

STRIVE

ONE STEP CLOSER
TO THE TORONTO
2015 PAN AM GAMES

+

KIDS GET
ACTIVE

+

CANADIAN SPORT
SCIENCE



FOUNDATION
FONDATION



FROM OUR EXECUTIVE DIRECTOR

Beautiful Prince George, British Columbia was the host city to Canada Games this past month. What a fantastic location! The event was so well supported by the entire community - the perfect hosts for young athletes from every province and territory.

Canada Games are an important stepping stone to the Olympics for many of our athletes.

“Canada Games exposed me to a multi-Games experience with all of its distractions, and showed me what kind of mental focus is needed to perform well in a high-performance environment,” said two-time Olympic gold medallist Heather Moyse.

That mental focus was evident in every athlete, in every sport. I was honoured to represent the Canadian Olympic Foundation at Canada Games, and was in awe of the young talent. I had the unique opportunity to present the medals for the men’s and women’s freestyle ski big air competition at Tabor Mountain. It was a once in a lifetime moment that I’ll never forget.

Nurturing that talent, and creating the optimal environment for these athletes, the next generation of Olympians, to train and develop is essential if Canada is to continue to perform well at the world championship and Olympic level. Due to the generous support of you, our donors, the Canadian Olympic Foundation is able to support Canada Games. Thank you!

Please enjoy this edition of Strive. As always we try to share with you the impact that your gift has on Canadian sport, and the many athletes, coaches, officials and volunteers. We love to hear from you, so please share your comments with us by sending an email to foundation@olympic.ca

Leanne Nicolle, Executive Director

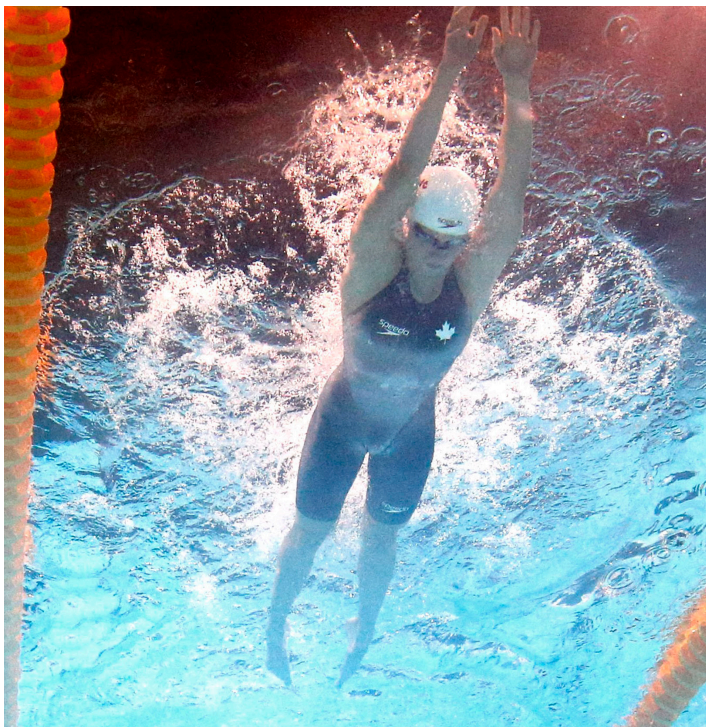
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We would love to hear from you! Please send your comments to:
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OLYMPIAN PROFILE

Martha McCabe

As a child, Martha McCabe and her three siblings would compete in the “McCabe Olympics” at her family cottage. The youngest of the four, Martha was tasked with carrying the torch during the opening ceremony. A former gold medallist in ‘sand castle building’, she has certainly come a long way.

A veteran on the Canadian Olympic swim team, Martha is working towards qualifying for the Toronto 2015 Pan Am Games.

The Toronto, Ont. native made her first Olympic appearance at London 2012, where she finished fifth in the 200m breaststroke – her signature event.

“To me, London was all about doing every single thing I could to get on the podium,” said Martha. “Though I fell a bit short, I recognize that it was an amazing accomplishment. Looking back at that experience, I had a much better result than my feelings immediately following the Games reflected.”

Following her Olympic experience, Martha took a step back to evaluate if swimming was still something she wanted to pursue. She took her training easy in 2013, and when the 2014 season began she was ready to go.

“Having the opportunity to represent Canada at the Olympic Games gave me a new perspective. I know what the Games hold for me and I know the work required to get there. Ultimately I decided that I want to be in Rio.”

Unfortunately for Martha, her zealous attitude towards her return to training resulted in an overuse injury that plagued her throughout the 2014 swim season.

“The first couple of months we hit it pretty hard. I never really registered that the injury was going to be as serious as it was or drag on as long as it did,” said Martha. “It was a major hurdle, but ultimately I’m stronger for it – mentally tougher and I’ve learned a lot about my body. Fortunately it happened last season. I can put it behind me and focus on qualifying for T02015.”

Martha and many of her Canadian teammates train out of the Pan Am Sports Centre in Scarborough, Ontario; the same facility where the aquatic events will be held this summer.

“The facility is world-class. Our home pool is incredible, it’s such an advantage. With the Canadian Sport Institute Ontario under the same roof, all of our support staff are easily accessible – physiotherapists, massage, nutritionists and physiologists, they’re all there,” said Martha. “This training environment will give us an edge throughout the next few years and it’s a just a bonus that we’ll get to race there.”

The 2015 Canadian swim trials will be held April 1-5 at the Pan Am Sports Centre. The trials will also serve as the swimming test event for the Pan Am Games. It’s Martha’s main focus right now.

“I’m taking it one step at a time and doing everything I can to maximize my performance. I have a lot of friends and family who care about my swimming and always want to be there with me, but I’m usually competing internationally. It’s exciting to think that I could race in front of them this summer.”



Left
Martha McCabe competes in a Women’s 200-metre breaststroke heat at the 2013 FINA Swimming World Championships in Barcelona, Spain.

Above
Martha shows the bronze medal she won in the women’s 200-metre breaststroke event during an award ceremony at the 2011 FINA Swimming World Championships in Shanghai, China.

David J. Phillip
Michael Sohn

BEHIND THE SCENES

Toronto 2015 Pan Am Games

Right

Through the lens of Cycling Canada President John Tolkamp, Milton Velodrome

John Tolkamp

As host of the Pan Am Games this summer, Toronto and Southern Ontario are gaining 10 new world-class facilities and upgrades to 15 existing facilities. One of those facilities, the new velodrome in Milton, has been referred to by Canadian cycling legend Curt Harnett as a “game-changer.... truly the beginning of a new era for Canada’s cycling programs.”

The Mattamy National Cycling Centre is just the second 250m covered velodrome in North America and is a huge step forward for track cycling in Canada. Cyclists will no longer have to commute to Los Angeles for proper training - cutting down significantly on costs and the distance from family. Gone are the days of making-do with a track that’s shorter than international standards. Our athletes had their first chance to compete on the track in early January when both the Canadian Track Cycling Championship and an international competition were hosted in Milton.

Canadian cyclists are thrilled with the new track; calling it an “amazing facility”, “super-fast” and comparable to the “best in the world”.

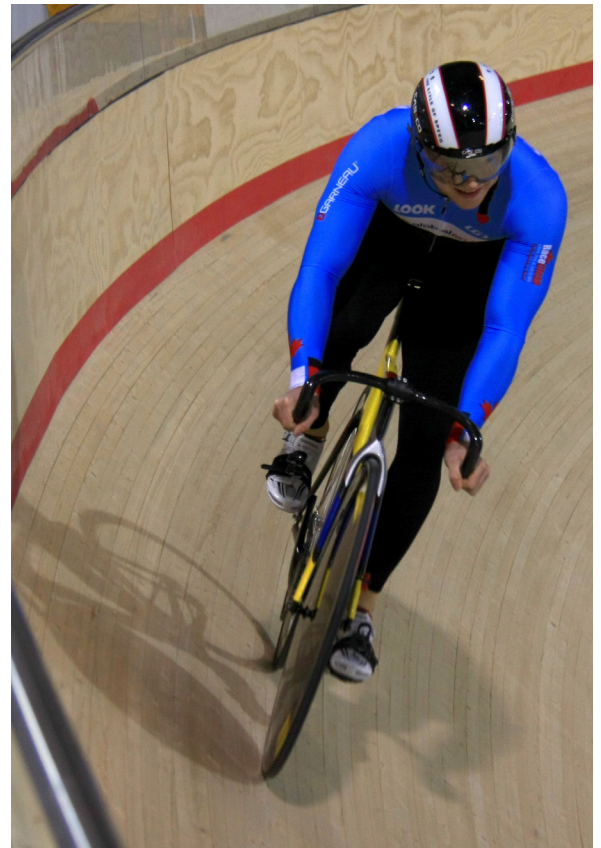
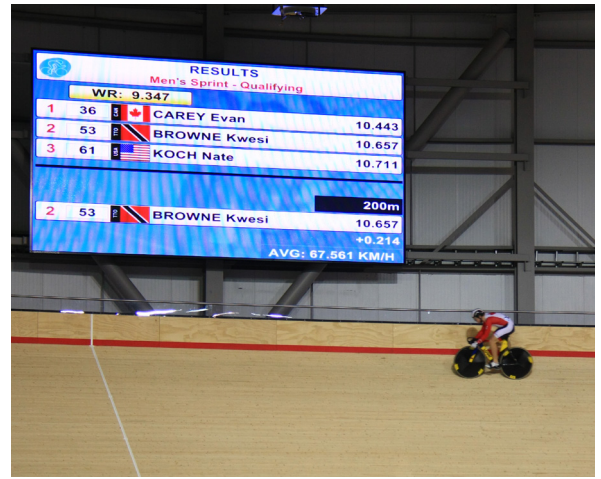
“To know that we’re going to have all the support for us on a daily basis, that’s going to make a huge difference,” said Canadian cyclist Hugo Barrette. “We’re already near the podium internationally, but the new facility will really top up the level.”

“I hope us training here will inspire a new generation of cyclists to get into the sport and start young,” London 2012 Olympic bronze-medallist Jasmin Glaesser added.

Track cyclist Joseph Veloce also voices his support. “It’s almost surreal, You don’t realize you’re in Canada when you’re in this kind of facility just because we’re so used to these tracks all around the world and we’ve never had anything like this in our country.”

The new velodrome changes that.

Wear your red and white and follow track cycling and all of your favourite sports during the Pan Am Games this summer.



CANADIAN OLYMPIC COMMITTEE AND CANADIAN TIRE WORK TOGETHER TO **Get Kids Active**

The Canadian Olympic School Program is excited to announce that we have partnered with Canadian Tire's ACTIVE AT SCHOOL movement with the aim of getting kids across the country active for 60 minutes a day through new classroom resources.

With the launch of the Canadian Olympic Activity Challenge, students will be introduced to various sports included in the Olympic and Winter Olympic Games, learn about their history and develop an understanding of the Olympic values of Friendship, Excellence and Respect. The resources provide teachers and students alike information and support to help them get active in the classroom, in the schoolyard, and at home. The resources include:

- > **A Teacher's Guide** that contains helpful tips on motivating student fitness, and making physical activity fun;
- > **A Canadian Olympic Activity Tracker** that offers students a place where they can record their daily physical activity. The Activity Tracker is organized into three sections: Gold, Silver and Bronze. These represent the three categories of exercise recommended in the Canadian Physical Activity Guidelines: strengthening activities, moderate activities and vigorous activities. It also encourages students to try new activities; and

- > **Canadian Olympic Activity Challenge Cards** that feature an Olympic or Pan Am sport. The sport is described in basic terms, including its origins and inclusion in the Olympic Games. Each sport profiles a featured country that is associated with the sport and a featured Canadian athlete. The Canadian Olympic Activity Challenge Cards also include a follow-up classroom activity, which allows teachers to connect the activities to language, arts or social studies learning. The current cards feature the sports of fencing, badminton, rugby, canoe/kayak, swimming, softball, speed skating and athletics.

Below
Canadian Olympic Committee CEO Chris Overholt speaks at Sir Sandford Fleming Elementary School in Vancouver as part of the Canadian Olympic School Program/ACTIVE AT SCHOOL event.

© Paul Wright



To find out more about the Canadian Olympic School Program and to access the Canadian Olympic Activity Challenge resources for free, please visit olympic.ca/education.

Yours in sport and education,
The COC Education Team

Thank You

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WE LOOK FORWARD TO HOSTING OUR DIAMOND AND PLATINUM DONORS AT THE RIO 2016 OLYMPIC GAMES!

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VISIT OLYMPICFOUNDATION.CA

CAMPAIGN UPDATE: Help Build an Olympian



The COF's inaugural symbolic giving campaign launched in December 2014. In four short weeks, thanks in part to generous matches from Hudson's Bay Foundation, Petro Canada, a Suncor business, and Canadian Tire Corporation, Help Build an Olympian raised nearly \$80,000! Thank you for your outstanding support.

To celebrate the one-year anniversary of Canada's success at the Sochi Games, the Help Build an Olympian campaign has partnered with six Sochi Olympians. Read their stories to learn about how the performance pillars fueled our athletes to Olympic victory.

Here's an excerpt from More Than a Spoonful: Natalie Spooner on Nutrition. [To read the full version, visit \[olympicfoundation.ca\]\(http://olympicfoundation.ca\).](http://olympicfoundation.ca)

You are what you eat. Few people know this better than Canadian Olympic women's ice hockey forward Natalie Spooner. The 24 year-old has been a member of the national program since 2007 and credits proper nutrition as a key part of her team's success in Sochi.

"Our motto heading into the Sochi Games was 'get comfortable being uncomfortable'. The idea was that if we could perform on the ice while we were exhausted from training so hard, then we could certainly perform when medals were on the line."

Team Canada members were responsible for cooking their own breakfast and dinner, but snacks and protein shakes were made available at the rink. Training camp

lunch was often provided by Fuel for Gold – a nutrition program based out of the University of Calgary. With a menu prepared by dietitians and professional chefs, Fuel for Gold provides freshly prepared, nutritious meals to athletes and students, with proceeds directed towards supporting Canada's athletes at the Canadian Sport Institute Calgary.

Despite the help, eating large volumes of nutritious food is difficult on a tight training budget.

"Eating healthy is expensive. Without adequate funding, it's hard to purchase high-quality, nutritious foods. If you're not fuelling your body with the right foods, you could be fuelling it with the wrong foods."

Natalie's interest in nutrition and health spans beyond her experience as an athlete. A decorated student-athlete at Ohio State University, Natalie graduated in 2012 with a degree in food science and nutrition, in the pre-med track.

For the foreseeable future, Natalie plans to focus on her hockey career.

"Winning the gold medal in Sochi was an incredible experience. The entire process leading up to the Games was the hardest I've ever worked, but it was completely worth it. It showed me the effort that's required to be a gold medallist," said Natalie. "Looking ahead, I'd love to grow my role on Team Canada and be a top player in Pyeongchang in 2018."

Above

Natalie Spooner celebrates her goal against Switzerland in a semi-final contest at the Sochi 2014 Olympic Winter Games.

© Mike Ridewood, COC

Your donation at work

CANADA'S SPORT INSTITUTES

Sport science and innovation has become increasingly important in today's high-performance sport culture. In order to stay internationally competitive, Canadian Olympians and elite development program athletes must have access to best in class performance resources and daily training environments.

Above
Olympian Steve Podborski (alpine skiing) leads athlete discussion panel at CSIN funding announcement at the Richmond Olympic Oval.

Own the Podium/Todd Korol



New partnership with CSIN to streamline high-performance sport efforts

In early January, Canada's Sport Institutes received an injection of funding and a name change, as part of a new partnership aimed at streamlining the country's high-performance sport efforts.

The new multi-year, \$3 million direct investment was provided by the Canadian Olympic Committee and the COF, along with additional funds from the Canadian Paralympic Committee, to the Canadian Sport Institute Network in order to enhance and assist its mandate of delivering world-class, multi-sport daily training environments.

To signify this new partnership, the CSIs will be re-branded under the name 'Canadian Olympic and Paralympic Sport Institute Network'.

It sounds complicated but it's not. Essentially, it means that all the important players in the high-performance sport landscape will be working together more closely to combine efforts, funds, and share ideas.

Innovations 4 Gold

A short time ago, the Government of Canada challenged the private sector to raise \$1 million and in doing so, agreed to match that amount equally with \$1 million of public funds, bringing the total investment to \$2 million.

This investment will be made through Innovations 4 Gold (I4G), an applied sport research program led by Own the Podium to support cutting edge and competitive advantage initiatives in proactive sports medicine, human performance and sports engineering. I4G will support research projects, which can help Canada win more medals at the Summer and Winter Olympic and Paralympic Games.

Funding will be allocated to research and innovation projects focusing on three general areas:

- > Human Performance: including training methodologies, recovery protocols, performance nutrition, sport psychology, biomechanics, and sport analytics.
- > Sports Engineering: including equipment fabrication and customization, aerodynamics, and ergonomics, performance technology.
- > Proactive Sports Medicine: including injury prevention, rehabilitation and return to podium.

Thanks to our incredible donors, the COF has been able to commit to raising \$250,000 toward the total amount.

Corporate Profile

Petro Canada

The Canadian Olympic Foundation is extremely fortunate to have strong corporate partnerships with organizations that are truly dedicated to the Olympic Movement. Petro-Canada, a Suncor business, truly represents an organization that is devoted to Sport in Canada and playing a part in an athlete's podium pathway. Over the past 25 years, Petro-Canada has proudly supported thousands of Canadian athletes, coaches and their families.

Like the Canadian Olympic Foundation, Petro-Canada recognizes the funding gap within the sport system. Specifically for young amateur athletes competing for a spot on the National Team, Petro-Canada established the "Fuelling Athlete and Coaching Excellence" (FACE) Program which provides funding to amateur athletes hoping to one day represent Canada at the Olympic or Paralympic Games. Annually, Petro-Canada provides \$500,000 to 50 athlete and coach pairings. Athletes and coaches can use the funding for expenses including training, equipment and travel to competitions. To date, the FACE program has helped over 2,600 Canadian athletes and their coaches by providing more than \$8,900,000 in financial support.

For many young athletes the financial burden is 100% on the family. Petro-Canada believes that one of the

best ways to support Canadian athletes is by enabling their biggest supporters — their families — to watch them compete. In 2010 Petro-Canada launched the Canadian Athlete Family Program (CAFP). This first-of-its-kind initiative allowed over 500 athletes' family members to watch their loved ones compete live at the Vancouver 2010 Olympic and Paralympic Winter Games. Petro-Canada continued this legacy of support through a ticketing program that ensured the families of Canadian Olympians and Paralympians competing at the London 2012 and Sochi 2014 Games had the opportunity to watch their athletes compete live — and that Canadian athletes had their own personal cheering section. They will continue this initiative into Rio 2016.

During the 2014 Holiday Season Petro-Canada continued to show their dedication to the sport system by partnering with the Canadian Olympic Foundation on the Help Build an Olympian campaign. The campaign allowed donors to support our athletes by providing them with access to performance resources such as proper nutrition, elite coaching, sports science, daily training programs, competition and travel support and world-class equipment. Money raised through the campaign supported the next generation of athletes to fuel Canada's 'podium pipeline' for future Olympic Games. Petro-Canada generously matched every donation dollar for dollar. The campaign raised over \$78,000.

Thank you to Petro-Canada for their commitment to the Olympic movement and supporting athletes from all levels of the podium pathway.

Over the past 25 years, Petro-Canada has proudly supported thousands of Canadian athletes, coaches

Below
Diver Alexandre Corriveau and his coach Stephane Lapointe received FACE Program funding.



Upcoming competitions

Please see the calendar below for some of the upcoming sporting events across Canada.



Right

Canadian divers Roseline Filion, Meaghan Benfeito, Jennifer Abel and Pamela Ware pose on the diving platform at the Toronto Pan Am Sports Centre.

The Canadian Press
/Nathan Denette

DATES	SPORT	TITLE	CATEGORY	LOCATION
March 5-8, 2015	Gymnastics	L'International Gymnix	International Competition	Montréal, QC
March 7-8, 2015	Speed skating	ISU World All-round Championship	International Competition	Calgary, AB
March 19-22, 2015	Karate	TO2015 Test Event	Continental Cup	Toronto, ON
March 28-April 5, 2015	Curling	Ford World Men's Curling Championship	World Championship	Halifax, NS
April 1-5, 2015	Swimming	TO2015 Test Event	Sr. National Championship/Trials	Scarborough, ON
April 4-9, 2015	Diving	Canada Cup	World Cup	Gatineau, QC
April 18-29, 2015	Rugby	IRB Women's Rugby 7's World Series	International Competition	Langford, BC
April 24-26, 2015	Judo	Pan American Judo Championships	Continental Cup	Edmonton, AB
April 29-May 5, 2015	Synchronized Swimming	TO2015 Test Event	Sr. National Championship/Trials	Scarborough, ON
April 29-May 5, 2015	Squash	Canadian Squash Championships	Sr. National Championships/Trials	Toronto, ON
May 8-10, 2015	Diving	Canadian Summer Senior Nationals	Sr. National Championships/Trials	Victoria, BC
May 17-23, 2015	Racquetball	Canadian National Championships	Sr. National Championships/Trials	Winnipeg, MB



DONOR PROFILE

Mike Flux

Sport has always been an important part of Mike's life. A talented swimmer, Mike competed at the junior national level throughout his teenage years and swam varsity at Queen's University.

His experience in the pool gave him a deep appreciation for the dedication and sacrifices that high-performance athletes endure on their way to podium success.

Mike attended the Vancouver 2010 Olympic Winter Games and felt the overwhelming energy and pride of Canada coming together to support our athletes.

"Sport unifies countries, the world, and its people. Sport teaches our children the importance of competitive spirit, sportsmanship, drive and grit, teamwork, leadership, and commitment," Mike said. "With the proper support and funding, we can work together to accomplish great things in the world of sport for Canadians."

Unfortunately, not all Canadians understand the demands of high-performance sport and the financial

support that it requires. It was encountering this misconception that led Mike to take action and become a supporter and advocate of the Canadian Olympic Foundation through the Future Olympians Fund (FOF) program.

Launched in 2013, FOF is a major gifts campaign that aims to raise \$4 million in time for the Rio 2016 Olympic Games. Alongside other generous donors, Mike and his wife Marnie's contribution will make a significant impact by addressing the needs of the next generation by providing our athletes with world-class training facilities and coaching, scientific innovation and access to the best medical and mental wellness support.

Mike, Marnie and their family have a dream to see Team Canada own the podium in 2016 and at all future Games. As a FOF donor, Mike will be joining our team at the Pan Am Games this summer in Toronto and at Rio 2016. We look forward to hosting our Future Olympians Fund donors at the Games! Thank you Mr. Flux, for your generous support!



Top
Mike's experience at the Vancouver 2010 Olympic Winter Games inspired him to support the Olympic movement.

Above
Future Olympians Fund donor, Mike Flux.

 Dave Sandford



Right
René competes
on the rings.



ATHLETE PROFILE

René Cournoyer

René Cournoyer is an ambitious young man. At 18 years old, he's already a valuable member of the Canadian men's gymnastics national senior team. René recently finished second all around in the 2015 Elite Canada event in Trois-Rivières, Quebec. There have been whispers that he is the future of men's artistic gymnastics in Canada, and they're only getting louder.

Born and raised in Repentigny, Quebec, sport was a perfect fit for the naturally energetic youth.

"I was always running everywhere and had so much energy. My parents needed to find me an activity to keep me busy," said René. "I tried many sports, like karate, soccer, diving... and then I finally tried gymnastics. I had a natural talent for it and I liked doing it, so I was happy to practice."

And practice he did. Today, René trains over 25 hours a week and attends school.

"I go to school every morning and then train for five hours in the afternoon, which consists of a light warm up and conditioning before I practice my routines and elements. I do my homework and study in the evening before bed. I also have to stay on top of my recovery, so I have regular physiotherapy treatments, ice baths and massages."

René travels for competition on the weekend, but when he has time off he spends it coaching and mentoring younger gymnasts at his home club, Gymnika.

It costs René and his family in excess of \$12,000 a year to train and compete at the high-performance level. He's fortunate to enjoy the backing of local

physiotherapy clinic Action Sport Physio and be a part of CIBC's TeamNext but his family still carries the burden of travel costs. Gymnastics Canada and Gymnastique Québec (the provincial governing body for the sport) also support their athletes, but it hasn't stopped some of René's talented friends from dropping out of the sport.

"I had one very talented friend who qualified for nationals but couldn't afford to send herself to the event," lamented René. "She had to stop training that same year. It's sad but funding can definitely be a barrier."

Despite the sacrifices and high commitment level, René is more determined to compete than ever. He has some ambitious goals for this upcoming season.

"I'd like to qualify for the World Challenge Cup in Slovenia in early April, then be a part of the Canadian Pan Am Team. I want to win nationals and be part of the World Championship team and help the team qualify for the Rio 2016 Olympic Games."

Gymnastics is an aggressive sport and he also recognizes that remaining injury-free will mean a successful season.

Despite his youth, René maintains a great perspective on his participation in gymnastics.

"Sport gives me so many things in my life. I have the opportunity to travel and meet people from around the world, and it keeps me in great shape. I'm lucky to have this experience. The desire to continue improving and be the best I can be is a constant motivator."



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