



2025

IMPACT REPORT





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PRESIDENT'S LETTER



The year 2025 was one of change for the sport community both domestically and internationally, and a year that proved time and time again just how powerful sport can be.

In March, Kirsty Coventry was elected president of the International Olympic Committee, the first woman and the first person from Africa to hold that position. She was also, in my view, the person most fit for the job — a new and passionate voice for international sport, and a values-driven leader who assumes this role at a critical time.

It's clear to me that the international sporting community and the Olympic Movement are in excellent hands going forward. President Coventry shares many Canadian values, and I believe the COC and the IOC are well-aligned on their respective visions for sport. I'm truly looking forward to working alongside President Coventry in the coming years on the road to Los Angeles 2028, French Alps 2030 and beyond.

Throughout 2025, the COC continued to expand Canada's leadership and credibility within the international sport system, reinforcing our position as a trusted and values-driven partner across the Olympic Movement through initiatives like the IOC Child Rights Framework and Olympic Solidarity. In my role, I also contributed to the Association of National Olympic Committees (ANOC) Strategic Plan and Governance working groups in efforts to modernize and strengthen governance within the global organization.

Domestically, the COC contributed to the important work of the Future of Sport in Canada Commission, whose Preliminary Report based on extensive research and consultation was released last August, with the Final Report appearing this spring. At each stage, the Commission's findings echoed priorities the COC has long been voicing, including the need for increased core funding at the federal level to strengthen a straining system, as well as a commitment to work together to ensure sport is safe, inclusive and free of barriers for Canadians at all levels of sport, all across the country. As we continue to unpack the findings of the report, I want to personally thank Commissioner Lise Maisonneuve and everyone who shared their stories and contributed to the report.

While there is much to be done, it is promising to see a strong collective commitment to do the work, grounded in a report that highlights the true power and potential of sport and its role in making Canada the country it is. Canada is, at its core, a sporting nation.

On a personal note, I was pleased and honoured to be re-elected President of the Canadian Olympic Committee at last year's Session. I am privileged to be working alongside you and all of my COC colleagues to do the important work of transforming Canada through the power of sport — work that feels more urgent and more exciting every day.

The Olympic Games are a time when our common humanity is on full display, connecting us, bringing us together and providing moments of joy. I, for one, think the world needs that more than ever. So to all Canadian athletes, and to everyone who works so tirelessly to support them: thank you.

*Tricia Smith
President and IOC Member
Canadian Olympic Committee*



CEO'S LETTER

I have worked in sport for the bulk of my career and have had the privilege to witness many great and historic moments along the way. I have never seen a year like 2025, when the power of sport and its unique ability to bring people together was on full display.

2025 was a year of seismic change, to put it mildly. It was a year marked by uncertainty and, often, anxiety — a series of compounding pressures driven by geopolitics, tariffs, and economic unpredictability. These impacted all of us in some way. In the sport community, athletes and National Sport Organizations (NSOs), already stretched thin, were no exception.

But if there was any silver lining, it was this: out of this new context, a new, or latent, national pride emerged, for which sport became the clearest vehicle.

We saw this first and most acutely at the 4 Nations Face-Off in February 2025, when Canada's win against the United States broke broadcast records and galvanized the country. Shortly thereafter, the COC launched our "We Are All Team Canada" brand campaign — our first-ever joint brand campaign with the Canadian Paralympic Committee — as a poignant reminder for Canadians of the role sport plays in our lives and the power it has to bring us all together.

For its part, in 2025 the COC committed to pursuing transformative change on exactly these principles.

I'm proud to have launched Team Canada 2035, the COC's 10-year strategic vision to transform Canada through sport, built on three pillars: Podium, Play and Planet. The strategy was presented at the 2025 Session, and will now form the basis of our work alongside our membership to build a system that is safe, accessible and ambitious.

You'll see the Team Canada 2035 strategy more fully mapped out in these pages, where we'll also attempt to measure our progress against these ambitious goals, which include: to be a Top 5 country by medal count across Summer and Winter Games, to get one million more young people involved in organized sport, and to preserve and protect our sporting environments.

Team Canada 2035 also represents a \$500-million private investment in the Canadian sport system over the next decade, driven by the COC's 39 marketing partners and Canadian Olympic Foundation donors.

One thing people are often surprised to hear is that the COC is almost entirely privately funded. We rely on private investment to support high-performance sport in Canada. I'm proud to say that corporate Canada understands the

considerable needs of athletes and the value of sport in this pivotal moment. Through 2025, Team Canada welcomed an unprecedented 10 new marketing partners, and the COC's commercial business is stronger than it has ever been.

But Canada's sport system — from kids at the grassroots level to the heights of the Olympic stage — does not work with private investment alone. This message was echoed by the Future of Sport in Canada Commission, in this year's Final Report.

In 2025, we invested considerable time and resources advocating on behalf of the NSOs for a necessary increase to core funding. I'm pleased to say that, as of this writing, Prime Minister Mark Carney and Secretary of State (Sport) Adam van Koevorden have heard that message loud and clear. This government's commitment of \$755-million over five years as outlined in the 2026 Spring Economic Update is a huge win for Canadian sport and an immensely satisfying outcome for the COC's ongoing government relations work on behalf of the system. Of course the work is not over. With this commitment comes the equally hard work of determining exactly where and how to deploy those funds across the system in ways that truly meet the needs of NSOs and athletes. The COC looks forward to continuing to work alongside all parties to build a stronger, modernized system fit for the next decade and beyond.

We have already started calling 2026 the "Year of Sport," and for good reason. Beginning with Milano Cortina 2026, Canada will also play host to a historic FIFA men's World Cup, and later this summer we'll celebrate the 50th anniversary of the Montreal 1976 Olympic Games and their enduring legacy for sport in Canada.

The past year has presented its share of changes and challenges. But I am more confident than ever in the state of Canadian sport and in the future of Team Canada. There is much to look forward to on the road ahead.

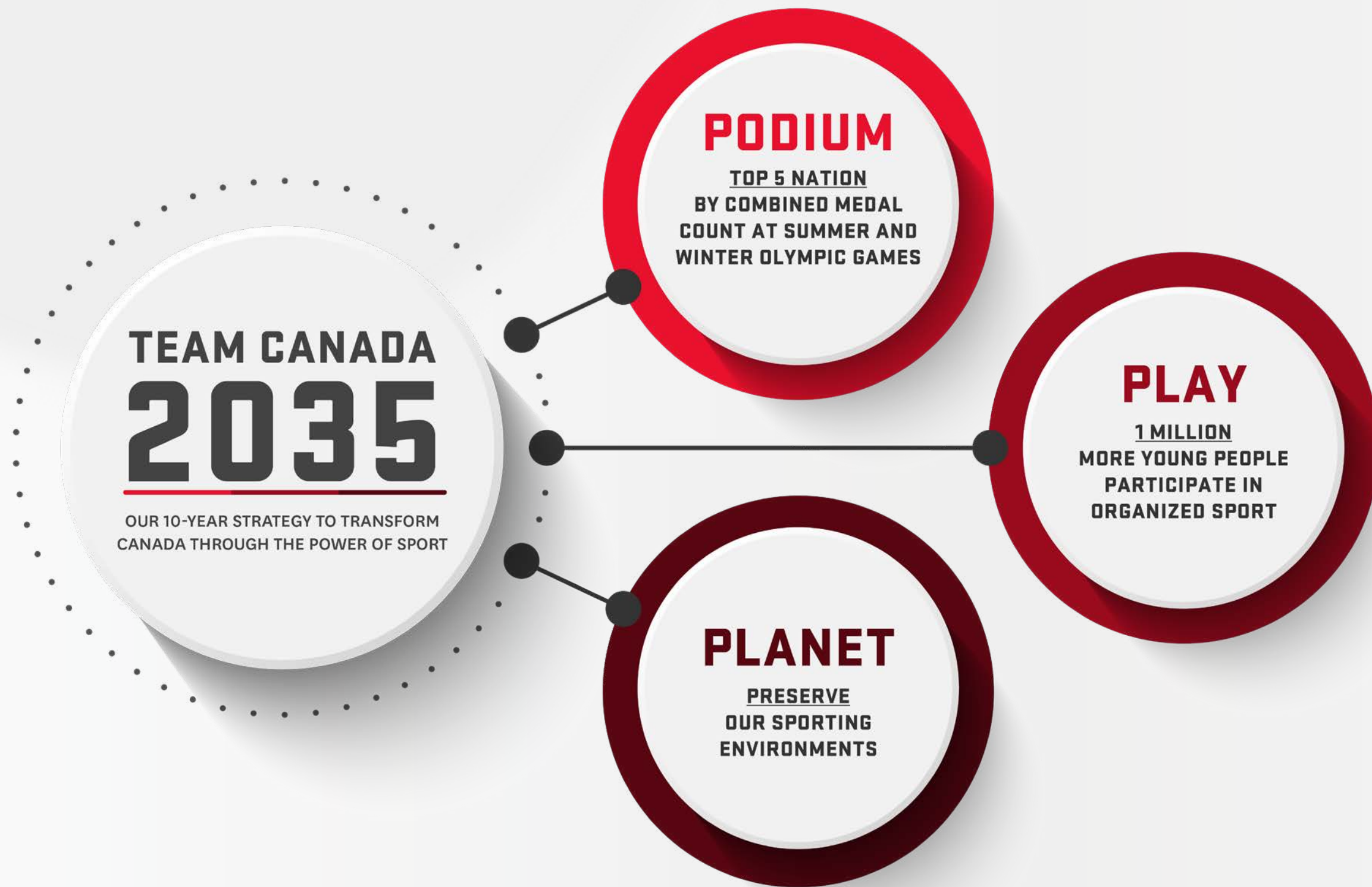
David Shoemaker
Chief Executive Officer & Secretary General
Canadian Olympic Committee



OUR IMPACT



INTRODUCING TEAM CANADA 2035



In 2025, the Canadian Olympic Committee unveiled our new 10-year strategy, Team Canada 2035.

This strategy outlines our ambitious plan to transform Canada through the power of sport over the coming decade. Team Canada 2035 also represents a more than \$500-million private investment in the Canadian sport system.

This investment is made possible by the COC’s 39 marketing partners and Canadian Olympic Foundation donors. The COC and supporting partner organizations have already begun driving impact across three areas of strategic focus: Podium, Play and Planet.



THE HEA IN THE GA



“Volleyball Canada applauds the COC on the launch of its Team Canada 2035 strategic framework. The plan aligns with our own organization’s goals of supported and sustainable high-performance pathways and athlete-centred success, while recognizing the importance of play and inclusion. We are also pleased to see the addition of climate action, which affects us all, but especially sports played outdoors such as beach volleyball.”

- MARK ECKERT,
CEO, Volleyball Canada

“Team Canada 2035 will make an incredible impact on sport in Canada. All three pillars — Podium, Play and Planet — are critical for us at Canada Snowboard, and we’re thrilled to be working with the COC on its commitment to continue topping the podium, getting more youth engaged in snowboard and preserving the winter environments we need for our sport to thrive.”

- DUSTIN HEISE,
CEO, Canada Snowboard

“Sport has the power to inspire a nation.... Leaning into three essential pillars — Podium, Play and Planet — their leadership will support the athletes’ journey in all critical areas and set precedent that will inspire others to rally behind.”

- PHILIPPE MARQUIS,
OLY (Freestyle Skiing) and Chair, COC Athletes Commission





OVERVIEW

With the launch of Team Canada 2035, 2025 was a defining year for the Canadian Olympic Committee — setting the direction, building momentum and translating ambition into action.

In a year focused on preparation for the Milano Cortina 2026 Olympic Winter Games, the COC worked to ensure that Team Canada athletes had the support they needed to perform their best — while developing the blueprints and making foundational investments to drive forward a long-term strategy.

FUTURE IMPACT

Beyond 2025, the COC is committed to developing methods to track and report progress toward our long-term strategic goals. This work will involve collaboration with many organizations and stakeholders across the Canadian sport system.

PODIUM

BECOME A TOP 5 NATION BY COMBINED MEDAL COUNT AT SUMMER AND WINTER OLYMPIC GAMES

The COC will continue its work with partner organizations across the Canadian sport system to provide the holistic support Canadian athletes need to prepare for podium success at the Games.

PLAY

INSPIRING AND ENGAGING ONE MILLION MORE YOUNG PEOPLE TO PARTICIPATE IN ORGANIZED SPORT

Achieving podium success requires a healthy Canadian sport system to sustain a robust athlete pipeline. The COC will collaborate with organizations across the sector to track youth participation in organized sport and inspire and engage more young Canadians.

PLANET

PRESERVING OUR SPORTING ENVIRONMENTS

In 2025, the COC launched our Climate Action Plan, underpinned by a goal to achieve net-zero carbon emissions by 2040. This commitment includes a strategy to track the COC's carbon emissions, strengthen our governance, facilitate transition for athletes and the sport system, and advocate for climate protection policies across the sport system.

To achieve our long-term goals, the COC seeks to elevate the Canadian sport system — ensuring it is better funded, better coordinated and more sustainable, all while continuing to champion safe, inclusive and barrier-free sport for all participants so we can be a Team Canada that reflects Canada.



PODIUM



PODIUM

Driving impact to support sport and high-performance success

In 2025, the priority was clear: to prepare Team Canada athletes for success at the Milano Cortina 2026 Olympic Winter Games.

Behind every podium moment are years of preparation. Throughout 2025, the COC focused on delivering funding and operational support, promoting excellence in the high-performance system — ensuring athletes and coaches had access to the resources, environments and tools they need to perform at their best. This included increased investment in National Sport Organizations (NSOs), expanded direct support for athletes and a continued focus on health, well-being, equipment and performance services.

At the same time, this work extends well beyond one single Olympic Games. The investments and operational support put in place this year are also contributing to the longer journey — one that includes athletes already progressing toward Los Angeles 2028 and future Olympic cycles.



SUMMARY OF KEY INVESTMENTS

DIRECT TO HIGH-PERFORMANCE SPORT FUNDING

\$16.4M

total combined funding from the COC and the Canadian Olympic Foundation into the Canadian high-performance sport system. Through these investments into NSOs and targeted programming, we help to support a healthy high-performance sport system in which athletes can train and develop.

See page 11 & 12 for details on the programs and initiatives that make up this total.

DIRECT TO ATHLETE FUNDING

\$2.4M

total combined funding from the COC and the Canadian Olympic Foundation provided directly to athletes to help them achieve success on and off the field.

See page 14 for details on the programs and initiatives that make up this total.

ATHLETE HEALTH & WELL-BEING

\$3.8M

total combined funding from the COC to support athlete health and well-being. These investments aim to holistically support athletes needs, including their physical and mental health.

See page 16 for details on the programs and initiatives that make up this total.



DIRECT TO HIGH-PERFORMANCE SPORT FUNDING

In 2025, the COC made significant investments to catalyze excellence across the Canadian sport system, collaborating with Own the Podium to support the work of National Sport Organizations (NSOs).

\$10.2M

INVESTED IN NSOS BY THE COC THROUGH OWN THE PODIUM.

These investments include both direct funding to NSOs and the COC’s contributions to Own the Podium, which are needed to administer funding recommendations that support NSOs.

\$0.5M

INVESTED BY THE COC INTO ITS PURSUIT PROGRAM.

Formally known as the Coach Enhancement Program, it provides vital support to coaches and high-performance directors across both summer and winter sports.

\$0.2M

GRANTED TO NSOS AND SPORT PARTNERS BY THE CANADIAN OLYMPIC FOUNDATION THROUGH THE TEAM CANADA HIGH PERFORMANCE FUND.

These strategic, high-impact funds are directed to NSOs’ most urgent high-performance priorities, strengthening the elements that directly influence athlete success and delivering support precisely where it is needed most.

One of the greatest advantages of the Team Canada High Performance Fund is its flexibility, allowing rapid support when NSOs and athletes face urgent situations such as equipment, training camp or return-to-performance needs.



In January 2025, Hannah Schmidt’s season came to a halt following a crash. The Team Canada High Performance Fund provided the flexible, rapid support she needed to get back on track.



\$0.6M

INVESTED IN NSOS BY THE COC THROUGH THE NSO ENHANCEMENT INITIATIVE.

Launched in 2025, these grants support NSOs' pursuit of organizational innovation. The projects supported through this initiative will help elevate the sport system.

\$4M

INVESTED BY THE COC AND THE CANADIAN OLYMPIC FOUNDATION INTO THE NEXT GEN PROGRAM.

Through this program, the COC supports initiatives and programs that assist high-performance youth athletes. Sport Canada matches every dollar up to \$4 million.

\$0.9M

INVESTED BY THE COC INTO THE CANADIAN OLYMPIC AND PARALYMPIC SPORT INSTITUTE NETWORK (COPSIN).

COPSIN comprises seven facilities across the country. Working with NSOs, the COPSIN team provides world-leading training environments for elite athletes and coaches across Canada.





PREMIER NATIONAL PARTNER SPOTLIGHT



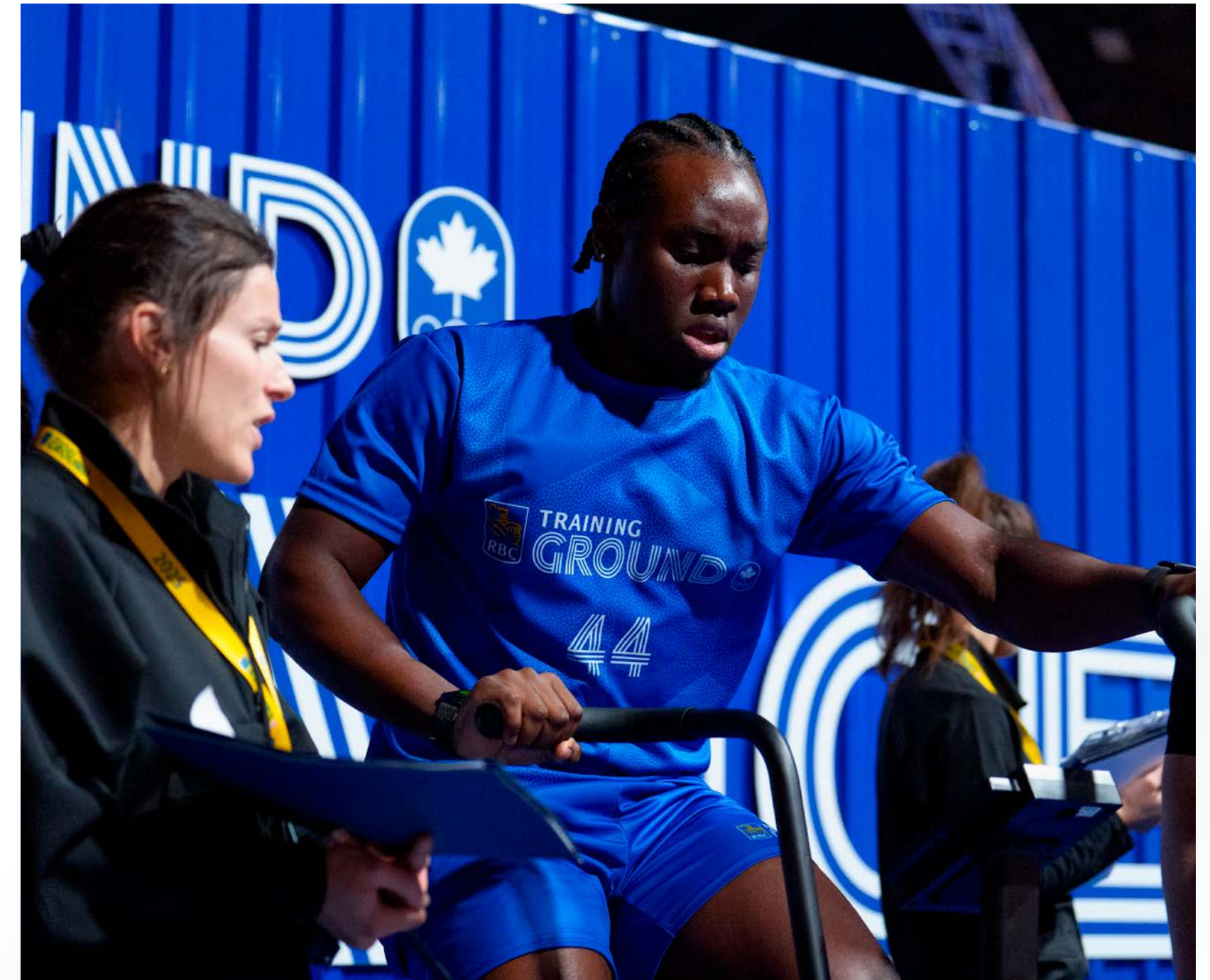
RBC TRAINING GROUND

In 2025, RBC Training Ground celebrated its 10th year. To mark the milestone, new funding opportunities for athletes and updates to the program were introduced to increase access to high-performance sport for athletes from a wide range of backgrounds.

- **RBC Training Ground Athlete Accelerator** is a new funding and support opportunity for program participants facing financial barriers to high-performance sport.
- **RBC Training Ground Women’s Hour** is a new, optional, scheduled participation timeslot at all RBC Training Ground qualifying events reserved for women.
- **RBC Training Ground Inclusion Council** was launched to further advance the program’s commitment to providing fair and inclusive opportunities for all athletes.
- **Program access was expanded to more communities** to reach talent who have not always had the same access to participate (e.g., Indigenous and racialized communities, geographically isolated groups).

“I competed at two national finals, the first in Halifax in 2024, and the second in Vancouver — and I came back stronger this time. To be scouted by multiple sports and to get to choose the one that intensifies my love for sport is what makes it all worth it.”

– **DUNCAN GAUNT,**
2025 RBC Future Olympian



20,000

ATHLETES PARTICIPATED OVER 10 YEARS.

2,500

ATHLETES PARTICIPATED IN 2025.

\$1.3M

GRANTED BY THE COC AND THE CANADIAN OLYMPIC FOUNDATION TO RBC TRAINING GROUND AND THE FUTURE OLYMPIANS PROGRAM.



DIRECT TO ATHLETE FUNDING

Athletes continue to be at the centre of everything we do as an organization.

To achieve our podium goals, athletes need access to resources to succeed on and off the field of play.

\$0.9M

WAS AWARDED TO 150 ATHLETES THROUGH THE ATHLETE EXCELLENCE FUND IN 2025.

This fund is a vital source of support and well-deserved reward for Canadian athletes who win Olympic gold, silver or bronze medals. During non-Olympic years, the COC awards funding for performances at World Championships.

\$1M

AWARDED TO 99 ATHLETES BY THE CANADIAN OLYMPIC FOUNDATION.

in the year leading up to the Milano Cortina 2026 Olympic Winter Games.

\$0.5M

GIVEN DIRECTLY TO ATHLETES BY THE COC AND THE CANADIAN OLYMPIC FOUNDATION.

in the form of honoraria for 423 engagements and appearances representing Team Canada.



“The Olympic dream is an immense challenge that requires far more than just an athlete’s dedication; it also demands a significant financial investment. Each athlete’s Olympic path is supported by many different sporting bodies, but these traditional funding sources almost always leave large financial gaps that athletes scramble to fill. I am incredibly grateful for the generosity of donors and their commitment to supporting Canada’s Olympic hopefuls.”

- BRENDAN MACKAY,
OLY (Freestyle Skiing)



NATIONAL PARTNER SPOTLIGHT



PETRO-CANADA FACE PROGRAM

Since 1988, the Fuelling Athlete and Coaching Excellence (FACE) program has given more than \$14 million to athletes and coaches who do not yet qualify for government funding.

\$0.6M

GRANTED TO 55 ASPIRING CANADIAN OLYMPIANS AND PARALYMPIANS AND THEIR COACHES.

Each aspiring Olympic and Paralympic athlete-coach pairing is awarded a \$10,000 grant to support their journey. This vital source of funding is typically used by the athletes and their coaches to support training, secure equipment, access education and cover travel expenses to compete.

“Petro-Canada is proud to continue supporting the FACE Program and the Class of 2025. These Canadian athletes and their coaches exemplify dedication, perseverance and passion, inspiring communities across Canada. We are honoured to help provide the resources they need to achieve their goals and represent Canada on the world stage.”

- DAVE FATH,
General Manager of Petro-Canada Brand Marketing





ATHLETE HEALTH & WELL-BEING

The COC funded several programs and initiatives in 2025 that aim to provide athletes with holistic support for their mental and physical well-being.

\$3.5M

CONTRIBUTED TO GAME PLAN BY THE COC.

Game Plan continues to be a significant part of the COC’s holistic approach to supporting athletes’ health and well-being. This year, the program celebrated a decade of serving athletes, empowering them with practical tools to live healthy, balanced and successful lives — at every stage of their careers. A key component of this program is access to professional graduate programs provided through the COC’s Official Supporter, Smith School of Business at Queen’s University, helping athletes achieve success in their careers and competition journeys.

\$0.3M

INVESTED IN ATHLETE HEALTH AND WELLNESS INITIATIVES DURING 2025.

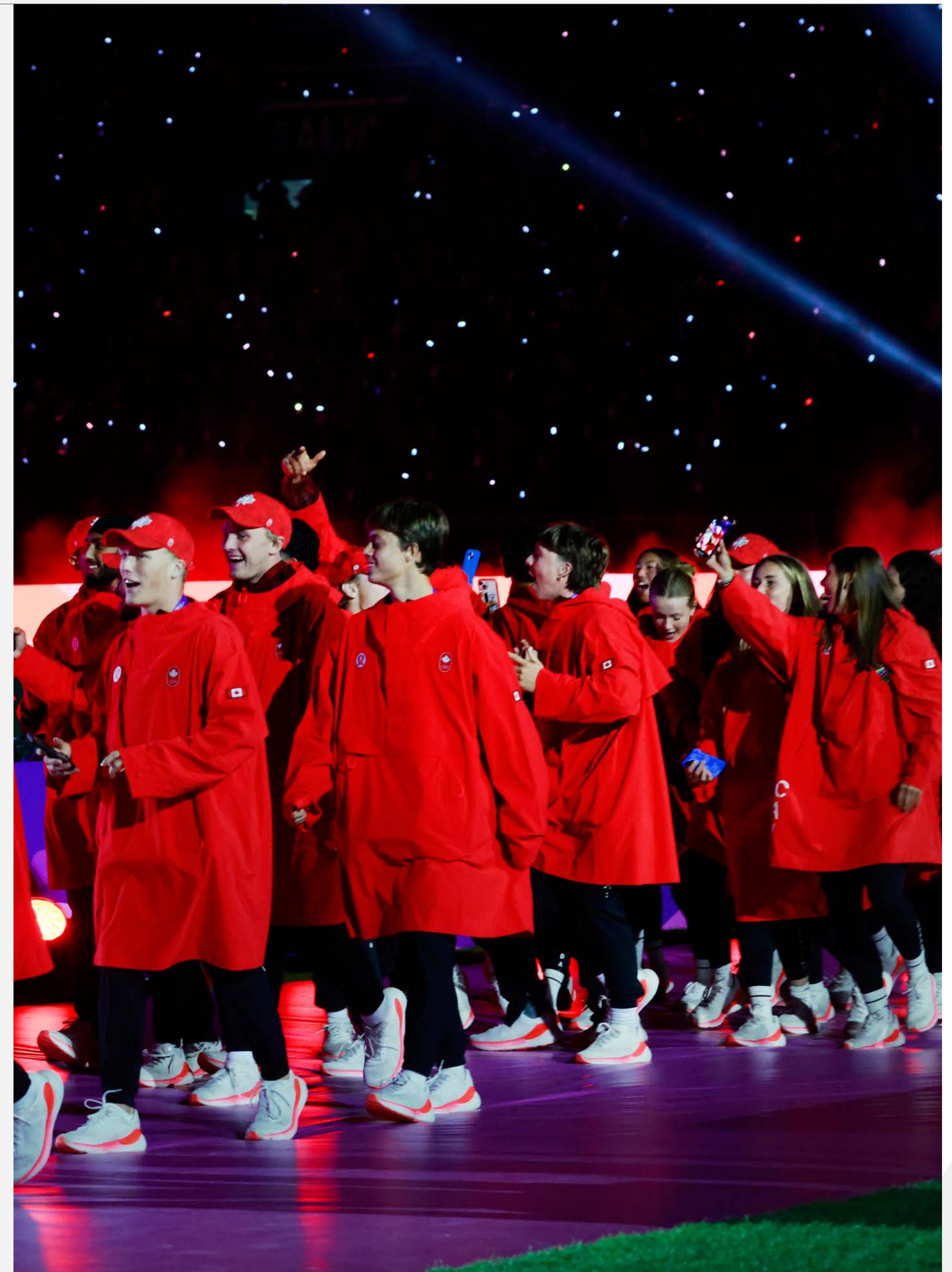
These initiatives are led by the COC’s Chief Medical Officer of Health and Wellness, Dr Mike Wilkinson. A significant part of Dr Wilkinson’s work is to guide the country’s chief medical officers and implement a national physical and mental health strategy to ensure that athletes benefit from a coordinated approach to health and well-being.

1,701

ATHLETES ENGAGED WITH A GAME PLAN ADVISOR ACROSS 2,029 SESSIONS.

“Game Plan has been my personal champion through my transition from athlete to purpose-driven sport professional. Now, I am proud to be a Game Plan Champion, having lived the experience of its transformative power and propensity to allow athletes to thrive both within and beyond sport.”

- **STEPH CURRIE**
(Alpine Skiing), 2025 Game Plan Champion





INVESTING IN EXPERT MENTAL HEALTH

The Canadian Olympic Committee is pleased to welcome Natalie Doucette, PhD, as the new National Clinical Mental Health Lead. Her clinical expertise and sport performance background will advance innovative mental health initiatives across our programs.

Building on the increased expertise and coordination brought by Doucette’s appointment, the COC welcomed Homewood Health as Team Canada’s Official Supporter and Official Mental Health Services Provider. Through Game Plan, Homewood Health will offer athletes access to a comprehensive range of supports and services, including specialized mental health care, counselling and coaching.

FEMALE ATHLETE HEALTH INITIATIVE

Under the leadership of Dr Suzanne Leclerc, an Olympic team physician with extensive high-level sports experience, we launched the Female Athlete Health project and joined the Global Alliance for Female Athletes. This initiative underscores our commitment to advancing athlete care and addressing gender-specific health needs.

“Starting in 2025, we have built a national momentum for female athlete health — anchored by a multidisciplinary task force at the core of the Female Athlete Health Initiative, launched key research projects and strengthened Canadian and global collaborations to better address athletes’ needs.”

- DR SUZANNE LECLERC,
Chair of the Female Athlete Health Initiative

OLY CANADA LEGACY GRANT SPOTLIGHT



MOMENTUM

JILL MOFFAT, OLY (ROWING)

Since 2024, MOMentum has granted \$52,000 to 15 Team Canada athlete mothers competing at both the Olympic and Paralympic Games. Co-founded by OLY Grant recipient Jill Moffat, OLY, Melissa Bishop-Nriagu, OLY, Erica Gavel-Pinos, PLY, Mandy Bujold, OLY, Kim Gaucher, OLY, and Talia Ritondo, PhD(c), MOMentum has been providing funding and mentorship so that no Canadian woman athlete must choose between pursuing sport and building a family.

“Now that MOMentum has been up and running for nearly a year, we’re growing and energized by the many ways we can support Canadian elite athlete mothers, as well as athletes considering starting a family. This grant gives us the boost we need to reach key goals and continue providing the best support possible.”

OLY CANADA LEGACY GRANT

The OLY Canada Legacy Grant recognizes projects led by Team Canada Olympians that draw on Olympic values to build stronger communities. Applicants submitted their projects under one of three categories: Podium, Play and Planet. A total of \$100,000 was awarded to 10 projects.



JUNIOR PAN AMERICAN GAMES ASUNCIÓN 2025



The COC is responsible for all aspects of Canada’s involvement in the Olympic Movement; this includes Canada’s participation in Olympic Games and the Pan American Games and the Youth Olympic Games.

While 2025 was a significant year of preparation for the Milano Cortina 2026 Olympic Winter Games, the COC also worked with NSOs to support Team Canada athletes competing at the Junior Pan American Games Asunción 2025.

157 ATHLETES REGISTERED FOR THE JUNIOR PAN AMERICAN GAMES ASUNCIÓN 2025—A RECORD HIGH FOR TEAM CANADA.

“Winning this spot and gold medal is one of the most beautiful moments of my life.... I have worked hard for a long time to succeed at this event, and experiencing both the achievement and the joy of competition has given true meaning to all the hours of training. Thank you to everyone who contributed to this victory.”

- **GABRIELLE BEAULIEU,**
(Taekwondo, Women’s 67kg), on her gold medal at the Junior Pan American Games Asunción





PREPARING FOR MILANO CORTINA 2026

In the year leading up to the Milano Cortina 2026 Olympic Winter Games, the COC, in partnership with lululemon, hosted athletes and NSO staff in Montreal for a two-day Team Canada Olympic Lab. The goal of the event was to create an inspired and united team performance culture for the Canadian Olympic Team.

Team Canada Olympic Lab events have three main goals: to unite the Canadian Olympic Team, to equip them to perform under pressure and to prepare them for upcoming Olympic Games.

This event provides Canadian Olympic Team members with vital content and tools to deliver podium results. The curriculum focuses on Games-specific content and tools and skills that address the unique challenges of working, coaching and competing at the Olympic Games.



TEAM CANADA MEDIA DAY

Over 600 shoots and interviews resulted from the COC’s Media Day event ahead of the Milano Cortina 2026 Olympic Winter Games.

Over 50 athletes had the opportunity to connect with 17 media outlets from across Canada for a full day of interviews, photography and digital media sessions. This COC-led event allowed selected Milano Cortina 2026 hopefuls to proactively share their stories and build relationships with Canadian media and COC content teams prior to the Games, in a distraction-free environment.

PREPARING FOR LA 2028

The COC invested \$500,000 to support Canadian teams training at the Chula Vista Elite Athlete Training Centre. This world-class, multi-sport training centre is located just outside of San Diego and will act as Team Canada’s training location and official entry point to the LA 2028 Games. Twenty-eight camps were held at this facility across 13 sports. Over the current quad (2025-2028), the COC and Canadian Olympic Foundation will invest \$1.8 million in support of Team Canada athletes training at Chula Vista Elite Athlete Training Centre.

92

ATHLETES ATTENDED THE TEAM CANADA OLYMPIC LAB ALONG WITH 53 NSO STAFF.

84%

OF PARTICIPANTS FELT A GREATER SENSE OF UNITY AFTER ATTENDING THE EVENT.

71%

OF SPEAKERS AT THE EVENT WERE THEMSELVES OLYMPIANS.

Of the total speakers, half identified as female and over 10% identified as racialized.



PLAY



PLAY

Supporting our goal to inspire and engage one million more young people to participate in organized sports

For the Canadian Olympic Committee, 2025 marked the first year of focused action in collaboration with partners across the sport system to address one of the most pressing challenges in Canadian sport: ensuring more young people have the opportunity to play and stay in sport.

Efforts in 2025 focused on building the foundation for long-term impact — identifying and supporting participation initiatives led by National Sport Organizations, launching new programs to reduce barriers to entry and researching national participation trends.

SUMMARY OF KEY INVESTMENTS

ACCELERATING YOUTH PARTICIPATION IN ORGANIZED SPORTS

\$1.4M

in total funding granted to NSO members to support their efforts to increase youth participation in organized sport.





PREMIER NATIONAL PARTNER SPOTLIGHT

Bell BELL STARTING LINE

Launched in partnership with Bell Canada, Bell Starting Line is a long-term initiative designed to open doors for the next generation of athletes — introducing newcomer youth to sport and helping them stay and grow within it. In 2025, the program delivered first-ever pilot events in Toronto and Montreal, partnering with Athletics Canada, Speed Skating Canada, provincial sport organizations and local clubs to provide opportunities for youth new to Canada to try sport and get free access to club programming to continue participating. Over 20 sport organizations partnered with the COC to deliver this programming, resulting in 200 youth participants participating across the two cities.

Through the Bell Starting Line program, youth in Toronto were provided the opportunity to experience several track and field disciplines. To support their continued engagement with the sport, participating youth were given subsidized access to local clubs.

In Montreal, the program provided an opportunity for youth to try skating. For those who took part in the event, access to a free six-week First Strides speed skating program was offered through participating local clubs.

“As someone who’s experienced firsthand how transformative sport can be, this initiative truly hits home. Sport has given me lifelong friendships, opportunities to travel the world and lessons that go far beyond the game — confidence, resilience and a sense of belonging.”

- JACQUELINE MADOGO,
OLY (Athletics)



“While Bell Starting Line provides access to sport and club memberships, the broader goal is to introduce and help build lasting pathways for young athletes, especially those who may not otherwise have the opportunity.”

- DEVORAH LITHWICK,
Senior Vice President and Chief Brand Officer at Bell



ACCELERATING YOUTH PARTICIPATION

The COC supports National Sport Organizations in growing youth participation in organized sport through targeted funding and investments in development programs, research and knowledge-sharing.

To date, this support has enabled 35 NSO-led participation projects — collectively advancing the COC’s long-term goal of one million more Canadians participating in organized sport.

The COC also funds athlete-led initiatives that drive progress toward its youth participation goals through a refocused stream of projects supported by the OLY Canada Legacy Grant. See page 44 for the full list of Olympian-led not-for-profit initiatives that received the OLY Canada Legacy Grant in 2025.

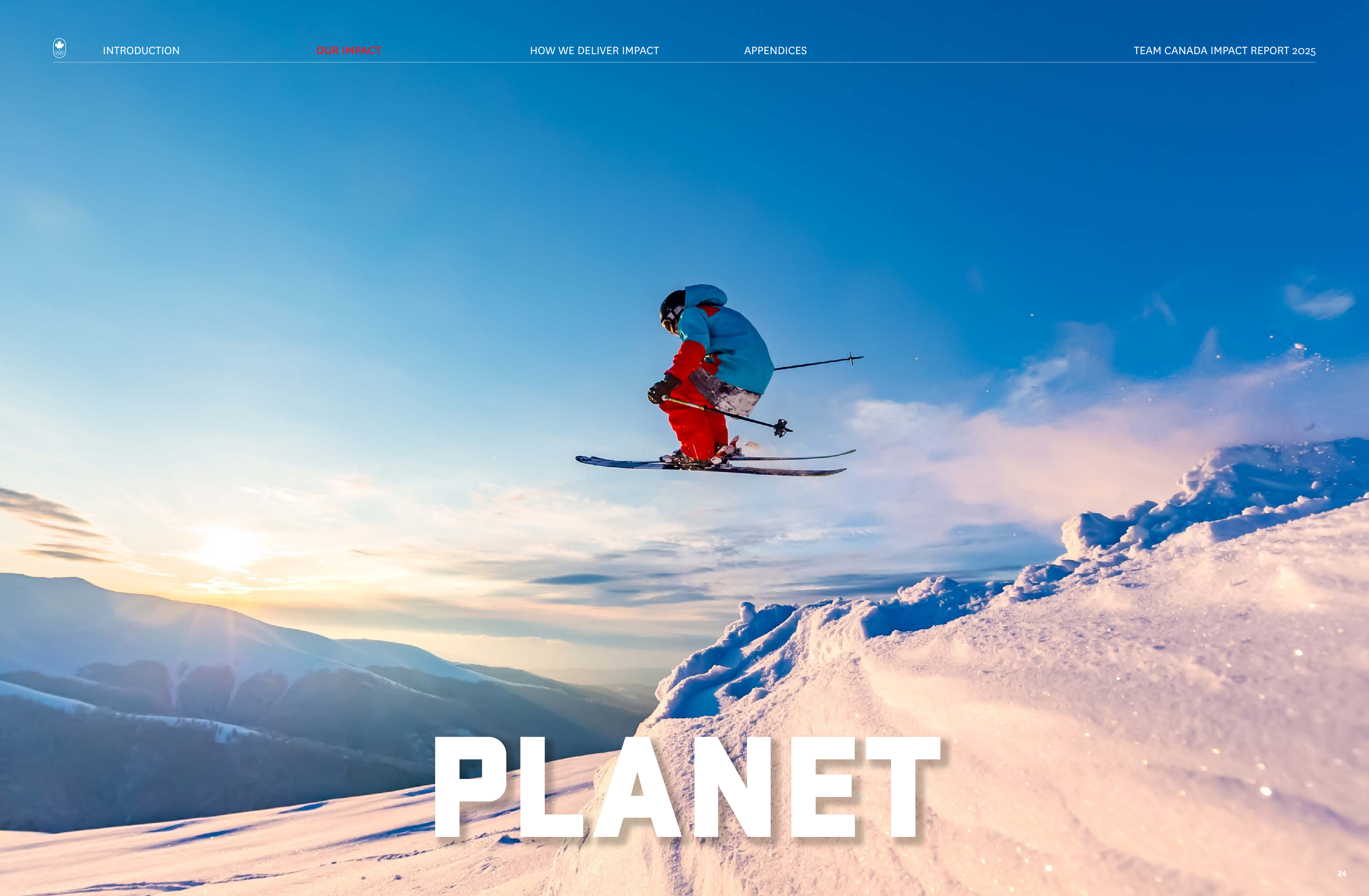
OLY CANADA LEGACY GRANT SPOTLIGHT



BRAVING THE ELEMENTS JEANE LASSEN, OLY (WEIGHTLIFTING)

Designed to support Canadian athletes representing the Yukon and other Northern contingents at the Arctic Winter Games and Canada Games with a focus on trauma-informed mental health and community building.

“The OLY Canada Legacy Grant will help create resources and deliver mental health support for athletes trying out for Team Yukon at the 2025 Canada Summer Games and 2026 Arctic Winter Games. This program builds long-term community strength, supports athlete well-being as they prepare for trials and major competitions, and promotes reconciliation through culturally respectful, relationship-based work.”



PLANET



PLANET

Driving impact by working to preserve our sporting environments

In 2025, the COC took a foundational step forward in our commitment to climate action with the launch of our Climate Action Plan.

This plan outlined our commitment to the Sport for Climate Action Framework, a global framework created by the United Nations that calls for sports organizations to measure and report their carbon footprint.

Over the coming years, the COC will continue reducing our carbon emissions, strengthening our governance, facilitating transition and advocating for climate initiatives across the sport system.

SUMMARY OF KEY OUTCOMES & INVESTMENTS

SPORT POSITIVE SUMMIT AWARDS 2025

The COC was nominated in the Transformation category.

INTERNATIONAL OLYMPIC COMMITTEE CLIMATE ACTION AWARDS

Two Team Canada athletes nominated: Oliver Scholfield, Tokyo 2020 Olympian in Field Hockey; and Gabrielle Smith, Tokyo 2020 Olympian in Rowing.

\$0.4M

Total funding committed by the COC to support climate sustainability initiatives.





CARBON EMISSIONS IN 2024

While the COC released its Climate Action Plan in 2025, the work to preserve sporting environments has been one of the organization’s key impact priorities in recent years, with several climate-related initiatives launched. In total, the COC generated 6,481 tonnes of greenhouse gas emissions in 2024.

WHY REPORT ON 2024 EMISSIONS?

The COC uses a financial control method to report, which requires the fiscal year to end and data to be audited. As a result, reporting covers the previous fiscal year to ensure the data is validated and verified.

57%

of COC’s emissions in 2024 are associated with Games operations (Gangwon 2024 Winter Youth Olympic Games and Paris 2024 Olympic Games) while 43% are associated with regular operations. Efforts in both areas are required to reach the net zero target.

6.6%

reduction in the total tonnes of CO2 generated through the delivery of the Paris 2024 Olympic Games compared to the Beijing 2022 Games. This is particularly noteworthy as the Beijing 2022 Games had a much smaller delegation than Paris 2024.

88%

reduction in the total tonnes of CO2 emissions related to cargo and transport from Beijing 2022 Winter Olympic Games to Paris 2024 Olympic Games. The COC achieved this progress by prioritizing sea freight over air freight, implementing rigorous assessments of shipping requirements, and increasing local purchasing and material rentals.

OLY CANADA LEGACY GRANT SPOTLIGHT



RISING TIDES
GABRIELLE SMITH, OLY (ROWING) and 2025 IOC Climate Action Awards’ nominee in the Athlete category

Grassroots environmental initiative that removes waste from local beaches, lakes, rivers and the ocean, while educating the public on the effects of polluting waterways and empowering individuals to act.

“Water pollution is a ubiquitous problem in Canadian lakes, rivers and oceans. The 2025 OLY Canada Legacy Grant will allow us to get new tools and training to be more creative in our efforts to haul garbage out of our local waterways. We will also be able to host some amazing cleanups and get more community members involved.”



FACILITATING TRANSITION

The COC is a part of a broader national and international sport system. While we are focused on achieving our goal of reaching net-zero emissions by 2040, we're also working to support and promote climate initiatives across the sport system.

The COC invested \$342,005 to support climate sustainability initiatives, such as the NSO Sustainability Pilot Project. Through this initiative, and with the support of the International Olympic Committee, Olympic Solidarity and Racing to Zero, Canada Artistic Swimming, Cycling Canada and Freestyle Canada developed their sustainability strategies, established their emissions baselines and hosted internal workshops on the importance of sustainability and strategies to reduce impact. In addition, funding through the NSO Enhancement Initiative supported six projects that advance environmental sustainability across operations and enabled the rollout of these plans.

“As a snow sport already experiencing the direct impacts of climate change, the funding and support provided through the COC Sustainability Pilot Project, together with Racing to Zero’s expertise, gave Freestyle Canada the tools and guidance to take meaningful, measurable action on sustainability.”

- JESSICA HAWKER,
Chief Operating Officer, Freestyle Canada



Photo Antoine Saito/Antoine Saito



HOW WE DELIVER IMPACT

CATALYSTS, FUNDERS, EXTERNAL ACCELERATORS

THE TEAM BEHIND THE TEAM

Behind Team Canada is a team of 127 people that helps the organization perform — strengthening leadership, culture and workforce readiness so our athletes, partners and staff can deliver on ambitious goals.

Our approach is grounded in the athlete journey and the realities of delivering major Games operations across borders. With many staff coming from high-performance sport backgrounds — including Olympians and those who have worked within the system — we pair lived experience with strong corporate governance and business expertise to build a high-performing, values-driven organization.

KEY OUTCOMES AT A GLANCE

- Completed the selection of 204 Mission Team members (64 in Canada; 140 in Italy) and launched the “One Team” engagement plan to strengthen connection across international operations.
- Delivered a year-round Wellbeing Calendar, reinforcing a holistic approach to staff support.
- Launched a new pulse survey mechanism, achieving 75% participation (vs. 58% benchmark) and maintaining an engagement score above general industry.
- Refreshed the DEI Strategic Plan, completed an Indigenous Inclusion Audit, and strengthened accountability for representation and inclusive culture.

Together, these efforts strengthened the foundations of a high-performing workplace — and a Team Canada that aims to reflect Canada.

21%

of COC staff self-identify as BIPOC.

70%

of COC staff self-identify as a woman.

17

COC staff and Board are Olympians or PanAm athletes.



ATHLETE LEADERSHIP

Alongside the work of our team, athlete voices are central to how we shape and deliver impact across the sport system.

As an athlete-centred organization, we are committed to ensuring athletes have a meaningful role in decision-making. Through the COC Athletes' Commission, athlete representatives provide direct input into key priorities — helping ensure that programs, policies and investments reflect the realities of the athlete journey. See page 42 for a full list of our 2025 Athletes' Commission leaders.

Beyond formal governance, athletes and alumni also play an active role in driving impact. Through initiatives like the OLY Legacy Grants, Team Canada alumni are empowered to lead their own community-based projects — using their experience to give back to sport and inspire the next generation. In 2025, we were proud to provide \$100,000 in funding across 10 incredible Olympian-led initiatives. See page 44 for full details on the year's recipients and the athlete-led OLY Canada Commission that evaluates and selects the projects.

Team Canada athletes and alumni have also contributed through mentorship, storytelling and program leadership roles each year — bringing credibility, insight and lived experience to the work we do. Together, these contributions ensure that our efforts are not only designed to support athletes but shaped by them.





TEAM CANADA MARKETING PARTNERS

The Canadian Olympic Committee is fortunate to have an incredible group of marketing partners whose support for Team Canada and the Olympic Movement in Canada more broadly enables the COC and our NSO members to drive impact.

In 2025, the COC welcomed 10 new marketing partners including Tim Hortons and Intact Insurance as National Partners; McCain, Homewood Health, Nulo, GoodLife and Maple Leaf Foods as Official Supporters; Hillberg & Berk and Kala as Official Suppliers Partners; and The Gist as a Media Partner.

PREMIER NATIONAL PARTNERS



NATIONAL PARTNERS



OFFICIAL SUPPORTERS



OFFICIAL SUPPLIERS



MEDIA PARTNERS



WORLDWIDE OLYMPIC PARTNERS



NATIONAL PARTNER SPOTLIGHT



As a National Partner of Team Canada, Intact Insurance is helping athletes turn potential into performance. The partnership represents a shared ambition to uplift and support the nation's best athletes and aligns closely with Intact's values of excellence and commitment to high performance. Through direct athlete support, national campaigns that spotlight their journeys and its long-standing investments in sport, Intact is helping athletes strive for excellence on the world stage.

“Sport has the power to build resilience, foster excellence and promote inclusion — which are principles that we live by every day at Intact. By partnering with the COC, we’re not only cheering for Team Canada and supporting athletes who strive for excellence every day; we’re also continuing our legacy of investing in sports partnerships that directly support the communities where we operate.”

- IMEN ZITOUNI,
Senior Vice President & Chief Marketing Officer at Intact Financial Corporation

NATIONAL PARTNER SPOTLIGHT



As one of the COC's newest National Partners, Tim Hortons is helping bring Canadians closer to Team Canada — on and off the field of play. From Team Canada trading cards to in-restaurant campaigns that celebrate every gold medal moment, Tim's is turning Olympic success into shared national experiences, while its partnership helps power the journeys of Team Canada athletes.

“This partnership is about showing up for Canadian athletes by serving a taste of home at the Milano Cortina 2026 Olympic and Paralympic Winter Games and bringing Canadians together through meaningful moments of celebration across the country.”

- HOPE BAGOZZI,
CMO, Tim Hortons

PREMIER NATIONAL PARTNER SPOTLIGHT **lululemon**

In the fall of 2025, lululemon revealed the official 2026 Olympic and Paralympic athlete kits for Team Canada.

This launch was the culmination of two years of collaboration between lululemon and Team Canada athletes to understand their needs. The line featured thermoregulation, inclusive design, Canadian pride and elevated style.

4,134,620

interactions with content or events related to the launch of the official 2026 Olympic and Paralympic uniforms — up 34% from Paris 2024.

“As a country that thrives in the cold, the Winter Games are particularly special to Canadians, and all of us at lululemon are incredibly proud to support Team Canada on the world’s largest sporting stage with product designed for athletes and with athletes.”

– **CALVIN MCDONALD,**
CEO of lululemon

“We put all of our time and energy into becoming Olympians and Paralympians, so it’s amazing that the Future Legacy program gives back to athletes in a way that promotes Canadian success and stories for generations to come.”

– **CASSIE SHARPE,**
OLY (Freestyle Skiing)



CANADIAN OLYMPIC FOUNDATION

CONVERTING PASSION INTO PURPOSE

The Canadian Olympic Foundation 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.



\$7.4M

granted in 2025 to support the Canadian sport system and Team Canada athletes.

“As a Canadian ski jumper training and living in Slovenia, support from donors feels like a warm hug from back home — a place from which I sometimes feel disconnected. It feels amazing to know Canada has my back.”

As an athlete, I carry a backpack of stones every time I train — whether the stones are physical, personal, mental or financial. Thanks to donor generosity, my backpack is a few stones lighter.”

- ABIGAIL STRATE,
OLY (Ski Jumping)

THANK YOU TO OUR TEAM CANADA NATION BUILDERS

- DAVID, RUTH, DANIEL, REBECCA & MAX ASPER
- TIM DATTELS & KRISTINE JOHNSON
- SUSAN, PERRY, TAYLOR & NICHOLAS DELLELCE
- ESTATE OF CECIL ESAKIN
- MOEZ & MARISSA KASSAM EQUITY FUND
- THE KAVELMAN FONN FOUNDATION
- MALAVIYA FOUNDATION
- THE MURPHY FAMILY FOUNDATION
- POWER CORPORATION OF CANADA | POWER CORPORATION DU CANADA
- ADRIAN & ANGE ROCCA
- THE ROSSY FOUNDATION | LA FONDATION ROSSY
- SALIBA FAMILY FOUNDATION
- STOLLERY FAMILY

“Supporting the Canadian Olympic Foundation and Team Canada reflects our commitment to strengthening Canada. Team Canada athletes embody a spirit that goes far beyond competition in their commitment to perseverance, growth and achieving one’s full potential. The dedication and determination shown by Olympians remind us that excellence isn’t about perfection, but about showing up, putting in the work and continually striving for what once felt impossible. By investing in Canadian athletes, we hope to spark that same sense of purpose and possibility in future generations. Team Canada athletes inspire all Canadians to strive for excellence in their own lives.”

- THE ROSSY FOUNDATION | LA FONDATION ROSSY
(first-time Nation Builder Donor)



“As deeply committed Canadians, our support for Team Canada is personal and grounded in our belief in the power of sport to unite, inspire and strengthen national pride on the global stage. Canadian athletes embody resilience, humility and excellence, qualities that reflect the very best of who we are as a country. Having witnessed the magic of the Olympics firsthand, experiencing the energy, the emotion and the connection amongst Canadians, our pride in Team Canada has only deepened. Supporting the Canadian Olympic Foundation is our way of helping athletes pursue their dreams without limitation while showing them how proud we are of their dedication and achievements.”

- JON AND NANCY LOVE
(Team Canada Giving Circle Torch Bearers)



TEAM CANADA BRAND AND DIGITAL ENGAGEMENT

In 2025, Team Canada’s social media channels experienced significant growth and engagement, amassing over 57 million total interactions, while the Team Canada App saw a 44% rise in monthly active users, demonstrating a powerful and expanding connection with fans.

WE ARE ALL TEAM CANADA

293M

TOTAL IMPRESSIONS GENERATED THROUGH THE CAMPAIGN.

The We Are All Team Canada campaign, produced jointly with the Canadian Paralympic Committee, aimed to unite the country around Team Canada and highlight the important role of sport in our national identity. The campaign generated 3 million views and 60 thousand engagements.



4 NATIONS HIGHLIGHTS

For the first time since 2016, the 4 Nations Face-Off brought top NHL talent from Canada, the United States, Sweden and Finland together for a high-stakes competition. The 4 Nations Face-Off was covered by the COC as a crucial moment leading up to the Olympic Winter Games.

150,000

PAGEVIEWS IN LESS THAN 12 HOURS OF THE STORY ON OLYMPIC.CA

summarizing the 4 Nations finals victory over the United States. It was the top result ever for a sports story published on Olympic.ca.

77,000

NEW FANS FOLLOWED TEAM CANADA SOCIAL MEDIA CHANNELS THROUGHOUT THE 4 NATIONS COVERAGE.

BRAVE IS UNBEATABLE

Brave is Unbeatable, a creative collaboration between Team Canada and CBC/ Radio-Canada, launched 100 days ahead of the Milano Cortina 2026 Winter Olympic Games. Now in its second iteration, the campaign again rallied Canadians behind Team Canada athletes while highlighting the obstacles they’re navigating on their journey to the world stage. By showcasing stories of 14 athletes from across different sports, the campaign brought forward diverse stories to resonate with and inspire Canadians nationwide in their own lives. The campaign was narrated by 2 Canadians whose stories of bravery have inspired the country: in English by seven-time Olympic medallist Andre De Grasse, and in French by the Rwandan-Canadian artist Corneille.

“For me, ‘Brave is Unbeatable’ is defined by all we do when there are no cameras turned at us. It is the work we do in the shadows, the doubts that sometimes creep in, but that we overcome to represent our country at our best on the world scene. It’s the courage of not abandoning and to go beyond.”

- MARIE-PHILIP POULIN,
OLY (Ice Hockey)

EXTERNAL ACCELERATORS

ADVOCACY

As the organization responsible for all aspects of Canada’s involvement in the Olympic Movement, we recognize our role within the sport system to advocate for federal government investment in sport.

With a new government formed in 2025 under the leadership of Prime Minister Mark Carney, the Canadian Olympic Committee, the Canadian Paralympic Committee and NSO members have worked to promote the positive impact of sport and to align with the Carney government’s objectives.

FEDERAL BUDGET 2025

In August 2025, ahead of the federal budget, the Canadian Olympic Committee and our sport partners submitted a proposal to the government requesting an additional \$144 million in annual sport investment. This proposal included a request for a minimum increase of \$20 million to the International Single Sport Events (ISSE) program and a reinvestment of single sport betting revenues into the Canadian sport system. Additionally, the proposal included a request to modernize policy to align with the Future of Sport in Canada recommendations.

This work is set to extend into 2026 as the COC and our partners persist in advocating for the requested funding increases for Canadian sport within the federal budget.



The COC, alongside the Canadian Paralympic Committee and NSO members, organized a lobbying day on Parliament Hill, bringing athletes to Ottawa to meet with the media, Secretary of State (Sport) Adam van Koeverden and members of Parliament to advocate for investment in sport. Ahead of the athletes’ visit, “We Are All Team Canada” banners with calls to invest in sport were placed in bus shelters around Parliament Hill and in the Rideau Centre.

INTERNATIONAL RELATIONS

The International Olympic Committee (IOC) entered a historic period with the election of Kirsty Coventry, the first female and first African President of the organization. This election further reinforced Canada's strong, values-based relationship with the IOC.



TOP 10

The COC retained its position on the global Sports Political Power Index, remaining one of the few nations to demonstrate continued influence without increasing investment.

CANADA'S CONTRIBUTIONS ON THE GLOBAL STAGE

Canadian Olympic Committee President Tricia Smith contributed to the working group for the Association of National Olympic Committees Strategic Plan. This important work is aimed at modernizing and strengthening governance across the global organization.

In addition to this work, the COC contributed to the development of the IOC's Child Rights Framework, expanding Canada's leadership and credibility within the international sport system and reinforcing its position as a trusted and values-driven partner across the Olympic Movement.

CANADA'S INTERNATIONAL REPRESENTATIVES NETWORK

The COC continued to support increased alignment among Canada's international representatives by coordinating engagement and sharing priorities via the International Representatives Network which brings together Canadian sport leaders through positions on International Federations or international boards and commissions.

REMOVING BARRIERS TO ACCESS

The COC continued its leadership in refugee athlete inclusion and sport-for-development initiatives. With a focus on removing barriers to access and linking international and domestic projects, the organization maintained its membership in the Centre for Sport and Human Rights and its work on strategic Olympic Solidarity projects.



APPENDICES

GOVERNANCE

A skilled and diverse Board of Directors governs the work of the COC. The 98 voting members of the COC elect this Board of Directors.

The voting members represent each of the National Sport Organizations on the official programs of the Olympic Summer Games, Olympic Winter Games and Pan American Games, the IOC members in Canada, International Sports Federation presidents residing 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 Canada 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. Six standing committees assist the Board in fulfilling its governance responsibilities.





CANADIAN OLYMPIC COMMITTEE BOARD OF DIRECTORS

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

CANADIAN OLYMPIC FOUNDATION BOARD OF DIRECTORS

- **PERRY DELLELCE**, Chair
- **RUTH ASPER**, Director
- **IAN CLARKE**, 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
- **SCOTT PATERSON**, Director
- **ADRIAN ROCCA**, Director
- **CAILEY STOLLERY**, Director
- **BRUNY SURIN**, Member & Director

COC ATHLETES' COMMISSION

The COC Athletes' Commission (AC) represents the voice of Canadian Olympic athletes to the Canadian Olympic Committee Board of Directors, to Sport Canada, to the International Olympic Committee, to the International Sports Federations and to all other domestic sport organizations.

- **PHILIPPE MARQUIS** – Chair (Freestyle Skiing)
- **MAXWELL LATTIMER** – Vice-Chair (Rowing)
- **MERCEDES NICOLL** – First Officer (Snowboard)
- **CYNTHIA APPIAH** (Bobsleigh)
- **RACHEL NICOL** (Swimming)
- **SYDNEY PAYNE** (Rowing)
- **OLIVER SCHOLFIELD** (Field Hockey)
- **JACQUELINE SIMONEAU** (Artistic Swimming)
- **MARIELLE THOMPSON** (Ski Cross)
- **KATIE VINGENT** (Canoe/Kayak Sprint)
- **CHARITY WILLIAMS** (Rugby Sevens)

As part of its work, the COC Athletes' Commission played a key role in consulting on the development of the COC's Future of Sport in Canada Commission submission. The AC also led the creation and 2025 release of the Post-Paris 2024 Olympic Games Athlete Survey report. Of note, the AC completed a comprehensive update of the Athletes' Commission's Terms of Reference, which are now publicly available through the COC's website.

“While the Canadian sport system was under scrutiny, we engaged with many stakeholders ensuring the athletes' voice was both measured and impactful. The COC AC athlete survey equipped us with clear feedback to support and enhance our strong collaboration with the COC and the broader sport system.”

-PHILIPPE MARQUIS,
OLY, COC Athletes' Commission Chair



CANADIAN OLYMPIC COMMITTEE BOARD COMMITTEES

Pursuant to the COC General By-law No. 1 (Article 4), six standing committees 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 and a list of the committee members as of March 2026.

AUDIT, FINANCE & RISK MANAGEMENT COMMITTEE

- IAN CLARKE (Chair)
- KAREN RUBIN (Vice Chair)
- STACEY ALLASTER
- SAÄD RAFI
- DEBRA ARMSTRONG
- THERESE BRISSON
- JEAN-FRANÇOIS COURVILLE
- OLIVER SCHOLFIELD
- TRICIA SMITH
- DAVID SHOEMAKER
- MICHAEL FRENCH (COC Staff Liaison)

GOVERNANCE & ETHICS COMMITTEE

- DAVID DE VLIENER (Chair)
- LORI DEGRAW (Vice Chair)
- SAÄD RAFI
- LARA MUSSELL SAVAGE
- JENNIFER BISHOP
- DEBRA GASSEWITZ
- IÑAKI GOMEZ
- MAXWELL LATTIMER
- PETER LAWLESS
- TRICIA SMITH
- DAVID SHOEMAKER
- MARIANNE BOLHUIS (COC Staff Liaison)

PEOPLE & CULTURE COMMITTEE

- KAREN RUBIN (Chair)
- JAQUI PARCHMENT (Vice Chair)
- MARIE-HUGUETTE CORMIER
- PETER DINSDALE
- HUBERT T. LACROIX
- PHILIPPE MARQUIS
- TRICIA SMITH
- DAVID SHOEMAKER
- CANDICE MAXIS (COC Staff Liaison)

INVESTMENT COMMITTEE

- HUBERT T. LACROIX (Chair)
- JAQUI PARCHMENT (Vice Chair)
- IAN CLARKE
- TOM BRADLEY
- LESLIE CLIFF
- DIANE FULTON
- MICHELLE PESHKO
- MADISON MAILEY
- TRICIA SMITH
- MICHAEL FRENCH (COC Staff Liaison)

NOMINATING COMMITTEE

- LORI DEGRAW (Chair)
- PETER DINSDALE (Vice Chair)
- KRISTY BALKWILL
- ISABELLE TURCOTTE BAIRD
- KATHERINE HENDERSON
- LORRAINE LAFRENIÈRE
- GORD ORLIKOW
- RICHARD POWERS
- OLIVER SCHOLFIELD
- MARIANNE BOLHUIS (COC Staff Liaison)

TEAM SELECTION COMMITTEE

- MARIE-HUGUETTE CORMIER (Chair)
- HUBERT T. LACROIX (Vice Chair)
- MERCEDES NICOLL
- KATHY BROOK
- SHANNON WINZER
- MARK ECKERT
- KATHERINE HENDERSON
- PETER JUDGE
- JACQUELINE SIMONEAU
- WALTER SIEBER (non-voting)
- CHRISTINE GIRARD (ex-officio, non-voting)
- BRUNY SURIN, CHEF DE MISSION, SUMMER GAMES (ex-officio, non-voting)
- JENNIFER HEIL, CHEF DE MISSION, WINTER GAMES (ex-officio, non-voting)
- ELLA MAWDSLEY (COC Staff Liaison)

OLY CANADA COMMISSION

The OLY Canada Commission represents active and retired Team Canada Olympians, providing a collective voice and empowering the Olympian community to advance the values and spirit of Olympism across Canada.

“2025 was an important year for the OLY Canada Commission: an election, preparing for the World Olympians Organization election, a comprehensive strategic and communications review, and our ongoing stewardship of the OLY Canada Legacy Grant. Now in our 5th year since the OLY Canada Commission was established, the real fun begins as we translate this work into meaningful action!”

–CHRISTINE NESBITT,

OLY (Speed Skating) and Chair of the OLY Canada Commission

- **CHRISTINE NESBITT, OLY** – Elected Chair (Speed Skating)
- **BRUNY SURIN, OLY** – Elected Co-Chair (Athletics)
- **MATHIEU BILODEAU, OLY** – Elected Member (Athletics)
- **CLAIRE CARVER-DIAS, OLY** – Elected Member (Artistic Swimming)
- **MAXIME DUFOUR-LAPOINTE, OLY** – Elected Member (Freestyle Skiing)
- **KIERRA SMITH, OLY** – Elected Member (Swimming)
- **JENNIFER WALINGA, OLY** – Elected Member (Rowing)
- **ÉMILIE FOURNEL, OLY** – Appointed Member (Canoe-Kayak – Sprint)
- **MERCEDES NICOLL, OLY** – Appointed Member (Snowboard)
- **OLUSEYI SMITH, OLY** – IOC AC – Ex-Officio Member (Athletics, Bobsleigh)
- **MELISSA HUMANA PAREDES, OLY** – Pan Am AC – Ex-Officio Member (Beach Volleyball)

OLY CANADA LEGACY GRANT

In 2025, the COC unveiled 10 Olympian-led projects that will receive the OLY Canada Legacy Grant, now in its sixth edition.

A total of \$100,000 was awarded to 10 projects. The grant advances the work within each of the Team Canada 2035 pillars: Podium, Play and Planet.

PODIUM

- MOMentum, led by Jill Moffatt (Rowing '20, '24)
- Taking Down Barriers, led by Carol Huynh (Wrestling '08, '12)
- Ride 100% Féminin, led by Karol-Ann Canuel (Road Cycling '16, '20)

PLAY

- Half Court Hoops, led by Paige Crozon (3X3 Basketball '24)
- Braving the Elements, led by Jeane Lassen (Weightlifting '08)
- Tri-it Schools, led by Mark Johnston (Swimming '00, '04)
- The Power of Play, led by Leah Ferguson (Wrestling '12)
- Track & Field Clinics, led by Donna Clarke (Athletics '84)

PLANET

- Green Sports Day Canada, led by Melissa Humana-Paredes (Beach Volleyball '20, '24)
- Rising Tides, led by Gabrielle Smith (Rowing '20)



FINANCIALS - FISCAL YEAR 2025

FINANCIALS

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

	2025 (\$)	2024 (\$)		2025 (\$)	2024 (\$)
ASSETS			LIABILITIES		
Current assets			Current liabilities		
Cash	4,362	8,863	Accounts payable and accrued liabilities	7,746	6,022
Receivables and deposits	14,508	9,439	Deferred revenue	2,092	546
Short-term investments	2,344	6,512		9,838	6,568
	21,214	24,814			
Investments	174,263	174,149	Deferred capital contributions	125	200
Capital assets	1,421	1,757	Total liabilities	9,963	6,768
Total assets	196,898	200,720	FUND BALANCES		
			Externally restricted		
			Petro-Canada Olympic Torch Scholarship Fund	8,813	9,323
			Olympic Legacy Coaching Fund	12,604	12,679
				21,417	22,002
			General Fund		
			Internally restricted		
			Canadian Olympic Family Fund	153,117	150,838
			Invested in capital assets	1,296	1,557
			Unrestricted	11,105	19,555
				165,518	171,950
			Total fund balances	186,935	193,952
			Total liabilities and fund balances	196,898	200,720

FINANCIALS

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

	2025 (\$)	2024 (\$)
REVENUES		
Partner and marketing revenues	31,027	45,375
Investment revenue	11,940	16,818
Grants, donations and other	8,882	15,171
Total Revenues	51,849	77,364
EXPENSES		
Program and operating expenses	56,216	81,679
Grants and related expenses	1,901	2,025
Investment management fees	749	744
Total Expenses	58,866	84,448
Deficiency of revenue over expenses	(7,017)	(7,084)

