

IMPACT REPORT

2024



PRESIDENT'S LETTER



In 2024, we made important investments and undertook initiatives in system governance, strengthened our government relations strategy, enhanced our international relationships and, of course, had one of our best-ever performances at the Paris 2024 Olympic Games.

Paris 2024 marked the first Olympic Games delivered under the IOC's Olympic Agenda 2020+5, a transformational roadmap championed by outgoing President Thomas Bach. It was exciting to see this vision come to life this past summer. These were the most sustainable Games on record, and they also achieved something long in the making: full gender parity amongst athletes. Historic.

Team Canada finished these Games with 27 medals, its second-most ever at an Olympic Summer Games. We felt the positive impact of Paris 2024 in so many ways, including when returning home to Canada after the Games. Remarkably, time after time, people thanked me for the Games and for how Team Canada athletes had made them feel. The joy, the hope, the inspiration and feeling positive day after day. It wasn't just the medals. Canadians told me they were inspired just by how our athletes showed up – displaying our Canadian and Olympic values, whatever the result. I told them I would pass their thanks on to the team!

Internationally, the Canadian Olympic Committee played a leadership role in several key areas. Notably, in 2024 the COC officially joined the Centre for Sport and Human Rights as an Engaged Organization, the first National Olympic Committee to do so.

In July, I was re-elected as a Member of the International Olympic Committee, where I continue advocating for fair sport and a safe, inclusive global sport system. I was also re-elected to the Panam Sports Executive Committee, and was appointed to the Panam Sports Ethics and Good Governance Commission for the 2025-2028 term.

At home, I was proud to contribute to the work of the Future of Sport in Canada Commission, advocating for a system that is safe, inclusive, and barrier-free and that affords greater access to sport for more people across the country. There are so many positive examples of how, when sport is done right within a properly resourced system, it has a unique power to inspire, to unite and to build strong healthy communities.

We expanded our government advocacy efforts in 2024, with the goal of increasing core funding for our National Sport Organizations, which have not received an increase since 2005. In December, I joined almost 200 Paris Olympians and Paralympians in Ottawa for the Team Canada

Celebration. The event concluded with all athletes walking or rolling into the House of Commons to a standing ovation. The Speaker of the House recognized the athletes, and the entire chamber sang "O Canada." It was a magical moment. Beforehand, at a reception with members of Parliament, including the Prime Minister, I took the opportunity to remind them of the need for increased support for essential core funding for the national sport system. The system that provides Canadians with the coaches, the training camps, the competition opportunities, the next-generation programs, all needed to deliver sport, done the right way, in Canada.

As we look ahead, the Milano Cortina 2026 Olympic Winter Games are just around the corner. These will be the first Olympic Games under the leadership of IOC President Kirsty Coventry, who was elected in March, the first woman and first African to hold that position. I'm looking forward to this next chapter for the Olympic Movement. This is a moment to find new ways to lean into the unique power sport has to bring us together, which feels more important than ever right now.

Here's to an exciting year ahead for sport in Canada.

A handwritten signature in blue ink, reading "Tricia Smith".

Tricia Smith

CEO'S LETTER



There are certain moments in sport that seem like they'll last a lifetime – performances so rare, so singular, you'll remember them for years to come. At Paris 2024, almost every day held one of those moments. The incredible men's 4x100m relay team racing to gold at the Stade de France. Melissa and Brandie, coming off a triumphant semifinal victory, battling for a hard-won silver under the lights of the Eiffel Tower. Witnessing Summer McIntosh demonstrate greatness pretty well every time she jumped in the pool. The list goes on, and on, to the tune of 27 medals for Team Canada and an amazing 81 top-eight finishes.

The Paris 2024 Olympic Games were memorable not just for Team Canada's impressive performance but also because the way these Games were delivered was special – a flawlessly executed return to everything the Olympics can be. Cheering on Team Canada alongside tens of thousands of fans crowding into instantly iconic venues; celebrating with family and friends at Canada Olympic House, which in Paris included fully integrated CBC/Radio-Canada studios and amazing activations from 17 of our marketing partners; and hosting sport and marketing partners and Canadian Olympic Foundation donors – these were the first non-COVID Games in my tenure at the COC, and they were nothing short of magical.

Paris was also a reminder of what sport and the Olympic Games do so well: bring people together. At a time of conflict and unease, these Games were proof that the world can unite in the spirit of peaceful competition.

Some 27 million people across the country tuned into CBC/Radio-Canada over the course of the Olympic Games – a heartening show of support for Canadian athletes, and proof that Canadians all across the country will unite behind Team Canada when it counts. We also saw this at the first-ever Team Canada FanFest, where thousands of fans in Calgary, Toronto, and Montreal came out to cheer on Team Canada and share in the Olympic spirit.

All of which is why I am more certain than ever that Canada is, at its very heart, a sporting nation. But the national sport system is in dire need of rejuvenation. National Sport Organizations haven't received an increase in core funding in almost two decades, and are now making difficult decisions to cut training camps and developmental opportunities, and in some cases raise fees, all of which will only make sport less inclusive and less accessible for Canadians. In 2024, we doubled down on our advocacy efforts at the federal level to try to bridge the \$144-million annual shortfall. We were pleased to see the government increase support to athletes, and our work continues to encourage sustainable funding for NSOs.

At the same time, I and others at the Canadian Olympic Committee were pleased to contribute to the Future of Sport Commission in 2024. We appreciated the opportunity to present our views on the potential for a modernized system, one that is athlete-centred and adequately funded so that sport can be safe, inclusive, and barrier-free for more young people across the country.

After all, 2024 proved just how important sport – and Team Canada – is to Canadians. As I write this, Canada is facing what feels like an existential crisis. We are faced with unprecedented uncertainty – political, economic, otherwise. But the response across the country has been to rally. More than anywhere, we've seen this at sporting events. Just like we saw in Paris, sport really does bring us together and represent the best of Canada on the world stage. We need that now more than ever. Luckily, Milano Cortina 2026 is less than a year away, and I can't wait to cheer on Team Canada on the road ahead.

A handwritten signature in dark ink, reading "David Shoemaker". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

David Shoemaker



OUR VISION

Canada is a world leader in sport inspired by the passion and performance of the Canadian Olympic Team.

OUR MISSION

To lead the achievement of the Canadian Olympic Team's podium success and promote the principles and values of Olympism.

OUR PURPOSE

Transform Canada through the power of sport.

COC VALUES

BE OLYMPIC - To *Be Olympic* is to lean into the values that make us so distinctly Canadian – values of respect, bravery, determination and kindness. When you choose to *Be Olympic*, you can pursue your own possibilities and chart the path toward your own achievements. We all have it in us to *Be Olympic* by following what's important in our lives and our Canadian Olympic values.

BE EXCELLENT - Create substantial impact. Healthy competition is good. Achieve success through accomplishment and learning from mistakes. Empower personal growth.

BE ACCOUNTABLE - Trust. Take and give ownership. Be honest and transparent. Challenge assumptions. Work with purpose and principle.

BE RESPECTFUL - Recognize each other's importance, value and quality of life outside work. Listen. Strive to understand. Act appropriately and with compassion. Promote equity. Value diversity. Be humble.

BE FUN - Unleash your passions. Be creative and curious. Enjoy each other. Do great things together. Celebrate wins. Laugh.

BE BRAVE - Encourage innovation, venture and risk-taking. Make tough decisions. Have unvarnished conversations. Ask questions. Embrace setbacks.





TEAM CANADA IMPACT AGENDA

Launched in 2022, the Team Canada Impact Agenda is the framework by which the COC outlines our work to make sport safe, inclusive and barrier-free so more young people can play and stay in sport. The Team Canada Impact Agenda helps guide decisions and investments with a focus on three key areas:

PODIUM

Relentlessly pursue a safe, inclusive, and barrier-free sport system. We believe that long-term high-performance success in Canada depends on broad access and positive experiences in all phases of an athlete's journey in sport.

PLAY

Inspire more young Canadians to play and stay in sport. We know it is critical to get more people from more backgrounds active and engaged in sport so they can enjoy the many benefits that rich experiences of sport can provide.

PLANET

Take a leadership position to preserve our sporting environments. From alpine skiing to canoeing to ice hockey, there isn't a sport in this country unaffected by climate change. We are committed to making this pillar an essential component of our actions and decision-making.

25

Unique programs and initiatives that deliver against the objectives of the Team Canada Impact Agenda.

1M+

Young people reached through Team Canada Impact Agenda initiatives.

425+

Unique Olympians engaged through Team Canada Impact Agenda initiatives.



PARIS 2024

The Paris 2024 Olympic Games were an incredible achievement for Team Canada. Led by our tireless Chef de Mission Bruny Surin, Team Canada earned a total of 27 medals, a three-medal increase over Tokyo 2020 and the second-most ever won by Team Canada at an Olympic Summer Games.

“This remarkable group of athletes made Canada proud, inspiring a nation with their determination, resilience, and outstanding performances.”
– Bruny Surin, Team Canada Paris 2024 Chef de Mission

From the sold-out crowds at Paris’s instantly iconic venues to celebrations for athletes with their family and friends and our biggest-ever Canada Olympic House, with fully integrated CBC/ Radio-Canada studios, and amazing activations from 17 of our marketing partners – Paris 2024 represented a true return to the fullest expression of the Olympic Games.

317

Total number of athletes who represented Team Canada and made our country proud.

27

Medals won by Team Canada at Paris 2024, surpassing the 24 at Tokyo 2020, making it Canada’s second-most successful Olympic Summer Games ever.

81

Top-8 finishes, proving Team Canada’s success went beyond the medal table.

15

Number of sports across which Canada’s 27 medals were spread.

8

Number of provinces represented by Canada’s medallists.

66%

Percentage of Canada’s medals won by athletes competing in women’s events.

27M

Or 7 in 10 Canadians who tuned in to CBC/Radio-Canada’s Olympic broadcast during the Games and cheered on Team Canada.

GANGWON 2024

In January, the Gangwon 2024 Winter Youth Olympic Games in South Korea kicked off a busy 2024. Team Canada sent 79 athletes from across the country, all of whom lived an enriching experience that introduced them to the concept of an international multi-sport Major Games led by Chef de Mission Lisa Weagle.

A development step for athletes ages 14-18, the next Youth Olympic Games will be held in Dakar, Senegal, in 2026, followed by the Winter Youth Olympic Games in Dolomiti Valtellina, Italy in 2028.

“I heard so many Canadian athletes say how this experience has made them want to continue to push for their dreams, to train hard and try to make it to the next level. I hope this Youth Olympic Games experience teaches them many lessons and serves them in their sport careers, and their lives far beyond sport.”

– Lisa Weagle, Chef de Mission, Gangwon 2024

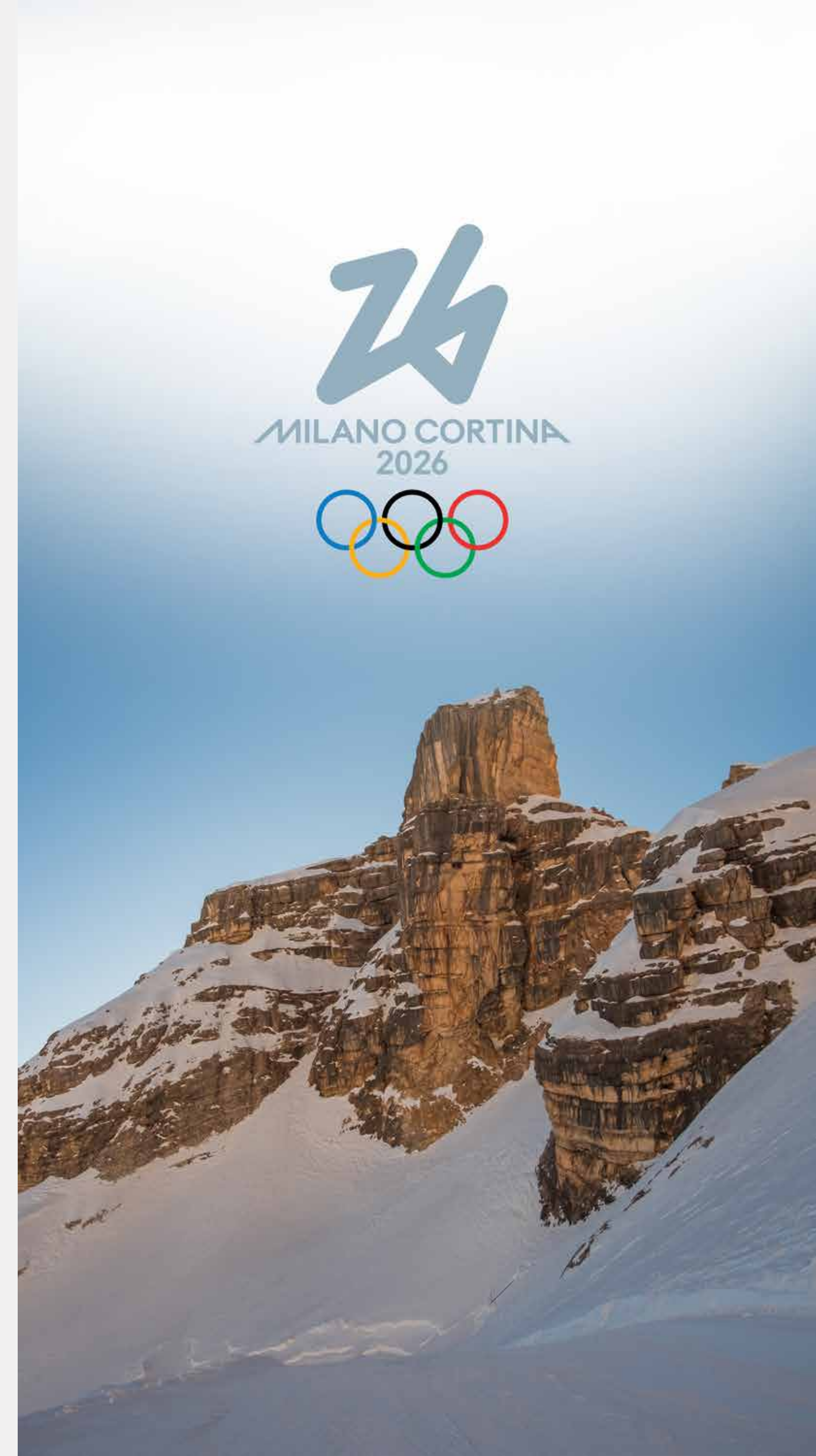
**GANGWON
2024**



LOOKING AHEAD

The Milano Cortina 2026 Olympic Winter Games will open on February 6, 2026, and planning and preparation will be a main focus for the Canadian Olympic Committee in 2025. These will have the widest-ever footprint for an Olympic Games, taking place across much of northern Italy, including at celebrated World Cup venues in the mountains. They will also see the return of NHL – and PWHL – players to international competition, and the Olympic debut of Ski Mountaineering.

In August 2025, the second edition of the Junior Pan American Games will take place in Asunción, Paraguay, with Team Canada sending a record-breaking 185 athletes. Gold medallists will secure qualification spots for the Lima 2027 Pan American Games.



ATHLETE IMPACT

Athletes are at the centre of everything we do at the COC. This includes the holistic support of Canadian athletes throughout their high performance journey, from physical and mental health support, education, and direct-to-athlete funding. As the COC supports NSO advancement in governance, safe sport, leadership and inclusion, advancing an athlete-centered sport system is integral to building a safe, welcoming, and inclusive environment.

GAME PLAN

Game Plan represents a collective commitment among the Canadian Olympic Committee (COC), Canadian Paralympic Committee (CPC), Sport Canada, and the Canadian Olympic and Paralympic Sport Institute Network (COPSIN) to empower Canada’s national athletes with practical ways to live balanced, healthy and personally successful lives – at every stage.



“Through Game Plan, I’m beginning to learn that the question is not about what will come after sport but what my life can be right now and how that can carry me through sport and afterwards. Game Plan has kept me not only in sport but striving towards all my dreams both on and off the water.”
– Michelle Russell, Paris 2024 Olympian, Canoe/Kayak Sprint

Game Plan also features world-leading athlete well-being resources providing mental health care and support that has proven transformative in overall athlete well-being and performance.

In 2024, Game Plan extended those mental health resources to empower athletes, coaches and sport leaders with knowledge and tools to navigate mental health challenges. Game Plan also continued its commitment to supporting athlete education, and launched a new Public Speaking Development Program, which was delivered to 75 athletes and facilitated by Olympian Claire Carver-Dias. The year culminated with the Game Plan Summit in Ottawa, which brought together over 130 Paris 2024 Olympians, Paralympians, and alternates, creating a space to inspire, celebrate, and educate through meaningful connections. Keynote speakers at the event included Scott Russell and Jennifer Heil.

\$5M

Total investment in Game Plan by the COC for 2024.

1,619

Number of athletes who engaged with a Game Plan Advisor in 2024.

615

Number of athletes who accessed sport-informed mental health resources through Game Plan in 2024.

\$1.1M

Total amount invested in direct-to-athlete care funded by the annual \$2.5K available to each Game Plan-eligible athlete and coach for sport-informed mental health support. This funding is made possible by the Government of Canada’s ongoing commitment to athlete mental health.

GAME PLAN EDUCATION AWARDS

In 2024, Game Plan expanded its commitment to supporting the educational aspirations of athletes through financial awards:

- **Smith School of Business:** Game Plan is in its ninth year of a successful partnership with Smith School of Business at Queen’s University. In total, 128 athletes have received awards in professional graduate programs, including 15 in 2024. The program has also seen 142 total athletes, including 18 this past year, enter the Certificate in Business program, which consists of six online courses. In 2024, Smith School of Business renewed its Team Canada partnership, committing to support Game Plan-eligible athletes with full tuition awards for Master of Business Administration (MBA) programs, the Certificate in Business program and other professional graduate master’s programs.
- **Fondation Aléo:** In 2024, Fondation Aléo launched the annual Game Plan President’s Scholarship, offering eligible athletes pursuing post-graduate business degrees (MBA or equivalent) at one of Quebec’s francophone universities a \$5,000 award. The inaugural recipient was Catherine Beauchemin-Pinard (Judo).



COC ATHLETES' COMMISSION

The COC Athletes' Commission represents the voice of Canadian Olympic athletes. In 2024, it played a key role in ongoing consultations with the Future of Sport in Canada Commission and the Canadian Centre for Ethics in Sport on the transition of Abuse-Free Sport. Most notably, alongside AthletesCan and the CPC Athletes' Council, the COC Athletes' Commission jointly advocated to the federal government for increased funding for the Athlete Assistance Program. This request was ultimately successful, as Budget 2024 confirmed an investment of \$35 million over five years, as well as a new pregnancy card designed to support high-performance athletes who choose to have children during their competitive careers.

Following Paris 2024, the COC Athletes' Commission welcomed six elected members, including re-elected members Maxwell Lattimer (Rowing) and Jacqueline Simoneau (Artistic Swimming) as well as Sydney Payne (Rowing), Oliver Scholfield (Field Hockey), Katie Vincent (Canoe/Kayak Sprint) and **Charity Williams (Rugby Sevens)**. An internal election yielded a new executive committee, including Chair Philippe Marquis (previously First Officer), Vice-Chair Maxwell Lattimer and First Officer Mercedes Nicoll.

DIRECT-TO-ATHLETE FUNDING

In 2024, the COC delivered funding directly to athletes in the following ways:

\$100K

Total value of OLY Canada Legacy Grants, delivered to 15 athlete-led projects.

\$1.2M

Value of COC Athlete Excellence Fund awards in 2024. The fund provides Canadian athletes with performance awards for winning Olympic medals, as well as funding for performances at world championships (or equivalent) during non-Olympic years.

\$935.5K

Combined value of Team Canada Podium Awards, established by the Malaviya Foundation, and Tania Esakin Fund delivered by the Canadian Olympic Foundation to Paris 2024 medalists.

\$385K

COC engagement and appearance honoraria direct to Team Canada athletes.



OLY CANADA LEGACY GRANTS

Launched in 2017, the OLY Canada Legacy Grant program supports Olympian-led projects that aim to build stronger communities through the values of Olympism, helping Olympians make a lasting impact in their communities long after competition. The selection process is done jointly with the OLY Canada Commission. In 2024, the COC awarded a total of \$100,000, with projects selected in accordance with the pillars of the Team Canada Impact Agenda.

Podium:

- Taking Down Barriers led by Carol Huynh (Wrestling | Beijing 2008, London 2012)
- MOMentum led by Jill Moffatt (Rowing | Tokyo 2020)
- FLIP IT led by Jessica Tudos (Artistic Gymnastics | Los Angeles 1984)

Play:

- Girls Hockey Celebration led by Caroline Ouellette (Ice Hockey | Salt Lake City 2002, Turin 2006, Vancouver 2010, Sochi 2014)
- Liam & Friends led by **Liam Gill (Snowboard | Beijing 2022)**
- McBride Youth United Association's Mentorship Program led by Brandon McBride (Athletics | Rio 2016, Tokyo 2020)
- The David and Mary Thomson HS Rowing Program led by Phil Monckton (Rowing | Montreal 1976, Los Angeles 1984)
- Glissez vers l'Intégration led by Charles Hamelin (Short Track Speed Skating | Turin 2006, Vancouver 2010, Sochi 2014, PyeongChang 2018, Beijing 2022)

- LS7 Sticks In For Charity Road Hockey Tournament led by Laura Stacey (Ice Hockey | PyeongChang 2018, Beijing 2022)
- Feminaction led by Cendrine Brown (Cross-Country Skiing | PyeongChang 2018, Beijing 2022) & Laura Leclair (Cross-Country Skiing | Beijing 2022)
- Pathfinders Project led by Ariane Bonhomme (Track Cycling | Tokyo 2020)
- Field of Dreams led by Mark Pearson (Field Hockey | Beijing 2008, Rio 2016, Tokyo 2020)
- Eliminating Fences for Fencers led by Kelleigh Ryan (Fencing | Tokyo 2020)

Planet:

- The ReRUN Shoe Project led by Julie-Anne Staehli (Athletics | Tokyo 2020)
- Small Footprint, Big Jumps led by Marion Thénault (Freestyle Skiing | Beijing 2022)

SYSTEM EXCELLENCE

We believe a strong, well-governed sport system is critical to providing athletes at all levels with safe and positive experiences that allow them to achieve their full potential on and off the field of play. Advancing safe sport, promoting improved governance, investing in leadership, enhancing athlete relations and improving diversity, equity and inclusion are key areas of focus for our work in the Canadian sport system.

\$6.9M

Supported 185 projects across priority areas of governance, leadership, DEI, system modernization, culture change and participation over the course of the 2021-2024 Quad.

33

Number of National Sports Organizations that achieved compliance with the Canadian Sport Governance code with support of COC funding.

1K

Number of sport leaders who have participated in educational opportunities for board governance; diversity, equity and inclusion; and executive leadership developed and delivered in partnership with Smith School of Business.

DIRECT-TO-HIGH-PERFORMANCE SPORT FUNDING

Providing direct-to-NSO funding is one of the most impactful ways the COC supports the sport system from coast to coast to coast. We've continued to increase the level of collaboration and investment with Own the Podium, integrating their High Performance Advisors into our process for improved system alignment. This spirit of collaboration also applies to our work with the Government of Canada, national and international sport partners, and the Canadian Olympic and Paralympic Sport Institute Network (COPSIN) in support of athletes and performance.

\$10.8M

Direct high-performance funding provided to National Sport Organizations and the broader sport system through our work with Own the Podium.

\$4M

Total funds invested into the sport system through the COC's NextGen Program in support of Team Canada's future high-performance athletes in 2024, with an additional \$4M matched by Sport Canada.

\$750K

Total amount provided through the COC's Pursuit Program for the professional development of summer and winter sport coaches and High Performance Directors in 2024.

SPOTLIGHT: PROJECT LIGHTHOUSE

In partnership with the Government of Canada, this system-wide safe sport awareness and communication initiative is designed to bring together the key governing bodies within the sports system – multisport service organizations, national sport organizations and government – to develop robust, consistent and system-wide promotion of the tools and resources regarding harassment, abuse and discrimination, such as the Universal Code of Conduct (UCCMS) to Prevent and Address Maltreatment in Sport, to maximize the effectiveness of safe sport initiatives. Some key successes include the development of Safe Sport Education modules and the provincial collaboration with Sport'Aide in Quebec, ViaSport in B.C. and Sport Nova Scotia to develop seven collaborative projects available nationally. Overall, 20 projects were supported in collaboration with nine partner organizations.



SPORT INTEGRITY

The Canadian Olympic Committee is committed to promoting sport with the highest level of integrity, prioritizing clean, safe and values-driven sport.

SAFE SPORT

The activities and initiatives within the safe sport portfolio at the Canadian Olympic Committee are executed collaboratively across internal teams and external partners. At Paris 2024, our safe sport strategy included designated, trained safe sport officers, same-gender rooming lists, mandatory background checks for all adult team members, and mandatory safe sport training and on-site mental health support for all team members.

97%

Respondents to the post-Games survey felt the COC created an environment that promoted health and safety.

65

Safe Sport Officers trained and operational at the Paris 2024 Olympic Games in key functional athlete-facing areas.

100%

Percentage of Team Canada health care practitioners on site in Paris who successfully completed the Health Care Practitioner Safe Sport E-learning Module developed in collaboration with the CCES.

SPOTLIGHT: \$10M IMPACT

In 2022, the COC made a commitment of \$10M to fund critical safe sport initiatives across the system. This commitment ran through the rest of the quadrennial planning cycle, which ended in 2024. The COC is pleased to share the following key advancements that were made with the support of this funding:

- Almost \$6M in direct-to-NSO investment advanced their safe sport commitments and helped address root causes of unsafe sport.
- Sport Canada contributed an additional \$0.9M to build on the work of the COC through Project Lighthouse. This project sought to create clear national resources to advance safe sport objectives.
- In partnership with the CCES, the COC supported the development of content for Safe Sport e-learning modules including Safe Sport 2025 and the Health Care Practitioner Safe Sport E-learning Module.
- COC created multiple advisory groups to support and provide input to projects to integrate a broad representation, including the athlete perspective, and those from diverse backgrounds.
- COC supported the Coaching Association of Canada (CAC) to expand communications campaign efforts as part of the Quality Coaching Campaign, increasing the campaign's reach and boosting awareness through its modules.
- COC supported the Canada Games Council in developing safe sport brand messaging for the 2025 Canada Summer Games as well as developing and implementing a safe sport training program for event volunteers.
- COC supported key research projects through the Abuse-Free Sport's Safe Sport Research Grant Program for research linked to high-performance sport. This enabled additional, much needed research in safe sport and high performance.
- COC partnered with three provincial organizations (viaSport, Sport'Aide and Sport Nova Scotia) that are at the forefront of safe sport education and awareness. COC funding helped to accelerate and expand their work, making their provincial assets available nationally, enabling local expertise to be made available in multiple jurisdictions and fostering collaboration that did not formally exist.

In addition to the help provided by this funding, the COC also participated in the consultations and review of the new Canadian Safe Sport Program (CSSP).

CLEAN SPORT

As a signatory to the Canadian Anti-Doping Program, COC built on its longstanding partnership with CCES to implement a robust Anti-Doping testing program in the lead up to Paris 2024. Highlights include:

- Pre-Games testing for 100% of nominated participants;
- Anti-Doping Education and training for all nominated athletes and Athlete Support Personnel;

PREVENTION OF COMPETITION MANIPULATION

With the legalization of single-event sports betting in Canada and the phenomenon of sports betting increasing worldwide, the importance of educating athletes on the risks of competition manipulation and sport betting was a high priority for the COC. In order to address the growing risks that competition manipulation poses to the integrity of sport, the COC has undertaken the following initiatives:

- All Paris 2024 Team Canada and Gangwon 2024 Winter Youth Olympic Games participants completed the CCES Competition Manipulation E-Learning Module (revamped in 2023 with the support of the COC).
- Canada continues to collaborate very actively with the Olympic Movement Unit on the Prevention of the Manipulation of Competitions in order to raise awareness on the topic of the manipulation of competitions;
- COC attended four stakeholder meetings on competition manipulation hosted by the IOC during the Paris 2024 Games;
- COC worked with CCES on the development and review of the Canadian Program to Prevent Competition Manipulation;



Among the memorable moments from Paris 2024 came when Olympic Champion high jumper Derek Drouin was awarded his silver medal at a medal reallocation ceremony on August 9. Over a decade after finishing in a three-way tie for bronze at London 2012, the iconic Champions Park at the foot of the Eiffel Tower was a fitting backdrop for Drouin to receive his rightful medal. The reallocation followed the disqualification of the original gold medallist due to a doping violation.



CANADIAN OLYMPIC SCHOOL PROGRAM

The Canadian Olympic School Program provides free, online resources designed to foster personal growth and encourage active participation in sport for students from elementary to high school.

The initiative is driven by the power of the Olympic Movement in Canada and by the expertise of teachers. This combination leads to resources that educators of all kinds can use not only to encourage young people to play and stay in sport, but also to embrace the Olympic values in their everyday lives whether they're in the classroom, in a sporting environment, or out in their community.

1M

Number of students reached across the country through the Canadian Olympic School Program.

67.8%

Percentage of respondents who agreed or strongly agreed that more students were inspired to be more physically active as a direct result of the initiative.

TEAM CANADA OLYMPIC DAY GRANTS

The Team Canada Olympic Day Grant is offered to schools across Canada to provide financial and inspirational resources for increasing student participation in organized sport. These grants fund positive sport experiences and bring students into contact with Team Canada athletes through school visits. Ultimately, the grants are designed to break down barriers to participation so that students are empowered to play and stay in sport.

1,693

Number of Canadian youth who benefited from Olympic Day Grants, including 417 students with low income or financial need, 354 Indigenous students, and 246 racialized students.

87.5%

Increase in engagement in school sports programs as a direct result of the Olympic Day Grant, as indicated by grantee schools.

SUSTAINABILITY & CLIMATE ACTION

In 2024, the COC took steps to build out its Climate Action Plan, in consultation with the COC Athletes' Commission and in alignment with the Planet pillar of the Team Canada Impact Agenda. As a signatory of the UN Sport for Climate Action framework, the COC is committed to reducing its carbon emissions by 50% by 2030, and achieving net zero by 2040. Set for release in 2025, the COC's full Climate Action Plan will outline how the organization will bring a sustainability mindset to everything we do while helping empower the Canadian sport community to become climate actors.

Our Impact:

- Two Team Canada athletes – Oliver Scholfield and Marion Thénault – were shortlisted for the 2024 IOC Climate Action Awards, which recognize innovative projects from National Olympic Committees, International Federations and athletes aimed at reducing the environmental impact of sport while inspiring the wider Olympic Movement to take action.
- As part of Green Sport Day, Melissa Humana-Paredes joined the Intersection of Environmental Sustainability and Sponsorship panel organized by the Sponsorship Marketing Council Canada.
- In collaboration with Head to Head, the COC organized panel discussions where students learned about sport and climate action from Olympians Jenny Casson, Melissa Humana-Paredes, Emy Legault, Charles Philibert-Thiboutot, Oliver Scholfield, and Marion Thénault.
- Julie-Anne Staehli represented Team Canada at the Acting Green Sport Forum to share her environmental initiative virtually with more than 6,000 online attendees from over 30 countries.



BRAVE IS UNBEATABLE

The “Brave Is Unbeatable” campaign highlighted the resilience of Team Canada athletes. From mental health to career setbacks, these athletes faced immense personal challenges over the course of their journeys – and triumphed to reach the Olympic stage. Their stories offered connection and inspiration for all Canadians facing obstacles in their own lives.

The campaign featured the stories of nine remarkable athletes, each sharing how they’ve overcome adversity, like Shai Gilgeous-Alexander (who was cut from his high school team), Andre De Grasse (who is working through self-doubt), Maggie Mac Neil (who is navigating anxiety), and Ellie Black (who was told she was too old to compete).

The stories were narrated by two Canadian icons – Michael J. Fox in English and Céline Dion in French – both of whom have faced life-altering challenges themselves.

The campaign also marked the first creative collaboration between Team Canada and CBC/Radio-Canada, allowing us to amplify these powerful stories and voices, reaching Canadians in new and meaningful ways.

500M+

Number of earned media impressions about the campaign.

50%

Percentage of Canadians who had a more favourable opinion of Team Canada as a result of the Brave Is Unbeatable campaign.

76%

Percentage of Canadians who followed Team Canada at the Paris 2024 Olympic Games.

CANADA OLYMPIC HOUSE

Canada Olympic House was Team Canada’s home away from home at the Paris 2024 Olympic Games. Located at La Cité des sciences et de l’industrie in Parc de la Villette – dubbed the “Park of Nations,” home to 14 National Olympic Committees – Canada Olympic House was the main gathering place for family, friends and fans to cheer on and celebrate athletes as they competed during the Games. It was also, for the first time ever, the home of CBC/Radio-Canada, which broadcast live from its two on-site studios. And it was the first Canada Olympic House open to the public at a Olympic Summer Games.



16,496

Total number of visitors to Canada Olympic House over the course of the Paris 2024 Games.

41,339

Total square footage of Canada Olympic House at La Cité des sciences et de l’industrie. Key spaces within the House included the Athlete Lounge, Canada Club VIP area, Canadian Tire Celebration Arena, RBC Spotlight, Air Canada Flight Deck, Team Canada Patio, lululemon x Team Canada Pop Up store, and the Sobeys Family & Friends Lounge.

117

Athletes who took the stage at the daily athlete celebrations.

9

Musical performances from Canadian artists including Arkells, Jully Black, LOUD, and more.

17

Team Canada marketing partners represented at Canada Olympic House through activations and programming.



TEAM CANADA FANFEST

For the first time, the COC hosted a series of free, family-friendly events across the country which offered fans the opportunity to cheer on Team Canada during the Paris 2024 Games. Taking place over 10 event days in three Canadian cities – Calgary, Toronto, and Montreal – Team Canada FanFest offered live Olympic viewing experiences, Team Canada athlete appearances, and live performances featuring Canadian musical artists. Fans could also immerse themselves in the Olympic spirit by trying out various Olympic sports and engaging in Team Canada partner activations.

50K

Total estimated attendance of Team Canada FanFest across the country.

4

Number of hosts for the three events, including two-time Olympic champion Catriona Le May Doan, alongside Olympians Gilmore Junio (Calgary), Cynthia Appiah (Toronto), and Maxime Dufour-Lapointe (Montreal).

73

Team Canada athletes who appeared at the events, including 10 Paris 2024 athletes upon their return.

11

National Sport Organizations with a presence at Team Canada FanFest, through sport demonstrations, workshops, or promotional integration.

20

Number of Team Canada marketing partners that supported Team Canada FanFest through activations or programming.



TEAM CANADA MARKETING PARTNERS

The Canadian Olympic Committee’s incredible group of marketing partners are critical supporters of the COC’s mission to support Team Canada Olympians and make sport in Canada safe, inclusive and barrier-free.

In 2024, COC partners provided essential support to allow Team Canada to perform at their best at the Paris 2024 Olympic Games, including operational expertise to deliver key aspects of the COC’s Games operation such as kit fulfillment, travel, cargo, logistics, legal services and more.

PREMIER NATIONAL PARTNERS | GRANDS PARTENAIRES NATIONAUX



NATIONAL PARTNERS | PARTENAIRES NATIONAUX



OFFICIAL SUPPORTERS | SUPPORTEURS OFFICIELS



OFFICIAL SUPPLIERS | FOURNISSEURS OFFICIELS



MEDIA PARTNERS | PARTENAIRES MÉDIAS



WORLDWIDE OLYMPIC PARTNERS | PARTENAIRES OLYMPIQUES MONDIAUX



2.1B

Media impressions garnered by the lululemon x Team Canada kit reveal. lululemon provided an innovative clothing kit to all athletes, coaches, support staff and mission team members, and partnered with the COC to deliver Olympic Lab, a performance-focused Games preparation seminar.



16

RBC Training Ground alumni were named to the Paris 2024 team, winning 7 medals.

2.1K

Bell provided phones and phone plans to all Canadian athletes in 2024, allowing them to stay connected to their loved ones back home while training and competing.

55

Athlete and coach pairings supported by Petro-Canada’s FACE program in 2024, with over 3,500 pairings supported since the program’s inception in 1988.

17

Athlete celebrations held in the Canadian Tire Celebration Arena at Canada Olympic House.

100%

Sobeys provided all Canadian Olympians from Paris 2024 with groceries in 2024 to help feed their Olympic dreams.

5

Number of key partnership renewals secured and announced, including Air Canada, RBC, Petro-Canada, Storage Vault, and Smith School of Business. Several more exciting partnership renewals are expected to be announced in 2025.



TEAM CANADA DIGITAL

In 2024, Team Canada athlete stories came to life through original content across COC channels, leading to record results for fan engagement. The digital marketing team used the opportunity of Paris 2024 to innovate and drive deeper connections with fans. The award-winning mobile app gave fans a central hub to celebrate athletes through interactive features that included custom games, augmented reality, breaking news and Paris-specific sport profiles. In many cases, this was powered in collaboration with marketing partners, including highlighting on-site activations at Canada Olympic House, Team Canada FanFest and Team Canada Celebration.

SPOTLIGHT: MOMENTUM – A TEAM CANADA PODCAST



Ahead of Paris 2024, Team Canada launched its first-ever podcast: Momentum (in English) / Propulsion (in French). The pilot season, titled Watch This! / Mon parcours, profiled the women of Team Canada, highlighting a select number of inspirational female athletes past and present. All episodes shared a common thread of shining a light on the barriers each individual athlete faced and how they managed to navigate those obstacles, overcoming adversity that's not often seen on the surface level, all inspired by the Brave Is Unbeatable campaign.

FAN ENGAGEMENT: PARIS 2024

50

Number of athletes who visited the Team Canada digital content studio at Canada Olympic House.

23.7M

Pageviews of content on olympic.ca / olympique.ca and the Team Canada Olympic app (+46% vs Tokyo 2020).

80.9M

Social interactions (engagements + video views) across Team Canada social channels (+101% vs Tokyo 2020).

1.9M

Email opens from Sports Updates and Team Canada Perks newsletters (+68% vs Tokyo 2020).

50.1K

Daily active users across the Team Canada Olympic app during the 17 days of Paris 2024 (+29% vs Tokyo 2020).

43K

Podcast downloads of Momentum and Propulsion across listening platforms.

EARNED MEDIA

Despite a contracting sport media landscape, Team Canada had excellent media engagement thanks to the Paris 2024 Olympic Games. In 2024, we set a deliberate communications objective around a proactive media pitching strategy and placed an emphasis on French language coverage in the leadup to the Games. In Paris, the COC worked more closely than ever with CBC/Radio-Canada, including through the integration of their studios and operations at Canada Olympic House. Canada was also selected by the IOC as one of seven international media markets for its Storylines Project, which aimed to proactively diversify coverage around the Olympic Games to consumer and lifestyle media. As a result of all these efforts, coverage of Team Canada was exceptionally positive and broad, including key themes like Olympic Solidarity, IOC refugee athletes, and women in sport.

MEDIA ENGAGEMENT:
PARIS 2024

16.5K

Total number of stories mentioning the COC or Team Canada from Paris 2024 (+90% vs Tokyo 2020).

38

Number of Team Announcements organized and delivered by the COC, including 8 in-person announcements and media availabilities leading up to Paris 2024.

18

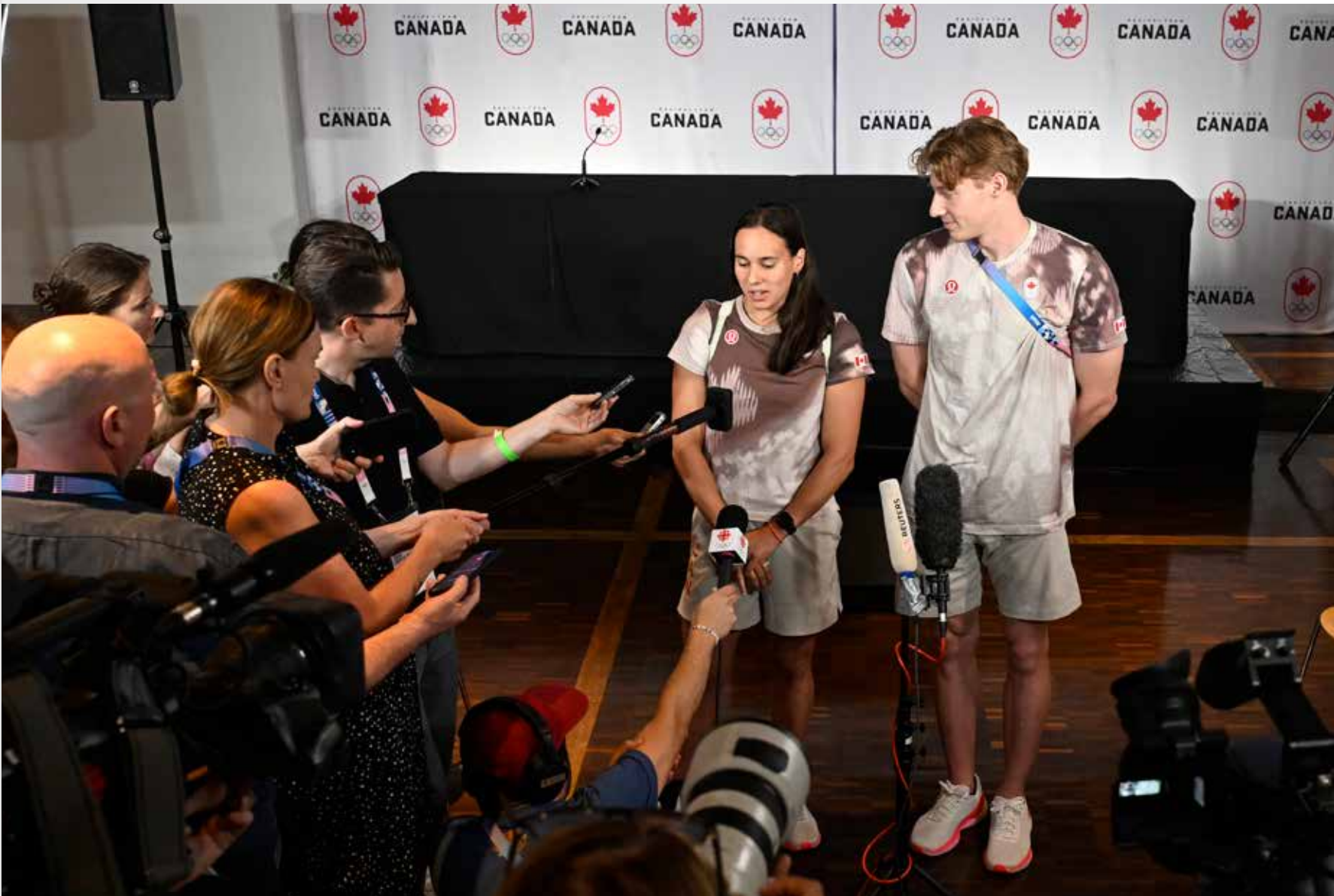
Number of Canadian media outlets on the ground covering the Games in Paris.

61

Number of Canadian journalists accredited through the COC (not including rights-holding broadcaster CBC/Radio-Canada).

27M

Number of Canadians who tuned in to CBC/Radio-Canada across the country to watch the Paris 2024 Olympic Games.



SPOTLIGHT:
TEAM CANADA X CBC
INDIGENOUS REPORTER

In a first for Paris 2024, the COC Communications team supported the engagement of an Indigenous reporter as part of our ongoing commitment to the Truth and Reconciliation Commission’s Calls to Action #87-91. This was done in collaboration with CBC, and saw Montreal-based Cree reporter Vanna Blacksmith join the CBC Olympics team. Blacksmith covered the Games with a unique perspective, writing stories for CBC’s digital channels and doing extensive reporting on X and TikTok.

INTERNATIONAL RELATIONS & PUBLIC AFFAIRS

INTERNATIONAL STRIDES

In Paris, COC President Tricia Smith was re-elected as a Member of the International Olympic Committee (IOC), a position she has held since 2016. She has consistently championed women in leadership, fair sport, and a safe, inclusive and barrier-free global sport system.

Tricia was also re-elected on the first ballot for a third consecutive term to the Panam Sports Executive Committee. The election took place during the LXII Panam Sports General Assembly in Paraguay in October. In her campaign, Tricia reaffirmed her commitment to enhancing efficiency and good governance, ensuring safe and healthy environments for athletes, sharing best practices in the region, and fostering strength through solidarity and embracing diversity.

The COC also made significant progress in strengthening international engagement, particularly through:

- **Francophonie engagement:** The Paris Games served as a platform to highlight bilingualism and Canada's connection to the Association Francophone de Comités Nationaux Olympiques (AFCNO). Engagement with the French National Olympic Committee (CNOSF) resulted in a partner event to celebrate Journée internationale de la francophonie, bringing over 100 guests, including IOC and International Federation leadership, to Canada Olympic House.
- **Five Eyes collaboration:** Canada deepened collaboration with Five Eyes partners on key international relations and communications, leading to effective crisis management, information sharing, and alignment on strategic priorities.
- **Panam Sports & Association of National Olympic Committees (ANOC):** COC leadership participated in the ANOC, Panam Sports, and IOC Sessions, as well as the IOC Youth Olympic Games workshops to explore future international opportunities and to position itself for leadership roles.

SPORT AND HUMAN RIGHTS

In April 2024, the COC became the first National Olympic Committee to join the Centre for Sport and Human Rights (CSHR) as an Engaged Organization. This milestone provides Canada with a platform to align with international best practices, enhance credibility, and support athlete well-being. Through participation in forums such as the Sporting Chance Forum, the COC continues to champion ethical governance and human rights in global sport.

OLYMPIC SOLIDARITY

Through the IOC and Panam Solidarity Programs, the COC distributed \$1M in Olympic and Pan American solidarity funding in 2024. These resources funded programs and activities for the development and preparation of athletes for Paris 2024 and Milano Cortina 2026. They also supported young athletes on their pathway to the Gangwon 2024 Winter Youth Olympic Games, as well as the implementation of the IOC Refugee Athlete Support Program and other solidarity initiatives in Canada.

SPOTLIGHT: IOC REFUGEE ATHLETE SUPPORT PROGRAM

Canada remains the largest host in the Americas for refugee athletes, providing support to seven scholarship recipients. With over \$100K in IOC Olympic Solidarity funding redistributed, the COC has enabled these athletes to live and train in Canada.

The COC also hosted **Belonging Through Sport** at Canada Olympic House during the Paris Games, highlighting the role of inclusive sport programs in creating safe, barrier-free environments. As a member of the Sport for Refugees Coalition since 2023, the COC remains committed to supporting displaced athletes and promoting sport as a tool for integration.



PUBLIC AFFAIRS

In the leadup to Paris 2024, the COC embarked on a Public Affairs strategy to complement its government advocacy work and generate interest and excitement around the Olympic Games for key stakeholders across the country. This included capitalizing on high-energy moments like the 2024 Bell Track and Field Trials and 2024 World Figure Skating Championships, each of which were held in Montreal and provided unique opportunities to bring together business and community leaders to experience the power of sport firsthand. COC CEO David Shoemaker spoke at both the Public Policy Forum and the Empire Club of Canada in Toronto, and the COC engaged the business community at an event in Vancouver, bringing sport to different audiences across the country.

GOVERNMENT ADVOCACY - BUDGET 2024

The COC's government relations advocacy work was active and ongoing throughout 2024. The campaign for Budget 2024 was a months-long coordinated lobbying effort to the federal government, advocating for an annual increase of \$104M in core funding for National Sports Organizations.

Led by the COC, with the support and alignment of NSOs and the Canadian Paralympic Committee, the campaign involved a variety of engagement tactics, including in-person meetings and social media advocacy. Ultimately, Budget 2024 included a \$35-million investment in direct-to-athlete funding over five years, which is much-needed progress for Canadian athletes. However, the COC's advocacy efforts for system funding will continue.

76%

Percentage of Canadians who support a funding increase to NSOs, according to a public survey by Abacus Data.



TEAM CANADA CELEBRATION

On December 4, 2024, more than 180 Olympic and Paralympic athletes were celebrated on Parliament Hill for their achievements at Paris 2024. The day began with Prime Minister Justin Trudeau hosting all gold medallists for a private breakfast. The full group of athletes was then honoured at a luncheon, where they met Members of Parliament and Senators. The Team Canada Celebration concluded with all athletes being celebrated in the House of Commons. Athletes were formally recognized by the Speaker of the House – but they’ll remember the entire chamber giving them a standing ovation and bursting spontaneously into “O Canada.”

“I remember even at a young age telling my parents that I wanted to stand on the Olympic podium and represent Canada. To have reached that goal in Paris is a dream come true, and it was a result of years of hard work from so many people, for which I am truly grateful! I am sure that this sentiment is echoed by all my fellow Canadian athletes that competed in Paris. It feels so special to have our work celebrated and recognized in Parliament alongside all my Canadian teammates.”

– Skylar Park, Paris 2024 Olympic Bronze Medallist, Taekwondo





PEOPLE AND CULTURE

The COC focuses on fostering an inclusive and purpose-led culture in both our Montreal and Toronto offices.

In 2024, our focus on employee well-being was a key area of investment, with the launch of a comprehensive well-being framework and the introduction of additional preparation sessions ahead of Paris 2024 to support our team’s mental and physical health. We’ve also made a significant investment in professional development, offering training programs to enhance employee skills. One notable success is our Home Team Engagement Plan, which resulted in 95% of members feeling deeply connected to the Paris Games and united under Team Canada. We celebrated our collective achievements with a 2024 staff retreat in October, which further solidified team unity and recognition.

OUR STEPS TOWARDS A TEAM CANADA REFLECTIVE OF OUR NATION

In our commitment to diversity, equity and inclusion (DEI), we’ve made significant progress across a number of initiatives. Our self-identification survey achieved the highest participation rate ever, and saw an increase in representation year-over-year. Our Internship Program recruited 15 interns in 2024, 67% of whom identify as Black, Indigenous and People of Colour (BIPOC). In kicking off the nomination process for the COC Board of Directors and Member elections, the

COC Nominating Committee continued its work in prioritizing DEI throughout the recruitment and nomination process. Additionally, we have actively recognized and celebrated important awareness days such as National Truth and Reconciliation Day, Black History Month, International Women’s Day, and Pride Month, reinforcing our commitment to a Team Canada that truly reflects our nation.

5

Recognized as one of Canada’s Best Workplaces™ for our fifth year in a row. The COC was also named among Canada’s Best Workplaces™ for Today’s Youth for the first time in 2024.

22%

Percentage of staff who self-identified as BIPOC.

61%

Percentage of COC staff who self-identify as women. The COC’s Senior Leadership team is 43% women, and the COC Board, led by four-time Olympian President Tricia Smith, is currently composed of 44% women directors.

17

Number of Olympians and Pan Am athletes on staff or on the COC or COF Board of Directors.



CANADIAN OLYMPIC FOUNDATION

The Canadian Olympic Foundation (COF), the philanthropic fundraising arm of the COC, raises funds to support athletes at all stages of their Olympic journey – from the spark of an Olympic dream to the moment they step on the podium and beyond their competition days.

The Canadian Olympic Foundation is grateful to our 2,652 donors, including 312 new members of our Team Canada Giving Circle community, who supported Team Canada in 2024.

Over the course of the year, we were proud to partner with a number of Family Foundations to fulfill their philanthropic objectives, fund the Olympic athlete journey, and drive impact for Team Canada. In particular, we are grateful to the Rossy Foundation, the Malaviya Foundation, the Saliba Family Foundation, the Murphy Family Foundation, and the Moez & Marissa Kassam Foundation for creating meaningful impact for Team Canada athletes.

- The Team Canada Podium Awards supported Team Canada Olympic and Paralympic medallists at Paris 2024, and will continue to support medallists at future Games.
- Created the Team Canada High Performance Fund to support the NSOs and athletes in their quest to achieve their high-performance objectives.
- Established the Great to Gold program to provide “last mile” funding for Team Canada athletes who are poised to reach the podium at the next Olympic Games and benefited from a financial boost to propel them over the line.
- Secured donor investment in the NextGen initiative, which supports Team Canada athletes who demonstrate potential in their sport and are typically five to seven years away from the podium.

62%

Team Canada athletes named to the Paris 2024 Canadian Olympic Team received support from the Canadian Olympic Foundation on their Olympic athlete journey through COC and COF programs.

179

Team Canada athletes and coaches received funding through awards such as the Future Olympians Fund, the Esakin grant, and the Great to Gold program.

\$8.05M

Total amount granted to the Canadian sport system, including \$4.06M to the COC to support its priority programs, \$2.14M to National Sport Organizations and sport partners, and \$1.85M in athlete bursaries.



“In May 2024, my teammates and I made history as Canada’s first-ever 3X3 Basketball team to qualify for the Olympic Games. We knew it was not sustainable for us to continue to self-fund our Olympic dream. Donor support has created so many opportunities. It removes barriers. It makes playing possible. It is priceless.”
– Paige Crozon, Paris 2024 Olympian, Basketball 3X3



STRONG GOVERNANCE

The work of the COC is governed by a skilled and diverse Board of Directors that is elected by the Members of the COC, currently composed of 98 voting members. The voting members represent each of the National Sport Organizations on the official programs of the Olympic Games, Olympic Winter Games and Pan American Games, the IOC Members in Canada, International Federation Presidents who are resident in Canada, members of the Athletes' Commission Executive, COC Board Members, a member from the Coaching Association of Canada, a member from the Canadian Olympic Foundation, two members from the OLY Commission and 12 elected General Members.

The COC Board of Directors is made up of directors elected from among the IOC Members in Canada, two from among the COC Athletes' Commission, and additional directors elected by the Members. The current list of COC Board of Directors can be found in the APPENDICES (COC Board and COF Board).

There are six standing committees that have been established to assist the Board in fulfilling its governance responsibilities. Reports from these Committees can be found in APPENDICES (COC Committee Reports).



APPENDICES



COC BOARD OF DIRECTORS

TRICIA SMITH President and IOC Member
MARK TEWKSBURY Vice President
STACEY ALLASTER Director
CHRIS CLARK Director
IAN CLARKE Director
MARIE-HUGUETTE CORMIER Director
LORI DEGRAW Director
DAVID DE VLIAGER Director
PETER DINSDALE Director
HUBERT T. LACROIX Director
JAQUI PARCHMENT Director
SAÄD RAFI Director
KAREN RUBIN Director
RICHARD POUND IOC Member
PHILIPPE MARQUIS COC Athletes' Commission Chair
MERCEDES NICOLL COC Athletes' Commission First Officer



COF BOARD OF DIRECTORS

PERRY DELLELCE Chair of the Board
RUTH ASPER Director
CHRIS CLARK Member & Director
CHARMAINE CROOKS Member & Director
HÉLÈNE DESMARAIS Director
BRIAN GALLANT Director
ANTHONY GIUFFRE Director
JEFF GLASS Director
TED GOLDTHORPE Director
MOEZ KASSAM Director
BRUCE LINTON Director
TONY LORIA Director
G. SCOTT PATERSON Director
ADRIAN ROCCA Director
CAILEY STOLLERY Director
BRUNY SURIN Member & Director



COC ATHLETES' COMMISSION

PHILIPPE MARQUIS | Chair (Freestyle Skiing)
MAXWELL LATTIMER | Vice-Chair (Rowing)
MERCEDES NICOLL | First Officer (Snowboard)
JACQUELINE SIMONEAU (Artistic Swimming)
CYNTHIA APPIAH (Bobsleigh)
MARIELLE THOMPSON (Ski Cross)
RACHEL NICOL (Swimming)
CHARITY WILLIAMS (Rugby 7)
KATIE VINCENT (Canoe/Kayak)
OLIVER SCHOLFIELD (Field Hockey)
SYDNEY PAYNE (Rowing)
MELISSA HUMANA-PAREDES | Pan Am Sports Rep – ExOfficio (Beach Volleyball)
SEYI SMITH | IOC Rep – ExOfficio (Bobsleigh & Athletics)

The COC extends its heartfelt thanks to members who finished their term in 2024:

ROSIE MACLENNAN Chair (Gymnastics – Trampoline)
INAKI GOMEZ Vice Chair (Athletics)
MARTHA MCCABE (Swimming)
QUINN (Soccer)
JOSEPH POLOSSIFAKIS (Fencing)

FINANCIALS

Non-consolidated Statement of Financial Position as at December 31
(in thousands of dollars)

	2024 (\$)	2023 (\$)		2024 (\$)	2023 (\$)
ASSETS			LIABILITIES		
Current assets			Current liabilities		
Cash	8,863	14,611	Accounts payable and accrued liabilities	6,022	7,799
Receivables and deposits	9,439	6,969	Deferred revenue	546	4,145
Short-term investments	6,512	1,309		6,568	11,944
	24,814	22,889			
Investments	174,149	188,056	Deferred capital contributions	200	275
Capital assets	1,757	2,310	Total liabilities	6,768	12,219
Total assets	200,720	213,255	FUND BALANCES		
			Externally restricted		
			Petro-Canada Olympic Torch Scholarship Fund	9,323	9,171
			Olympic Legacy Coaching Fund	12,679	14,079
				22,002	23,250
			General Fund		
			Internally restricted		
			Canadian Olympic Family Fund	150,838	147,873
			Invested in capital assets	1,557	2,035
			Unrestricted	19,555	27,878
				171,950	177,786
			Total fund balances	193,952	201,036
			Total liabilities and fund balances	200,720	213,255

FINANCIALS

Non-consolidated Statement of Operations for the year ended December 31
(in thousands of dollars)

	2024 (\$)	2023 (\$)
REVENUES		
Partner and marketing revenues	45,375	36,976
Investment revenue	16,818	18,497
Grants, donations and other	15,171	9,346
Total Revenues	77,364	64,819
EXPENSES		
Program and operating expenses	81,679	57,370
Grants and related expenses	2,025	1,197
Investment management fees	744	759
Total Expenses	84,448	59,326
(DEFICIENCY) EXCESS OF REVENUES OVER EXPENSES	(7,084)	5,493

COC COMMITTEE REPORTS

Pursuant to the COC General By-law No. 1 (Article 4), there are six standing committees that have been established to assist the Board in fulfilling its governance responsibilities by providing oversight and recommendations under the scope of their respective mandates. The following summarizes the key areas of focus of each of the COC Committees pursuant to their mandates, including some key highlights of the Committees’ work in 2024 and a list of the Committee members as at December 2024.

AUDIT, FINANCE, RISK MANAGEMENT COMMITTEE

Meetings in 2024: 4

Ian Clarke† (C), Chris Clark† (VC), Stacey Allaster†, Karen Rubin†, Saad Rafi†, Debra Armstrong, Therese Brisson (OLY)**, Henry Scheil, *Tricia Smith (OLY)†, David Shoemaker, Michael French (COC SL)*

The Audit, Finance, Risk Management Committee (AFRMC) provides oversight on audit, finance and risk management matters, including overseeing: the appropriateness of the annual and strategic planning and budgeting processes, and the annual and strategic financial plan; the integrity of the financial reporting and financial statements; compliance with applicable accounting practices and laws; overseeing internal controls as they relate to financial reporting and non-financial matters; the monitoring of budgeted versus actual results; the qualifications, independence, appointment and work of the auditor; and the effectiveness of the COC’s risk management program and culture. A key area of focus for the AFRMC in 2024 was the ongoing monitoring of financial results against the annual financial plan. In addition, the AFRMC provided oversight in the development of the 2025-2028 quadrennial financial plan, which provides long-term financial sustainability for the COC. The AFRMC also ensured the COC has the appropriate risk protocols in-place, including ensuring appropriate cybersecurity controls for the operations and the Paris Summer Games.

GOVERNANCE AND ETHICS COMMITTEE

Meetings in 2024: 4

David de Vlieger† (C), Lori DeGraw† (VC), Jennifer Bishop, Debra Gassewitz, Iñaki Gomez (OLY)†, Peter Lawless, Gord Peterson, Saäd Rafi†, *Tricia Smith (OLY)†, David Shoemaker, Marianne Bolhuis (COC SL)*

The work of the Governance and Ethics Committee (GEC) is focused on assisting the Board in fulfilling its governance and ethics responsibilities by providing oversight on all governance and ethics matters. In addition to fulfilling its annual responsibilities, in 2024, the GEC also proposed and gained Board approval for a COC Director Compensation Policy, which establishes the exceptional and limited conditions under which a director may be compensated for duties outside of their Board role. The GEC has also continued to review and consider proposed changes to the COC By-Law in line with governance best practices, including the proposal to have the President appointed by the Board instead of being elected by the Members.

HUMAN RESOURCE COMMITTEE

Meetings in 2024: 4

Karen Rubin† (C), Jaqui Parchment† (VC), Marie-Huguette Cormier (OLY)†, Peter Dinsdale†, Hubert Lacroix†, Philippe Marquis (OLY)†, *Tricia Smith (OLY)†, David Shoemaker, Candice Maxis (COC SL)*

The focus of the Human Resources Committee (HRC) is on matters pertaining to Human Resources as well as people development and succession, compensation, performance evaluation including for the Chief Executive Officer and Secretary General, and overall Human Resources strategy, policies and practices. In 2024, the HRC was additionally focused on a review of the Diversity, Equity and Inclusion strategic plan, a total rewards review and the usual survey series of Employee Engagement and Employee Self-identification.



INVESTMENT COMMITTEE

Meetings in 2024: 4

Chris Clark† (C), Ian Clarke† Tom Bradley, Leslie Cliff, Diane Fulton, Michelle Peshko, Mike Scarola (OLY), *Tricia Smith (OLY)†, David Shoemaker, Michael French (COC SL)*

The Investment Committee is a standing committee of the Board of Directors (Board) established to assist the Board in fulfilling its governance responsibilities by providing oversight with respect to the COC’s investment portfolio and those additional Funds entrusted to it. These Funds include the COC’s Canadian Olympic Family Fund, the Petro Canada Olympic Torch Scholarship Fund, the Olympic Legacy Coaching Fund, and the Canadian Olympic Foundation Investment Fund and any successor or replacement fund (Funds). In 2024, the prime area of focus of the Investment Committee was to provide oversight to the Outsourced Chief Investment Officer to optimize the portfolio performance within uncertain markets. In addition, the Investment Committee updated the Statement of Long Term Investment Strategy and Policies.

NOMINATING COMMITTEE

Meetings in 2024: 3

Lori DeGraw† (C), Peter Dinsdale† (VC), Kristy Balkwill, Isabelle Turcotte Baird (OLY), Katherine Henderson**, Lorraine Lafrenière**, Gord Orlikow, Richard Powers, Oliver Sholfield (OLY)**, *Marianne Bolhuis (COC SL)*

The Nominating Committee’s responsibilities include identifying individuals qualified to become Board members and recommending to the Board: (i) directors to be appointed to fill any gaps identified by the Board, (ii) director nominees for election by the Members based on the Committee’s assessment of who will provide the optimal mix of skills and experience for the Board to fulfill its roles in guiding the long-term strategy and ongoing business operations of the COC, (iii) individuals for the position of President, and for available positions for Class B Members, and (iv) Olympic Supporters for Board approval. In 2024, the Nominating Committee launched the nomination process, reviewed applications and deliberated over prospective candidates for the 2025 election of the President, 6 directors and 6 Class B Members.

TEAM SELECTION COMMITTEE

Meetings in 2024: 3

Marie-Huguette Cormier (OLY)† (C), Hubert Lacroix† (VC), Cynthia Appiah (OLY), Kathy Brook, Elaine Dagg-Jackson (OLY), Mark Eckert**, Katherine Henderson**, Peter Judge**, *Jacqueline Simoneau (OLY)**, Tricia Smith (OLY)†, David Shoemaker, Walter Sieber**, Christine Girard (OLY), Bruny Surin (OLY), Ella Mawdsley (COC SL),*

The Team Selection Committee’s responsibilities relate to the Team selection for Canada’s participation in the Olympic Games, Olympic Winter Games, Pan American Games, Youth Olympic Games and Junior Pan American Games and any other sporting events to which a National Olympic Committee has the responsibility to select a Team (collectively the “Games”). In 2024, the Team Selection Committee’s activities were focused on supporting the nomination and selection of the team for the 2024 Paris Olympic Games. In addition, the Committee also reviewed and updated the Team Selection Policy for the Olympics and 2025 Asuncion Junior Pan American Games as well as team agreements and internal nomination procedures (INPs).

(C) Chair (VC) Vice Chair † COC Board & Session Member ** COC Session Member Ex-officio, non-voting COC SL = COC staff liaison

IMPACT REPORT

2024

