

Annual Report

2024-2025



**Bowls
Canada
Boulingrin**

Bowls Canada Boulingrin

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Message from BCB's Chair

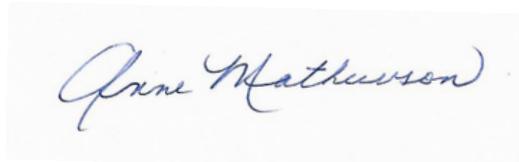
This past year has certainly been much more stable than last year. We have benefited greatly from our very competent CEO, Britany Gordon's, financial acumen, governance experience and the wisdom her twenty years in sport brings to the job.

Much of the work this year was directed towards revision and updating of our by-laws to ensure alignment with the Safe Sport Program. We also needed to evaluate our National Competitions to ensure that we were taking into account the feedback we received in 2024. The work is not yet complete, but in 2025 we saw a version that was more acceptable to our competitors.

After almost a decade with the organization, Jake Schuknecht left us this year to pursue a career in accounting. This afforded Britany the opportunity to consider an organizational review and restructure. The final stage in that process is taking place as we move through the first quarter of this new year. The hiring processes needed to be handled in a fiscally responsible manner, due to the uncertainty created by a delay in confirmation of our funding from Sport Canada. The good news is that we can move forward with greater certainty, as Sport Canada confirmed our funding levels for multiple years. We are pleased that Samantha Burelle is still with us and has taken on a more senior position as Programs Manager, overseeing our Belonging in Bowls club development programming, and other club and sport programs. We welcome our new Technical Director, William Mulcahy, who will oversee our coaching and athlete development initiatives as well work in conjunction with our National Team Head Coach Derek Dillon, coordinating the high performance program.

Thank you to our staff, the Presidents' Council and our operational and standing committee volunteers for your commitment to BCB and this great game we play! It has been a pleasure working with our very wise and effective Board of Directors, and I thank them for their expertise in governing the organization.

There is still much work to do, but in so many ways the future is looking much less intimidating than it did at the start of 2024, and the pathway going forward is much clearer!

A handwritten signature in blue ink that reads "Anne Mathewson". The signature is written in a cursive style and is centered within a light gray rectangular box.

Anne Mathewson, Chair

Message from the CEO

The 2024–25 fiscal year was a pivotal year for Bowls Canada Boulingrin (BCB). Building on the momentum of our 2023–26 Strategic Plan, we advanced initiatives that reflect our values of inclusion, innovation, and excellence. From the launch of a new marketing strategy to the restructured National Championships, our community engaged with these changes, offering valuable feedback that is helping us shape a more sustainable, long-term approach while continuing to honour the traditions of our sport.

We faced challenges, including capacity constraints that delayed certain initiatives such as municipal outreach and our environmental sustainability strategy. Yet, these delays only reinforced the importance of planning, resource alignment, and partnership building. Our high-performance athletes inspired us with their dedication at home and on the international stage, while grassroots clubs expanded inclusive programming such as Just Roll With It.

Our core values of integrity, inclusive, collaborative, innovative and excellence will be instrumental in guiding our efforts and shaping our future:

We will continue to build trust and transparency by executing our commitments with honesty and respect.

We will create and nurture an environment where every individual feels valued and welcomed.

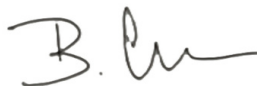
We will engage meaningfully with our stakeholders, drawing on their collective experience to drive progress.

We will embrace new ideas and approaches to respond effectively to the evolving landscape of our sport.

We will strive for excellence in everything we do, from our organizational operations to the performance of our athletes.

Looking ahead, we are committed to closing the gaps identified in this report. We will focus on enhancing para-bowls programming, strengthening partnerships with municipalities and disability sport organizations, working towards a long-term and sustainable format for our Canadian championships and embedding environmental sustainability into our operations.

Thank you to our Board, staff, PSO partners, volunteers, and athletes for their unwavering commitment to advancing bowls in Canada.



Britany Gordon, CEO

About Bowls Canada Boulingrin



Anne Mathewson
Chair



Dennis Verge
Treasurer



Derek McKie
Director



Laura Seed
Secretary



Phillip Francis
Director



Jane Blaine
Director



Chris Stadnyk
Director

Britany Gordon
Chief Executive Officer

Jake Schuknecht
Bowls Development Manager

Samantha Burelle
Safe Sport & Communications
Coordinator

Don Caswell
High Performance Manager

Ryan Stadnyk
Interim High Performance
Manager

Derek Dillon
Head Coach

Our Vision

Cultivate a fun, inclusive, and excellent lawn bowls culture that brings communities together.

Our Mission

To provide leadership that facilitates inclusive participation and excellence for the sport of lawn bowls in Canada.

Our Values

Integrity

We execute our commitments with honesty, respect, and transparency while adhering to the ethical and professional standards of Canadian amateur sport.

Inclusion

We foster a fun, safe, and welcoming environment both on and off the greens.

Collaboration

We commit to meaningful engagement with our stakeholders and value their collective experience.

Innovation

We commit to responding to our ever-changing world with efficiency, agility, and creativity.

Excellence

We strive for excellence in performance and character in everything we do from the boardroom to the podium.

Strategic Objectives

Diversification & Growth

Bowls Canada will develop tools and resources that will raise the visibility of lawn bowls across Canada and lead to increased participation and diversity in our sport.

National Bowls Day

This year, BCB themed the national event “Bowls... Your Way”, highlighting all the ways we can participate in and enjoy lawn bowling. From newcomers trying the sport for the first time, to longstanding club members, to competitive bowlers and everything in between – people can bowl their way! 64 Clubs across Canada participated.

Community Outreach

Our commitment to growth and development is clearly reflected in this year’s Facebook performance. Reach expanded to 38,500 people, an impressive 108% increase over last year, meaning our content is connecting with more than twice as many individuals and broadening our visibility and impact. Engagement also surged, with 12,200 content interactions - a 167% increase - showing that more people are not only seeing our posts but actively engaging through likes, comments, and shares. This growth highlights a stronger, more vibrant connection with our community. Additionally, Facebook drove 31,300 visits, up 112%, indicating our content is motivating people to learn more, visit our website, and take action. Together, these results demonstrate meaningful progress in our strategic priority of growth and development: expanding reach, deepening engagement, and converting interest into action.



Sustainable Solutions

Bowls Canada will provide innovation, tools, and resources which supports the long-term viability of the sport across Canada.

Diversity & Inclusion pillar launched

The pillar launched with the creation of the Club & Community Scan toolkit. This toolkit supports clubs in assessing their strengths, aligning with community needs, and fostering collaboration. Its application enhances organizational capacity, broadens local impact, and contributes to sustainable membership growth.

Multi-year budgeting strategy

A forward-looking financial plan was created, moving away from year-to-year planning. This ensures more predictable resource allocation and greater long-term stability.

Strategic Objectives

Reaching the Podium

Bowls Canada will foster an inclusive and safe culture of high-performance excellence within a robust development system, supported by a growing talent pool, producing consistent international podium results.

Canadian Bowlers reached extraordinary international heights in the 2024 season! A highlight of the results are:

Linda Ng won bronze medal in women's singles and Mike McNorton & Linda Ng won a bronze medal in mixed pairs at the 2024 World Bowls Indoor Championships.

Louise McLean, and director Lianne Franklin, won bronze medal during the first international event for Canada's para squad at the 2024 IBD World Championships.

Emma Boyd, Kelly McKerihen, former Team Canada member Leanne Chinery won gold medal in the women's fours event at the 2024 Australian Open.

At the 2024 Canadian Championships:

Greg Wilson won a gold medal in men's fours along with his teammates representing Alberta.

Jackie Foster, alongside fellow Nova Scotians, won gold in women's fours.

Pat Bird, representing Alberta, won gold in the men's triples event.

Louise McLean, and director Carolyn Campbell, won gold in the B2 singles classification event.

Andy Caldwell won gold in the B6 singles discipline.

Jordan Kos crowned female player of the tournament based on winning 33 points out of the collective 108 from Team Canada.

Kelly McKerihen and Emma Boyd claimed the title of champion in women's pairs by earning the gold medal at the 2024 Hong Kong International Classic.

Pat Bird won a bronze medal in the men's singles event at the 2024 Champion of Champions.

At the 2024 World Bowls U25 Championships Emma Boyd won bronze medal in women's singles discipline.



Strategic Objectives



Good Governance

Bowls Canada, in collaboration with its Provincial Association members, will provide values-based strategic leadership that ensures relevant policies, protocols, and resources are in place to foster organizational excellence.

Transition to Abuse Free Sport

The organization successfully aligned with the national Abuse Free Sport system, strengthening its safe sport environment with clear independent reporting and oversight mechanisms.

Presidents' Council meetings

Regular meetings of the Presidents' Council were convened, fostering dialogue and alignment across PSOs and ensuring a stronger collective voice.

CEO/Chair engaged in leadership networks

Senior leaders actively participated in national and sport-sector leadership networks, raising the profile of bowls and ensuring influence in wider discussions.

Risk audit completed

A full risk audit was undertaken, identifying key organizational risks and informing mitigation strategies for better preparedness.

Policy updates underway

Governance and operational policies were reviewed and updated, ensuring compliance, clarity, and alignment with best practices.

Director onboarding formalized

A structured onboarding process was established for new directors, ensuring stronger orientation and quicker effectiveness at the board table.

Province	2019	2020	2021	2022	2023
British Columbia	4555	n/a	4207	4456	5202
Alberta	841	n/a	974	1222	992
Saskatchewan	469	n/a	312	571	638
Manitoba	303	n/a	238	318	
Ontario	6617	n/a	4695	6072	6980
Quebec	311	n/a	313	364	379
New Brunswick	195	n/a	167	168	159
Prince Edward Island	63	n/a	50	60	55
Nova Scotia	535	n/a	373	465	502
Newfoundland	0	n/a	0	0	0
CANADA	13,889	0	11,329	13,696	14,907

BCB Membership

Financial Overview

The overall financial health of the organization is represented in the "Statement of Financial Position" with the specific revenues and expenditures of the 2024-2025 fiscal year being represented in the "Statement of Operations. The fiscal year 2024-25 closed with total revenues of \$663,378 and expenses of \$623,071, resulting in a net revenue of \$40,307. Sport Canada funding was confirmed at stable levels, and membership and grant revenues grew modestly. BCB continues to diversify revenue sources while maintaining prudent financial management.

STATEMENT OF FINANCIAL POSITION AS AT MARCH 31, 2025

	<u>2025</u>	<u>2024</u>
ASSETS		
CURRENT		
Cash	\$ 96,157	\$ 116,249
Investments (note 4)		
- gift fund	287,738	273,168
- other	241,616	232,291
Accounts receivable	74,360	32,423
Prepaid expenses	<u>22,077</u>	<u>45,220</u>
	<u>\$ 721,948</u>	<u>\$ 699,351</u>
LIABILITIES		
CURRENT		
Accounts payable	<u>\$ 50,876</u>	<u>\$ 68,586</u>
NET ASSETS		
Restricted for gift fund	300,032	278,552
Unrestricted	<u>371,040</u>	<u>352,213</u>
	<u>671,072</u>	<u>630,765</u>
	<u>\$ 721,948</u>	<u>\$ 699,351</u>



Financial Overview

STATEMENT OF OPERATIONS FOR THE YEAR ENDED MARCH 31, 2025

	<u>2025</u>	<u>2024</u>
REVENUE		
Sport Canada	\$ 240,000	\$ 338,240
Membership fees	254,554	221,352
Grants	58,675	7,197
Sales of merchandise and publications	13,028	40,737
Registration and entry fees	19,166	37,175
High performance fees	32,000	33,000
Advertising and sponsorship	-	2,271
Donations	6,910	7,115
Investment income		
- gift fund	14,570	29,960
- other	9,325	7,955
Coaching Association of Canada	3,000	3,000
Miscellaneous	12,150	25,514
	<u>663,378</u>	<u>753,516</u>
EXPENSES		
Coaching	18,936	5,902
High performance	99,759	158,630
Domestic competitions	87,586	78,427
World Bowls fees	11,068	13,485
Membership development	2,397	3,571
Bowler and club development	-	53,851
Communications and public relations	1,265	7,847
Merchandising and publications	4,281	8,231
Governance	577	7,998
National office operations	71,585	82,814
Official languages	13,602	16,070
Safe sport and gender equity	60,499	28,193
Para bowls	1,273	5,626
Staff salaries and travel	248,210	271,894
Officials development	2,033	4,581
	<u>623,071</u>	<u>747,120</u>
NET REVENUE FOR THE YEAR	<u>\$ 40,307</u>	<u>\$ 6,396</u>

BCB Partners

Funding Partners



Official Partners



Performance Partners



Provincial Partners



BCB is a proud member of



Looking Ahead: Our 2025–26 Focus

- Roll out delayed initiatives: prioritize municipal engagement, collaboration with disability/cognitive organizations, para-coach/ apprentice coaching programs, and environmental strategy.
- Operationalize systems: complete and launch the centralized participation tracking system, marketing plan, and governance change-management toolkit for clubs and PSOs.
- Refine competition model: evaluate learnings from the 2024 National Championships, iterate the open international competition pilot, and fully contextualize para involvement.
- Strengthen funds & partnerships: continue diversifying sponsorship, and build collaborative relationships with civic and multisport partners to enhance sustainability.
- Deepen culture & inclusion: extend the Belonging in Bowls pillars into tangible club-level practices and support underrepresented groups with targeted pathways and resources.
- Ensure financial resilience: maintain multi-year budgeting discipline, risk oversight, and prudent growth in staff, programs, and capital investments.

Thank you to all bowlers, coaches, volunteers, PSOs, and stakeholders who contributed this year. Your dedication ensured that BCB continues evolving from strength to strength. We look forward to building on this foundation, closing gaps, and delivering excellence for bowls in Canada in 2025–26.



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