

IN A GAME OF INCHES, EVERY MOVE COUNTS.

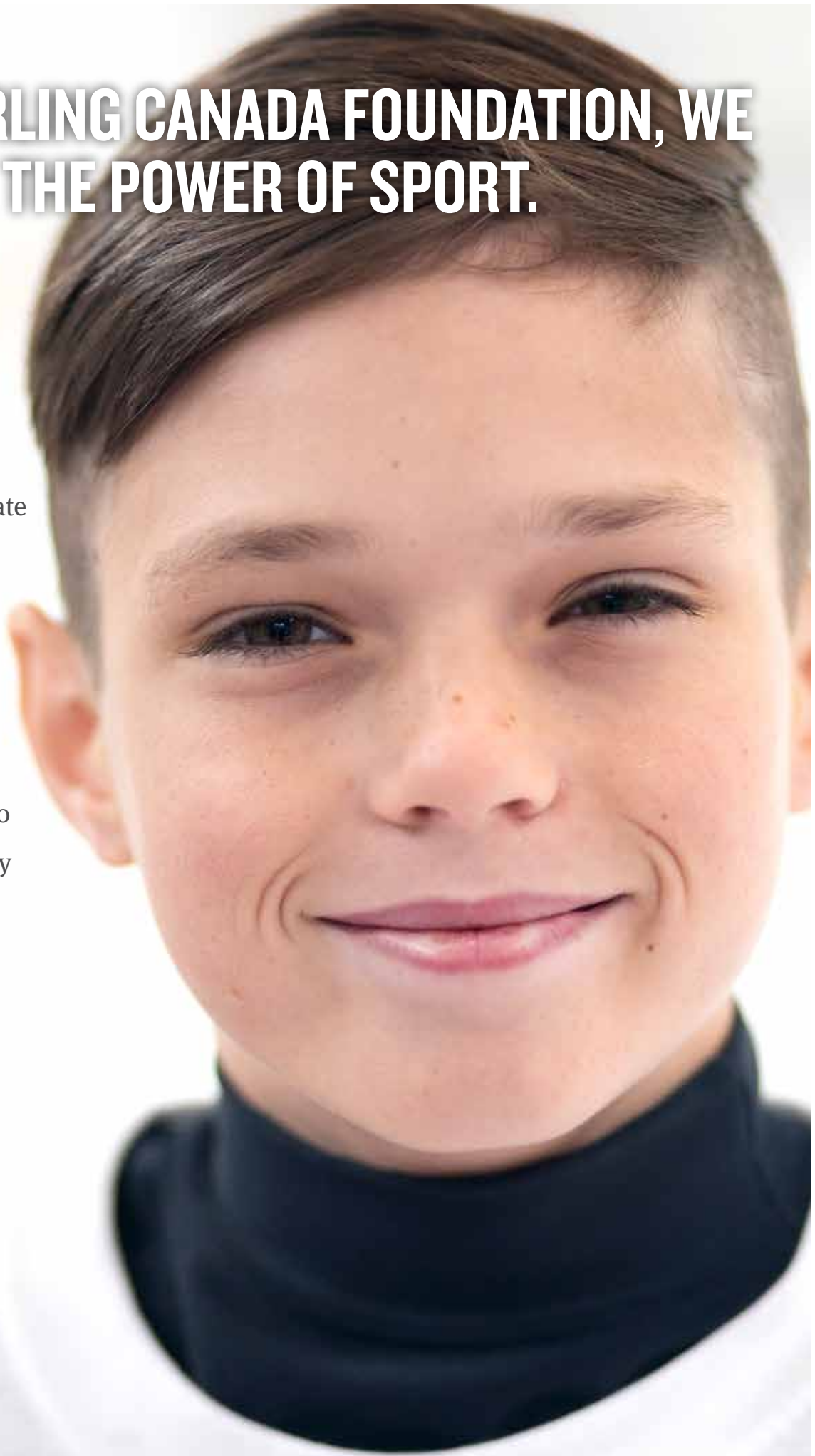
ARE YOU READY TO MAKE YOURS?



AT THE CURLING CANADA FOUNDATION, WE BELIEVE IN THE POWER OF SPORT.

We know that amazing things happen, both on and off the ice, when kids are given the opportunity to participate in grassroots curling.

When kids have the support of the curling community throughout their journey, there is no limit on the success they can achieve.





“ The champion curlers that our fans see on national television all started young, members of a club somewhere in Canada, away from the spotlight, falling in love with the sport of curling. The special thing about curling in Canada is that our very best, the best in the world, continue to practise and train at those very same clubs every day across the country. Grassroots leagues are going on while Olympic and World Champions are training right beside them, and young curlers are seeing firsthand that dreams can be realized.

Support our young curlers. Help grow their love of the game. It is an ideal that will never lose its importance. It will always be the first step in realizing dreams. ”

*- Nolan Thiessen CPA, CA
Manager, Championship Services & Athlete Liaison
Curling Canada*

THE IMPORTANCE OF GETTING IT RIGHT

The overall and long-term growth of our sport is directly linked to the recruitment and retention of our youngest athletes.

The more **fun** kids have curling, through **fundamentals**, which include individual and team skill-based games and activities, or age and skill level appropriate inter-league play and competitions, the more likely they are to engage in curling as a sport for life.

Align yourself with our approach:
If it is worth doing, it is worth doing right.

Curling Canada's youth programs are designed in alignment with the Long Term Athlete Development framework, are user-friendly, easily delivered, and adaptable.

As a national sporting organization, it is our responsibility to ensure we are always putting the health, safety and well-being of athletes above anything else. Therefore, we follow the Canadian sport system-adopted systematic, science-based approach where children and young adults need to be doing the right things, in the right way and at the right time, to develop their sport.

“There is downward trending information regarding participation in sport across Canada, and yet, participation in curling is actually on the rise year over year – specifically in 12 to 17 year olds.” -*Helen Radford, Manager, Program Development - Youth Curling and Next Gen, Curling Canada*

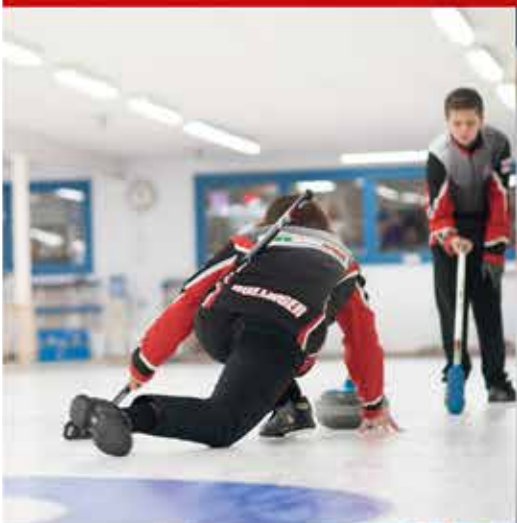
Participation in curling is in stark contrast to national sport participation trends. What does this mean? It means that Curling Canada is doing something right, and we need you to help ensure we continue to build on this success into the future.

CURLING TEACHES AS MUCH ABOUT LIFE AS IT DOES ABOUT SPORT.

Kids' lives are positively impacted by sport.

Our **Kids Dream BIG** philosophy supports the idea that being involved in organized sport helps to create more confident, well-rounded young adults.

With healthy self-esteem and a robust support system, every child can dream BIG.



THE IMPACT OF YOUR SUPPORT

From the gym floor to ice sheet, from team-building activities to inter-league play, each of our youth curling programs are focused on creating fun and engaging experiences that can adapt to the interest, need, and skill level of each young curler.

That's **our** promise to fulfill **your** role in helping kids dream big.

Egg Farmers Rocks and Rings

This program has created first-time experiences for more than 1.5 million school-aged children across Canada.

It is often a young Canadian's first exposure to curling.

This program has recently expanded to inter and intra school tournaments.

Inter-League Play & Hit Draw Tap

Grassroots league play provides kids with the best opportunity to curl with their friends and continue learning new skills as they play games against teams from their own area or nearby regions.

Fun, skilled-based competitions like Hit Draw Tap allow kids to focus on their individual skill development.

Championships

With Under-15 regional, Under-18 national, and Under-21 junior national championships, there are age and skill-level appropriate competitions for youth curlers across Canada.

These championships present opportunities for curlers to engage further in the sport and invest deeper into their passion for the game.



Curling 101

A staggered and targeted program that takes kids from the gym floor with Rocks and Rings out onto the ice for their first in-club experience.

Kids, and their families, are invited to an ice session to enjoy a fun and safe curling experience.



Youth Learn to Curl

Age and stage appropriate programs are continuously being developed and updated.

Right now, Under-12, Under-15, and Under-18 kids are guided through an eight-week

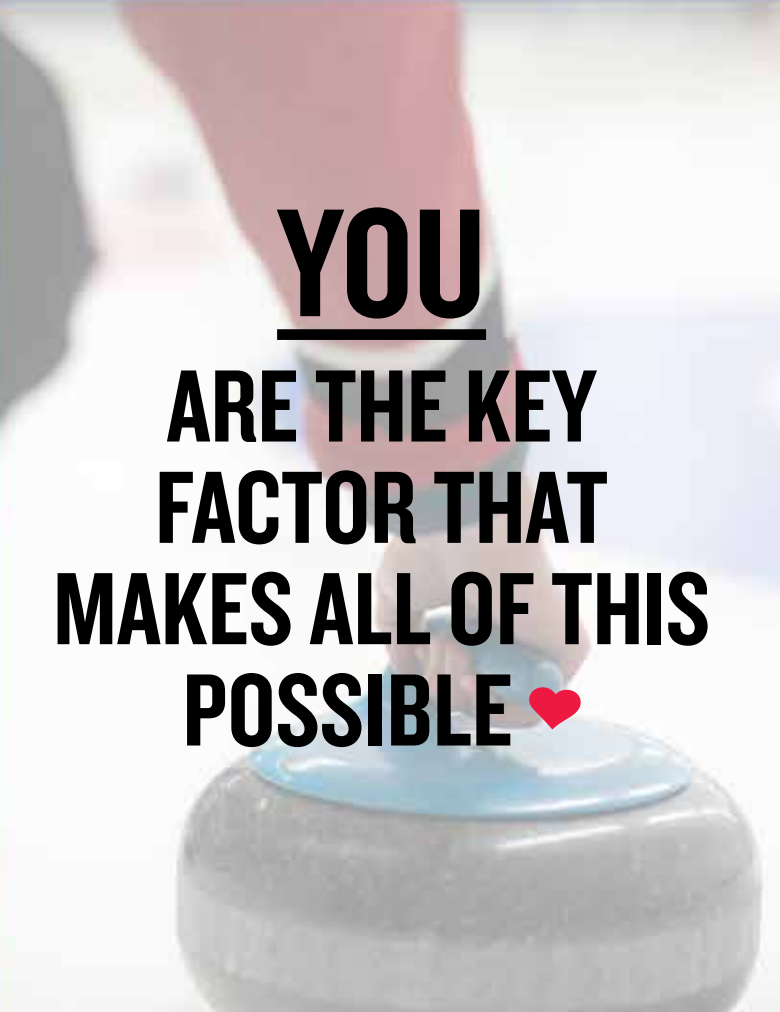
interactive session that teaches game fundamentals with a focus on participation, fun, and meeting new friends.



For the Love of Curling Scholarships

Every year ten scholarships are awarded to the most deserving youth athletes and leaders in our communities. Supporting our next generation of championship curlers is essential for our athletes, our sport, and our country.

Ensuring our competitive curlers don't have to choose between curling and academics will help keep Canada on the podium for years to come.



YOU
**ARE THE KEY
FACTOR THAT
MAKES ALL OF THIS
POSSIBLE** ❤️

CURLING IS WHAT THE WORLD NEEDS RIGHT NOW.

“Sport is woven into the very fabric of every community in Canada. While we experience the benefits of sport most immediately as individuals, it can also play a major role in strengthening communities by bringing people together, building social capital and fostering greater inclusion of excluded groups.”

-Vital Signs 2016 Report



Curling is more than a sport.
It's a lifestyle, a philosophy, a movement.
A belief in self, in kindness, in good health, and in good fun.

RESPECT.

TOGETHERNESS.

STRENGTH.

THESE ARE THE WORDS WE EMBODY.



“

At the core of our sport are exceptional people of all ages. We know that to keep a sport healthy and thriving depends on continually engaging our sporting community and inviting new members to participate in every aspect of our sport. Curling Canada's strategies are contingent upon growth; therefore youth and junior curling is an enormous priority for us.

Our investments in demonstration and athlete recruitment, through the Egg Farmers Rocks and Rings school program, Curling 101 club initiatives, as well as youth focused age and stage appropriate development programs and competitions, have brought the excitement and fun of curling to more than 1.5 million children over the past number of years. These programs have filled our clubs and youth leagues with eager participants who, through practice and training in our world class development system, will become the athletes, coaches, volunteers, world champions and club league players of tomorrow.

I am very confident that the work we are doing today will continue to reap future benefits and ensure curling remains a part of the lives of Canadians and our communities for years to come.

”

- Katherine Henderson

*Chief Executive Officer
Curling Canada*

JOIN US.

The support we receive from our partners and individuals throughout the curling community is outstanding. It is what allows us to invest more than \$450,000 a year into creating and supporting exciting programs for our grassroots curlers and future champions.

We know that amazing things happen when children are given the opportunity to participate in sport. This is particularly true of the great sport of curling. What sets our sport apart is our incredibly strong sense of community.

**This community, this togetherness,
starts with you.**

The positive impacts of curling, both on and off the ice, mean that your investment translates into youth across Canada realizing better lives for themselves.

Curling delivers, and the return on your investment is profound:

- overall health • character building
- mental aptitude • social connections
- physical growth • and healthy competition.

The Curling Canada Foundation's **Club ONE** is your opportunity to participate, to create meaningful change to a new generation of Canadian youth through the power of sport.

WORKING TOGETHER

We are committed to developing and supporting youth curling programs across Canada that:

- will ensure national standards of fair play and quality programming;
- introduce record numbers of children to the sport;
- and support these young athletes at every age and stage of their junior curling journey.

Growth of our sport through investment in the next generation of curlers is an organizational priority.

But we cannot do it without you.

Join **Club ONE** by contributing \$1,000 annually (or \$83.33 each month) in support of ONE incredible outcome, where every young curler across Canada has the opportunity to realize their on and off the ice dreams.

curling.ca/clubONE

YOUR SUPPORT IS WHAT MAKES IT ALL POSSIBLE.

For more information on the Curling Canada Foundation's **Club ONE** and the role you can play in supporting the development of youth curling programs across Canada,

please contact: Brodie Bazinet

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FOR THE **LOVE** OF CURLING

THANK YOU FOR YOUR SUPPORT ♥



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