



Dear Football Canada Community,

For decades, Canada has stood proudly among the world's football nations, producing athletes, coaches, and leaders who represent our country with pride and passion across every professional league in the world.

Today, we stand at the dawn of a new era for our sport.

The inclusion of Flag Football in the 2028 Olympic Summer Games marks a defining moment for Canadian football, a once-in-a-generation opportunity to show the world our talent and to equip our athletes with success and to definitively tell the world, undeniably, that Canada is a football country.

That's why Football Canada is proud to launch "The Champion's Circle", a national fundraising campaign dedicated to building and sustaining our men's and women's national flag football teams. Our goal is clear; create a high-performance environment that removes financial barriers, invests in culture and chemistry, and gives our athletes the foundation and pathway to achieve Olympic gold.

At present, our national team athletes pay thousands of dollars out of pocket to represent the maple leaf. Competing and winning against nations with strong government and private backing. This barrier to excellence limits opportunity, places pressure on families, and restricts our ability to grow a sustainable, world-class program that represents the best players Canada has to offer.

Through The Champion's Circle, our aim is to eliminate athlete participation fees through 2028; covering uniforms, gear, training, and travel for both athletes and staff. We are also investing in the next generation through pathway development and sport excellence initiatives that prepare the next generation of Olympic flag football athletes for the podium.

Flag Football is one of the fastest-growing sports in the world and nowhere is that growth more evident than in Canada. With participation at record highs (particularly with women and girls), the game's growth is undeniable and the opportunity to shape its future is now.

Together, we can make history.

Join us in shaping the future of Canadian football. Your support, whether through a one-time contribution or ongoing commitment, will help us build a program that embodies excellence, unity, and national pride.

The world is watching. Let's remind them what Canada can do when we all work together.

With gratitude,

Kevin McDonald
Executive Director
Football Canada

