



2009/10 Annual Report

Team Saskatchewan, Rugby - 2009 Canada Summer Games, Prince Edward Island



The strength of a united community

Shaping the athletes of today; building tomorrow's leaders; creating positive communities - all of these and more are reasons why sport is more than a game.

Sport skills are life skills, from goal setting to healthy living, and are learned while on the playing fields, ice rinks and gymnasiums of our province. Sport enhances the quality of life for individuals and communities. It is a fundamental source of health and well-being for Saskatchewan's citizens. Sport strengthens community by bringing people together, fosters skill development and inclusion, and is a significant economic generator for business and tourism.

There are sport programs for people of all ages and in every area of the province. In fact, there are more than 315,000 registered sport participants in Saskatchewan. Supporting this system are more than 35,000 certified coaches and officials and thousands more who volunteer their time and skills so others may benefit.

Helping to provide leadership for the amateur sport network is Sask Sport Inc., a provincial, volunteer-led organization consisting of 58 provincial sport governing bodies (PSGBs), twelve multi-sport and multi-service provincial organizations, and nine district organizations. Sask Sport Inc. is also responsible for the operation of Saskatchewan

Lotteries, the fundraiser for more than 12,000 sport, culture and recreation organizations in the province. Proceeds from the sales of lottery products are distributed through the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation to eligible organizations in the province. Sask Sport Inc. also operates the Administration Centers for Sport, Culture and Recreation, which provide various administrative services to non-profit organizations

We're all winners with Saskatchewan Lotteries

Saskatchewan Lotteries continues to be the major fundraiser for sport, culture and recreation programming in the province.

Lottery ticket sales this year reached a record high of \$168.7 million, up 3.8 per cent from the previous year. The record sales are attributed to the successful launch of LOTTO MAX in September 2009, which replaced the SUPER 7 game. Our province was home to four winners of \$10 million or more in 2009-10.

Across the network of 800 retailers, consumer prize claim processes and procedures continue to be strengthened. Research indicates the majority of lottery players are following the various consumer protection tips when buying and checking their lottery tickets.

Supporting sport, culture and recreation through the Trust Fund

Approximately 600,000 Saskatchewan residents benefit from sport, culture, and recreation programming in their communities each year through funding from the Saskatchewan Lotteries Trust Fund.

Over 1,200 organizations receive direct funding from the volunteer-administered Trust Fund, and this funding supports more than 12,000 organizations. These organizations provide programs and services, including local, provincial, and national events, competitions and festivals, for Saskatchewan's artists, athletes, students, volunteers and sport, culture and recreation administrators.

A priority of the Trust Fund is to provide greater financial stability to eligible organizations. Two-year funding agreements from the Trust Fund has enabled organizations to develop and implement longer term strategic plans.

Controls are placed upon the distribution of lottery proceeds and successful recipients complete final reports and provide audited financial statements to ensure transparency and accountability for the funds.

Creating an inclusive sport environment

Sport is the heartbeat of communities in Saskatchewan. The federation's Sport Division strives to help the membership build a positive sport community that is about fair play, fun, and fostering excellence. Sask Sport Inc. provides leadership in the development and implementation of programs and services available to the membership and community organizations to make sport more healthy and inclusive.

The strength of our volunteer network is one of the major reasons our sport system is growing and thriving. As our participation levels increase, we continue to focus on volunteer recruitment and retention to ensure the delivery of successful programs and services.

Sask Sport Inc. continues to foster partnerships among our members and First Nations and Métis organizations to increase participation in sport programs. The Aboriginal Community Sport Grant has been instrumental in assisting communities to develop new sport opportunities for children and youth.

The Aboriginal Excellence program is increasing participation and leadership opportunities for First Nations and Métis athletes, coaches, officials and volunteers. The program develops fundamental skills that prepare athletes for mainstream programs, provincial games and the North American Indigenous Games (NAIG).

The Aboriginal Coaches and Officials Program (ACOP) is committed to increasing the number of certified Aboriginal coaches and officials in Saskatchewan. The program organizes training and developmental clinics for coaches, officials, and learning facilitators. ACOP partners with the Coaches Association of Saskatchewan, Tribal Councils, and Aboriginal groups to deliver National Coaching Certification Program (NCCP) training and the Aboriginal Coaching Modules.

A component of the Canada Games Building Dreams and Champions Legacy Program, the Dream Brokers program encourages and enables inner city children and youth to participate in sport and cultural activities and programs. Since 2005, three Dream Brokers in Regina have worked at local schools to inspire and help facilitate sport and culture participation. Due to its success, there is interest in expanding the program to other communities.

Volunteer Recognition Award Recipients:
L. to R.: Judy Warick, Peter Brook, Dr. Marlys Misfeldt



So *all* kids can play

Give Kids A Chance Charity Inc. is a registered charity operated by Sask Sport Inc. The purpose of this charity is to relieve poverty as a barrier to participation in sport. This year Give Kids A Chance Charity received eight foundation grants to assist with various community and provincial initiatives targeted at barrier reduction.

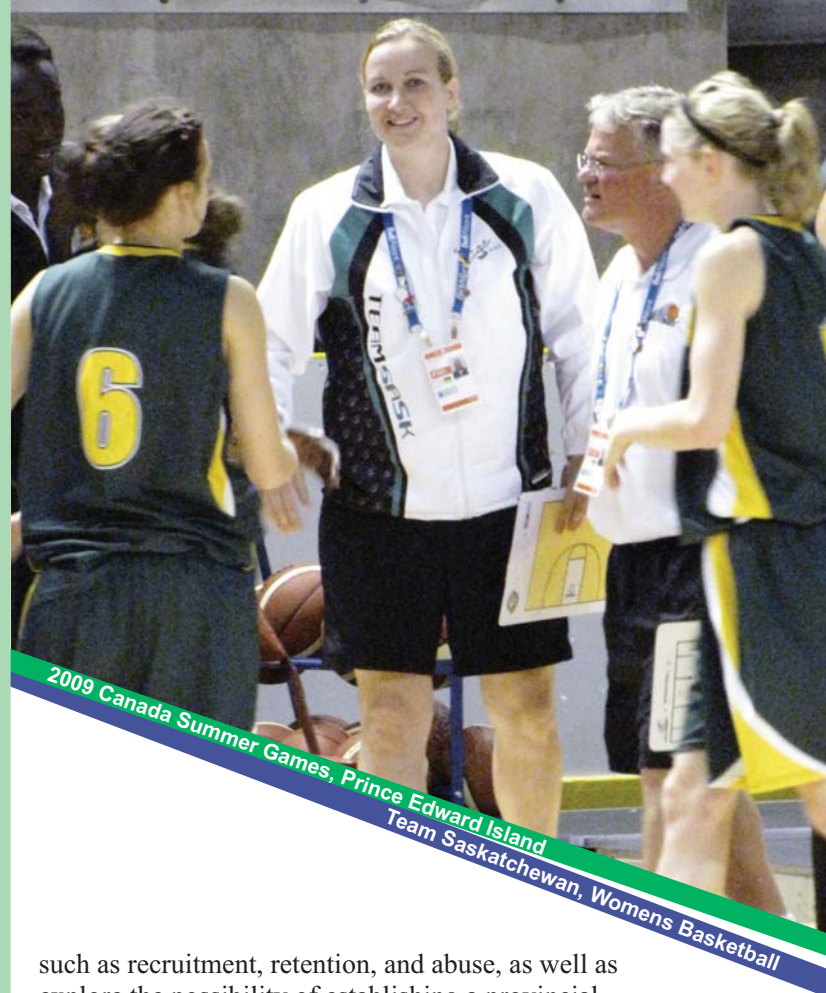
One of the programs operated inside of Give Kids a Chance Charity is KidSport™ Saskatchewan. With volunteers and corporate support, KidSport™ provides opportunities so that all kids experience the benefits of sport. In 2009, 13,332 financially disadvantaged kids received financial assistance to participate in organized sports. This was achieved through the combined efforts of Saskatchewan's 45 volunteer KidSport™ committees that review funding applications and raise funds for the program. Through local and provincial fundraising efforts this past year, over \$1.1 million was raised.

KidSport™ Month takes place every May to bring awareness to the program and to kick off numerous local and provincial fundraising initiatives. The second annual KidSport™ Conference was held in November to increase the organizational capacity of the local committees, recognize volunteers, and share best practices.

Reaching out to the future

Canadian Sport for Life, which incorporates the Long-Term Athlete Development (LTAD) model, is an initiative to increase participation levels and enhance capacity. LTAD is a training, competition and recovery program based on developmental age – a person's level of maturation – rather than chronological age. The initial focus has been on education and awareness, with an emphasis on physical literacy development. This year a LTAD planning assistance program was launched that provided financial assistance to sport organizations for establishing and implementing sport specific LTAD plans.

In response to a member resolution passed at the 2008-09 annual general meeting, an Officials' Development Task Force was established to examine the major issues affecting officials' development



such as recruitment, retention, and abuse, as well as explore the possibility of establishing a provincial agency. The Task Force received extensive feedback from stakeholders including PSGBs, the high school sport community, Aboriginal sport groups, and northern communities. The final report contained several key recommendations to improve officials development throughout the province.

Helping athletes reach their dreams

The Sport Federation remains committed to developing high performance athletes and helping them to reach their goals. There are various specialized services through the Canadian Sport Centre Saskatchewan (CSCS). The Centre delivers athletic and personal development programs and services that support Saskatchewan athletes who have the aspiration and ability to participate in the Olympics, Paralympics, and on National Teams. There are more than 170 registered CSCS athletes, and nine training groups, who qualify for enhanced services including sport medicine and science, life skills, and counselling. The CSCS is responsible for delivering the Future Best Program which last year provided funding assistance to 79 athletes, who were identified as having the potential to achieve national team status.

The CSCS plays a significant role in the development of high performance coaches through the delivery of National Coaching Institute programs, which offers advanced coaching education, certification and professional development opportunities; and administers the Canada Games Coach Employment Program.

Sask Sport Inc. provides support for the identification and training for athletes, coaches and officials to prepare for high profile, multi-sport games. This February, Moose Jaw hosted the 2010 Saskatchewan Winter Games. These Games provide the host community with a legacy of volunteer development and upgrades to facilities. Prince Edward Island hosted the 2009 Canada Summer Games and Team Saskatchewan returned with a solid performance. These multi-sport games serve as a stepping stone for other regional, national and international competitions. Preparations are underway for the 2011 Canada Games in Halifax and the 2011 NAIG in Wisconsin.

The Saskatchewan amateur sport system produces athletes that have strong performances at national and international competitions. Sixteen Saskatchewan athletes participated in the 2010 Winter Olympic and Paralympic Games in Vancouver. They earned nine gold, two silver, and two bronze medals. Our province also had two coaches, 11 officials, and 10 support staff participate in the Games.

Promoting sport

This year marked the 25th anniversary of the Saskatchewan Sport Awards, which promotes the achievements of outstanding athletes, coaches, and volunteers. More than 500 people attended this event in Regina. Athlete of the Year Awards were presented in the following categories: master, youth-male, youth-female, male, female and team. The Sport Awards featured three Volunteer Recognition Awards and three Coaching Awards. Outstanding sport performances are also recognized throughout the year through the Athlete of the Month program as well as through the CSCS newsletter and website.

A variety of other means are used to promote sport such as a regular interactive newsletter - SportsPage, a website at www.sasksport.sk.ca, media releases and media conferences, and special events. The Sport It's More Than A Game public relations campaign continues to provide PSGBs with a variety of resources, such as posters and advertising supplements, to assist members in promoting the benefits of sport.

The importance of funding

It is important to diversify the revenue base to ensure the future development of sport.

Sport Legacy is the program with the National Sport Trust Fund (NSTF) that encourages individuals to financially support amateur sport in the province. The NSTF can issue charitable receipts to qualifying donors. The fund has received \$4.97 million for sport causes in the province, helping to sustain, grow and meet the increasing demands of amateur sport.

A new five-year agreement for the distribution of lottery proceeds was signed with the Saskatchewan government, through the Ministry of Tourism, Parks, Culture and Sport. The five-year term provides longer financial certainty than previous agreements. The agreement requires Sask Sport Inc. and its members to report on how they have ensured that Saskatchewan people of all ages and abilities have access to sport programs.

Teaming up with your organization

The Administration Centers for Sport, Culture and Recreation provides non-profit sport, culture, and recreation organizations throughout Saskatchewan with comprehensive business services, including a full service print shop, website development and maintenance, and bookkeeping and payroll services. Office space, storage space, and meeting rooms with videoconferencing equipment are available in Regina and Saskatoon. For small organizations with limited capacity, these services enhance their ability to develop and deliver programs.

Financial Highlights

Operating Figures Year Ended March 31, 2010

The following selected financial information is derived from the annual audited financial statements of the following entities:

- Western Canada Lottery-Sask Division Inc.
- Sask Sport Distributors Inc.
- Sask Sport Inc.
- Administration Centers for Sport, Culture and Recreation (1989) Inc.

The external auditors of the organization have, as part of their responsibilities, reviewed this information to ensure its consistency with the audited financial statements.

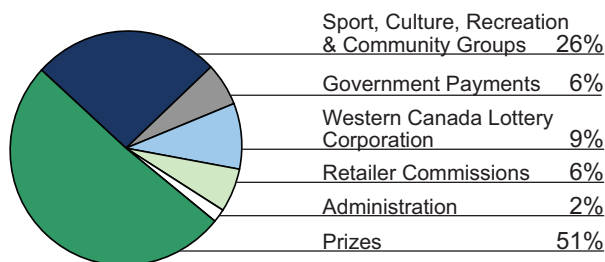
REVENUES

Lottery Ticket Sales	\$168,815,137
Contract & Grant Revenue	7,547,005
Other Revenue	1,505,036
Rent & Service Income	1,455,896
Interest	454,539
	<u>\$179,777,613</u>

EXPENSES

Prizes & Retailer Commissions	\$ 96,598,524
Lottery Ticket Printing & Operating Expenses	14,619,392
Net Lottery Profits Transferred to the Trust	53,428,223
Program & Project Expenses & Allocations	6,980,618
Provincial Operating Expenses	6,654,334
Federal & Provincial Taxes	1,322,551
	<u>\$179,603,642</u>
Net Operating Revenue	<u>\$ 173,971</u>

How the Lottery Dollar is Spent



Volunteer Board of Directors



Dale Holmes
President



Ian Cook
Past President



Phyllis Pogany
Secretary/Treasurer



Lloyd Howey
Vice President, Sport



Audra Young
Vice President, Trust



Kenda Richards
Vice President, Lotteries



Morgan Williams



Craig Francis



Ron Cooley



Jason Clermont



Sean Thompson



Eric Honetschlager



Ellen Grewcock