



ANNUAL REPORT

2024

PRESIDENT'S MESSAGE

PETER AUGRUSO



In 2024, Canada Soccer underwent a transformative year, building on past successes while establishing a forward-looking vision on and off the field. With a commitment to excellence, trust, and development, the organization is laying a strong foundation for a sustainable future.

As the new President, I am excited to lead Canada Soccer with CEO Kevin Blue. Our “football-first” philosophy emphasizes unity, determination, and excellence, guiding us toward a future of growth and innovation. Leaving the past behind, we are embracing a bold new chapter defined by perseverance, unity, and strength.

Canada Soccer is embarking on an exciting new chapter. The arrival of Jesse Marsch and Casey Stoney has revitalized our National Teams, infusing them with a bold and fast-paced style of play. Under their leadership, the Men’s National Team reached an historic 31st in the FIFA rankings and the Copa América semi-finals, while the Women’s National Team, ranked 7th globally, finished the year undefeated in regulation. These achievements have renewed pride in Canada’s athletic prowess on the global stage.

To build trust, Canada Soccer is committed to transparency and collaboration with players, supporters, members, and the broader soccer community. The Independent Governance Review highlighted needed changes, prompting us to modernize our bylaws and enhance communication and engagement. These changes are essential for rebuilding trust, ensuring that every voice is heard, and ultimately strengthening the sport’s development and reputation in Canada and abroad.

We reaffirm our commitment to developing young talent through significant investments in National Youth programs, ensuring access to world-class training. This effort secures Canada’s future competitiveness in soccer.

The approval of the Northern Super League, Canada’s first professional women’s soccer league, represents a historic advance for the women’s game. Set to launch in April 2025, it provides a platform for domestic talent to shine. I encourage everyone to support local clubs and fill the stadiums.

The future holds great promise, characterized by our National Team’s successes and a revitalized culture within Canada Soccer. The Men’s National Team’s recent victory on U.S. soil and the Women’s National Team’s strong performance at Paris 2024 have reignited excitement in Canadian soccer. One thing is certain; the challenges of the past are behind us, and the future is brighter than ever!

With renewed trust and a focus on youth development, Canada Soccer is poised for great achievements as we approach the FIFA World Cup 26™. Reflecting on a year of remarkable progress and potential, we embrace the challenges ahead, ready to make history together.

See you on the pitch!

CEO & GENERAL SECRETARY MESSAGE

KEVIN BLUE



Dear Canadian Soccer Community,

The past year marked a transformative chapter for Canada Soccer – a year defined by growth, achievement, opportunities, and challenges. In 2024, Peter and I embraced our new leadership roles, embarking on a journey to drive progress and help our sport strive for its potential at this pivotal moment.

Today, I would like to share significant updates from the past year and give an overview of what to expect in 2025.

Canada Soccer strives to serve and elevate soccer across our nation. This includes empowering our national teams to succeed, fostering widespread enthusiasm and resources for soccer, and governing with skill and inclusiveness to strengthen the grassroots foundation of our sport.

In 2024, we made meaningful progress. We also spent time learning and listening to perspectives from the Canadian soccer community to gather insights that would shape our strategic priorities as we step into this defining period in Canadian soccer history.

Guided by community input and thorough analysis, we have refined our focus. From now through 2027, our energy will be focused on strengthening the financial and organizational health of Canada Soccer in preparation for upcoming milestones like the home World Cup in 2026.

We look forward to presenting the specific strategies, tactics, and measurable goals that will underpin this vision during the Annual Meeting of Members in May.

A cornerstone of any organization's success lies in the caliber of its people. Over the past year, Canada Soccer has welcomed and retained exceptional individuals who are driving our mission forward.

On the coaching front, we proudly introduced Jesse Marsch and Casey Stoney as the head coaches of our senior national teams. Administratively, we added strong leaders to our ranks – Erin Crowe (COO/CFO), Samantha Rogers (VP of Philanthropy), and Tim Hutzul (General Counsel) – who join a dedicated team that

has navigated an extraordinarily dynamic period with resilience and expertise. Our executive team also includes Mathieu Chamberland (Chief of Soccer Operations and Associate General Secretary) and Paulo Senra (Chief Communications and Content Officer). Additionally, we are actively recruiting a senior sporting leader to further bolster our technical capabilities.

To ensure enduring financial stability, we are reshaping Canada Soccer's business model through cost efficiency and revenue growth.

Our commitment to fiscal responsibility led to the implementation of a zero-based budgeting process for FY2025, ensuring that resources are channeled into the most critical initiatives.

On the revenue side, we are cultivating philanthropic contributions through the Canada Soccer Foundation. Modeled after the aligned relationship between the Canadian Olympic Foundation and the Canadian Olympic Committee, the foundation will serve as a professionalized fundraising arm to drive revenue in support of our programming priorities.

As the landscape of government support evolves, we believe philanthropic revenue will become increasingly integral for National Sport Organizations. By adapting proactively, we aim to remain ahead of the curve and secure a vibrant future for soccer in Canada.

The rapid evolution of soccer in Canada has introduced complex challenges and opportunities. In response, Canada Soccer continues to modernize its governance, operations, and human capital to align with this dynamic reality.

We are continuing to enhance our by-laws, operational methods, and leadership structures to reflect the modern environment in which we operate. These improvements will position Canada Soccer to successfully navigate the complexities of modern domestic and international sports.

I am inspired by opportunities before us and I am energized by the challenge of translating them into lasting growth. Soccer has been heralded as Canada's national sport of the future.

For us, the future is now.

FIFA WORLD CUP 2026™

The FIFA World Cup 26™ is firmly in view for soccer fans across the globe. The upcoming tournament features some major firsts: 3 nations, Canada, Mexico, and the USA, will co host, and a record 48 teams will contest for global soccer supremacy. After the thrilling drama of the FIFA World Cup Qatar 2022™, Argentina is aiming to become the third defending champion in history to retain the trophy.

Qualification tournaments among the six global confederations are already under way, with several teams having booked their tickets to soccer's most prestigious global showcase.

The full match schedule was announced on Sunday, 4 February 2024, with New York New Jersey picked to host the final, and Mexico City's fabled Azteca chosen to stage the tournament's opening match.

Canada will begin their World Cup journey in Toronto on 12 June 2026, followed by two Group Stage matches in Vancouver on 18 and 24 June 2026.



MEN'S NATIONAL TEAM

Canada Soccer's Men's National Team (CANMNT) posted an international record of 6 wins, 5 draws, and 3 losses in 14 matches. The Men's National Team won both their home matches, beating Panama 2:1 in an October friendly and Suriname 3:0 in the second leg of the 2024/25 Concacaf Nations League quarterfinals. Across the 11 matches, Canada scored 14 goals, conceded 11 goals, and posted 7 clean sheets.

In March, CANMNT qualified for the 2024 Copa América following a 2:0 win over Trinidad & Tobago in a play-in match in Frisco.

In May, Jesse Marsch was hired to be the new MLS Canada Head Coach of the Men's National Team. Marsch retained Mauro Biello, the previous interim head coach, on his coaching staff as well as hiring two full-time assistants in Ewan Sharp (Head of Analysis) and Pierre Barrieu (Head of Performance).

In June, CANMNT played in two international friendlies against FIFA-ranked Top 10 opponents in The Netherlands (#7) and France (#2) away from home. They were defeated 4:0 by the Netherlands in Rotterdam and drew 0:0 with the France in Bordeaux.

CANMNT enjoyed a historic run in the program's debut in South America's premier international competition, the 2024 Copa América, finishing the tournament in fourth place. They qualified for the knockout stage following a 2:0 group defeat by the #1 FIFA-ranked team and current FIFA World Cup Champions, Argentina, defeating Peru 1:0 and drawing with Chile 0:0. CANMNT then defeated Venezuela on penalties in the quarterfinals 1:1 (4:3 penalties) and were defeated by Argentina 2:0 in the semifinals. They were then defeated 2:2 in the third-place game by Uruguay (3:4 penalties).

In September, CANMNT defeated USA 2:1 in an international friendly in Kansas City, the first time the Men's National Team had beaten the Americans on USA soil since 1957. They then drew Mexico in an international friendly in Arlington 0:0.

In October, CANMNT defeated Panama 2:1 in an international friendly in Toronto in front of more than 23,300 fans.

In November, CANMNT qualified for the 2025 Concacaf Nations League Finals, defeating Suriname over two legs, 1:0 in Paramaribo and 3:0 in Toronto.

At the end of the year, CANMNT finished with their highest-ever FIFA Ranking (#31) in program history.



CANMNT RESULTS

By the numbers: 6 wins, 5 draws, 3 losses // Official Match Record: 4-3-2 // At home: 2-0-0

DATE	MATCH	RESULT	MATCH TYPE	LOCATION	VENUE
23 MAR	CANMNT V TRI	2:0	COPA AMÉRICA PLAY-IN	FRISCO, TX	TOYOTA STADIUM
6 JUN	CANMNT V NED	0:4	INTERNATIONAL FRIENDLY	ROTTERDAM, NLD	DE KUIP
9 JUN	CANMNT V FRA	0:0	INTERNATIONAL FRIENDLY	BORDEAUX, FRA	MATMUT ATLANTIQUE
20 JUN	CANMNT V ARG	0:2	COPA AMÉRICA GROUP STAGE	ATLANTA, GA	MERCEDES-BENZ STADIUM
25 JUN	CANMNT V PER	1:0	COPA AMÉRICA GROUP STAGE	KANSAS CITY, MO	CHILDREN'S MERCY PARK
29 JUN	CANMNT V CHI	0:0	COPA AMÉRICA GROUP STAGE	ORLANDO, FL	EXPLORIA STADIUM
5 JUL	CANMNT V VEN	1:1	COPA AMÉRICA QUARTER-FINAL	ARLINGTON, TX	AT&T STADIUM
9 JUL	CANMNT V ARG	0:2	COPA AMÉRICA SEMI-FINAL	EAST RUTHERFORD, NJ	METLIFE STADIUM
13 JUL	CANMNT V URU	2:2	COPA AMÉRICA THIRD-PLACE	CHARLOTTE, NC	BANK OF AMERICA STADIUM
7 SEP	CANMNT V USA	2:1	FRIENDLY	KANSAS CITY, MO	CHILDREN'S MERCY PARK
10 SEP	CANMNT V MEX	0:0	FRIENDLY	ARLINGTON, TX	AT&T STADIUM
15 OCT	CANMNT V PAN	2:1	FRIENDLY	TORONTO, ON	BMO FIELD
15 NOV	CANMNT V SUR	1:0	CONCACAF NATIONS LEAGUE QUARTER-FINAL	PARAMARIBO, SUR	DR. IR. FRANKLIN ESSED STADION
19 NOV	CANMNT V SUR	3:0	CONCACAF NATIONS LEAGUE QUARTER-FINAL	TORONTO, ON	BMO FIELD





WOMEN'S NATIONAL TEAM

Canada Soccer's Women's National Team (CANWNT) kicked off 2024 with a stirring run at the Concacaf W Gold Cup in February, finishing with a perfect 4-0 record as they advanced to the semifinals. The team's journey ended in a penalty shootout against the United States after a thrilling 2-2 draw following regular and extra time. Adriana Leon was awarded Top Goal Scorer and Olivia Smith earned the Best Young Player Award. Adriana Leon, Jessie Fleming and Ashley Lawrence were named to the tournament's Best XI, a testament to the team's talent and resolve.

As the year progressed, CANWNT continued to build on their earlier success. The team reached the final of the SheBelieves Cup in April before hosting Mexico for the 'Summer Send-Off Series' in June. In Montreal, they triumphed 2-0, then battled to a 1-1 draw in Toronto, showing the strength and unity at the core of the team's identity.

At the Paris 2024 Olympic Games, Canada delivered a perfect 3-0-0 record in the group stage. The team showcased their resilience, securing two thrilling comeback victories and proving their ability to rally in critical, must-win scenarios. Their journey to the round of 16 — a streak that stretches back to their first Olympic qualification in 2008 — continued with a hard-fought 0-0 draw against Germany ending in a heartbreaking penalty shootout defeat.

The year ended with a challenging series of matches. Canada held the FIFA Women's World Cup champions, Spain, to a 1-1 draw in October, followed by a 0-0 stalemate with Iceland before finishing strong in a 5-1 victory over Korea Republic in November.

Throughout 2024, Canada played 16 matches, finishing with 9 wins and 7 draws – remaining undefeated in regulation and extra time. The team netted 33 goals, conceded just 10, and kept eight clean sheets, embodying a season defined by determination, skill, and an unyielding spirit.

CANWNT RESULTS

By the numbers: 9 wins, 7 draws, 0 losses // FIFA-Concacaf record: 4-3-0 // At home: 1-1-0

DATE	MATCH	RESULT	MATCH TYPE	LOCATION	VENUE
22 FEB	CANWNT V SLV	6:0	W GOLD CUP GROUP STAGE	HOUSTON, TX	SHELL ENERGY STADIUM
25 FEB	CANWNT V PAR	4:0	W GOLD CUP GROUP STAGE	HOUSTON, TX	SHELL ENERGY STADIUM
28 FEB	CANWNT V CRC	3:0	W GOLD CUP GROUP STAGE	HOUSTON, TX	SHELL ENERGY STADIUM
2 MAR	CANWNT V CRC	1:0	W GOLD CUP QUARTER FINAL	LOS ANGELES, CA	BMO STADIUM
6 MAR	CANWNT V USA	2:2	W GOLD CUP SEMI FINAL	SAN DIEGO, CA	SNAPDRAGON STADIUM
6 APR	CANWNT V BRA	1:1	SHEBELIEVES CUP SEMI FINAL	ATLANTA, GA	MERCEDES-BENZ STADIUM
9 APR	CANWNT V USA	2:2	SHEBELIEVES CUP FINAL	COLUMBUS, OH	LOWER.COM FIELD
1 JUN	CANWNT V MEX	2:0	FRIENDLY	MONTREAL, QC	STADE SAPUTO
4 JUN	CANWNT V MEX	1:1	FRIENDLY	TORONTO, ON	BMO FIELD
25 JUL	CANWNT V NZL	2:1	OLYMPICS GROUP STAGE	SAINT-ETIENNE, FRA	STADE GEOFFROY-GUICHARD
28 JUL	CANWNT V FRA	2:1	OLYMPICS GROUP STAGE	SAINT-ETIENNE, FRA	STADE GEOFFROY-GUICHARD
31 JUL	CANWNT V COL	1:0	OLYMPICS GROUP STAGE	NICE, FRA	STADE DE NICE
3 AUG	CANWNT V GER	0:0	OLYMPICS QUARTER FINAL	MARSEILLE, FRA	STADE DE MARSEILLE
25 OCT	CANMNT V ESP	1:1	FRIENDLY	ALMENDRALEJO, ESP	ESTADIO FRANCISCO DE LA HERA
29 NOV	CANWNT V ISL	0:0	FRIENDLY	SAN PEDRO DEL PINATAR, ESP	PINATAR ARENA
3 DEC	CANMNT V KOR	5:1	FRIENDLY	SAN PEDRO DEL PINATAR, ESP	PINATAR ARENA,



YOUTH NATIONAL TEAMS – BOYS

Canada Soccer's teenaged Youth National Teams competed across Concacaf and FIFA tournaments in 2024.

The U-20 boys qualified for the Concacaf U-20 Championship following three straight wins against Dominica, Saint Vincent and the Grenadines, and Trinidad and Tobago. After friendly matches against Chile and Paraguay, Canada qualified for the quarterfinals of the Concacaf U-20 Championship, topping Group B following wins against Dominican Republic and El Salvador and a draw against Honduras. They were defeated by Panama 2-1 (a.e.t.), losing out on qualification to the 2025 Men's FIFA U-20 World Cup.

The U-17 boys defeated Costa Rica and Mexico in international friendlies in November. They will take part in the 2025 Concacaf U-17 Qualifiers, where group winners will qualify for the 2025 Men's FIFA U-17 World Cup.

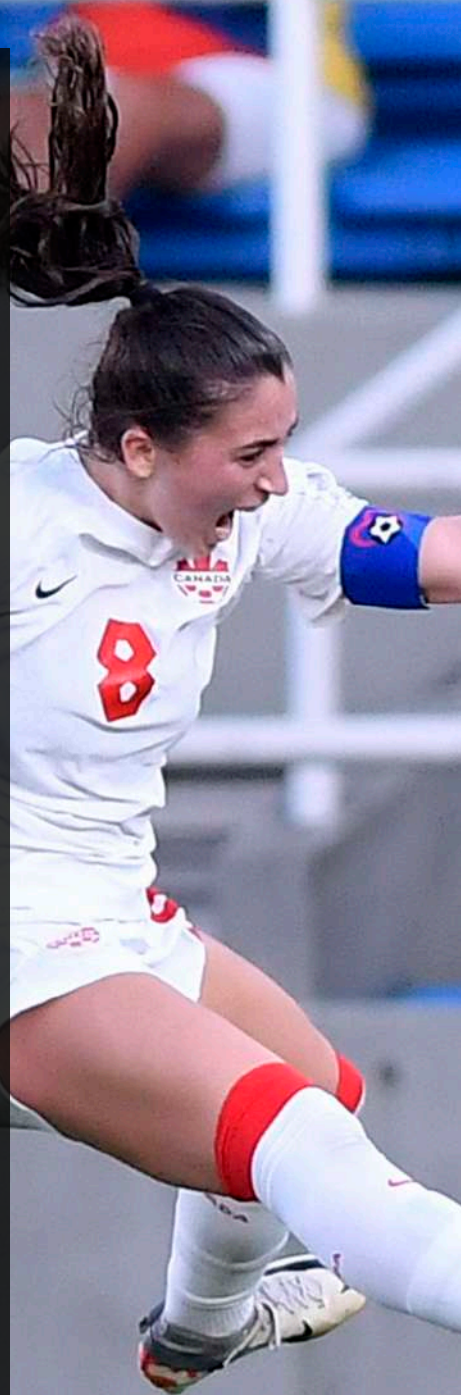


YOUTH NATIONAL TEAMS – GIRLS

Canada Soccer's teenaged Youth National Teams competed across Concacaf and FIFA tournaments in 2024.

The U-20 Girls' Team delivered an impressive performance at the FIFA U-20 Women's World Cup, Colombia 2024. They advanced from Group B after a 2-2 draw with France, a dominant 9-0 victory over Fiji, and a hard-fought 2-0 loss to Brazil. Their journey came to an end in the quarterfinals with a narrow 2-1 defeat to defending champions Spain. Despite taking an early lead, they couldn't hold off Spain's comeback, as two unanswered goals sealed the result.

The U-17 girls competed in Group B of the Concacaf Women's Under-17 Championship alongside Puerto Rico, Panama, and the United States, recording two wins in group play. After advancing through the knockout rounds, their campaign ended in the semi-finals when Mexico defeated them 2-1 in extra time.

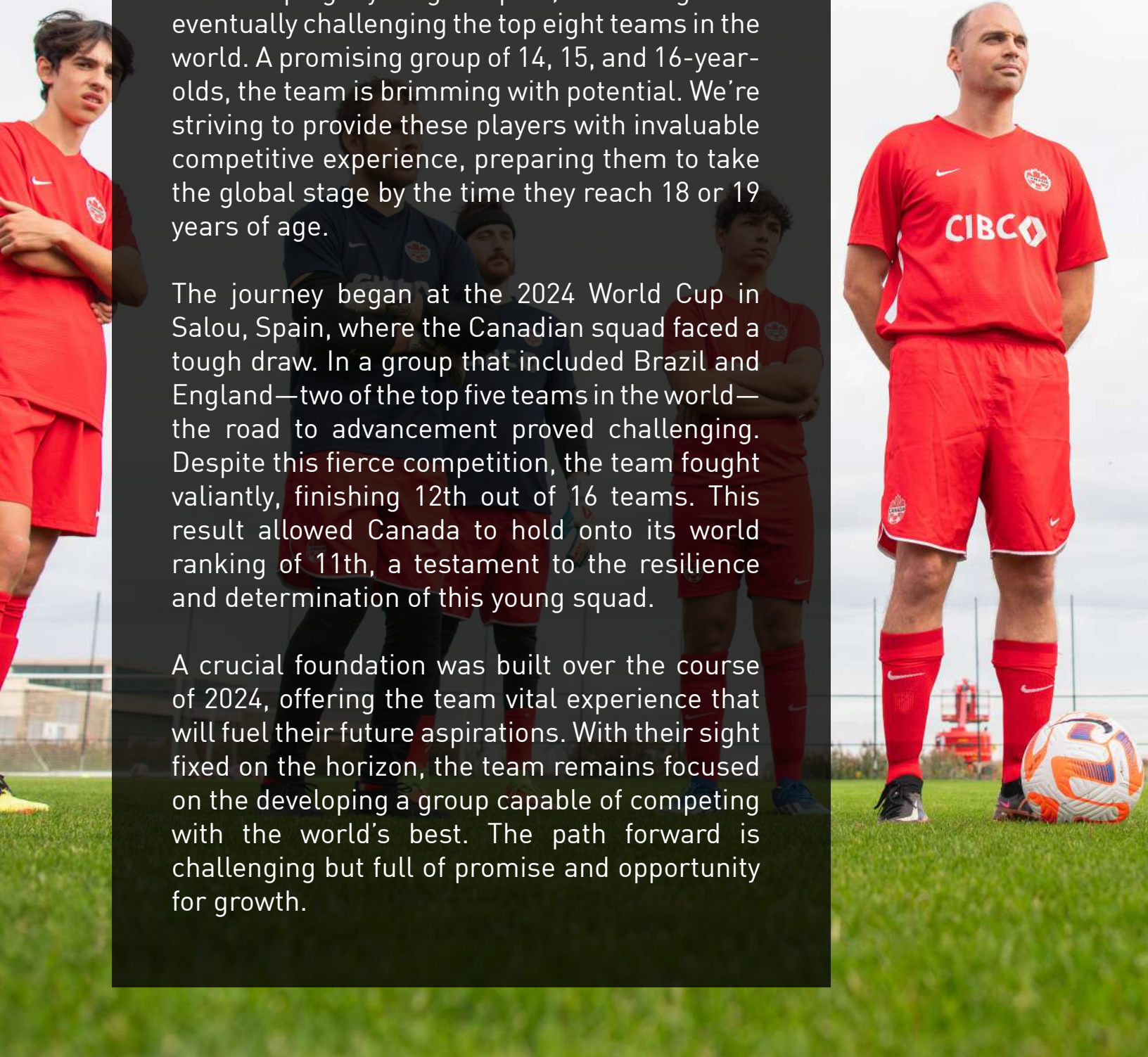


PARA SOCCER TEAM

In 2024, the Para men's soccer team embarked on the first year of a bold four-year plan aimed at developing a younger squad, with the goal of eventually challenging the top eight teams in the world. A promising group of 14, 15, and 16-year-olds, the team is brimming with potential. We're striving to provide these players with invaluable competitive experience, preparing them to take the global stage by the time they reach 18 or 19 years of age.

The journey began at the 2024 World Cup in Salou, Spain, where the Canadian squad faced a tough draw. In a group that included Brazil and England—two of the top five teams in the world—the road to advancement proved challenging. Despite this fierce competition, the team fought valiantly, finishing 12th out of 16 teams. This result allowed Canada to hold onto its world ranking of 11th, a testament to the resilience and determination of this young squad.

A crucial foundation was built over the course of 2024, offering the team vital experience that will fuel their future aspirations. With their sight fixed on the horizon, the team remains focused on the developing a group capable of competing with the world's best. The path forward is challenging but full of promise and opportunity for growth.




CANPARA RESULTS

The 2024 Player of the Year was Duncan McDonald, and the program is looking forward to an exciting and competitive 2025 Copa America tournament in Uruguay, which will take place in October.

DATE	MATCH	RESULT	MATCH TYPE	LOCATION	VENUE
10 NOV	CANPARA V BRA	0:4	2024 IFCPF MEN'S WORLD CUP	SALOU, ESP	FUTBOL SALOU
12 NOV	CANPARA V JPN	2:0	2024 IFCPF MEN'S WORLD CUP	SALOU, ESP	FUTBOL SALOU
14 NOV	CANPARA V ENG	2:9	2024 IFCPF MEN'S WORLD CUP	SALOU, ESP	FUTBOL SALOU
19 NOV	CANMPARA V IRL	0:4	2024 IFCPF MEN'S WORLD CUP	SALOU, ESP	FUTBOL SALOU
21 NOV	CANPARA V VEN	2:6	2024 IFCPF MEN'S WORLD CUP	SALOU, ESP	FUTBOL SALOU





FUTSAL NATIONAL TEAM

In 2024, Futsal emerged as another success story for Canada Soccer. Players were selected from across the country, marking a significant milestone with the inclusion of the first player from Yukon. With just seven days of preparation before the qualification tournament in Nicaragua, the team faced an uphill battle, having had only two friendly matches against Club Teams in the past four years.

The journey began with a thrilling 5-5 draw against Cuba in their opening match — a testament to the team's resilience and readiness. In the second match, Canada faced Panama, the eventual CONCACAF champions. Despite a valiant effort Canada fell 6-2, a result of both the gap in experience and the level of competition in the region.

Undeterred, the team rallied in their third match against Nicaragua, securing a 7-3 victory that propelled them into the quarterfinals. Here, they faced Costa Rica, the dominant Futsal force in the region for the past 15 years. In a game filled with intense emotion, Canada fought hard but ultimately lost 3-2, forced to play without their top scorers due to card accumulation.

The tournament left us with several important takeaways for the future. First, it became clear that Canada needs more international games and camps in the lead-up to FIFA Futsal World Cup 2028. With greater exposure to high-level competition, the team will be better equipped for the challenges ahead.

Equally important is the need to grow Futsal within Canada. We must renew focus on having provinces and territories be encouraged to establish leagues and programs that promote the game, increasing its visibility and fostering the next generation of players.

Lastly, as a football nation, Canada must focus on developing Futsal's technical aspects from a young age. By honing these skills early, players will not only excel in Futsal but also carry these abilities into the broader world of football, creating a more consistent and competitive pipeline of talent for years to come.

PLAYER OF THE YEAR AWARDS



JONATHAN DAVID

Jonathan David appeared in all 14 CANMNT matches in 2024, registering five goals and three assists. He became CANMNT's all-time leading goal scorer with his 31st goal for Canada in 2024, scoring against Suriname in the second leg of the Concacaf Nations League Quarterfinal. He made his 50th CANMNT cap against Peru in the 2024 Copa América group stage. He was named Gatorade Player of the Match on three occasions, most notably in Canada's win over Peru in the 2024 Copa América group stage. At club level, Jonathan featured 49 times for LOSC Lille in 2024, recording 36 goals and 10 assists, most notably scoring his 100th career goal for the Ligue 1 club in December. He is the current Ligue 1 top scorer for the 2024-25 season.

Following his 2019 win, David took this award home in 2024 for the second time in his National Team career.

VANESSA GILLES

Gilles anchored the CANWNT defense in 2024. Starting and appearing in 14 matches, she scored four goals and one assist, including the stoppage-time clincher that secured a win against France in the group stage of the Olympic Women's Football Tournament. Her commanding performances also extended to club football, where she made 25 appearances for Lyon in the 2023-24 season, playing a crucial role in their UEFA Women's Champions League campaign and helping them win the Division 1 league title.

Olympic champion Gilles, who got her start with Ottawa Capital United SC in Ontario, ended the year on 48 career international appearances as a defender for CANWNT since 2019. She won an Olympic Gold Medal in 2021 and was named to the Concacaf W Championship Best XI in 2022. With Lyon, she is a two-time Division 1 Féminine winner and Coupe de France Féminine winner.



YOUNG PLAYER OF THE YEAR – OLIVIA SMITH

Olivia Smith made nine appearances for CANWNT in 2024, including four starts registering three goals and three assists. She also appeared for CANW20, scoring two goals and leading Canada to Round 16 at the 2024 FIFA U-20 Women's World Cup. At club level, she was named league MVP and best young player for the 2023-24 Campeonato Nacional Feminino season with Sporting CP. In June 2024, Smith signed to Liverpool FCW for a club-record fee, where she became the first-ever woman to score for Liverpool at Anfield in a 2-1 defeat to Manchester City WFC.



YOUNG PLAYER OF THE YEAR – NATHAN SALIBA

Nathan Saliba was named Young Player of the Year in 2024. He made two appearances for CANMNT in 2024, making his debut in Canada's 2-1 win over the USA on 7 September. At club level, he had a breakout season with CF Montréal in Major League Soccer. Saliba featured 27 times for CF Montréal, scoring and assisting once in their 8th placed finish in the Eastern Conference.



PARA PLAYER OF THE YEAR – DUNCAN MCDONALD

Duncan McDonald was named Canada Soccer's 2024 Para Player of the Year as selected by the National Team Program. At the 2024 IFCPF World Cup he played every minute, contributing to Canada's 12th place finish. McDonald was given the captain's armband following Samuel Charron's injury, leading Canada at multiple games in the tournament. He finished the World Cup with the most tackles, clearances, and blocked shots for Canada.



FUTSAL PLAYER OF THE YEAR – LOÏC KWEMI

Loïc Kwemi was named Canada Soccer's 2024 Futsal Player of the Year as selected by the National Team Program. At the 2024 Concacaf Futsal Championship, he finished as joint-second top goalscorer at the tournament with six goals, leading Canada to a quarterfinal appearance. At club level, Kwemi scored in CS Saint-Laurent's historic TELUS Canadian Championship win over HFX Wanderers FC. He then went on to make his Canadian Premier League debut in 2024 with Valour FC.



TEMPLE *de la* RENOMMÉE
CANADA SOCCER
HALL *of* FAME

CLASS OF 2024

National Team heroes Dwayne De Rosario and Robyn Gayle were inducted into the Canada Soccer Hall of Fame in 2024. The two former international stars and Concacaf champions were honoured at Men's National Team and Women's National Team home matches in front of family, friends and Canadian supporters. The two athletes are joined by two inductees in the builders category, Christine O'Connor and Leeta Sokalski, the first two female administrators ever honoured by the Canada Soccer Hall of Fame.

DWAYNE DE ROSARIO

Dwayne De Rosario is a Concacaf champion, FIFA Confederations Cup participant, and former international goals record-holder with Canada Soccer's Men's National Team. At the club level, he is a two-time Canadian Championship winner, four-time MLS Cup winner, MLS Supporters' Shield winner, and US Open Cup winner. On the international stage, he represented Canada in five cycles of FIFA World Cup Qualifiers and five editions of the Concacaf Gold Cup. He made 81 international "A" appearances across 20 years and scored 22 goals.

A four-time Canada Soccer Player of the Year, he won MLS Most Valuable Player honours once, MLS Cup MVP honours twice, and the George Gross Memorial Trophy as the MVP of the Canadian Championship twice. Across his career, he won team MVP honours with both the San Jose Earthquakes and Toronto FC. He is a member of the Order of Ontario and has previously been honoured by both Canada's Sports Hall of Fame and the Ontario Sport Legends Hall of Fame.



ROBYN GAYLE

Robyn Gayle is an Olympic Bronze Medal winner, Concacaf champion, Pan American Games champion and three-time FIFA World Cup participant with Canada Soccer's Women's National Team. In all, she has won four Concacaf medals and made 81 international "A" appearances across 10 years. At the youth level, she won a FIFA Silver Medal at the inaugural FIFA U-19 Women's World Championship.

At the club level, Gayle won Canada Soccer's National Championships and reached the USL W-League Championship Final three times. She is a two-time USL W-League Division winner and a one-time All-Eastern Team defender. In college, she captained the University of North Carolina to the NCAA Championship College Cup and was named the tournament's Defensive MVP. As one of the heroes of the magical Bronze Medal run at the London 2012 Olympic Games, she was part of the squad named The Canadian Press Team of the Year, Postmedia Team of the Year, and honoured by the Canadian Olympic Hall of Fame.

The Canada Soccer Hall of Fame honours Canadian players that have played the game with excellence at the international and club level. In the Modern Canadian Players category, there are now 31 former Men's National Team players and 31 former Women's National Team players honoured by the Hall of Fame. Since 2000, the Hall has welcomed 144 players, 13 coaches, 10 officials, and 45 builders as honoured members.



DEVELOPMENT: COACHING

COACH EDUCATION

2024 was a very exciting year for Canada Soccer's Advanced Coach Education Program. The 2023/24 Advanced Coach Education Program (A Diploma, B Diploma, Children's Diploma, Goalkeeper Diploma) included the delivery of 12 workshops with 381 coaches participating. Of those participants, 245 coaches (35 A Diploma, 148 B Diploma, 54 Children's Diploma, and 8 Goalkeeper Diploma) were announced as having successfully met the standard of the licence in 2024. This cycle was also evaluated by Concacaf against the standards of the new Concacaf Coaching Convention. In December, Canada Soccer was approved as a founding member of the Concacaf Coaching

Convention at the A Diploma level, with a formal announcement made in March 2025. 2024/25 workshops began in August, with 2024's intake including 341 coaches across 11 workshops.

In addition, the implementation of the new C Diploma is progressing in collaboration with the Provincial and Territorial Member Associations. Two FIFA Coach Educator Development Pathway Projects were delivered in 2024 in conjunction with FIFA Coach Education staff, including the first ever all-women's workshop. These trainings targeted C Diploma coach developers within the Member Associations and supported the need for a consistent delivery of the



new diploma which is also aligned to the Concacaf Coaching Convention. To complete the initial training of coach developers, Canada Soccer Coach Education Staff have also been on-site at the C Diploma deliveries to provide support.

Some initial steps have been taken to advance futsal coach education. In August, the online Introduction to Futsal training was launched, the first formal futsal coach education program developed by Canada Soccer. Canada Soccer partnered with the Portuguese Football Federation and Futsal Canada to send 28 advanced futsal coaches to Lisbon to participate in the Level 1 Futsal Coaching Licence led by renowned futsal coach Jorge Braz, named the winner of the Best Men's National Team Coach in the World for the fifth consecutive year. Discussions are ongoing to continue this partnership in the short-term and leverage the expertise of the PFF to support the development of an advanced coach education program for futsal coaches in Canada.

Finally, the Canada Soccer Grassroots Coach Education program, in conjunction with our learning management system partner, Neovation, was recognized as the 2024 Gold Medal winner in the Best Use of Blended Learning category of the Brandon Hall Group Excellence Awards for Learning and Development. The online theory modules providing accessible coach education saw over 36,500 unique enrollments in 2024 across the Active Start, Fundamentals, Learn to Train, and Soccer for Life trainings.

GRASSROOTS SOCCER

After a year of consultation and development, in December 2024 the Canada Soccer Board of Directors adopted the revised Canada Soccer Grassroots Standards into the rules and regulations. This document is an evolution of Long-term Player Development and the initial guidelines introduced in 2020. Making these standards mandatory for the 2026 playing season represents a monumental step forward for grassroots soccer in Canada. The announcement of the revised Grassroots Standards came in February 2025.

ACCELERATEHER

In 2024, Canada Soccer and its PTSOs made significant strides in advancing gender equity within coaching through the AccelerateHER initiative, which runs concurrently with our Advanced Coach Education (ACE) Workshops. Our efforts have led to a substantial increase in women coaches participating across various diploma streams.

Last year, the number of women coaches in the ACE Workshops more than tripled compared to the previous year (220% increase).

In 2023-2024, 66 women applied, with 24 accepted and enrolled.

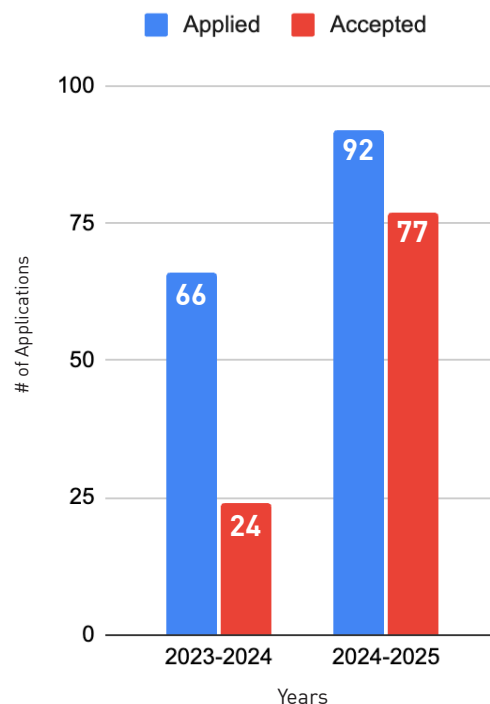
In 2024-2025, 92 women applied, with 77 accepted and enrolled (50 of whom were funded through AccelerateHER grants).

Notably, 65 of the 92 applicants in the 2024-2025 season applied after the announcement of the AccelerateHER program.

In the 2023-2024 period, 8 women participated in the Children's workshop, 12 women in the B Diploma, 4 women in the A Diploma, and none in the GK Diploma.

In contrast, during 2024-2025, 9 women participated in the Children's workshop, 55 women in the B Diploma, 11 women in the A Diploma, and 2 women in the GK Diploma.

ACCELERATEHER KEY HIGHLIGHTS



TELUS SHE CAN COACH

TELUS She CAN Coach is a national coach recruitment, development, and training project designed to help women address the challenges they face regarding soccer participation. For Year 2, Canada Soccer is continuing its partnership with Alberta Soccer and Soccer Nova Scotia and is expanding to partner with BC Soccer, Manitoba Soccer Association and Ontario Soccer.

There were 20 inaugural clubs, including 12 based in Alberta and 8 in Nova Scotia. The program hosted 5 Virtual Coach Huddles and 2 Regional Practical Coach Education Weekends. In total, over 175 coaches were trained in grassroots coach education.

A total of 74 applications were received, resulting in 50 participating clubs.

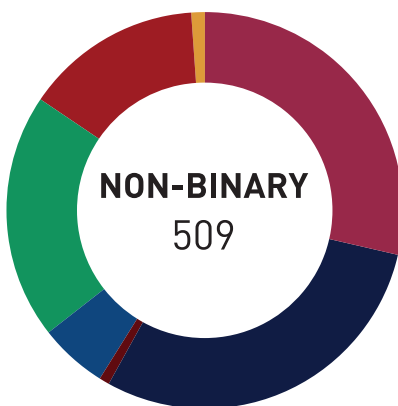
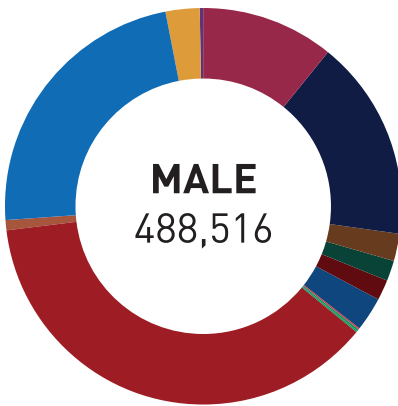
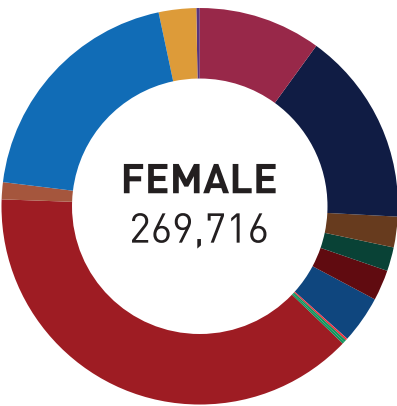
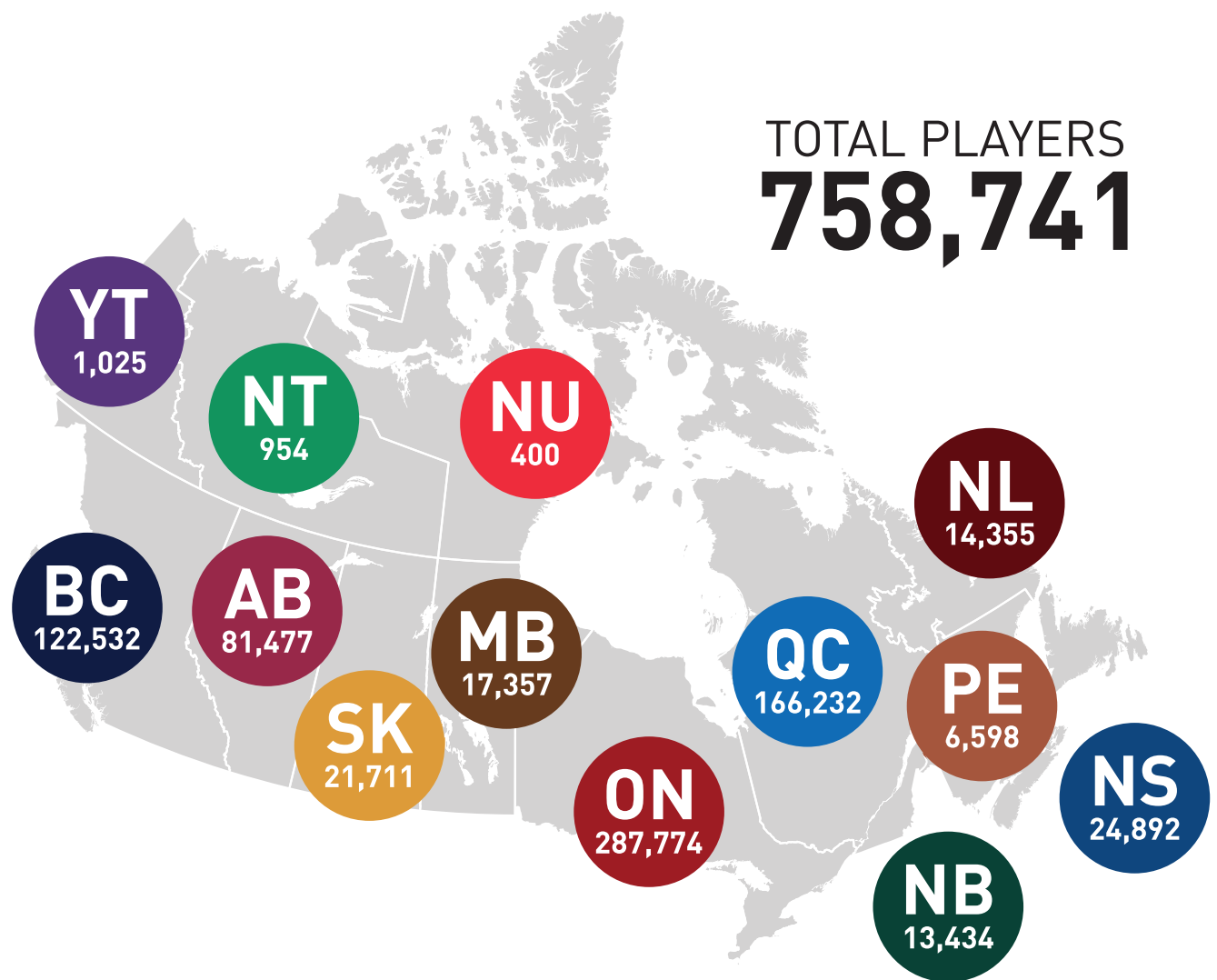
SOCCER IN SCHOOLS

The Soccer in Schools project aims to ensure greater inclusion in sport and service to the community. The program allows Canada Soccer to reach a wider audience through the public school system, providing opportunities to kids who may not otherwise have the means to participate in organized sports. The Soccer in Schools program provides teachers with enhanced tools and education to deliver an outstanding in-school soccer experience for everyone involved. By connecting local soccer organisations to their local public schools, we increase the ability for participant engagement and to experience organized play.

Canada Soccer's Soccer in Schools reached 364 schools across Saskatchewan, Ontario, and BC, with 64 club grants, a K-9 video curriculum, a new app and website, and 200,000 activity books distributed to boost access to organized play.

DEMOGRAPHICS

TOTAL PLAYERS
758,741





REFEREEING

Canada Soccer is responsible for the development and training of referees for amateur and professional competitions in Canada. In partnership with our Provincial and Territorial Member Associations as well as sanctioned professional leagues, Canada Soccer provides development and training opportunities to advance officials to the National List of Referees as well as earn nominations to the FIFA List.

Canada Soccer launched the new hybrid Referee Entry Level course which combines self-directed virtual learning with a one day in-person session. Candidates complete the on-line course at their own pace before attending the in-person session which provides additional training and practical advice for new referees.

Highlights of the year:

- In preparation for the start of the professional season, Canada Soccer organised their annual pre-season Referees Camp in March in Ottawa, Ontario.
- Throughout the year, Canada Soccer offered ongoing development opportunities for referees, including the Elite Men's and Women's Development Programs.
- The Provincial Promotion Clinic for Referees and Instructors was hosted in Laval for 29 referees and 8 instructors from across Canada who were looking to upgrade to the Provincial Level. Instruction was led by Canada Soccer Instructors Michelle Pye and Hector Vergara, supported by Juan Marquez, Daniel Belleau, and Sebastien Dubé.
- An end-of-season clinic for 19 instructors representing all 10 provinces was led by Pye, providing the latest interpretations in law and new directives and trends in officiating.





INTERNATIONAL LIST OLYMPIC GAMES APPOINTMENTS

In 2024, referee Drew Fischer and assistant referees Michael Barwegen and Lyes Arfa were appointed as match officials to the Paris Olympic Games.

The trio were 3 of the 17 Canadian officials on the 2024 FIFA List of Match Officials. Other Canadians on the FIFA List were referees Marie-Soleil Beaudoin, Myriam Marcotte, Carly Shaw-Maclaren and Pierre-Luc Lauzière; Assistant referees included Chantal Boudreau, Marie-Han Gagnon Chretien, Stéphanie Fortin, Gabrielle Lemieux, Melissa Snedden, Stefan Tanaka-Freundt, Chris Wattam; and Futsal referee Chris Grabas. Both Fischer and Lauzière were also included on the list of Video Match Officials.

Joining the International list for the first time were Filip Dujic (referee) and Gérard-Kader Lebus (assistant referee). Video Match Official Carol Anne Chenard retired from the list after 2023. Aside from a brief absence in 2021, this marked the first time her name did not appear on the International List since her first year in 2006.

MLS Referee of the Year – Drew Fischer

NATIONAL CHAMPIONSHIPS

Canada Soccer assigned referees across Canada to the Toyota National Championships, which were hosted in 2024 by Surrey (adult amateur), Sydney (U-17 Cup) and Quinte West (U-15 Cup). Canada Soccer assigned 37 referees as well as 18 assessors and coaches for the three competitions. The referees worked alongside local referees to fulfill the schedule of matches over six days.

WOMEN'S REFEREE PROGRAM

The organisation continues its support and preparation for the kick-off to the Northern Super League, the new Canadian professional league, in 2025.

The program is led by Michelle Pye and delivered coaching, training, education and assessments to a select group of Canadian women referees. The year started with the National camp in Ottawa, ON, which featured a mix of classroom and on-field training sessions as well as fitness testing.

Throughout the year, referees were appointed to tournaments in and outside Canada to provide development opportunities, coaching, and training, including at Canada Soccer's National Championships, U-Sports Championships and CCAA Championships. These events provided match assessments, education, and mentoring as well as opportunity for colleagues to share experiences.



TELUS CANADIAN CHAMPIONSHIP



Vancouver Whitecaps FC completed their three-peat of the TELUS Canadian Championship, winning on penalty kicks 0-0 (4:3) over visiting Toronto FC in the 2024 Final.

Vancouver won the match and lifted the Voyageurs Cup after Bjørn Utvik converted the winning penalty kick past goalkeeper Sean Johnson.

Vancouver Whitecaps FC keeper Isaac Boehmer captured both the George Gross Memorial Trophy and the Best Young Canadian Player award. Canada Soccer's Canadian Championship, also known as the "Battle of the North," is the nation's

foremost men's domestic competition featuring clubs from across Canada, notably professional teams in Major League Soccer and the Canadian Premier League as well as league winners in League1 BC, League1 Ontario and League1 Québec. 14 clubs took part in the 2024 Canadian Championship which took place from 23 April to 25 September.

PROFESSIONAL SOCCER IN CANADA



NSL

The Northern Super League (NSL) is Canada's first professional women's soccer league, set to commence its inaugural season in April 2025. Established by Project 8 Sports Inc. and co-founded by former national team star Diana Matheson, the league aims to elevate women's soccer across the nation. The NSL will feature six teams: Calgary Wild FC, Halifax Tides FC, Montreal Roses, Ottawa Rapid FC, AFC Toronto, and Vancouver Rise FC, representing cities from across the country. Throughout 2024, the NSL quickly gained significant momentum, with key partnerships that will bring the league to a wide audience.

Major broadcasters CBC and TSN have committed to covering all matches, ensuring national visibility for the league. One of the notable figures associated with the NSL is Canada's most iconic soccer star, Christine Sinclair. Sinclair has taken on the role of co-owner for Vancouver Rise FC, emphasizing the league's deep roots in Canadian soccer history. With its professional structure and backing from high-profile figures, the NSL is poised to be a game-changer for women's sports in Canada.



CPL

The Canadian Premier League (CPL), established in 2019, is Canada's premier professional men's soccer league, elevating the sport's national profile and providing a platform for Canadian talent. The league comprises eight teams: Atlético Ottawa, Cavalry FC, Forge FC, HFX Wanderers FC, Pacific FC, Valour FC, Vancouver FC, and York United FC, representing cities from across Canada.

In the 2024 CPL season, Cavalry FC clinched their first-ever championship by defeating Forge FC 2-1 in the final held on 9 November, 2024 at ATCO Field in Foothills County, Alberta. Striker Tobias Warschewski played a pivotal role, scoring the opening goal and earning the inaugural CPL Final MVP award. Throughout the season, Warschewski's

consistent performance led him to secure the Golden Boot with 12 goals.

Meanwhile, Forge FC, the league record holder with four titles, secured the CPL Shield as regular-season champion, earning a berth in the 2025 CONCACAF Champions Cup. Cavalry's Daan Klomp was honored as Defender of the Year for the second consecutive season, contributing six goals and leading the league in blocks. Cavalry's head coach, Tommy Wheeldon Jr., was nominated for Coach of the Year, reflecting the team's strong performance under his leadership.





FUTSAL CANADIAN CHAMPIONSHIP

Saskatoon Green & White won three-straight games to win the 2024 Futsal Canadian Championship in Calgary and Tsuut'ina Nation. The Saskatchewan club secured an impressive 7:1 victory over Winnipeg Legacy FC in the Canadian Final. Saskatoon's Jade Houmphanh was named Most Valuable Player of the Tournament.

Toronto's 9 de Octobre FC captured their second straight national title after a 5:3 win over Sporting Montréal FC at the 2024 Futsal Canadian Championship. They won all four games for the second year in a row, cementing their place as a powerhouse in Canadian futsal. Andy Baquero was named Most Valuable Player of the Tournament.



NATIONAL DEVELOPMENT CENTRE COMPETITION



Top Rated hosted the second National Development Centre (NPC) competition in December 2024. Across four days of action in Mississauga, Ontario, the round-robin competition brought together the 3 centres (British Columbia, Ontario, Québec). Over the week, Canada Soccer coaches had the opportunity to assess roughly 150 different youth players involved in the competition.

NDC-CDN SENIOR (BORN 2007, 2008)

MATCH	RESULT
ONTARIO V BRITISH COLUMBIA	2:1
QUÉBEC V BRITISH COLUMBIA	1:5
ONTARIO V QUÉBEC	0:1
QUÉBEC V BRITISH COLUMBIA	1:2

NDC-CDN JUNIOR (BORN 2009, 2010)

MATCH	RESULT
ONTARIO V BRITISH COLUMBIA	0:0
QUÉBEC V BRITISH COLUMBIA	2:2
ONTARIO V QUÉBEC	3:0
QUÉBEC V BRITISH COLUMBIA	2:0

NDC PLAYERS NATIONAL TEAM REPRESENTATION

U-15	9
U-17	12
U-20	25





LEAGUE 1 RECAP

LEAGUE 1 MEN

LEAGUE1 BC (BRITISH COLUMBIA) - MASC.

TSS Rovers FC achieved the double by winning the regular season and the playoffs. Their closest pursuer in the standings, Altitude FC, also lost to TSS Rovers FC in the playoff final. 7 teams participated in the regular season after which 4 teams participated in the 2024 playoffs for the League1 BC Championship.

LEAGUE1 AB (ALBERTA) - MASC.

Edmonton Scottish won the league after 12 matches. Calgary Foothills and Calgary Blizzard completed the podium. 7 teams participated in the first year of League 1 Alberta.

LEAGUE1 ON (ONTARIO) - MASC.

Milton's Scrosoppi FC won the league after 22 matches. Vaughan Azzuri and Woodbridge Strikers completed the podium. Twelve teams participated in the regular season with no post season to decide league champions. League 1 Ontario was structured differently in 2024 with the implementation of promotion and relegation.

LIGUE 1 QC (QUÉBEC) - MASC.

FC Laval won the league after 20 matches and CS St-Laurent won the Coupe Ligue 1. The League winner will be the Canadian Championship representative in 2025. Twelve teams participated in the regular season and eight teams qualified for the Coupe Ligue 1.

LEAGUE 1 WOMEN

LEAGUE1 BC (BRITISH COLUMBIA) - FEM.

Vancouver Whitecaps FC Girls Elite (National Development Centre British Columbia) won the 2024 League1 BC Championship after a 2:1 win over Burnaby FC in the Final at Swangard Stadium on 4 August. Vancouver finished 1st in the standings before winning back-to-back matches in the playoffs. 7 teams participated in the regular season after which four teams participated in the 2024 playoffs for the League1 BC Championship.

LEAGUE 1 AB (ALBERTA) - FEM.

Calgary Blizzard won the league after 12 matches. Callies United and ASA High Performance completed the podium. 7 teams participated in the first year of League 1 Alberta.

LEAGUE1 ON (ONTARIO) - FEM.

Canada Soccer's National Development Centre Ontario won the league after 18 matches. FC London and North Toronto completed the podium. 10 teams participated in the regular season with no post season to decide league champions. League 1 Ontario was structured differently in 2024 with the implementation of promotion and relegation.

LIGUE 1 QC (QUÉBEC) - FEM.

CS Mont-Royal Outremont won the Coupe Ligue 1 2:1 over CF Montréal (National Development Center - Quebec). The regular season consisted of 2 groups of 6 teams for a total of 16 games per team. The 2 best teams in each group qualified for the Coupe Ligue 1. AS Blainville and CF Montreal won their group. Royal Select Beauport completed the set of 4.



TOYOTA NATIONAL CHAMPIONSHIPS



MEN'S COMPETITIONS

Ottawa's Gloucester Celtic FC lifted the Challenge Trophy for the third time in 12 years as they captured the men's amateur title at the 2024 Toyota National Championships in Surrey, British Columbia. Joey Kewin was the hero after he scored the lone goal in a 1:0 win over Nova Scotia's Suburban FC on Thanksgiving Monday at Newton Athletic Park. Stefan Karajovanovic was named the MVP.

CS Trident won their first national amateur title as they captured the women's Jubilee Trophy at the 2024 Toyota National Championships. All even 1-1 after 90 minutes, goalkeeper Charline Boutin made two saves and scored the winning kick as CS Trident won 3-1 on penalties over Coquitlam Metro-Ford SC at Newton Athletic Park in Surrey, British Columbia. Marie-Joëlle Landry was named the MVP.

Coquitlam Metro Ford SC won 6-5 on penalties to capture their third BC Province Cup. Down 2-0, Coquitlam came from behind to draw 2:2 and force penalties with Vancouver United FC Hibernian. Across the province, 66 teams took part in 2023-24 qualifiers for the Toyota National Championships.

Edmonton Scottish SC won their 14th provincial title after a 2:0 win over Edmonton Green & Gold in the Alberta Cup Final. Across the province, eight teams from the Alberta Major Soccer League took part in 2024 qualifiers for the national competition.

Winnipeg Hellas SC won their fourth Manitoba Cup provincial title after beating FC Winnipeg Lions on penalties. Down 2-0, Hellas SC came from behind to earn a 2:2 draw in the Final before penalties. In all, five teams took part in the Manitoba Cup on the road to the Toyota National Championships.

Gloucester Celtic FC won their fifth Ontario Cup in 2024 after a 6:1 victory over Scarborough GS United. Across the





province, 46 men's teams took part in the Ontario Cup on the road to the 2024 Toyota National Championships.

One season after winning their first Coupe du Québec, CS St-Lazare Hudson won the 2024 LSEQ to qualify for the Toyota National Championships for the first time. The LSEQ featured 16 teams who played for a spot in the national competition.

Suburban FC won their fourth provincial title after a 2:1 win over Halifax City SC in the 2024 Nova Scotia Cup Final. In all, seven teams from the province took part in the Nova Scotia Soccer League on the road to the Toyota National Championships.

Holy Cross FC won their 24th Newfoundland & Labrador provincial championship in 2024 after they won 3:1 over St. John's rivals Feildians AA. Across the province, six teams took part in the Newfoundland & Labrador Premier League on the road to the 2024 Toyota National Championships.

WOMEN'S COMPETITIONS

Surrey United SC won their 15th provincial title since 2004 when they beat Coquitlam Metro Ford SC by a single goal in the 2024 British Columbia Final. From across the province, 14 women's teams took part in two leagues on the road to the 2024 Toyota National Championships.

Northwest United / St. Albert Impact won the women's Alberta Cup Final after a 2:1 victory over the Calgary Blizzard SC in the 2024 provincial competition. Across the province, eight teams took part in the Alberta Major Soccer League on the way to the 2024 Toyota National Championships.

Scarborough GS United won their ninth women's Ontario Cup in 2024 after they won 4-3 on penalties over Union FC Bradford. The two sides had played to a 4:4 draw through 90 minutes. Across the province, 10 women's teams took part in the Ontario Cup on the road to the Toyota National Championships.

CS Trident won the province's LSEQ to qualify for the 2024 Toyota National Championships after they beat CF Montréal in a playoff. In all, 13 teams took part in the league competition. Two-time defending national champions Holy Cross FC from St. John's won another women's provincial title after they beat Feildians AA by a single goal in the 2024 Final. Across the province, four women's teams took part in the Newfoundland & Labrador Premier League on the road to the 2024 Toyota National Championships.



U-15 CUP

The City of Quinte West hosted Canada Soccer's U-15 Cup for the first time in 2024. In the boys' division, Burlington Force SA secured their first youth national title after Romano Campagna scored the lone goal in a 1:0 victory over Edmonton BTB SC. On the girls' side, Edmonton Warriors SC captured the 2024 title after a 3:0 win over Saskatoon Alliance with Edmonton goals by Shelby Butler (two) and Hadley Nelson. Across the two divisions, Burlington's Campagna and Edmonton's Nelson were named Most Valuable Players.

U-17 CUP

Cape Breton hosted Canada Soccer's U-17 Cup in Sydney and New Waterford, Nova Scotia. On the girls' side, Edmonton BTB SC claimed their second youth national title after a dramatic 5-3 victory on penalties over Winnipeg 1v1 Futbol Dreams. On the boys' side, Saskatoon Alliance captured their first youth national title after a 2:1 win over the Thornhill Bolts. Edmonton's Jill Varney and Saskatoon's Nazarii Bulyhin were named Most Valuable Players of their respective divisions.





Canada Soccer's new Player-Development Program Championship delivered a higher level of national competition for youth soccer players and organisations across the country. The inaugural 2024 edition was played in Edmonton, Alberta from 14 to 18 August with 28 youth teams for boys and girls qualifying to the PDP U-17 Cup and PDP U-15 Cup. The competition was a terrific growth opportunity for Canada's bright young players, both on and off the pitch. Canada Soccer's National Teams program delivered presentations that focused on the Youth National Teams player pathways, player profiles, playing philosophies, and training methodologies.

Canada Soccer also provided match analysis for both teams and individual players with the support of Sports AI. The analysis provided coaches and their staff with the opportunity to better support team and player development. It also provided players with the opportunity to review their performances and even produce scouting packages drawn from their matches against national-level opposition.

For the inaugural edition of the PDP Championship, Canada Soccer welcomed 28 qualified youth teams in four divisions across two age groups: the PDP U-17 Cup for boys and girls and the PDP U-15 Cup, also for boys and girls. Those 28 teams qualified from a



pool of 155 youth teams competing in the BC Soccer Premier League, the Alberta Player Development League, the Ontario Player-Development League, and the Québec Youth Soccer Premier League (PLSJQ).

Canada Soccer's Player-Development Program features a network of standards-based programs that represent high-level amateur youth soccer in Canada. Participating organisations, both clubs and academies, all meet the requirements for standards-based programming including recognition as an active National Youth Club Licensee.

CS Saint-Laurent and Calgary Foothills SC were the inaugural winners of Canada Soccer's PDP U-17 Cup on Sunday 18 August at the Bill Gilhespy Soccer Complex in Edmonton, Alberta. CS Saint-Laurent won the Boys' Final 5-3 on penalties over Burnaby FC while Calgary Foothills SC won the Girls' Final

5-4 on kicks over AS Laval. The Boys' Final was 2-2 before penalties while the Girls' Final was 1-1 before penalties. Saint-Laurent's Christopher Salama and Calgary's Julie Randall were named Most Valuable Players.

Ottawa South United and CS St-Hubert were the inaugural winners of Canada Soccer's PDP U-15 Cup on Sunday Finals Day at the Bill Gilhespy Soccer Complex in Edmonton, Alberta. Ottawa South United won the Boys' Final 3-2 on penalties over Surrey FC while CS St-Hubert won the Girls' Final 3-1 on penalties over AS Laval. The Boys' Final was 3-3 before penalties while the Girls' Final was 0-0 before penalties. Ottawa's Aidan De Hartog and St-Hubert's Aurélie Chenel were named Most Valuable Players.



ACTIVE START SOCCER FESTS

As Canada's leading grassroots soccer program, Canada Soccer Grassroots Soccer Fests has reached over 4 million Canadians and delivered financial, promotional and technical resources which contribute to the hosting of community soccer celebrations in collaboration with community soccer clubs. Canada Soccer recognises and thanks the program's community soccer club partners who contribute significant time and energy to create the best possible experience for young soccer players and their families, encouraging lifelong participation in this incredible game.

The 2024 Soccer Fests program reflected consistent growth to the program with 108 fun- filled festivals hosted across community soccer clubs from coast-to-coast-to-coast. Over the past year, the Soccer Fests program connected nearly

74,000 participants under the age of 12 and more than 178,000 people in all, including coaches, volunteers and families.

The 2024 festival season featured national program partners CIBC, Toyota, Allstate, GoGo squeeZ, Maple Lodge Farms, StorageVault and TELUS. The program's partners contributed to the positive participant experience by activating at a total of 35 festivals. Highlights included Maple Lodge Farms serving over 8,000 free hot dogs to participants, AllstateCanada running an interactive 'Win a Phone' contest activation, along with giveaways from Canada Soccer and other program partners, which included string bags for every participant from StorageVault, Canada Soccer stickers, temporary tattoos, and more.

PROVINCES	FESTIVALS
ALBERTA	22
BRITISH COLUMBIA	9
MANITOBA	3
NEW BRUNSWICK	3
NEWFOUNDLAND & LABRADOR	4
NOVA SCOTIA	3
ONTARIO	38
PRINCE EDWARD ISLAND	6
QUEBEC	17
SASKATCHEWAN	3

2024 CIBC SOCCER FESTS	
FESTIVALS	108
TEAMS	6,389
PARTICIPANTS	73,340
ATTENDEES*	178, 210*



FINANCIALS

- Both revenue and expenses increased in comparison to 2023 and results were slightly positive compared to budget.
- An increase in registrations year over year drove growth in membership fees.
- The Men's National Team success at the 2024 Copa America had a positive financial impact, with significant revenue coming from qualification and prize money.
- A focus on philanthropic efforts generated a new revenue stream from donations in 2024, with additional pledges committed into future years.
- National team expenses included 2024 Copa America tournament-related expenses, as well as costs related to the 2024 Olympics.
- Strategic workforce investments were made to drive 2024 stability and future revenue growth.
- Investments were also made in technical development activities, funded in part by grants.



2024 AUDITED FINANCIAL STATEMENTS

[AVAILABLE HERE](#)

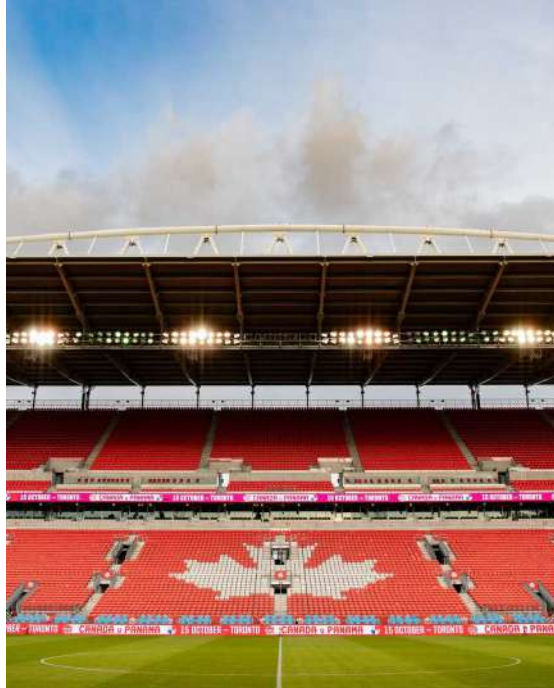
STATEMENT OF OPERATIONS FOR THE YEAR ENDED 31 DECEMBER	2024	2023
Revenue		
Membership Fees	\$7,230,453	\$7,060,063
Commercial and other fees	15,918,124	15,844,663
Government Grants	3,714,496	3,880,866
FIFA, Concacaf Grants and prize money	10,682,848	7,424,564
FIFA World Cup 2026	-	294,690
	37,545,921	34,504,846
Expenses		
National Teams	21,092,104	18,291,379
Other teams and sporting equipment	2,718,341	2,151,726
Technical and development projects	6,401,990	4,495,671
Staging, Marketing and Communications	3,332,059	4,622,461
FIFA World Cup 2026	76,384	342,549
Competitions	1,458,364	1,442,816
General and Administrative	6,037,997	5,839,949
	41,117,239	37,186,551
	(3,571,318)	(2,681,705)
Foreign exchange (loss) gain	(425,044)	206,907
Deficiency of revenue over expenses for the year	(3,996,362)	(2,474,798)

FOUNDATION



- In 2024 Canada Soccer renewed its philanthropic activity, in connection with a meaningful revenue growth strategy.
- The Canada Soccer Foundation was reestablished during the year, with a new governance structure and focus. The Foundation's priorities include enhancing our National Team systems with world-class resources and opportunities, accelerating the depth and excellence of coaching in Canada, and reducing barriers to entry in the sport.
- A key impact of the Foundation's efforts in 2024 was seen in our national team coaching investment.
- Canada Soccer and the Canada Soccer Foundation expect to see continued revenue growth and impact from these philanthropic activities in the future to support these key development and other priority initiatives.





MARKETING & COMMERCIAL

In 2024, Canada Soccer's marketing initiatives and commercial programming continued to innovate and grow to meet the Federation's evolving objectives and opportunities. With a home men's FIFA World Cup on the horizon, the Federation's marketing and commercial programming was continually optimized as part of preparing the nation to capitalize on the momentum of this unique sporting moment. An emphasis was placed on growing the Federation brand during marquee moments, including the Paris 2024 Summer Olympics and Copa America competitions.

NATIONAL TEAM HOME MATCHES

Canada Soccer's National Team home matches function as celebrations of soccer in each of the markets in which matches are hosted. In 2024, Canada Soccer hosted four National Team matches on home soil.

Canada Soccer's National Team home matches generated a cumulative attendance of over 70,000 fans across the 4 home games, with a 'sea of red' turning out to cheer on Canada's teams.

The per-match attendance of 17,670 once again represented the highest per game attendance of any National Team (of any sport) in Canada. Canada Soccer hosted a special Pride celebration match as part of the second leg of CANWNT's Olympic Send-Off Series in Toronto on 4 June, championing themes of inclusivity, accessibility, and community. A boisterous crowd of 18,805 filled the stands to send CANWNT off to the Paris Olympics in style.

CANADA SOCCER PARTNERSHIP MARKETING & ACTIVATION

ALLSTATE SOCCER SHOW

The Allstate Soccer Show, developed in collaboration with Canada Soccer, drives engagement with the Canadian soccer community through access to Canada Soccer's National Team athletes and informative, fun programming and activations. Returning to Toronto in 2024, the annual Allstate Soccer Show was a full-day Canadian soccer celebration featuring National Team player meet & greets and panels with interviews, a soccer Fun Zone, exciting prizes and more. The sold-out event included appearances from Atiba Hutchinson, Desiree Scott, Jonathan Osorio, Robyn Gayle, Richie Laryea, Melissa Tancredi and more.

CANADA SOCCER AND NIKE UNVEIL THE NEW CANADA 2024 MATCH KIT – "INSPIRED BY TOMORROW"

In the build-up to Canada's participation in the marquee summer 2024 international football competitions, Nike and Canada Soccer introduced new bespoke National Team kits to Canadian fans. Developed under the 'Inspired by Tomorrow' banner, the home kit celebrates a bold new era in Canadian sporting, while the away kit leans into the nation's diversity and honours the pioneers of the game. Featuring Nike's cutting-edge, advanced performance material engineered for the body in motion - DRI-FIT ADV technology — the kits reflect Nike's new standards for high-performance athletic wear. With 'Move to Zero,' Nike has created a sustainability initiative that aims to reduce waste throughout every stage of production.

VISA GIRLS MENTORSHIP PROGRAM - PLAY AND STAY

Visa's signature girls' mentorship program – Visa Play and Stay – carried momentum into its second year of operation with vibrant community events hosted in Montréal and Toronto in conjunction with the CANWNT home matches. In total, more than 300 young female soccer players in Québec and Ontario received once-in-a-lifetime experiences as part of the CANWNT send-off series, including notable interactions with CANWNT legends Josée Belanger, Marie-Eve Nault, Robyn Gayle, and Jonelle Filigno. Aligned with Visa's global commitment to advancing women and girl's football, the Visa Play & Stay program serves as an innovative force in Canada.

TELUS SHE CAN COACH

As part of an ongoing collaboration, the TELUS She CAN Coach program entered its second year in 2024 with the telecommunications brand as title sponsor. TELUS She CAN Coach is a national coach recruitment, development, and training initiative designed specifically for women. The program addresses the challenges women face regarding soccer participation in Canada.

BURNBRAE FARMS WELCOMED TO THE PARTNERSHIP FAMILY

Canada Soccer entered a substantial new marketing partnership with Burnbrae Farms in 2024, adding to an industry-leading roster of marketing partnerships which demonstrate the commercial brand strength and consumer awareness generated by Canada Soccer's premium properties and programs. In addition to launching the Burnbrae Farms partnership, the Federation confirmed several partnership renewals and extensions with existing partners, showcasing the success of Canadian brands leveraging soccer as a vehicle for achieving marketing objectives.

BROADCAST VIEWERSHIP & BRANDED CONTENT

NATIONAL TEAM BROADCAST VIEWERSHIP

Broadcast viewership of Canada Soccer's National Team's matches continued to demonstrate the significant growth in fandom of Canadians from coast-to-coast-to-coast.

- Canada Soccer's Women's National Team generated the highest broadcast audience of any sporting event at the Paris 2024 Olympics, when as more than 3.4M Canadians tuned in to Canada's quarter-final match-up against Germany. In total, 3 of Canada's matches at Paris 2024 were in the top 10 most watched sporting events across the entire competition.
- Canada Soccer's Men's National Team performance at the 2024 Copa America broke several audience viewership records, culminating in an incredible 6.9M Canadians, or 18% of the country's population, tuning into some or all of Canada's semi-final match against Argentina.



DIGITAL MEDIA

1,359,392 FOLLOWERS

20.41% INCREASE ACROSS ALL SOCIAL MEDIA CHANNELS



52.6%

INCREASE IN IMPRESSIONS



192%

INCREASE IN ENGAGEMENT



106.2%

INCREASE IN IMPRESSIONS

In 2024, Canada Soccer had an incredibly successful year in the digital media space, achieving impressive growth across all major social media platforms. The organization saw a substantial 20.41% increase in its total follower count, reaching 1,359,392 followers across all channels. This growth was particularly notable on TikTok, which experienced the largest increase in followers at 26.5%, and on Instagram, which saw a 23% increase. These gains reflect the growing popularity of Canada Soccer's content and its ability to engage new audiences across a variety of platforms.

Engagements also saw remarkable growth, with Canada Soccer achieving 11,824,577 engagements across all channels, marking a 37.44% increase from the previous year. A standout achievement was the near tripling of X engagements, which skyrocketed by 192%.

This significant boost underscores the increasing interaction from followers and the growing influence of Canada Soccer's digital presence. Despite a heavy reliance on paid TikTok spend in 2023, 2024's engagement metrics remained strong, with TikTok comments increasing by nearly 90%. This organic growth indicates that the platform continues to attract and engage passionate followers, even without the same degree of paid promotion. Canada Soccer also saw tremendous growth in impressions, with a total of 210,722,309 impressions across all channels. Instagram and YouTube were particularly successful in driving this increase, with Instagram impressions growing by 52.6% and YouTube impressions more than doubling with a 106.2% increase.

These gains in visibility reflect the effectiveness of Canada Soccer's content strategy, which resonated strongly with its audience across visual and video-centric platforms. The substantial engagement and follower growth on X suggests a more engaged and invested fanbase that aligned with the strategic decisions made by the Canada Soccer content department. Overall, Canada Soccer's 2024 digital media performance showcases its growing influence and connection with fans, positioning the organization for even greater success in the future.

In 2024, Canada Soccer's digital strategy shifted towards producing longer form content to better tell our player and team stories. Two highlights of the 2024 calendar year were the "ON GUARD" National Team series, and "BATTLE OF THE NORTH" our behind-the-scenes series that told our national club competition stories.



In partnership with CIBC, Canada Soccer launched its new National Team long-form content series, titled “On Guard”. Featuring exclusive access to behind-the-scenes footage, the long-form series captured both the biggest on-pitch moments and the intimate stories that defined Canada Soccer’s National Team 2024 competition year. In total, 15 episodes were published covering both senior National Team programs, delivering 366,000 views on YouTube and millions more impressions across all platforms.

CANWNT: [WATCH HERE](#)

CANMNT: [WATCH HERE](#)



In partnership with TELUS, Canada Soccer launched a new long-form content series titled “Battle of North” which followed the TELUS Canadian Championship from the Preliminary through the dramatic conclusion of the competition. With unique stories from every corner of the nation, the series brought Canadians closer than ever to the country’s marquee men’s professional club competition. Each episode recapped one of the competitions four rounds – Preliminary, Quarter-Final, Semi-Final and Final – generating 40,000+ views on YouTube.

[WATCH HERE](#)

STAFF DIRECTORY

Adeoye, Adebo Christopher | Interim Manager of Finance
Akinwale, Christiana | Accounts Payable Clerk
Armada, Dalia | Accounts Receivable Clerk
Barrieu, Pierre | Men's National Team Assistant Coach
Biello, Mauro | Men's National Team Assistant Coach
Blue, Kevin | CEO & General Secretary
Breda, Cathy | Manager of Administration
Bruce, John | Manager, Design and Visual Communications
Chamberland, Mathieu | Chief Operating Officer
Cleverly, Wayne | Manager Grassroots Programs
Crosthwaite, Jessica | Coordinator, Events & Professional Game
Daly, Jessie | Director, Events and Competitions
Eccles, Claire | Women's National Team Equipment Manager
Eyckerman, Remy | Warehouse Coordinator
Ferguson, Andrew | Head Coach/Manager Men's National Para Soccer
Fortier Grondin, Stéphanie | Manager Professional Game and National Event Events
Gagne, Marianne | Women's National Team Communications Manager
Herst, Jennifer | WNT Goal Keeping Coach
Iafrate, Adam | Digital Content & Communications Manager
Innumerable, Wren | Payroll & Benefits Specialist
James, Tyrell | Events Coordinator, National Competitions
Kwan, Kyra | Partnership Servicing Coordinator
Lang, Jan | Team Manager, Men's National Team
Lobban, John | Men's National Team Communications Manager
Loughlin, James | Manager of Coach Education, Research and Development
Magny, Audrey | Coordinator, Content & Visual Communications
Makhela, Steveria | Accounts Payables Clerk/Audit Support Specialist
Marsch, Jesse | MLS Canada Head Coach of Men's National Team
Martin, Dominic | Director, Marketing
McConaghy, Sara | Director of Community and Fund Development
McInnis, Nicole | Team Manager, Women's National Team
Michelucci, Daniel | Director, National Team Operations
Moretto, Mike | Equipment Manager
Nash, Brynn | Coordinator, Program Development
Nutt, David | Director of Development
Olivieri, Andrew | Men's National Youth Director
Ouellette, Sarah | Development Department Administrator
Payette, Jay | Chief Information Officer
Pazuk, Dan | Systems Manager and Registrar
Raymond, Isaac | Manager, Referee Program
Scott, Richard | Manager, Amateur Competitions
Seladidopoulos, Kyriakos | Futsal National Team Head Coach
Senra, Paulo | Chief Communications and Content Officer
Sharp, Ewan | Men's National Team Assistant Coach
Spina, Lisa | Executive Assistant
Stoney, Casey | Women's National Team Head Coach
Tucker, Michael | Referee Program Administrator
Tulle, Kaitlin | Manager, Brand and Ticketing
Tye, Cinthia | Women's U-20 National Team Coach
Ure, Spencer | Men's EXCEL Equipment Supervisor
Valerio, Alexandra | Manager, Club Licensing
Vitulano, Mike | Men's Regional EXCEL Director
White, Mallory | Women's EXCEL Program Lead Therapist
Whyatt, Michael | Manager of Coach Education, Member Services
Yin, Miaozi | Webmaster