



TEAMWORK

MEMBER EXPERIENCE

REVENUE
STREAMS

GROW

SAFE SPORT

BEST PRACTICES

FINANCIAL STABILITY

DEVELOPMENT

GOALS



INTERNATIONAL
EXPORT

PROMOTION

INCLUSIVE



FOOTBALL
CANADA

Grow the Sport That We Love

2020-2025 STRATEGIC PLAN



July 2020

LEADERSHIP



VISION

INNOVATION

VALUES

MISSION



ADVOCATE

BUILDING
COMMUNITIES

ALL STAKEHOLDERS

MEMBERS

BOARD OF
DIRECTORS

OUR STAFF

PROGRAMMING

ATHLETES

NATIONAL STANDARDS

STAKEHOLDERS FIRST

SERVICE

MESSAGE FROM THE PRESIDENT

Dear Football Nation,

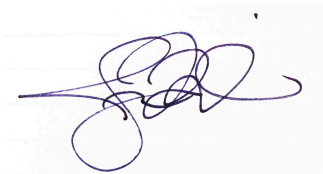
On behalf of the Board of Directors, I welcome you to Football Canada's Strategic Plan.

This document is the result of a year's worth of consultation with our members and non-member stakeholders led by our Business Development Committee. My personal thanks to Mark Harrison for leading this effort along with support provided by Greg Dick from the Canadian Football League.

Football Canada is responsible for the growth and development of our sport from grassroots to high performance. Our programming at the grass roots and performance from our national teams are at the forefront of the global football community. We have much to share within Canada and beyond to grow the game.

This Strategic Plan provides the structure we require in challenging times. Our entire organization looks forward to providing the governance required to bring success at all levels and in all areas of our sport.

Yours in Football,



Jim Mullin
President,
Football Canada

VISION

Recognized as the leader in the global football community



MISSION

Grow the sport that we love
through leadership, promotion, and development



CORE VALUES

Core values guide our beliefs and help to shape the culture of Football Canada **That means all of us: We are Football Canada**

Community-building

We are passionate about building communities locally, nationally, and internationally

Safety and safe sport

We foster a culture that is safe for all

Inclusive and respectful

We create an environment where people feel they belong

Teamwork on and off the field

We work as one because together we achieve greater outcomes

Service leadership

We put the needs of all our stakeholders first and help people to develop and perform to their best abilities



WE ARE FOOTBALL CANADA

Canadian Football League
 Canadian Junior Football League
 USPORTS
 Canadian University Football Coaches Association
 CFL Alumni/Player's Association
 Canadian Football Hall of Fame
 Canadian Flag Football League
 Canadian Sport Hall of Fame
 NFL Canada
 High School Football Programs
 International Federation of American Football

National Board of Directors
 National Office Staff
 Working Committees



BC Provincial Football Association, Football Alberta, Football Saskatchewan , Football Manitoba , Ontario Football Alliance, Football Québec , Football New Brunswick, Football Nova Scotia, Football NL, Football PEI

Parents and Guardians Football Fans
 Communities Sponsors and Donors
 Media Partners
 Clubs and Associations
 Coaches and Officials
 Volunteers and Administrators
 Canadian Football Officials Association
 Coaches Association of Canada
 Sport Canada and Government Agencies

VISION

Recognized as the leader in the global football community

MISSION

Grow the sport that we love
through leadership, promotion, and development

PILLARS

Leadership, promotion, and development



PILLAR:

Leadership, Promotion, and Development

WITHIN FOOTBALL CANADA

GOALS

- Strong liquidity
- Engaged and satisfied members and stakeholders
- Increased member organizations

STRATEGIES

1. Establish a path to financial stability
2. Provide value to members and stakeholders
3. Improve systems and infrastructure to provide a great member experience
4. Elevate national standards, programming, and data collection
5. Grow and diversify revenue streams in the longer term

PILLAR:

Leadership, Promotion, and Development

WITHIN FOOTBALL IN CANADA

GOALS

- Increased football Gross Domestic Product (GDP)
- Increased profile
- Increased participation

STRATEGIES

1. Lead an alliance to grow the business of football
2. Develop the sport through innovation
3. Grow participation by athletes, coaches, officials, supporters, and fans
4. Execute a safe sport environment
5. Promote inclusiveness

PILLAR:

Leadership, Promotion, and Development

WITHIN FOOTBALL OUTSIDE OF CANADA

GOALS

- Diversified revenue
- Enhanced reputation
- Increased influence

STRATEGIES

1. Provide leadership in the growth of football around the world
2. Host international competitions
3. Advocate for football involvement in multi-sport games
4. Exchange best practices and innovation
5. Develop new international export revenue streams

VISION

Recognized as the leader in the global football community

MISSION

Grow the sport that we love
through leadership, promotion, and development

CORE VALUES

Community-building

Safety and safe sport

Inclusive and respectful

Teamwork on and off the field

Service leadership

PILLARS AND GOALS

Leadership, promotion, and development

Within Football Canada

- Strong liquidity
- Engaged and satisfied members and stakeholders
- Increased member organizations

Within Football in Canada

- Increased football Gross Domestic Product (GDP)
- Increased profile
- Increased participation

Within Football Outside of Canada

- Diversified revenue
- Enhanced reputation
- Increased influence