

**Pickering Soccer Club Inc.  
2009 Board Report**



**October 28, 2009**

**President's Report**

2009 brought many awards and recognition to the Pickering Soccer Club (PSC).

The PSC received several official awards this year including the City of Pickering Civic Award and the OSA Club Excellence Gold Level award, the highest available level for this particular award. Both of these awards are in recognition of the fantastic efforts put in by all of our volunteers with this Club, from coaches to managers to conveners to board members and everyone else who volunteers their time to make the Club, its programs and events successful.

Again this year we had approximately 4,000 registered players representing our Recreational programs and our Competitive programs. From 4 year olds to our adult women's recreational league we continue to provide venues for people in the City of Pickering to participate in the game of soccer.

I would like to thank all of our game officials without whom we could not run all of the Recreational games that are held each and every week all summer long. Being a game official is a tremendous responsibility and it is with pride that I watch our new young referees venture out onto the field to officiate our entry-level Recreational games. We have many returning referees each year, many of whom referee Competitive as well as Recreational games having attained higher levels of certification. Please remember to thank our game officials for doing a great job in an often difficult and stressful environment.

Our volunteers are the heart and soul of our various programs. I want to thank all of you who have volunteered your time to make the PSC one of the best Clubs in Ontario.

I would also like to thank all of our sponsors. Your generosity allows us to continue to run top level programs, Recreational leagues, camps and more, as well as develop new programs to continue building the skill level of our players and coaches.

We continue to look at our various Discipline Procedures and Policies (Zero Tolerance and Fair Play) to ensure we provide the appropriate measures, policies, practices and procedures. We do have occasional situations that need to be dealt with, with respect to Discipline and we continue to work to improve our processes so we deal with each and every situation in a timely and fair manner that is consistent within our Club as well as with respect to the Durham Region Soccer Association (DRSA) and the OSA.

We look to the support of our many members, volunteers and sponsors. Without your continued support we will not remain one of the top Soccer Clubs in the Province of Ontario.

If you have thoughts or ideas we are happy to hear from you. If you have some time to volunteer and assist the Club as we run specific events, activities, committees, etc we welcome your involvement.

Carl Pearce  
President, Pickering Soccer Club

**Vice President's Report**

- Turf field is approaching the one-year anniversary. This facility has allowed the PSC and our programs to be carried well into the fall and also allowed us to get a jump-start on the spring with outdoor tryouts and training.
- Every effort was made to ensure that every Pickering team had an opportunity to play on the turf field.
- Our Federal, Provincial and Municipal Governments have provided a grant to refurbish the existing Clubhouse at Kinsman Park. This will include winterized washroom facilities and functional change rooms to support the extended use of the field.
- Events held on the Turf field included 4v4 charity tournament, year-end tournament, Mini-fest, Coaching Clinics as well as the DRSA district ID program.
- The PSC was also fortunate enough to host Ontario cup preliminary rounds for U15 Boys and U13 Girls, the facility, as well as the organization of these events brought praise to the Pickering Soccer Club, the City of Pickering and the Region.
- Kinsman #2 was re-graded and re-sodded in preparation for the summer season. Princess Di large and Dunsmore are scheduled to undergo the same process next spring.
- For the first time field lining was contracted out this year with much better results. Our fields were always lined on time and no fading in between applications.
- Overall field availability was a challenge this year. Chris Graham 1 and Shadybrook were not opened until July due to required maintenance. Shadybrook was completely re-sodded while Chris Graham 1 will need further work in the spring.
- Fields completely unavailable to us this year included, Sir John A MacDonal, Vaughn Willard, and E.B. Phin. Late notification of this did create some issues with scheduling but the PSC staff did a commendable job of re-allocating fields.
- Talks with City regarding an indoor facility are ongoing; a potential location is being discussed and talks are moving forward.

Corrado Roccasalva  
Vice President

Congratulations and a heart-felt *THANK YOU* to all PSC Players, Coaches, Sponsors and Parents for a successful outdoor soccer season!

The PSC's recreational division is made up of 4 age group sub-divisions:

- Micro (U4 – U6) teams = 72
- Mini (U7 – U10) teams = 82
- Full Field (U11 – U18) teams = 72
- Adult (18+) teams = 16

When combined, the above teams represent a recreational player membership of 3,100+ soccer enthusiasts!

Thanks to the efforts of Phil Frampton - Head Referee, and Mike Amato - Office Administrator, we had more referees on the pitch and fewer games being refereed by coaches or parents. It's quite an undertaking getting the officiating arranged for all our teams and fields considering the size of our recreational division.

It's an equally large undertaking to get all these players outfitted in their soccer gear, so Nina Cancellera deserves thanks for arranging uniforms and coaching equipment for our teams so efficiently.

The weather did its' little dance on us again this summer and we lost several games in all age divisions due to rain and one particularly spectacular thunder/lightning storm. We were fortunate to be able to make up a good number of games for all the affected recreational teams.

- *Picture day* was spectacular with an abundance of activities for all ages on June 13<sup>th</sup> and most importantly, we had co-operative weather!
- Canada Day (July 1<sup>st</sup>) was our first ever *Canada Day Cup* on the Kinsmen turf. The players really enjoyed the co-ed games on our showcase field and many of them asked if we could hold another such event. A special thank you to the coaches who went above and beyond and volunteered on this holiday!

Sincere thanks to Shelly Augustin who, as the PSC Business Manager worked with our sponsors to develop some recreational fund raising opportunities that led to the Boston Pizza Celebrity Server event, the East Side Mario Challenge and the McDonalds Fun Nights. Congratulations to the teams who participated and helped to support the PSC and to those who won parties and perks!

- *Mini Fest*, an annual tradition for the players from U4 – U7 was fun for all. Despite clouds, there was no rain and the kids had a blast!
- The *U18 year-end tournament* (August 29/30) typically runs early, as some of the older players have to head off to post-secondary dorms. The weather held and there were tight, challenging games and some real nail-biting penalty shootouts.
- The *U8-U15 year-end tournaments* (September 12/13/20) dawned with clear but cooler weather. While the boy's teams finished Sept. 13<sup>th</sup> and the girl's teams played their finals on the 20<sup>th</sup> this year, next year we will alternate. Either way, great competitive games ensued in all age divisions, all genders!

Congratulations to each and every one of our players and coaches!

Thank you again to everyone who made our 2009 season and all our tournaments successful. What a summer! What a Beautiful Game!

Lisa Fernandez  
Acting VP Operations, Pickering Soccer Club

**Director's Report –Recreational Full Field Soccer**

Summer 2009 was a super year at the Pickering Soccer Club!

Thank you to all coaches who made my first year as a Director so interesting. It wasn't always easy, but then nothing worthwhile is! I'd like to recognize the coaches in that for the first year EVER, we have a 100% return rate on player evaluations. Well done! This will aid us in creating more balanced teams next season.

It really goes without saying that as a coach you make such a huge contribution to the club and the members, we literally couldn't do it without you. Although several of our coaches returned to coach again, we had a great mix of new coaches too. I hope each of you experienced the proud feeling of having a player or parent say, "Thanks Coach, I hope you'll coach again next year!" If you didn't ... (no doubt a rare occurrence) ... *Thanks Coach! Will you Coach again next year?*

Thanks to our many sponsors, both corporate and individual, who provide such a vital element to a grassroots, non-profit organization, and who, like the PSC, recognize soccer's contribution to the development of physical, mental, social and emotional fitness in our players.

With the support and encouragement of staff, volunteers and coaches, we were able to offer every single one of our 72 recreational Full Field teams an opportunity to play on the beautiful turf field at Kinsmen.

Our volunteer co-ordinators – Mary Rose Anderson (U11), Liz Keen (U12/U13), Kim Buenting (U18), Samantha Bowes (Women's League) – provided organization and dedication to the recreational division and helped me every step of the way. Thank you!

### 2009 FULL FIELD RECREATIONAL RESULTS

Division	League Champions	Tournament Champions
U11G	Blaisdale Montessori School	Durham Dental Centres
U11B	BMO – Navy	BMO – Navy
U12G	Winners – Royal Blue	Winners – Forest Green
U12B	Oxford Learning	Oxford Learning
U13G	Footz United	Jazzy's
U13B	Garo Jewellers	O'Flaherty's Landscaping
U15G	Albright Electric	Assante Wealth Management
U15B	BK Baun Landscaping	BK Baun Landscaping
U18G	Coyle Corrugated Containers	Netherwood Consulting
U18B	True Sport	Enviro turf Irrigation

In summary, at the end of my first outdoor season as the Full Field Director, I know a lot more soccer aficionados than I did before and I'm looking forward to seeing all of you again next year! It's a pleasure to work with you, for you, and you all make it worthwhile!

Lisa Fernandez  
Director, Recreational Full Field Soccer, Pickering Soccer Club

First, I would like to send out a BIG THANK-YOU to all the volunteer coaches. All of you have done a phenomenal job this year. Your time and commitment working with the kids is very much recognized and appreciated. It was a pleasure to work with a terrific group and I hope to have that opportunity again next year.

As Director of Mini Soccer, I would like to share some of my highlights for 2009:

- **Picture Day:** We can all agree that this year's Picture Day was one of the best yet. Not only did the team photos go smoothly but also the activities surrounding this all-day event just made the day a huge success! To top it off, we couldn't ask for better weather! I received positive feedback from the parents and coaches ...so thank you to the PSC staff and the many volunteers for all your hard work!
- **Pickering Soccer Club:** As the newest member of the Board, I had an opportunity to work with a very talented and dedicated team. I've quickly learned to respect these members for their wealth of knowledge and for all the hard work and long hours they contribute to this Club as volunteers. It has been a rewarding experience to be a part of this.
- **Year-End Tournament:** Though the Year-End Tournament marks the end of the outdoor season, it is also a very exciting time for the coaches, players and parents. For the first time, I had the chance to witness two games, side-by-side, go through two overtimes and penalty kicks to declare the winners.... a dynamic finish to end the season! Thanks to the referees for a job well done!

Congratulations to this year's Tournament CHAMPIONS:

U8B: **Pizza Pizza Black** (Coaches: Mark McDermid, Kevin McInnis)

U8G: **Pizza Pizza Purple** (Coaches: Doug Pinto, Vince Alarcon)

U9B: **McDonald's Lime** (Coaches: Corrado Mizzi, Ian David)

U9G: **BMO Champagne** (Coach: Gavin Rosario)

U10B: **Boston Pizza White** (Coaches: Nick Sideris, James Parker)

U10G: **Pickering Square Dental White** (Coaches: Deb Zynomirski, Rick Meraw)

Finally, thank you to the coaches and parents for your kind words and support during my first year as Director of Mini Soccer. To the PSC staff and Board members, thank you for welcoming me with open arms and giving me this opportunity to be involved with a great organization!

Mary-Rose Anderson

Director, Recreational Mini Soccer, Pickering Soccer Club

The outdoor season in Micro went extremely well in 2009. Some significant improvements were made to the format, most notably the change in venue from Kinsmen Park on Friday nights to Woodlands field (behind Dunbarton High School), where the Under 4's played on Wednesday nights, the U5's on Thursday nights and the U6's on Friday nights.

Another significant change made was that the fields were marked as dedicated to these age groups. Coaches no longer needed to mark out the fields with pylons, and this eliminated additional work for the coaches. Along with this, a rented shed was on site at Woodlands, so storage of the portable nets was possible, eliminating the need for coaches to transport them.

Minifest went extremely well. There were no issues with parking, game scheduling (only needed to add 2 additional fields for the event).

Thanks

Larry LeBlanc  
Director, Recreational Micro Soccer, Pickering Soccer Club

**Club Head Referee Report**

2009 saw a big change for referees in Pickering, and across Canada. The Canadian Soccer Association mandated a new national referee classification and education program across the country. The provincial associations had previously run these programs independently. All referees are now nationally qualified, as opposed to provincially. This means that a referee's qualification is recognizable in any province.

The age qualification to take the new 2-day Entry-level course has been raised to 14 (as of April 1<sup>st</sup> of the year of the course). A new Mini-referee course has been introduced for 12-14 year olds to get them involved in refereeing at the lowest level (Under 6 & Under 7).

The new classifications for referees are as follows:

Age: 12-14 - Mini-Referee  
14-18 - Youth  
Adult - District, Regional, Provincial

This year, PSC added 15 Mini-referees, 25 Youth referees and 6 Adult District referees to the club's match official roster, to meet the ever-increasing demands of the club's summer House league program.

Many of our Regional and Provincial referees officiate at Rep level games across Durham region, while our first year and returning Youth and District referees have provided excellent officiating to the club's house league program – from Under 6 to Under 18 and the Women's League.

On-going mentoring and assessing of all referees at every age level was maintained throughout the summer, with advice being given on positioning, play situations and coach/spectator management to improve a referee's overall game officiating experience.

As with all team sports, our match officials had to deal with all aspects of discipline, and in all cases, handled the situations with professionalism to ensure the rules of the game were upheld, and players, coaches and spectators were treated with mutual respect.

Our own Recreational end-of-season tournament provides the opportunity for our referees to officiate in a more competitive environment. In each age group, the match officials provided excellent services and were commended by both the organizers and the teams.

The club will continue to encourage all its referees to enhance their experience. Durham Region offers winter referee training courses for upgrading of referee proficiency levels. Younger referees, who are interested in furthering their refereeing skills, have also taken advantage of the Durham Region's Referee Academy run during the winter at Durham College, and we look to the continuation of that program into 2010.

I would like to take this opportunity to thank all our referees for their participation over the past 12 months, and hope they will all be back with the club for the 2010 outdoor season.

I would like to thank Mike Amato, our office Administrator, for all his hard work in the day-to-day management of scheduling the referees for the Recreational program and our Treasurer, Jasmin Rauh-Munch, for making sure they got paid!!

Phil Frampton  
Club Head Referee, Pickering Soccer Club

**Directors' Report – Boys' and Girls' Competitive Soccer**

We would like to extend our congratulations to our players, our coaching staff and our parents for another successful season! Our primary goal at the Pickering Soccer Club is to provide the best opportunities for our players to develop to their maximum potential. We are achieving that goal by providing developmental programs such as our Academy, goalkeeper, elite summer camps and Futsal programs. Our developmental focus has paid off with our many players earning spots on the very competitive District and Provincial Programs. In addition, our Showcase program has helped several of our senior players earn scholarship offers from Universities, a wonderful showcase trip to England, and entry into the upcoming Florida Showcase tournament. Congratulations to all for your achievements! From this developmental focus, we have also derived team successes through the hard work of our players, coaches, managers, and countless volunteers. We salute your dedication and efforts!

You have once again produced great results that included:

- #7 ranked performance club
- 6 League Championships!
- 5-second place league finishes!
- U12 Girls CGSL Cup Champions
- U11 Girls League and Cup Runner Up!
- U13 Girls Ontario Cup Champions!
- U15 Girls Ontario Cup Finalists!
- 4 teams ranked in the Top 10 provincial Terra rankings!
- Our teams finishing quarter finalists or better in a total of > 45 tournaments!

Once again, congratulations on your accomplishments! It has been our pleasure to act as your Competitive Directors.

Marie Moncrieffe and Franco Taverna  
Boys' Competitive Director and Girls' Competitive Director, Pickering Soccer Club

League	Team	Final Standing	Total Points
DGSL	U9 – Power Green	2	31
	U9- Power Gold	7	16
DBSL	U9 – Power Gold	3	30
	U9 – Power Green	4	29
CESL-Girls	U10 – Power Green	3	29
	U10 – Power Gold	5	17
	U11 – Power Green	2	29
	U11 – Power Gold	8	1
CESL-Boys	U10 – Power Gold	1	34
	U10 – Power Green	5	10
	U11 – Power Green	4	23
	U11 – Power Gold	8	6
	U13 – Power Green	5	18
	U13 – Power White	7	11
CGSL	U12 – L3	3	32
	U13 – L3 – promoted OYSL	3	26
	U13 – L41A	1	33
	U14 – L41B	1	32
	U15 – L4 Premiere	5	14
	U16 – L4 Div1	1	22
	U17 – L4 Div2	1	38
	U18 – L3	2	23
	U18 – L4 Premiere	2	24
	CSL	U12 – L4 Premiere	3
U13 – L3		6	10
U14 – L3 – promoted OYSL		1	38
U14 – L1 1B		7	13
U15 – L4 Premiere		5	17
U16 – L3		5	20
U16 – L4 2		8	7
U17 – L3		4	21
U17 – L4 Premiere		3	24
U17 – L4 2		9	8
OYSL	U15G	2	34
	U16G	6	10
	U15B	4	23
OWSL	U21 - Prov	5	19
	U21 - Regional	3	18
	Open - Reg	5	13

**Director's Report – Recreational Indoor Soccer**

I would thank all the coaches for a great season this year. You are greatly appreciated for the time, effort and dedication you put into making your players proud to be part of a team.

Thank you for a job well done, I couldn't have done it without you, your dedication and perseverance speaks volumes about you!

I would like to thank all of our players for a fantastic season. Keep up the team spirit!!!

I tried some new strategies this year by having a ten-minute warm up / practice session at the beginning of each game, which I believe, was well received in the younger age groups. I intend to continue making time allowances for this.

I handed out a survey at the end of the year to try to get some feedback on the program in order to better facilitate the members' needs. Approximately 25% of members returned the survey. Comments were overall of a positive nature, with a couple of recommendations that I am putting in place for the 2009/2010 season.

The 2009/2010 season has already started, and I would like to share with you a couple of the changes I have put in place:

1. Earlier registration with discount for registering at the year end tournaments.
2. Longer season.
3. Season End Tournament for U14 and up.
4. Longer playing time.
5. No increase in fees, even though the season is longer.
6. Ratings day to help with balancing the teams.

I believe that although the 2008/2009 season was a success, there is always something more that can be done. I look forward to the new season.

Liz Keen,  
Director, Recreational Indoor Soccer, Pickering Soccer Club

The following is a summary of coaching programs and activities for the 2009 soccer season.

### **Competitive Program – Coaches and Players**

- Coaches clinic, classroom and on field – Winter / Spring
- On field coaching evaluation – training
- On field team development practice sessions
- Assessment of games / coaching in the game
- Coaches meetings
- DRSA Technical meetings
- Represented the club at local and out of town tournaments
- End of season team and coach evaluation
- Advanced coaching workshop
- “B” Licence Coaching Program
- Coaches corner on website “Bytesize Coaching” program
- PSC Goalkeeper Academy - Competitive
- PSC Technical Team
- Mentorship Program for PSC Players
- Mentorship Program for PSC Coaches
- Fitness testing
- PSC Fitness Manual
- Winter Fitness program
- Skills and drills clinic
- Winter development clinics
- Summer development clinics
- Elite players clinic
- Academic Scholarship Program
- PSC – Student / Athlete Showcase Program
- Play Day

### **Recreational Program**

- Coaches clinic, theory and practical
- Coaches practice manuals
- Coaching clinics - Saturday - Skills and drills
- Coaching development programs
- Coaches corner on website “Bytesize Coaching” program
- Goalkeeper Development Program – Recreational
- Summer Player Development Clinics - Recreational
- All Stars Program

### **Academy**

- Green and Gold Academy
- Winter development clinics
- Summer development clinics
- Winter training schedule for Academy teams
- Winter / Spring On field team practice sessions
- Winter / Spring classroom sessions
- Academy team training plan for different ages
- Technical Staff / coaches meeting
- Review of Academy staff
- Monthly Academy staff meetings
- Evaluation forms for Academy players
- Technical staff clinics

- PSC Winter Futsal League

### **Summer Camp**

- Team development summer camp (team oriented)
- Player development camp (player oriented)
- ½ day camp
- Full day camp

Tony La Ferrara  
Club Head Coach, Pickering Soccer Club

## **Director's Report – Publicity**

### **Soccer - Access for all**

Soccer is the most accessible sport requiring minimal investment in player equipment, use of community provided playing surfaces, while heavily reliant on volunteers. Fields must be properly maintained for safety. Often budget issues prevent peak conditions in our community.

### **Community Contact**

The Canadian Tire Jump Start Program continues to support our Recreational programs.

Ongoing partnerships continue with the Canadian Soccer Association, Winners, National Sports and IMG Direct.

Businesses throughout the region continue to provide outdoor recreational team sponsorship. Please check out our sponsor page and support these community minded businesses.

We partner with Special Olympics, a global initiative to improve the lives of those with disabilities.

We have had very positive media coverage, with over 36 articles to date on our competitive team successes, recreational and competitive programs and awards and facilitate media relations at our home events like our Picture Day, Mini-Fest and Year-End Tournament, media exposure that reinforces the Pickering Soccer Club's brand and is part of our pursuit of funding to keep the sport as affordable as possible.

### **Pickering Soccer Club's Volunteers**

Volunteers handle youth coaching for games, practices, picture day, soccer camps & clinics, club operations and other programs. They are assisted by four Club staff members who have a wide range of responsibilities.

It takes over 500 volunteers to operate our outdoor program serving almost 4000 competitive and recreational players in 15 youth & adult age groups.

Over 300 recreational coaches donate over 30 hours each annually, over 9,000 volunteer hours.

Over 120 competitive coaches, assistant coaches and team managers donating over 200 hours of their time annually - Over 24,000 volunteer hours contributed to the club by these highly trained individuals.

The club hosted 14 major events during the outdoor season all needed help from volunteers. Picture day, recreational, 4V4 and All Star tournaments, are among the major ones.

Without enough volunteers costs rise, our accessibility diminishes

What you can do for the club – help the club by coaching, volunteering to help at an event, run for a board position, be on the youth council, give back to the community, if you cannot volunteer then offer financial support there are many sponsorship opportunities, just talk to our business manager Shelly.

How to volunteer – we have sign up forms available on-line. Pass them to your team's parents. Help us keep the costs of this accessible sport down.

Cliff Schmitt

Publicity Director, Pickering Soccer Club

## **Business Manager's Report**

This year, we are proud to celebrate our 25th year of incorporation. Our history of soccer in our community is a testament to the vision and vitality of our organization, fuelled by the many volunteer coaches, managers, Board of Directors and staff.

Our successes this year were celebrated by community partners such as The Ontario Soccer Association and the City of Pickering -- a first for our Club.

In April, the Ontario Soccer Association presented our Club with two prestigious awards, the Meritorious Service Award and the Club Excellence – Gold Standard Award. In addition, the City of Pickering recognized our commitment to the Pickering community by awarding the Club with the Amateur Sports Award, a component of the Civic Awards. These awards are a statement to our soccer vision, our leadership, governance and staff.

In keeping with the theme of “first”, the Club ‘Kick Started’ the season, with their first every car raffle, sponsored by Boyer Pontiac, the City of Pickering and Flight Centre. Our sponsors were pleased with the media and marketing coverage the Club provided and would like to run this fundraising initiative next year.

As the Club continues to strive for being first in soccer excellence, we transitioned to two new uniform suppliers for the 2010 season: Admiral for our Recreational program and Under Armour for our Competitive program.

Admiral has a long successful history with our Club, providing quality products efficiently and at a reasonable price.

Under Armour is a worldwide leader in technology and sports apparel. The Pickering Soccer Club is thrilled to be the **first Community Club in Canada** to be able to provide our Competitive teams a superior product to proudly wear on the soccer pitch.

The Club was also first in offering, our membership with tickets to the Real Madrid Open Practice, Player escort opportunities to the Celtics game and team fundraising opportunities to partners such as the North York Astros & Toronto Lynx. In addition, we were able to provide Toronto F.C. tickets and player escort opportunities to membership.

This year, the Club launched for the first time, two new fundraising events in May; a 4v4 Charity Tournament and a massive Team/Club Garage Sale. Even with the rain, the 4v4 Charity Tournament was a huge success. The event raised over \$600 for Big Brothers and Sisters of Pickering. As for the massive Team/Club Garage Sale, this fundraising event provided a vehicle for our teams to work together while raising money for their individual team needs– a first of its kind for our Club. Over 12 teams participated, each generating over \$500. With no overhead or venue costs to the teams, the teams were thrilled with the results and already we are being asked to make this an annual event. This is an excellent example of teams helping teams.

As we move forward, the Club has re-branded our Competitive team name to the historical name of POWER. This unification reminds us all that we are not individual team entities by rather that we embrace our 45 teams as ONE.

We streamlined the team accounting processes, making it easier for teams to manage their team budget. The process has the teams working with the Club, providing a standard process and accountability. This was introduced as a result of feedback from our membership.

As we move into 2010, we continue to work with the teams and look forward to moving to a new website, which will provide a better vehicle for communication and information. This move will allow teams to amalgamate under the Pickering Soccer Club website, helping to unify information and communication.

This year, the Club decided to start the soccer season off with the first ever 8-page insert in SNAP – Pickering. With over 10,000 copies delivered to our community and an additional 4500 issues to our membership, we were able to keep the community and membership informed about our programs, services and successes.

This insert was followed up with “focused conversations” in our Pickering neighbourhoods; talking with local leaders and learn from them first-hand about their commitment and understanding of soccer in our community. What we learn will prompt us to re-examine our policies and revisit our practices in the interest of being more accessible, responsive and effective in serving the soccer community.

The Club continues to work toward meeting the needs of the soccer community. In collaboration with the City of Pickering we are working hard to address the issue of lack of facilities. As this partnership develops, PSC continues to build a strong business case, build resources and develop the mechanisms necessary to support the funding of an Indoor Soccer Facility.

As a non-profit organization, the Club continued to seek grants as a vehicle to address the needs of the soccer community. We are thrilled to be partnering with the City of Pickering, with support of the RinC (Recreational Infrastructure Canada program) grant. This \$300,000 grant will allow for upgrades to the field house at Kinsmen Park; the replacement of the existing building with a modern sustainable facility is scheduled to begin construction on or around September 15<sup>th</sup>, 2010 and complete construction by March 30<sup>th</sup>, 2011.

This project supports the recent building of the artificial turf playing field we enjoyed this year. Our staff worked hard to ensure that our 300+ teams had the opportunity to play on the upgraded field at least once this year.

In addition, the Club continues to seek the support of grants like the Canadian Tire Jump Start program, providing the Club with the necessary tools to assist with the cost of delivering assessable programs to Pickering's children and youth.

Support continued with one of our platinum sponsors – Tim Hortons, who helped us celebrate this year's tremendous milestone by providing our younger players a soccer colouring book – a huge success with our "TIMBITS" players.

We continued this year with the Bingo License at Delta Bingo as an in-house funding source with the Club raising over \$55,000 in revenue to support our programs.

This year, due to economic uncertainties, the Club worked diligently to proactively seek 'out-side-the-box' social enterprises and collaborative partnerships. For example, McDonald's Fundraising Nights, Boston Pizza "Operation Soccer" Nights, East Side Mario "Challenge" and O'Flaherty Gift Cards. All provided vehicles to meet both the needs of the local sponsors while providing funding opportunities to the Club, helping to ensure that our programs remain affordable to the community.

In 2009, we continued to focus on creating the necessary infrastructure that would support the Club's operational needs. This is accomplished with positive media event coverage; building on community perception; strategic planning for financial capital needs; maintaining the current core sponsorship portfolio and increasing new partnerships. We are thankful for our new partnership with Winners and BMO.

Playing a significant part in these endeavors is the role of media, and so we continue to place a strong emphasis on media relations with the delivery of at least four press release/story ideas generated per month. They maximized media exposure and facilitated media relations at our home events like our Club Festival, Annual Picture Day and Mini-Fest and Year-End Tournaments.

In addition, the media relations work obtained for our Competitive teams' successes was comprehensive and successful. A great deal of coordination was done to ensure that media had all information, interview requests were facilitated and a positive message was communicated. Opportunities such as SNAP, Rogers TV and News Advertiser generated for the Club \$72,694 dollars worth of FREE advertisement.

We are proud to see practical evidence of the tremendous impact our teams, coaches, Board members and staff are having in the soccer communities across Ontario. For 25 years, the Club has been a key player in driving a healthy and vibrant community and we look forward to the next 25 years!

Shelly Augustin,  
Business Manager, Pickering Soccer Club