




STRATEGIC PLANNING UPDATE

ORIGINALLY PRESENTED TO THE ANNUAL MEETING OF THE MEMBERS
MAY 2025

A group of people, mostly men, are seated at long tables in a room, possibly a cafeteria or meeting hall. They are engaged in various activities, some looking at papers or devices. The room has a red overlay. In the background, there are doors with "SORTIE" signs and a clock on the wall.

We held discovery sessions with PTSOs, staff, board, community and grassroots stakeholders, marketing partners, and Voyageurs. Informal sessions held with national team players, coaches, and professional soccer stakeholders.

A group of soccer players in a huddle, overlaid with a red filter and white text. The players are wearing dark jerseys with white numbers and names. The background shows a tent and banners, including one with 'FIFA' and 'TRIDENT TERRITORY'.

We analyzed feedback and developed a concise set of strategic priorities, tactics, and metrics to guide activity from 2025 through 2027.



Overarching objective:

Strengthen the financial and organizational health of Canada Soccer so that the organization may help all of soccer across Canada flourish from the home World Cup in 2026.

STRATEGIC PRIORITIES:

1. Strengthen the financial health of Canada Soccer.
2. Strengthen the organizational health of Canada Soccer.
3. Help soccer across Canada flourish from the home World Cup in 2026.

STRENGTHEN THE FINANCIAL HEALTH OF CANADA SOCCER

- Resolving open items related to the CSB deal and player labour agreements.
- Restructure and launch the Canada Soccer Foundation with updated governance and brand.
- Execute a major capital campaign anchored by the Captains Council major gift society.
- Build a robust annual fund that integrates the CanadaRED fan club in a logical and seamless fashion.
- Develop a financial and operating model that allows for the rebuilding of financial reserves through modest annual surpluses.

STRENGTHEN THE ORGANIZATIONAL HEALTH OF CANADA SOCCER

- Update the Canada Soccer by-laws to appropriately align with the expectations of Sport Canada, FIFA, and Concacaf.
- Modernize the structure and work of the Canada Soccer Board of Directors by implementing the recommendations in the LBB Strategies report.
- Create more efficient governance of soccer across Canada.
- Implement modern, impactful, and scalable initiatives for EDI. Share this work and resources with Member Associations.

HELP SOCCER ACROSS CANADA FLOURISH FROM THE HOME WORLD CUP IN 2026

- Execute a nationwide World Cup 2026 engagement campaign, in collaboration with stakeholders such as FIFA, Sport Canada, and PTSOs, that is designed to enhance grassroots participation.
- Develop an effective and scalable registration pipeline between schools and clubs.

Assist clubs with a best-practices resource for intake from schools, associated with Soccer in Schools.

Grow the number of kids in schools that are exposed to both soccer and the club intake process.
- Examine the utility and feasibility of a national training centre as a headquarters for Canada Soccer.
- Ensure both senior national teams are provided with the best chance for nationally visible competitive success in 2026 and 2027.
- Ensure Youth National Teams are provided with the resources required to successfully prepare the next generation of senior international players.
- Clarify, align, and lead the soccer development ecosystem in Canada.

