

Bowls Canada Boulingrin Annual Report 2021-2022



Bowls Canada Boulingrin (BCB) is the governing body responsible for lawn bowls in Canada and our mission is to advance the sport of bowls in Canada

Our Vision: To Bring Canadians Together Through Bowls

Message from the Chair and Chief Executive Officer

A new way of doing things will be required to succeed in the post-pandemic world. In 2021 Bowls Canada reviewed its membership structure. As of December, 2021 club membership was down 18.5% from 2019. The ongoing impact of Covid-19 on clubs and the varying restrictions and safety protocols across the country influenced many participants being somewhat hesitant to return to bowls. Bowls Canada's decision to cancel competitive Championship events in 2021 also factored into certain segments of our membership's choices to participate in bowls.

Recognizing early the impact the pandemic would have on the organization's ability to emerge stronger in 2022 the Board of Directors and Bowls Canada staff identified three key primary themes to support bowls in Canada. The first of these was *Volunteer Empowerment*. Bowls Canada is continually working on developing "best practice" resources to help volunteers, Boards and administrators plan for the future. Work progressed on developing accessible e-learning courses for volunteers in the areas of strategic planning and the foundations of club management. An investment was made in a program that would provide consistent and affordable governance training for Directors of the Bowls Canada board and the boards of its member associations.



The second theme was *Safety in Sport*. Building on the successful launch of the Belonging in Bowls club accreditation program, the Safe Sport 101 kit helped clubs across the country implement everything they need to ensure their club is a safe and welcoming environment. Providing policy templates, training outlines and other resources, we saw over 70 clubs from across Canada engage in this program.

The final theme was *Inclusion*. The "Just Roll With It" Para bowls pilot program concluded successfully thanks to the support of a federal Innovation Initiative grant and the two host pilot clubs—Nepean Lawn Bowling Club (Ottawa, ON) and Commonwealth Lawn Bowling Club (Edmonton, AB). This pilot resulted in resources and best practices that will support clubs across the country to provide more bowls opportunities for Canadians with disabilities. Planning is also moving ahead on the inaugural National Para-bowls Championships which will be introduced in September 2022 for bowlers with visual impairments and physical disabilities.



Looking forward into the future, the Strategic Planning Committee completed a comprehensive review by various levels of stakeholders on the development of the new bowls vision for 2023–2026. We are looking forward to the work of this Committee as they prepare this new strategic plan. Bowls Canada is optimistic and excited for the events planned for Summer 2022. The start of bowls season begins with the return of the annual National Bowls Day in June. Our High Performance athletes on the Canadian Team Squad are looking forward to competing at the Commonwealth Games at the end of July and the Canadian National Championships will be back in full swing, August 2022.

As always, we are extremely grateful to the many people and associations who contribute to Bowls Canada including the Government of Canada, our sponsors and the many donors who helped support the organization over the last year. We would be remiss to not recognize the dedication and passion of our Directors and staff, without whom our success would not be possible. We are looking forward to working with all our members as we ready ourselves to rise again in this new reality.



Kathryn MacGregor, Chair



Anna Mees, CEO

Strategic Objectives

1. **Diversify and grow** the numbers of participants in a thriving bowls community.
 2. Enhance **communication and collaboration** between Bowls Canada and the Provincial Bowls Associations
 3. Enhance **organizational excellence** through values-based leadership and effective governance.
 4. Create **exceptional bowls experiences** through enhanced system excellence
 5. Deliver an **inspirational high performance** bowls program
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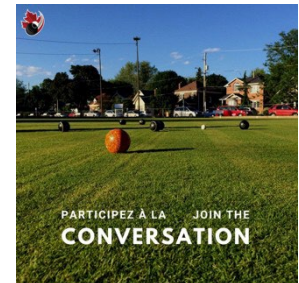
2021-2022 Highlights

Diversify and Grow

- Just Roll With It para bowls pilot project successfully implemented at two clubs resulting in new resources for clubs, volunteers and coaches.
- More than 70 clubs engaged in the newly launched Safe Sport foundation of Belonging in Bowls.
- 2021 Bowls Day was run in a hybrid format which saw more than 12,000 individuals engaged through virtual programming and 32 clubs offering in person programming where permissible.
- Two e-learning modules were developed to support clubs with strategic and annual planning in preparation for a launch next fiscal year in both languages.

Communicate and Collaborate

- The Presidents' Council continued to meet regularly to collaborate on bowls development and share challenges and best practices.
- Bowls Canada engaged marketing experts to initiate a strategy to promote bowls and reposition the activity in the eyes of non-bowlers which will wrap up over the next fiscal year.



Organizational Excellence

- A new Strategy Planning Committee was struck, and work initiated immediately on the development of a new strategic plan to ensure readiness for presentation to the Board and membership at the 2022 Annual General Meeting.
- Bowls Canada engaged a fundraising expert to identify meaningful and realistic strategies to help the organization diversify revenue generation in the future.
- Fundraising targets were surpassed with an increase in donor retention rate by 22% to 55% and an incredible 65% increase in overall donations.
- Membership fees were reinstated at 50% of 2019 levels to provide ongoing pandemic impact relief to members.

Exceptional Bowls Experiences

- All 2021 Canadian Championships were cancelled due to the global pandemic
- Two research projects were implemented by third party academic institutions:
 - Exploration of barriers impacting women bowlers participating in competition – affiliated with Brock University
 - Exploration of the rates and causes of concussions in lawn bowls participants – affiliated with Université de Montréal
- New online versions of coach education were implemented with participation from across Canada
- New Para Bowls resources were developed including a Long-term Athlete Development Strategy and an Umpiring Para Bowls Handbook

Inspirational High Performance Program

- Due to the global pandemic, all international competitions were cancelled for the 2021-22 fiscal year.
- A virtual training program was implemented for all national squad members which included mental skills development, nutrition planning and strength and conditioning programming.
- To facilitate increased planning needs for the 2022 Commonwealth Games, Don Caswell was brought on board in a part-time capacity as High Performance Manager.

Financials

Membership Numbers

The impact of the global pandemic extended through the 2021 season with provinces being able to offer in-person programming at different rates across the country. While Ontario saw the latest openings due to provincial shut-downs, all provinces experienced some sort of impact with most seeing significant impacts on the numbers of competitive bowlers.

Province	2014	2015	2016	2017	2018	2019	2020	2021
BC	4,355	4,391	4,397	4,331	4,471	4,555	n/a	4207
AB	676	675	808	802	819	841	n/a	974
SK	251	345	376	387	397	469	n/a	312
MB	312	303	286	306	285	303	n/a	238
ON	6,638	6,748	6,721	6,661	6702	6,617	n/a	4695
QC	387	389	346	358	325	311	n/a	313
NB	176	180	160	166	160	195	n/a	167
NS	415	390	429	479	501	535	n/a	373
PEI	81	69	67	71	63	63	n/a	50
TOTALS	13,291	13,490	13,590	13,561	13,723	13,889	n/a	11,329

Financial Statements

The overall financial health of the organization is represented in the "Statement of Financial Position" with the specific revenues and expenditures of the 2020-2021 fiscal year being represented in the "Statement of Operations".

STATEMENT OF FINANCIAL POSITION AS AT MARCH 31, 2022

	<u>2022</u>	<u>2021</u>
ASSETS		
CURRENT		
Cash	\$ 157,783	\$ 167,700
Investments		
- Gift fund	299,743	281,201
- other	295,282	291,719
Accounts receivable	24,790	38,178
Prepaid Expenses	<u>30,559</u>	<u>19,152</u>
	<u>\$ 802,157</u>	<u>\$ 797,950</u>
LIABILITIES		
CURRENT		
Accounts Payable	\$ 79,994	49,960
Deferred revenue	<u>16,000</u>	<u>53,096</u>
	95,994	103,056
CEBA BANK LOAN	<u>60,000</u>	<u>60,000</u>
	155,994	163,056
NET ASSETS		
Restricted for endowment fund	301,361	282,367
Unrestricted	<u>344,802</u>	<u>352,527</u>
	<u>646,163</u>	<u>634,894</u>
	<u>\$ 802,157</u>	<u>797,950</u>

STATEMENT OF OPERATIONS
FOR THE YEAR ENDED MARCH 31, 2022

	<u>2022</u>	<u>2021</u>
REVENUE		
Sport Canada	\$ 415,356	\$ 406,941
Membership fees	128,473	-
Grants	25,000	-
Sales of merchandise and publications	18,647	1,065
Donations	14,085	28,599
Coaching Association of Canada	4,000	23,500
Investments		
- Gift fund	18,542	52,804
- other	3,763	5,073
Miscellaneous	71	3,682
Advertising and Sponsorship	-	1,037
	<u>627,937</u>	<u>522,701</u>
EXPENSES		
Coaching program	23,847	23,568
High Performance program	26,626	15,758
World Bowls fees	5,075	10,448
Membership development	1,409	7,870
Bowler and club Development	58,591	25,840
Communications and public relations	37,098	11,486
Merchandising and publications	5,305	162
Governance	32,386	4,019
National office operations	61,125	50,387
Official languages	25,421	25,605
Safe sport and gender equity	66,451	39,857
Para bowls	47,510	55,257
Staff salaries and travel	224,826	227,409
Officials development program	998	
Domestic competitions	-	-
	<u>616,668</u>	<u>497,666</u>
NET REVENUE FOR THE YEAR	<u>11,269</u>	<u>25,035</u>

Bowls Canada Directors and Staff

Bowls Canada Directors



Kathryn MacGregor
Chair



Dennis Verge
Treasurer



Anne Mathewson
Secretary



Cathy Selzler
Director



Jeff Harding
Director



Laura Seed
Director



Chris Stadnyk
Director

Bowls Canada Staff

CEO – Anna Mees

Bowls Development Manager – Jake Schuknecht

Communications and Events Coordinator – Alec Deschamps

High Performance Manager – Don Caswell

Safe Sport and EDI Coordinator – Samantha Burelle

National Senior Squad Coach – Terry Scott

National Development Squad Coach – Darryl Fitzgerald