

THE FUTURE OLYMPIANS FUND

“ Specialized coaching and proper training at early stages will help young, talented athletes develop an incredible foundation; physically, technically and mentally, so that they can compete at a world-class level for years to come. ”

MARNIE MCBEAN,
THREE-TIME OLYMPIC CHAMPION



**SUPPORTING
THE NEXT
GENERATION
OF OLYMPIANS**



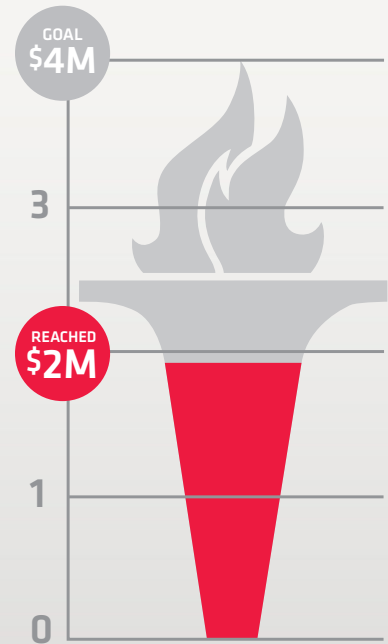
FOUNDATION
FOUNDATION

WE NOW EXPECT OUR ATHLETES TO WIN

Few sights inspire national pride and unite the country as powerfully as the Canadian flag flying above all others on the Olympic podium. By winning medals, Canada's Olympic athletes bring our country's values of excellence, fairness, human development, leadership and peace to life.

Canadians are cheering louder than ever since our athletes won 14 gold medals at the Vancouver 2010 Games – the most ever captured by any country at a single Olympic Winter Games. We now expect our athletes to win.

In order to sustain Team Canada's winning ways, the Canadian Olympic Foundation has committed to raise \$4 million for next generation athletes by 2016.



DEVELOPING THE PATHWAY TO THE PODIUM

Canada must support athletes five to twelve years from the podium to achieve results at the Tokyo 2020 Games and 2022 Games. However, most Canadian families cannot afford to keep their kids in sport beyond early entry to competition because of higher training and equipment fees, higher-level coaching, and international travel expenses.

That's why the Canadian Olympic Foundation has set a goal to raise \$4 million before the Rio 2016 Olympic Games.

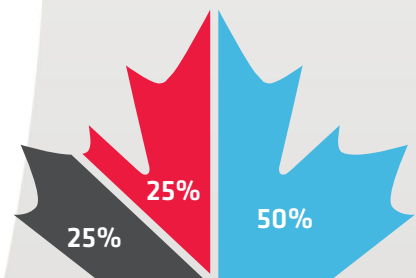
We invite you to be a part of the solution.

FUTURE OLYMPIANS FUND WILL INVEST \$4M INTO THE PODIUM PIPELINE

WITH YOUR SUPPORT, SUCCESS IN 2022 LOOKS LIKE:

- Canada will be recognized internationally as having a leading world-class high performance athlete development system, with the Ignite Athlete Development Program at the core of this system.
- Canada will have the number and quality of world-class coaches required to support high performance development athletes, and specifically, that these coaches have been trained to understand the unique psycho and social needs of female athletes.
- Athletes will have confidence that they will be given the right support and be placed in the right environment at the right time to allow for their optimal development and performance progression.

Identifying and developing medal-winning athletes requires long-term vision and unwavering commitment.



UNPRECEDENTED \$4M IN FUNDING FOR FUTURE OLYMPIANS

Ignite Program: \$2M will focus on developing Canada's emerging athletes at the Canadian Sport Institutes

Athlete Awards: \$1M will support travel, equipment & competition costs

Coaching Enhancement: \$1M to attract, train and retain the best coaches for emerging athletes



INVESTING IN THE PODIUM PIPELINE

Your donation will support three programs that the Canadian Olympic Foundation has identified as being central to creating a high performance development system for our next generation of athletes.

1. IGNITE ATHLETE DEVELOPMENT PROGRAM AT THE CANADIAN SPORT INSTITUTES

Until recently, only athletes designated as one to four years away from competing at the Games had access to the specialized programs offered by the Canadian Sport Institutes (BC, Calgary, Toronto, Montreal). With your support, the Canadian Sport Institute Ignite Development Programs will provide athletes five to 12 years out from the podium with the following resources:

- Preferential access to world-class daily training environments
- Multi-sport training sessions (sprint training, gymnastics, strength & conditioning) designed to enhance balance, strength, speed, agility skills and physical fitness
- Opportunity to work with Canada's best trainers and athletes from different sports
- Identification and development opportunities while ensuring physical competencies are developed in age and stage appropriate programs
- Access to sport scientists (i.e. nutritionists, psychologists), physiological testing to benchmark progress, and goal setting seminars
- Coaching professional development opportunities
- An environment that facilitates research and innovation
- Program synergies between national sport organizations and provincial sport organizations

The Canadian Sport Institutes are central to accelerating development of our next generation athletes. These resources will collectively build both the physical capability and the mental strength required to compete at a world-class level. Your donation will:

- Will increase the number of next generation podium potential athletes offered these programs
- Employ more full-time quality coaches
- Improve provincial and national level system alignment for better athlete transition up the system



2. ATHLETE AWARDS

The number one reason why young Canadian athletes stop competing in sport at the national level is due to financial barriers. Most Canadian families cannot afford to keep their kids in sport beyond early entry to competition because of higher training and equipment fees, higher level coaching, and international travel expenses. Athletes can pay \$60,000 to \$200,000 in out of pocket expenses each year they compete internationally.

Help us stand behind our athletes and ensure that their pursuit of the Olympic dream does not come to an end due to a lack of money. Your donation to the Future Olympians Fund will go towards providing \$1 million to help our athletes cover the costs of training, equipment and development.

3. COACHING ENHANCEMENT

How can Canada have the best athletes on our Olympic Team? By having the best team behind each athlete! Coaches don't stand on the podium or receive a medal, but these selfless individuals remain as leaders, motivators, support systems, parental figures, friends and mentors. High Performance coaches of Olympic sports play a key role in influencing athletes with the goal of podium performances.

The reality is that the best coaches and technicians in the world are sought after and will go to the country offering the best job opportunity and financial incentives. Canada needs to be able to compete for and retain the best. Your donation will help provide an unprecedented \$1 million in funding to develop and reward successful coaches to keep them in Canada.



GIVE A GIFT

You can make a significant impact to the sport system in Canada with a gift to the Future Olympians Fund.

Donations to the Future Olympians Fund will be recognized as follows:

GIFT	LESS THAN \$50,000	\$50,000 OR MORE
Tax receipt for the full amount of the gift	○	○
COF website and quarterly newsletter	○	○
COF Annual Donor Wall		○
Use of COF mark and textual references on corporate annual reports and philanthropic webpages	○	○
May issue either a press release or one social media post (restrictions apply)		○

Gifts to the Future Olympians Fund will make it possible for our next generation of athletes to pursue their Olympic dreams and inspire our nation.



BE PART OF THE SOLUTION

The Future Olympians Fund was created to invest in athletes who are five to 12 years away from Olympic participation. This \$4 million campaign will provide unprecedented support for our next generation of athletes, and will make a significant impact by addressing their financial barriers, by developing their coaches, and by providing facilities to train and access to the best medical and psychological support. These resources will collectively build both physical capability and the mental strength to compete at a world-class level.

JOIN US

Support the Future Olympian Fund. We need you to help us reach our goal and together, we will leave a legacy for Canadian sport.

Thank you for your consideration.

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