their achievements with both the National Teams and their respective clubs. Voting was conducted by Canadian coaches and media.

Alphonso Davies was voted the Canadian Player of the Year for the second time in three seasons after a record-setting year in which he won five club trophies with world renowned FC Bayern München including his first UEFA Champions League title. Kadeisha Buchanan was voted the Canadian Player of the Year for the third time in six seasons after a year in which she helped Canada qualify for the Olympic Games and she won three trophies with her club Olympique Lyonnais including the UEFA Women's Champions League.



DEVELOPMENT

CLUB LICENSING

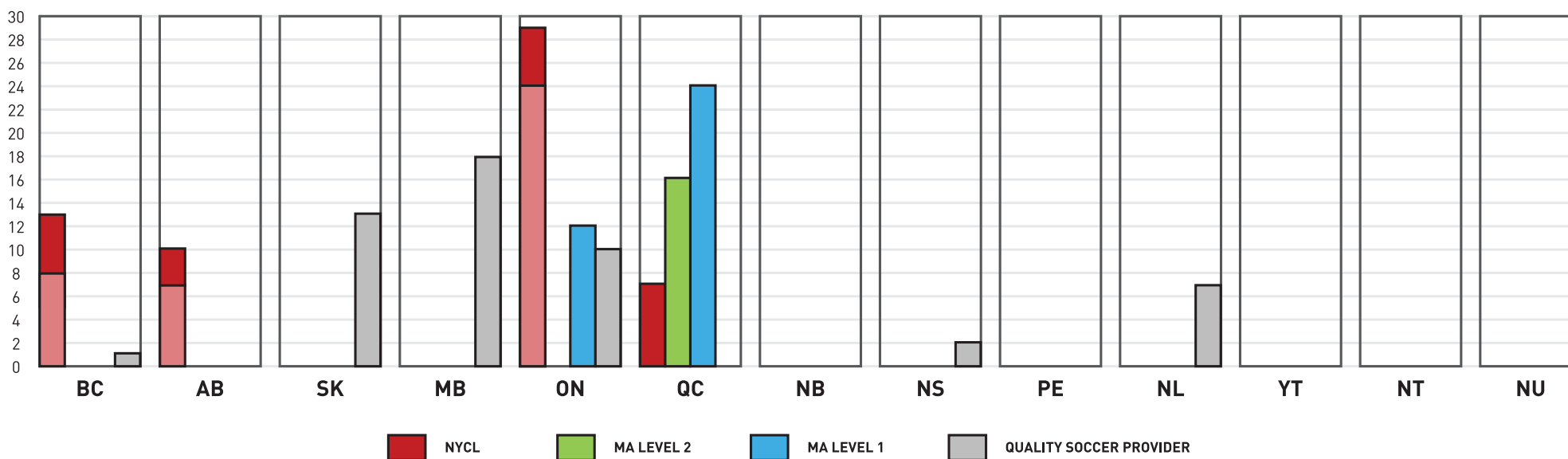
Significant progress was made in implementing the Canada Soccer Club Licensing Program in 2020, with several Member Associations welcoming their first organizations to the Program.

In 2020, Canada Soccer expanded the Program to include clubs at all four levels of recognition across 9 of the 12 Member Associations where club soccer exists. This represents a 321% increase and brings the total number of licensed clubs from 39 in 2019 to 164 across nine Member Associations (60 National Youth Club Licences, 16 Member Association Youth Club Licence – Level 2, 38 Member Association Youth Club Licence – Level 1 and 50 Quality Soccer Providers) as of the end of 2020.



2020 LICENCE HOLDERS

164 CLUBS



DEVELOPMENT

FIFA & CONCACAF

Canada Soccer was selected to participate in the FIFA Talent Development Ecosystem Analysis Program. Jason deVos, Director of Development, engaged in the initial phase of this project, which will analyze the Canadian talent development system and provide feedback to Canada Soccer in relation to global best practice, while many Canada Soccer staff members including Men's National Team Head Coach John Herdman and Women's National Team Head Coach, Kenneth Heiner-Møller were also engaged in the analysis. 10 Canada Soccer National Youth Club Licence holders were also selected to be part of the Program, with the analysis report expected back in 2021.

Stuart Neely, Manager of Coach Education, was selected to be a member of Concacaf's Coaching Expert Panel, who were tasked with building the Concacaf Coaching Convention - a set of regulations addressing minimum standards for the delivery of coach education across the Confederation. The Concacaf Coaching Convention is scheduled to launch in 2021, with Canada Soccer poised to be one of the first Member Associations to align to the standards.

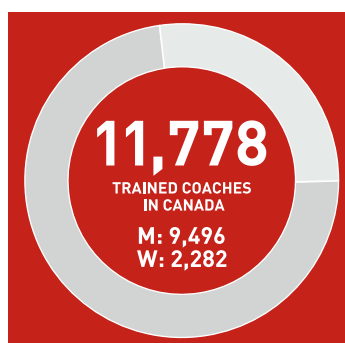
COACHING

COACH EDUCATION

Since the onset of the COVID-19 pandemic in March 2020, the Development Department pivoted the Canada Soccer Coach Education Program toward a blended delivery model for all coach education workshops. Online theory workshops were developed and made available free of charge for all Community Stream workshops including Active Start, FUNdamentals, Learn to Train, and Soccer for Life.

The Canada Soccer Licensing Stream workshops were also made available online as the C Licence, Children's Licence, Youth Licence, B Licence and A Licence cohorts across the country continued their courses via remote learning. In total, a record 393 coaches participated in the Licensing Stream workshops in 2020.

2020 saw many coaches successfully complete their training and receive their Canada Soccer Coaching Licence. In total, the following Licences were awarded in 2020:



A Licence: 53 + 34 renewals

B Licence: 24 + 49 renewals

Youth Licence: 25

Children's Licence: 64

The Development Department continued to expand its pool of certified Coach Developers across the country in 2020, with 15 coaches now trained or certified to deliver the Children's, Youth, B and A Licence courses. The Development Department has made a commitment that in 2021, every Advanced Coach Education Program Licence course has at least one female Coach Developer assigned, and by 2022, our pool of Coach Developers will have equal representation of male and female Coach Developers.

REFEREES

The National Referees Camp was held in Florida in early 2020 with the National Referee List plus the largest to-date NextGen cohort (25) in preparation for the beginning of the season. The camp was the largest held to date and successfully set the stage for a season that, due to the ongoing Covid-19 pandemic, was eventually reduced. Of note, Carly Shaw-Maclaren and Gérard Kader-Lebuis were confirmed to the National Referee List after graduating from the NextGen program at the conclusion of the camp.

The NextGen Program grew to its largest size to-date with 25 provincial referees becoming part of the program. From this group, Ben Hoskins was selected to attend the elite CONCACAF Program of Referee Excellence (PORE).

The Canadian Premier League (CPL) Island Games featured 16 referees and 2 assessors who put in admirable performances at a very high standard with the consideration that most had not refereed in up to the ten months leading into the competition. From the group, 23 year-old Carly Shaw-Maclaren had a standout competition not just for her young age but because she refereed her first professional matches and displayed a high level of skill to affirm her new position on the National Referee List. The Final crew for CPL Island Games included Juan Marquez, Stefan Tanaka-Freundt, Gabrielle Lemieux and Myriam Marcotte.

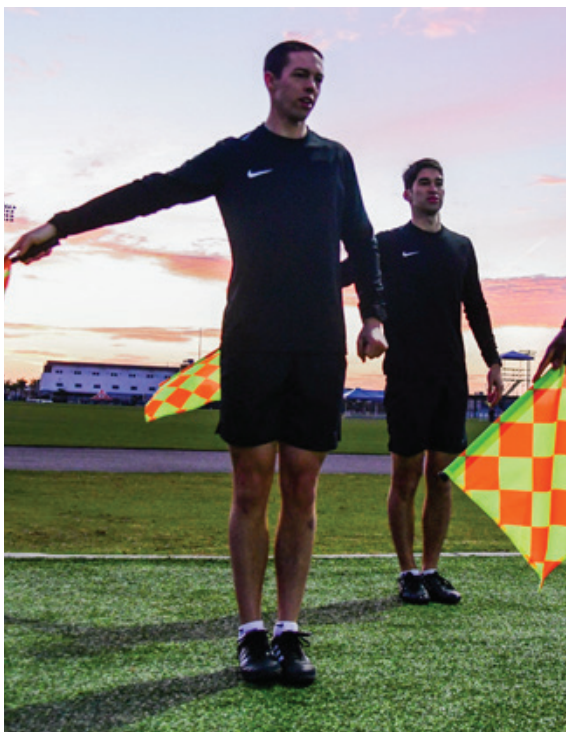
The Canada Soccer Referee Program hosted a number of well-attended webinars as part of the Canada Soccer Nation series and found new ways to engage with all manner of soccer fans and referees around the country. Virtual clinics were also held for instructors from across Canada who were given extensive training in teaching in a virtual world by FIFA Instructors Hector Vergara and Michelle Pye in order to help Member Associations prepare referees while restrictions remain in place.

Canada Soccer also engaged Member Associations throughout 2020 to support initiatives such as Fitness training and preparation, re-tooling the Entry Level course to an online format and Return-to-Play initiatives as restrictions were eased.

In Major League Soccer (MLS), due to cross-border travel restrictions, Drew Fischer, Dave Gantar and Silviu Petrescu spent a good part of the year in the United States in order to referee MLS matches. These restrictions also resulted in a number of Canadian referees getting their first MLS experience when Canadian MLS teams played at home in the first part of the season. Chantal Boudreau, Fabrizio Stasolla, Alain Ruch, Stéphanie Fortin, Marie Han Gagnon Chrétien, and Lyes Arfa were active as United States-based referees were not permitted into Canada.

REFEREES

The year ended with great news for 4 Canada Soccer officials with FIFA announcing their selection as candidates for 2023 FIFA Women's World Cup. Marie-Soleil Beaudoin, Chantal Boudreau, Myriam Marcotte and Stéphanie Fortin will undergo in extensive training and monitoring as they vie for positions on the final roster for Australia/New Zealand. Beaudoin and Boudreau return to the FIFA World Cup project after successfully officiating at the FIFA Women's World Cup, France 2019.



GROW

ACTIVE START SOCCER FESTS

Despite being affected by the ongoing pandemic, Canada Soccer's Active Start Soccer Fests 2020 season wrapped up with 15 community soccer clubs hosting fun-filled festivals from coast to coast-to coast. Over the past year, Canada's largest grassroots soccer program connected nearly 3,000 Active Start participants under the age of 12 and nearly 7,000 total on-site attendees including families, volunteers, and coaches across the Canadian soccer community.

Canada Soccer also offered guidance and a venue assessment tool to help local clubs assess and manage the risk associated with staging an Active Start Soccer Fest in their community.

As Canada's leading grassroots soccer program, Active Start Soccer Fests deliver financial, promotional and technical resources that contribute to the hosting of community soccer celebrations in collaboration with community soccer clubs. Canada Soccer recognizes and thanks the program's community club partners who contribute significant time and energy to create the best possible experience, encouraging lifelong participation in the beautiful game.



PROVINCE	FESTIVALS
Alberta	3
British Columbia	1
Manitoba	3
New Brunswick	6
Prince Edward Island	1
Québec	1

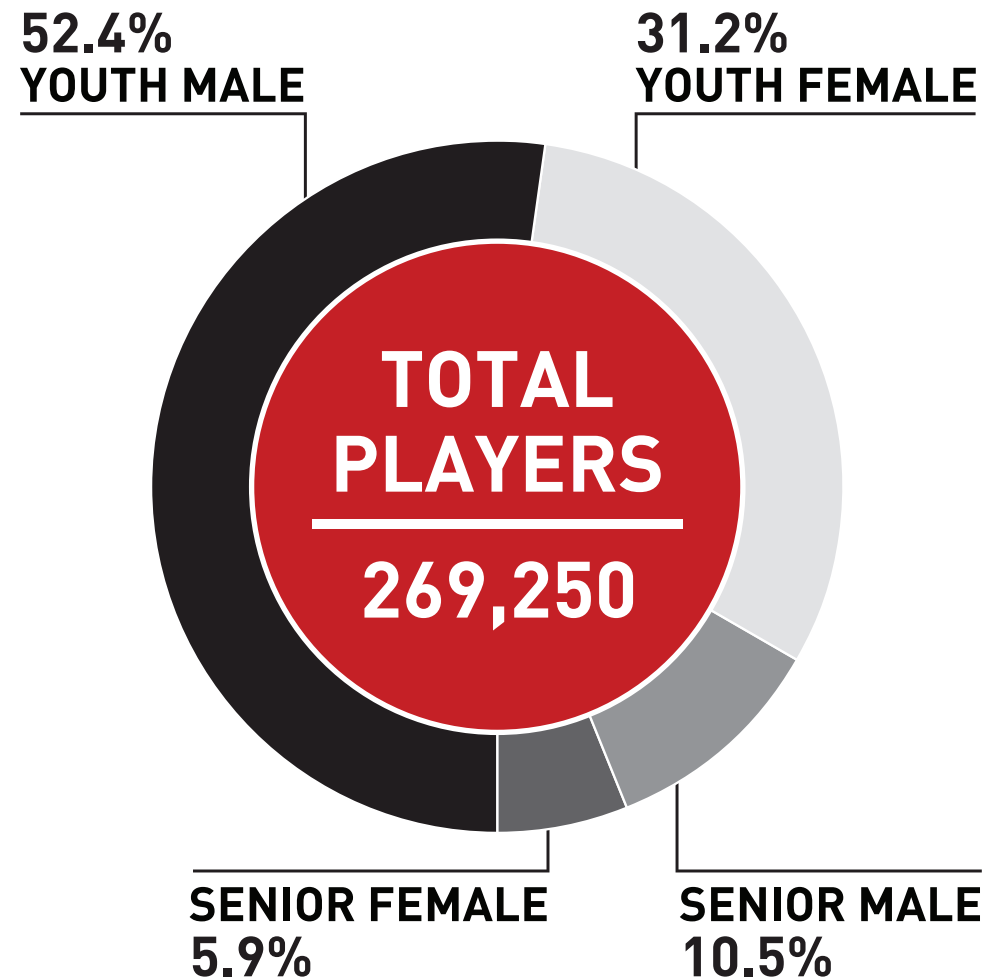


GOVERN

DEMOGRAPHICS

Registration figures in 2020 reflect the realities of the global COVID-19 pandemic. Canada Soccer suspended all sanctioned soccer on 13 March 2020 after consultation between the Canada Soccer Sports Medicine Committee, Federal and Provincial Public Health Authorities, and all 13 Member Associations. On 13 May 2020, Canada Soccer outlined its Return to Soccer Guidelines as part of its Safe Sport Roster to enable a gradual return-to-play with respect of local public health authorities.

Total Players	269,250
Total Coaches	11,778
Total Referees	12,072
Total Players, Coaches and Referees	292,883



GOVERN

PROFESSIONAL SOCCER AROUND THE WORLD

Alphonso Davies became the first Canadian soccer player to win the men's UEFA Champions League title in August 2020. Across the calendar year, Davies was part of FC Bayern's streaks of 23 consecutive wins (16 February to 24 September 2020) and 32 undefeated matches (11 December 2019 to 24 September 2020), which included the 2019-20 Bundesliga title through 27 June, the DFB-Pokal (German Cup) on 4 July, the UEFA Champions League title on 23 August, and UEFA Super Cup title on 24 September. He lifted his fifth trophy of the year on 30 September when FC Bayern won Germany's DFL-Supercup.

In North America, 39 Canadian players featured in at least one match during the 2020 MLS regular season, not counting another half dozen who dressed but did not feature. For the third year in a row, Canadian players featured in more than 400 matches and 24,000 minutes. A record 10 Canadian players also featured in at least one MLS match for seven different US-based MLS teams, thanks to a Homegrown Player rule established in 2016 in cooperation between Canada Soccer and Major League Soccer.

Kadeisha Buchanan won her fourth consecutive UEFA Women's Champions League title after Olympique Lyonnais won 3:1 over VfL Wolfsburg in the European final. Buchanan played in all seven UEFA matches in the 2019-20 season, including five starts. In 2020, Buchanan also won her fourth Championnat de France (the league title), and her third Coupe de France (the domestic cup). She was also a year-end nominee for the UEFA Team of the Year.

Also in Europe, Janine Beckie became the first Canadian player to score in the Women's FA Cup when Manchester City FC won their second consecutive domestic Cup title on 1 November 2020. Jessie Fleming made her professional debut as a substitute for Chelsea FC as they won the 2020 FA Community Shield.

In the NWSL, Canadians Allysha Chapman, Maegan Kelly, Nichelle Prince and Sophie Schmidt won the 2020 NWSL Challenge Cup in July while Christine Sinclair and the Portland Thorns FC were crowned NWSL Fall Series Verizon Community Shield winners in October.

Sinclair also won the NWSL Fall Series Golden Boot with six goals scored in four matches, while Kailen Sheridan of Sky Blue FC won the NWSL Challenge Cup Golden Glove award.

In 2020, 14 Canadian players featured in the NWSL, including debutants Jordyn Listro of Orlando Pride, Bianca St-Georges of Chicago Red Stars, and Evelyne Viens of Sky Blue FC.



NWSL CLUB-BY-CLUB CANADIAN ALLOCATIONS:



Nichelle Prince
Allysha Chapman
Sophie Schmidt



Stephanie Labbé



Diana Matheson
Desiree Scott



Christine Sinclair



Kailen Sheridan



Shelina Zadorsky

CANADIAN PREMIER LEAGUE



All eight Canadian Premier League Clubs played in the first edition of the Island Games in Charlottetown, Prince Edward Island from 13 August-19 September.

Forge FC Hamilton advanced to the 2020 Canadian Championship Final for the first time after finishing first at the tournament. Hamilton won 2:0 over HFX Wanderers of Halifax in the Canadian Premier League Final to lift the 2020 North Star Shield. Alexander Achinioti Jönsson and Maxim Tissot were the goalscorers, with both goals scored in the second half. Captain Kyle Bekker lifted the trophy for the second year in a row.

Forge FC Hamilton will face Toronto FC in the Battle of the North Final for the Voyageurs Cup. Toronto FC qualified after finishing first among three Canadian teams in the first phase of Major League Soccer's revised schedule. The seven-time champions have reached the Canadian Final in five-consecutive years since 2016.

MARKETING & COMMUNICATIONS

At the beginning of the suspension of soccer due to the COVID-19 pandemic, the Canada Soccer marketing and communications team transitioned its main focus to the development and execution of the Canada Soccer Nation Inside (CSNI) campaign which was designed to encourage, engage, and motivate the Canadian soccer community during these challenging times.

Key programming within CSNI included a series of webinars featuring Canada Soccer's Men's Excel Program, Women's Excel Program and the Referee Program sharing their knowledge, insights and experience with nearly 10,000 members of the Canadian soccer community.

Canada Soccer also published a dynamic schedule of daily social/digital content as part of CSNI which served to drive fan engagement across the Canadian soccer community. Taking a multi-channel and themed approach, content included: Monday Memories, Tuesday Trivia, Wallpaper Wednesday, Throwback Thursday, #FanFriday, and Soccer Saturday/Sunday. Content ranged from fun, to technical, to informative all while striving to find an appropriate tone given the ongoing pandemic.



MARKETING & COMMUNICATIONS

SPONSORSHIPS

Canada Soccer provided extensive support to the Allstate Soccer Show which was hosted in a 'live online' format on 30 August. This support included the coordination of athlete appearances, including 10 total athletes representing Canada Soccer, extensive promotional support for the event across Canada Soccer's social channels, and the development and execution of Canada Soccer activations targeted to attendees within the digital event environment.

In collaboration with Nike, the Marketing and Communications team worked to support the launch of the new Nike #CANWNT Home Jersey across our social channels, including driving to availability at retail. In addition, Canada Soccer & Nike developed a new custom jersey font titled 'Power Lines' which will be featured on all new National Team kit moving forward and available to fans for purchase as part of customized/personalized jerseys.

The Canada Soccer Nation Champions presented by Toyota campaign was developed and launched to honour and recognize volunteers who supported their club or academy on protocols under Canada Soccer's Return-to-Soccer Guidelines in 2020. Nominations for Canada Soccer Nation Champions were open to Member Organization clubs and academies to nominate volunteers that met all of Canada Soccer's Safe Sport Roster considerations. In total, eight individuals from coast-to-coast were identified as recipients for 2020 Canada Soccer Nation Champions presented by Toyota.

The Allstate Good Hands Award campaign rolled out in 2020 including a unique digital presentation of the 2019 Allstate Good Hands Award to recipient Stephanie Labbé. The 2020 Allstate Good Hands Award winner, as voted on by Canadian soccer fans, was Maxime Crépeau. An in-person presentation of the 2020 award will take place in 2021, conditions permitting.

CORPORATE PARTNERS



Teck

POWER
ADE

SUPPLIERS



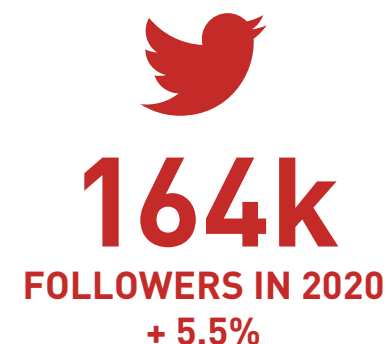
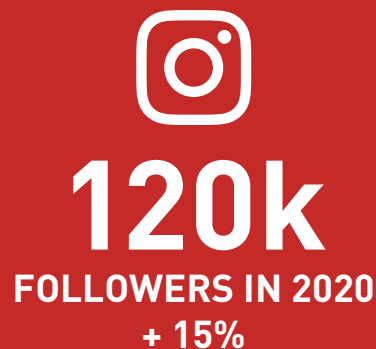
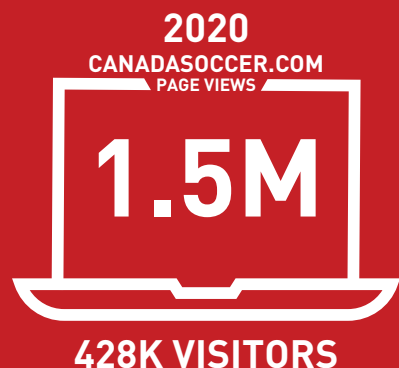
FUNDING SUPPORTERS

Canada



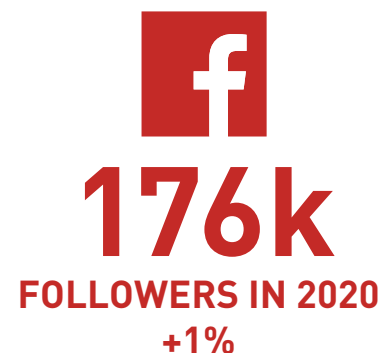
97.2 MILLION SOCIAL MEDIA IMPRESSIONS IN 2020

460K FOLLOWERS ON SOCIAL MEDIA



CANADA SOCCER ON DIGITAL MEDIA

On 12 August, Canada Soccer launched a re-developed CanadaSoccer.com as part of an organization wide digital transformation. The site is powered by a modern, open-source content management system with integrated digital asset management tools and features, and a new custom database to house player, competition, and organization stats, profiles, and media integrated with a world-class competition management solution. In addition, new content sections were designed to showcase the work done to develop clubs, coaches, referees, players under the Play, Coach, and Referee headers. The site positions all of Canada Soccer's digital channels for a pathway of growth on the road to the FIFA World Cup 2026™.



FINANCIALS

Canada Soccer worked closely with its Member Associations, stakeholders, and partners to ensure the viability of the organization during the COVID-19 pandemic. In unprecedented times, we safeguarded the continued financial sustainability of the organization as we continue to strive to realize our strategic objectives by swiftly adapting to the financial pressures while also preparing for the future.

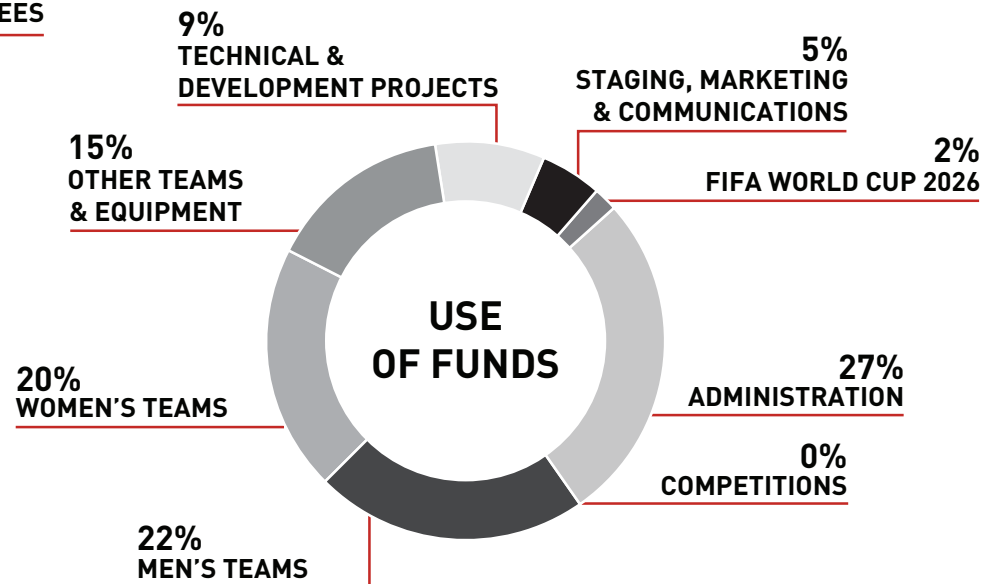
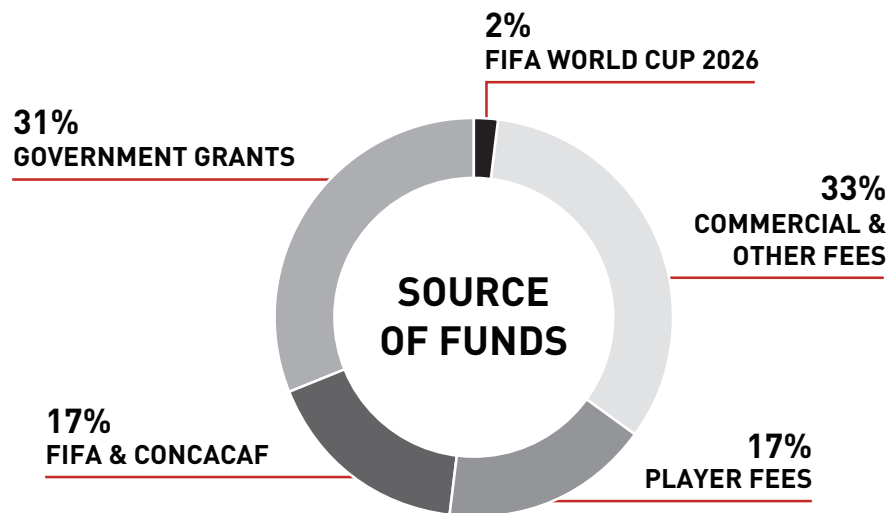
In 2020, our focus to GOVERN, GROW and DEVELOP the game took on a whole new meaning. It will only be through a collective effort from the entire Canadian soccer community that we can ensure players, coaches, officials, clubs, leagues, and fans Return to Soccer safely in 2021 and beyond.

We would like to thank our partners who provided access to COVID-19 relief funds including FIFA, Concacaf, Government of Canada, Sport Canada, and the Canadian Olympic Committee. These funds were critical to our ability to continue operations and to provide financial relief to our Member Associations.

- The COVID-19 pandemic resulted in a 41% reduction of revenues in 2020 with cost savings measures immediately introduced that included a reduction in overall programming and a reduced Canada Soccer work week to four days.
- Membership fees were reduced by 67% providing \$4.4M in financial relief to our Provincial and Territorial Member Associations which will ultimately alleviate some of the economic impact for grassroots clubs across the country.

- The postponement of National Teams activity in 2020 resulted in a 50% decrease in program and staging costs with most of the competition deferred to future years. The focus remains on the development of the next generation of Canada's coaches and high-performance players with the Women's National Team looking forward to building on their record setting back-to-back Olympic bronze medals at the Tokyo 2020 Olympic Games and the Men's National Team kicking off their FIFA World Cup Qatar 2022™ Qualifiers.
- Technical development continues to be a priority for Canada Soccer and amid the ongoing COVID-19 pandemic there was a concerted effort to not only continue but to expand the connection with the Canadian soccer community by adapting to an online environment with an associated 36% in savings while also reaching more remote areas in Canada.
- Strong government support, including our partnerships with Sport Canada through its Own the Podium (OTP) program, the Public Health Agency of Canada (PHAC), and the Federal CEWS programs provided a 24% increase in funding.
- Despite the ongoing challenges that COVID-19 has created, Canada Soccer remains united with our neighbors, Mexico, and the United States in continuing our investment in preparation as co-hosts for the FIFA World Cup 2026™ – the largest single sporting event in the world.

Canada Soccer Nation has never been stronger and 2020 has proven that more than ever, it is our collaboration and shared goals that will have the biggest impact on how we collectively GOVERN, GROW and DEVELOP our sport as we continue our path to co-hosting the once-in-a-generation FIFA World Cup 2026™.



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