

2021 ANNUAL REPORT





MESSAGE

from the Chief Executive Officer



TWELVE MONTHS AGO, AS I began preparing this report, I was doing so with — like all of you, I’m sure — a sense of uncertainty and no small measure of fear.

We were coming out of the first wave of the COVID-19 pandemic, but all signs were pointing (correctly, as it turned out) to second, third and even fourth waves, and we simply had no idea whether there would be curling of any kind during the 2020-21 season.

Today, we as a Canadian curling community can be justifiably proud of what transpired in the past 12 months. Many clubs — with assistance from Return to Play guidelines developed by Curling Canada in consultation with medical experts and local, regional and national health authorities — did, in fact, open their doors to league play.

And, of course, alongside our broadcaster partners at TSN, we staged a hugely successful championship bubble at WinSport Arena in Calgary that featured the Scotties Tournament of Hearts; the Tim Hortons Brier, presented by AGI; the Home Hardware Canadian Mixed Doubles Championship, presented by Nature’s Bounty; the BKT Tires & OK Tire World Men’s Championship, presented by New Holland; the LGT World Women’s Championship, presented by BKT Tires; and two Grand Slam of Curling events that were staged by our friends at Rogers Sportsnet.

We did so in a safe, responsible manner (not a single athlete, official or Curling Canada staff member inside the bubble tested positive over the nearly three months we spent in Calgary) and we were the only national amateur sports organization in the country to attempt a bubble.

It was a reminder of the resilience of Canadian curling, the dedication of our athletes and fans, and the attention to detail through management of risk that makes our sport, and our organization, successful.

And as I reflect on these past 12 months, I do so today with no uncertainty, no trepidation — only pride in our sport and the people in it. I thank all of you — you all played a role in the success of the Hub City Bubble, and making sure our sport not only survived the pandemic, but came through it stronger, and more resilient, than ever.

Here are some highlights from the past 12 months:

THE CURLING HUB CITY BUBBLE

Truly, there are many who need to take a bow for pulling this off, but ultimately, it starts with Curling Canada’s Board

of Governors. This group of dedicated volunteers, whose passion for curling, and desire for its success, is unmatched, was presented with the concept last summer. They poked at it, prodded it, and turned it upside down and sideways to assess whether the risk was too great. In the end, the Board would give Curling Canada’s leadership team the necessary approval. That vote of confidence and show of faith jumpstarted our team, and inspired unprecedented efforts to make the Bubble a success.

We also must thank our Member Associations, who also played significant roles in making the competitions work with their support and dedication to the sport.

Our staff inside and out of the Hub City, our ice technicians, umpires, volunteer timekeepers and statisticians and the volunteers who worked at the entrance stations to the Bubble were consummately professional, through and through, and it was a privilege to see them work so effectively under these trying circumstances.

Our broadcast partner TSN once again delivered unparalleled television coverage of our championships, and did so with grace and true class — they epitomize the meaning of “partnership”.

The same can be said of our Season of Champions partners — event sponsors who took the same leap of faith we did by continuing to sponsor our events. To put it plainly — without them, there would have been no curling on television.

And, in the end, the true heroes were, as always, the athletes who participated in the Bubble events. Their sacrifices — work, family, friends — were profound, to say the very least. They were subjected to extremely rigorous quarantine requirements before, during and after the Bubble. Despite not being able to play, or practise, or train, in many parts of the country, they put on a memorable show in the Calgary events, and represented our sport at the very highest levels of skill and sportsmanship. We will always be grateful to them.

DIVERSITY AND INCLUSION

As a curling community, we’ve always been proud of being a sport where we try to make all feel welcomed and comfortable. But events of the past 12 months have taught us that there is, in fact, much work yet to be done for curling — like all other sports — to live up to those ambitions. Curling Canada has embarked on a consultative process with people from a wide variety of backgrounds, including the BIPOC community, and we have learned some hard truths in the process. It hasn’t been easy to hear these stories, but we needed to, and we learn them, and share our learnings

with Member Associations and curling centres across our country. We took a significant step in the spring by releasing our ‘Curling is a Place for Everyone’ Digital Resource Kit to support curling facilities in creating meaningful change toward greater diversity and inclusivity in curling.

Our work isn’t over, and we will continue to listen, learn and take action.

EGG FARMERS ROCKS & RINGS

While many schools were closed to in-person learning — meaning no gym classes — the Curling Canada-supported Egg Farmers Rocks & Rings program still found ways to thrive in the pandemic and introduce young people to our amazing sport. Using a combination of in-person learning, virtual online sessions and gym-class sessions in schools that remained open, more than 305,000 students were reached during the 2020-21 school year! Our sincere thanks go to the team at Rock Solid Productions, who administer the Egg Farmers Rocks & Rings program, and with whom we extended our partnership earlier this year for a minimum of four more years.

CURLING DAY IN CANADA

The third edition of Curling Day in Canada, on Feb. 27, was our most memorable yet because it happened during the pandemic when many curling centres were forced to close their doors. In fact, that was one of the underlying themes of Curling Day 2021 — celebrating our sport and finding ways to #keepcurling even when the local club is closed. Curling Day also celebrated diversity and inclusion at the grassroots level. At the end of the day, nearly \$15,000 was raised to support youth curling programs and initiatives across the country. We can’t wait for the next Curling Day in Canada, Feb. 5, 2022!

INTERNATIONAL RESULTS

There will be those who focus on the fact that none of our teams finished on the podium at the three world championships that were staged during the 2020-21 season, and I would not be truthful if I said I didn’t share some of that disappointment.

That goes with the territory of, not only being the CEO of Curling Canada, but being a huge fan of our Canadian teams. That said, I can’t help but reflect on the fact that all three of our international representatives faced unimaginable pressure that no other team in the world had to face, and still managed to perform with grace and distinction despite the circumstances of having spent endless weeks in the Bubble in Calgary. All three of our Team Canada teams did finish high enough to secure berths for our country in all three disciplines for the 2022 Winter Olympics in Beijing. We can build on that success, and make firm plans around the Olympics.

For those critical wins, we can sincerely thank all three Team Canada teams: Kerri Einarson, Val Sweeting, Shannon Birchard, Briane Meilleur, Krysten Karwacki and coaches Heather Nedohin and Elaine Dagg-Jackson with the women’s team; Brendan Bottcher, Darren Moulding, Brad Thiessen, Karrick Martin, Patrick Janssen, Marc Kennedy and coaches Don Bartlett and Jeff Stoughton with the men’s team; and Kerri Einarson, Brad Gushue and coaches Heather Nedohin and Scott Pfeifer with the mixed doubles team.

THE YEAR AHEAD

We embark together on a 2021-22 curling season that, yes, will continue to present challenges, but at the same time will present so many opportunities for growth and excitement. I can’t wait to see how our sport embraces those opportunities and runs with them. This is a perfect time for curling centres and organizations to try new things, offer new programs and attract new customers and we are here with the programs and services to help them in concert with our colleagues in our Member Associations. Coming out of the pandemic, I firmly believe there is an appetite for change among Canadians, and curling can be part of that change.

I wish you all good, healthy and safe curling. And Go Canada Go!

Katherine Henderson
Chief Executive Officer
Curling Canada

PURPOSE

To create more Canadian curlers, more Canadian curlers curling better and more Canadian curling fans.

VISION

We aspire to inspire and lead Canadians from the playground to the podium, in a safe, inclusive and healthy environment. Curling will be a part of Canadians’ lives in the way that they enjoy it most by fostering an environment and

system that allows them to achieve their personal goals. We will employ a financial model that invests in and supports our national goals and whose strength is based in understanding and delivering curling growth and excellence.



STAFF *and support services*

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MESSAGE *from the chair*



AS I PREPARED TO WRITE this, I looked back at the words of outgoing Chair John Shea in the 2019-20 Curling Canada Annual Report.

I couldn't help but smile inwardly as John wrote that the 2019-20 Board had "introduced risk-based governance... in place of the Carver model... the various risks associated with the Curling Canada business model are identified, and risk is

measured and actions taken to mitigate and manage it."

All I could think was, "Talk about good timing!"

As we look back at the 2020-21 curling season and reflect on what took place on and off the ice, the word "risk" was used more often than at any time in our sport's history.

There was no shortage of it, as we all know now, as the COVID-19 pandemic, in which we still find ourselves, left all of us wondering when, if, and even how we could all curl again.

As we know now, curling always finds a way, and we have a great deal to be proud of for how the Canadian curling community pulled together to #keepcurling.

The Hub City Bubble in Calgary put Curling Canada in a position that all other National Sport Organizations envied; we safely and responsibly put on four national championships, hosted two world championships and helped our friends at the Grand Slam stage two of their events.

I bore witness to the efforts of these amazing people as a volunteer statistician during the Bubble, and my admiration and respect for the Curling Canada staff and support crew who endured those three months of testing, restrictions, time away from family and friends, and constant tension knows no bounds.

The same must be said for the athletes who had the same restrictions and responsibilities and somehow found a way

to thrill us with their performances and skill under trying circumstances. It made me proud to be a Canadian curler.

The pandemic has challenged, and continues to challenge, our sport at all levels, and certainly the decisions we were facing 12 months ago were not taken lightly.

In going forward with the Hub City concept, we as a Board were called upon to assess its viability, and while we knew there would be a significant financial risk, and reputational risk, we believed Curling Canada's senior staff had planned, re-planned and mitigated those risks. That belief was operationalized wonderfully by our events team at Curling Canada.

As we prepare for a new season, I'd like to take the time to thank three Board members who served Canada's curling community — George Cooke, Mitch Minken, and Cathy Dalziel. Your contributions were valued, and I look forward to our paths crossing many times in the future.

We have much to look forward to in the 2021-22 season, including, of course, the opportunity to see Team Canada compete at the Winter Paralympic Games and Winter Olympic Games in Beijing.

We also have the opportunity and the responsibility to continue to engage meaningfully with communities and individual folks who may not be viewed as the "traditional curler". As a leading national sport organization, we must strive to provide space and opportunities for conversations related to the importance, and the real value of equity, diversity and inclusion. This year our member associations elected a Governor to our board, who is a racialized member of our community. This is just one small and necessary step to work towards a curling community, including leadership in our sport, that reflects our larger Canadian community.

I look forward to working alongside all of you, and cheering our athletes on, over the next 12 months.

Amy Nixon

Chair, Curling Canada Board of Governors

THE NATIONAL BOARD IS ELECTED BY THE MEMBERSHIP OF THE ASSOCIATION AND IS accountable to representatives of that group. The board's primary responsibility is to establish the necessary programs and resources required to develop, in the most general sense of the word, the sport of curling. The board will fulfil these responsibilities by formulating and adopting policies, seeing that these policies are implemented and by evaluating their results. Further, the board must carry out its functions openly, seeking the involvement of its members, corporate partners and staff.



YEAR TO REMEMBER

FOR WHAT WAS ALREADY A YEAR MIRED BY UNCERTAINTY extending well beyond the world of sport and recreation, the 2020-2021 curling season presented curlers in Canada with a unique set of challenges. And while the situation surrounding the COVID-19 pandemic and its looming ramifications often presented more questions than answers, Canadians did what they do best: looked within and leveraged the strengths of their communities for support.

And through the efforts of curlers in Canada, support was never in short supply.

CURLING DAY IN CANADA

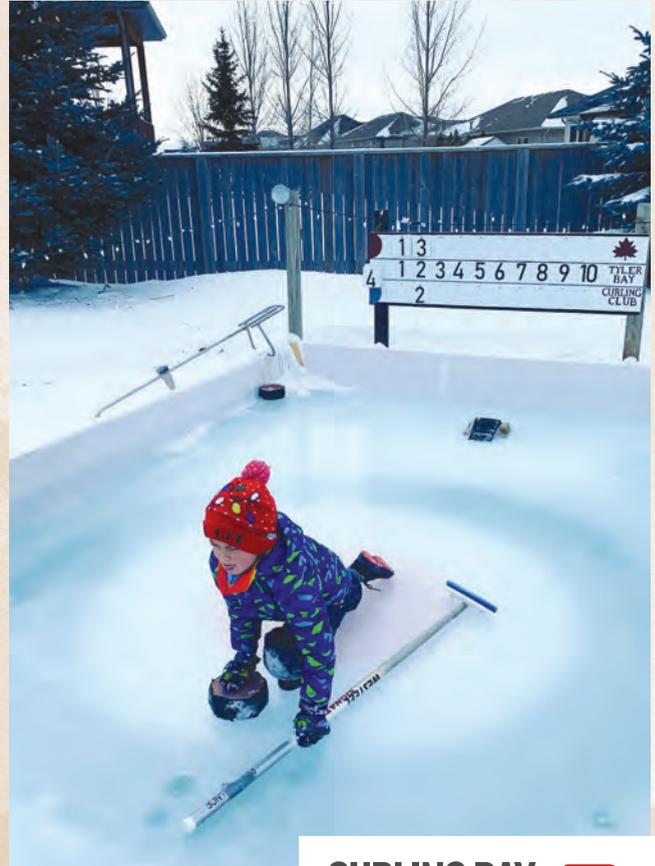
Curling Day in Canada celebrates the nature of curling in the country as a pillar of strength, even while curlers weren't present in many curling facilities. The annual event celebrates the value of Canada's great sport by highlighting voices of curling fans across the nation, allowing them to connect and share stories that encompass the positive values and traits of curling. Canadians took a shining to the day, amplifying the #CurlingDayinCanada hashtag and making it the second-most trending topic on Twitter across Canada that day.

The Canada-wide curling community tuned in to the one-hour television special produced and aired by TSN on Feb. 27. The special focused on the determination of Canada's grassroots curlers, with a special nod to Kruger Products for supporting and elevating women's curling over the past 40 years, and how curling enthusiasts from all ages found ways to #keepcurling during a season when many curling clubs were unable to open due to the COVID-19 pandemic.

Curlers' resiliency and the #keepcurling movement spanned far beyond the television special as it was a central theme of the 2020-21 initiatives. It prompted curlers to share stories about creative ways to continue playing the sport; from outdoor sheets of ice on frozen lakes to rolling toilet paper toward a makeshift set of circles taped onto the kitchen floor, Canadians kept the spirit of the game alive.

The grassroots nature of the event didn't stop at just showcasing curling's community spirit, either. Community engagement was high; more than 11,000 votes were cast in our Curling Story Contest sending our winner Shirley Henry, her son Jonathan and their family, for a prize weekend getaway to the 2022 Tim Hortons Brier. Additionally, in a random draw from all #keepcurling moments shared, Ken Kopeck was selected as the winner of \$10,000 grant for his hometown curling centre, the Weyburn Curling Club in Saskatchewan.

To match, Curling Day in Canada merchandise flew off the virtual shelves of shop.curling.ca, raising funds with each purchase for youth curling programs and initiatives across the country.



Support like this would not be possible without an amazing curling community that remained connected and engaged through a challenging season, and many thanks are owed to you as ambassadors for the sport of curling.



CLUB DEVELOPMENT

It's no secret that the heart of curling in Canada are passionate curlers and volunteers. They're the most important cog in a wheel that provides new curlers opportunities to love the game, as well as delivering programming to already well-established players. Curling Canada continued to prioritize investment in the growth and development of curling in 2020-2021, with a particular focus at the local level to ensure the future success of curling facilities.

Support in grassroots development met the challenges of a unique 2020-2021 curling season, which saw the COVID-19 change how we could safely return to play, brought the sewn

seeds of social change to the forefront of our sport, and continued investments in learning resources, including optimizing umpiring program materials.

RETURN TO PLAY PROTOCOLS

For obvious reasons, curling took on a very different look during the COVID-19 pandemic. The safety of curlers is always at the forefront of Curling Canada's programming, but ensuring all curlers, spectators, curling facility staff and volunteers are hosted in a safe environment presented a new challenge. Out of the forge came Curling Canada's Return to Play guidelines, a free resource designed for every facility in Canada.

The 28-page document, created in collaboration with government officials, MA's and local authorities, provides curling facilities with the required information to have their facilities operate safely through detailed explanations and thorough visual graphics, leaving no detail unexplored.

To match, Curling Canada unveiled a series of supporting web resources, including expanded visual representations and video support of how to curl safely while keeping distance, webinars and documentation for curling facilities to secure government funding while many had suspended play, legal documentation for facilities including waiver forms and COVID-19 related declaration forms for users, and additional walkthroughs and marketing resources on recovering from COVID-19 and growing the sport of curling in 2020-2021.

The reach and importance of these resources cannot be overstated. Hundreds of curling facilities Canada-wide participated in and actively used these essential COVID-19 resources. Rest assured, the programming will remain up to date and accessible for Member Associations and curling facilities alike.

DIVERSITY AND INCLUSIVITY RESOURCE KIT

Curling Canada continues to prioritize outreach programs for budding new curlers. Ongoing efforts to make more Canadians feel welcome and engaged in curling centres will produce significant initiatives that will benefit the sport as a whole. While progress has been made in the areas of diversity and inclusion in curling in recent years, there is still much work to be done.

Assembled with support from the World Curling Federation Development Assistance Programme, Curling Canada has created a series of resources dubbed the "Curling is a Place for Everyone" digital resource kit. These resources feature marketing tools, guides for membership options, idea programs, strategies on how to engage your facility's board members, definitions, dealing with unconscious biases and other educational resources to assure that your facility's staff and volunteers are up to date on the latest.

While recognizing that each community is different and a one-size-fits-all approach won't work for everyone, the kit will encourage curling centres to examine any potential barriers to diversity, equity and inclusion that may be in place, consciously or unconsciously, and offer suggestions on how to remove



Curling Canada continues to prioritize outreach programs for budding new curlers.



those barriers so that all individuals can feel free of any discrimination.

As part of the consultation process leading up to the release of the digital resource kit,

Curling Canada has also created

a Diversity and Inclusion consultation panel that includes curlers from a cross-section of backgrounds across Canada.

Additionally, Curling Canada staff members have undergone Diversity and Inclusion training, and a third-party baseline audit of the existing diversity of Curling Canada's Board of Governors, staff, contractors and suppliers was undertaken in the late fall. This baseline will help us measure our progress as an organization.

Beginning with small steps in the right direction, at the community facility level and Curling Canada as a whole, we can welcome a wider demographic into our house and continue to grow curling in Canada.

TRAINING ASSETS FOR UMPIRES

Development of curling doesn't just end with curling facilities or athletic training. When it comes to high performance and national events, umpires and sound fundamentals in officiating are just as important as the on-ice product. The 2020-2021 season saw the complete overhaul of Curling Canada's training resources for umpires and officials. These new materials, hosted by curling.ca as a focal point for dispatch and easy delivery, were created to free up valuable capacity for Curling Canada's Member Associations and facilities with respect to training officials.

These resources are user-friendly and were established to streamline efforts for delivering consistent best-practices training and experiences. These include simple to navigate pages and videos demonstrating all aspects of officiating structure, comprehensive resources for timers and observers, additional access to rule books, reference manuals, and in-event demonstration videos. They also give simple access to supplementary resources for umpires who wish to graduate to certified world-level officiating in partnership with the World Curling Federation and the World Academy of Sport.

All of these resources empower the user, no matter how tech savvy that person is, to customize their experience with shareable links, bookmarkable pages and optimized web pages for mobile browsing, just in case you ever need to pull up a rulebook in the middle of an event.

YOUTH SPECIFIC DEVELOPMENT

Sustainability in curling begins with curation and investment in young curlers across Canada. Despite the 2020-2021 Curling Canada season taking on a different feel than in seasons past, youth specific development in curling was not left behind. Existing fundamental programming pieces continued to see growth and the efforts garnered over the pandemic season have set the stage for impactful upcoming seasons in youth and junior curling.

EGG FARMERS ROCKS & RINGS, PRESENTED BY CURLING CANADA

When schools no longer assembled due to the COVID-19 pandemic, thanks to some creative thinking and technological advancements, the Egg Farmers Rocks & Rings program went digital. This new development turned out to be a rousing success. A new curriculum-based digital learning module, named Rocks & Rings In the Classroom, was made available for students in Grades 1-6 in French and English. Teachers used the curriculums to teach curling-based lessons in math, science, social studies and language. The modules were downloaded more than 3,900 times and reached 161,111 students in classrooms across Canada.

But it wasn't just about the number of students introduced to curling through the modules. It was also about reaching new communities previously inaccessible. By going digital, and making the program free of charge, Rocks & Rings reached new students by moving into the classrooms, including those in remote areas such as Pond Inlet, Nunavut and Onion Lake First Nation in Saskatchewan.

It wasn't only a successful year of maintaining stability within the program; the program itself saw massive growth. Between in-classroom learning, virtual sessions, and 1,113 days of curling programming in school gyms, more than 305,000 students were reached during the school year, far surpassing past retention figures.



Rocks & Rings In the Classroom curriculum-based digital learning module

Introducing the sport of curling to new faces across the country is made possible by the hard work from Rock Solid Productions, a company that creates iceless curling opportunities and products with the goal of developing curling around the world. Curling Canada was thrilled to extend their partnership with Rock Solid Productions for another four seasons and, thanks to donor support of our philanthropic program, incorporate added reach to school-aged youth who may not otherwise be introduced to the sport of curling.

SINGLES APP

As technology became the best possible lifeline for many of Curling Canada's programs over the course of the pandemic, development and ease of access quickly became a priority for delivering programmable goods to users. Curling Canada's youth focused 'Singles App', an individual skills development and tracking app, emerged as a leader in this regard.

The singles app received several upgrades in 2020-2021, including refinements to the age categories and associated curling shots, a practice mode for coaches and athletes, and the creation of a national leaderboard. Going forward, the singles app will be used for talent identification, including the regional athlete selection for events such as U15 Rockfest.

With the mobility and availability of a tracking tool in your pocket, Curling Canada's singles app sets the tone for future considerations in coaching, youth development and personal goal setting.

FOR THE LOVE OF CURLING SCHOLARSHIPS

Balancing high performance competitive athletics while enrolled in post-secondary education is extremely difficult. Thanks to the generous support of the Canada-wide curling community, once again, 10 deserving student athletes were awarded a \$2,500 For the Love of Curling Scholarship to help them pursue their on- and off-ice dreams.

Despite the COVID-19 pandemic, the scholarship program was more in demand than ever before with a record-setting 82 submissions. This year's selected recipients were:

- **Catherine Clifford** – Chauvin, Alta. (University of Alberta – Kinesiology)
- **Gabriel Dyck** – Edmonton (University of Alberta – Kinesiology)
- **Lauren Ferguson** – Spring Valley, P.E.I. (Dalhousie University – Engineering)
- **Abby Marks** – St. Albert, Alta. (University of Alberta – Nutrition and Food Sciences)
- **Jaedon Neuert** – Winnipeg (University of Alberta – Sciences)
- **Dylan Niepage** – Oro Medonte, Ont. (University of Guelph – Commerce & Accounting)
- **Lauren Rajala** – Garson, Ont. (Laurentian University – Forensic Science)
- **Jamie Scott** – Edmonton (University of Alberta – Commerce)
- **Taylor Stevens** – Chester, N.S. (Saint Mary's University – Commerce, Accounting)
- **Nathan Young** – Torbay, N.L. (Memorial University – Commerce)



2020 For the Love of Curling scholarship recipients

These recipients were all members of teams which won national under-21, under-18 and university championships, along with members of Team Canada at the 2020 Youth Olympic Winter Games. The panel noted they are not only talented curlers, but also accomplished in academic achievements and enthusiastic leaders in community volunteerism.

MORE DIRECT POSITIVE IMPACT

Donors and contributors to Curling Canada’s philanthropic program are the sole reason we can continue to invest in Youth Curling in meaningful and impactful ways. The generosity of donors across Canada remains an integral part of growing the sport of curling as your investments ensure the future of curling.

Whether it was tribute gifts, monthly donations or philanthropic program merchandise purchases, such as all the Curling Day in Canada items, curlers stepped up to support the sport they love, raising more than \$280,000 for Youth Curling programs. In particular, the community rallied behind the Hub City Fan Cutouts fundraiser which sold out with 526 cutouts seated in the stands of the WinSport Arena at Canada Olympic Park in Calgary, site of the Curling Hub City Bubble. While these cutouts weren’t actually able to cheer on the world’s best curlers while they competed, each individual directly contributed to Curling Canada’s youth programs, all while being a part of curling history within the wildly successful Hub City Bubble.

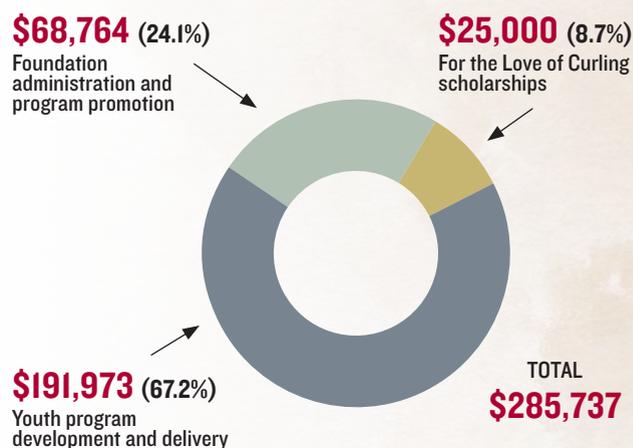


The curling community rallied behind the Hub City Fan Cutouts fundraiser.

Through the cardboard cutouts, so many wonderful stories were shared with Canadians and curling fans around the world. There were anniversaries, birthdays (including a 100th), tributes to passionate fans no longer with us, contest winners, pets, competing athlete’s family members, and even curling royalty in the form of four-time world curling champions Team Ernie Richardson (1959, 1960, 1962, 1963). Each and every one of these cardboard cutouts represents a curling super fan.

Contributions to Curling Canada’s philanthropic program continue to be designated solely to support Youth Curling development programs, events and initiatives. We cannot thank the curling community enough for its generous support during the 2020-2021 season that has not only supported this year’s youth specific development deliverables, but also set us up to double our impacts in youth grassroots initiatives for the coming season. ■

DONORS’ IMPACT ON CURLING IN CANADA



As the philanthropic program of Curling Canada, the Curling Canada Foundation is proud to play a major role in the continued growth of youth curling in Canada.

Thank you to our donors for your ongoing support!





CHAMPIONSHIPS

SEASON OF CHAMPIONS

Curling Canada's national championships are not only this organization's main area of administration, and the most financially consuming of its responsibilities, they are also the most visible component of our operations.

But that visibility took on greater levels than ever during the 2020-21 season as Curling Canada, in conjunction with numerous partners, pulled off what many believed would be an impossible feat, successfully staging a series of major curling championships inside a COVID-safe bubble at WinSport Arena at Canada Olympic Park in Calgary.

Curling Canada's major championship events have a rich history. Curling Canada (then known as the Canadian Curling Association), in collaboration with the St. Clair Group of Toronto and the World Curling Federation, developed a unique approach in 1994 to marketing national and international curling championships. They created a series of championships, named the Season of Champions, that included the Canadian Mixed, Canadian

Seniors, Canadian Juniors, the Hearts, the Brier, World Juniors and the World Men's and Women's Curling Championships.

Broadcast contracts were arranged with CBC and TSN and the combined efforts of the two networks ensured that championship curling would be aired on Canadian television for a guaranteed minimum of 135 hours a year.

While the championship mix is different today, the Season of Champions is still curling's most recognized series of events. Before the COVID-19 pandemic, the Season of Champions boasted more than 300 hours of live broadcast coverage exclusively on the TSN network and its French counterpart, RDS. Additionally, TSN/RDS has broadcast games from the European Championships, and this past season carried games from the World Mixed Doubles Championship.

Curling Canada's relationship with TSN goes back to 1984, our existing broadcast partnership with TSN/RDS will carry through the 2027-28 season.

The 2020-21 season presented challenges unlike any other in the history of Canadian curling. Travel and safety restrictions forced Curling Canada to cancel numerous national events, including the 2020 Home Hardware Canada Cup in Fredericton; the 2021 Continental Cup in Oakville, Ont.; the New Holland Canadian Junior (Under 21) Championships in Grande Prairie, Alta.; the Canadian Mixed Championship in Canmore, Alta.; the Everest Canadian Curling Club Championships in Ottawa; the Canadian Under-18 Championships in Timmins, Ont.; the Canadian Wheelchair Championship in Moose Jaw, Sask.; and the U SPORTS/Canadian Colleges Athletic Association Championships.

But through the late summer and fall, Curling Canada worked tirelessly with partners to put together a plan to stage the remainder of the season's scheduled events under one roof in Calgary. Curling Canada also partnered with Rogers Sportsnet to add a pair of Grand Slam of Curling events to the bubble series of championships.

In the end, seven events were staged at WinSport Arena in Calgary, spanning from mid-February to early May, and through it all, not a single athlete or staff member working at the events tested positive for



The Calgary bubble was a safe, secure environment for curlers and officials for more than two months.



Tim Hortons Brier champions: (l-r) skip Brendan Bottcher, third Darren Moulding, second Brad Thiessen and lead Karrick Martin, Saville Community Sports Centre, Edmonton.



Scotties Tournament of Hearts champions: (l-r) skip Kerri Einarson, third Val Sweeting, second Shannon Birchard, lead Briane Meilleur, Gimli Curling Club, Gimli,



Home Hardware Canadian Mixed Doubles champions: (l-r) Kerri Einarson, Gimli, Man., and Brad Gushue, St. John's, N.L.

COVID-19. Thousands of tests, thousands of twice-daily wellness and temperature checks, and rigorous cleaning and safety protocols in the arena and nearby hotel contributed to this remarkable achievement.

It all began with the 40th edition of the Scotties Tournament of Hearts, Feb. 19-28. The Scotties, like the following Tim Hortons Brier, had its field expanded to 18 teams for the first time, accommodating for teams that had no chance to qualify through their respective Member Association championships that were cancelled due to the pandemic.

All 14 Member Associations sent teams, and the field was rounded out by the defending champion Team Canada and three Wild Card teams based on their performance in the 2019-20 Canadian Team Ranking System.

Two familiar teams faced off for gold, and for the second straight year it was Kerri Einarson's team from Gimli, Man., playing as Team Canada, prevailing over Ontario's Rachel Homan.

The Tim Hortons Brier, presented by AGI, also had familiar faces playing for gold in an all-Alberta final. After losing three straight gold-medal finals,

Edmonton's Brendan Bottcher team, representing Alberta, finally busted through with its first Tim Hortons Brier victory, defeating Calgary's Kevin Koe (playing as Team Wild Card #3). Koe was attempting to make history as the first skip ever to win five Canadian men's curling championships.

The Home Hardware Canadian Mixed Doubles Championship, presented by Nature's Bounty, was up next. The best field in the event's history gathered in Calgary to pursue the biggest prize ever offered at a mixed doubles event; a top prize of \$50,000.

Einarson, who had a staggering (and long) run of success in the bubble, claimed her second Canadian championship of the season, teaming with Brad Gushue of St. John's to win gold, beating Kadriana Sahaidak and Colton Lott of Winnipeg Beach, Man., in the final.

With the victory, Einarson and Gushue earned the right to represent Canada at the World Mixed Doubles Championship in May in Aberdeen, Scotland. The Canadian duo would finish fourth and clinch a berth for Canada in the 2022 Winter Olympics Mixed Doubles competition.

The World Curling Championships operated as a combined men's and women's event from 1989 to 2005, after which two separate championships were established. Every year one of the world championships — either the men's or women's — is played in Canada under the management of Curling Canada.

But in 2021, the COVID-19 pandemic again forced some significant changes. The BKT Tires & OK Tire World Men's Championship, presented by New Holland, was played in Calgary, and the World Curling Federation moved the LGT World Women's Championship, presented by BKT Tires, from Switzerland to the bubble in Calgary.

Both events also served to determine most of the countries that will compete in four-player men's and women's curling at the 2022 Winter Games in Beijing.

At the BKT Tires & OK Tire World Men's Championship April 2-11, Sweden's Niklas Edin made history with his fifth gold-medal triumph after beating Scotland's Bruce Mouat in the championship final. Edin previously shared the record for world titles as a skip at four with Canada's Ernie Richardson.

In the bronze-medal game, Switzerland's Peter de Cruz defeated RCF's Sergey Glukhov. Canada's Brendan Bottcher team finished in fifth place after losing in the playoff qualifying round to Scotland. The result clinched Canada's Olympic berth.

After the two Grand Slam events, the 2021 LGT World Women's Championship was played from April 30-May 9.

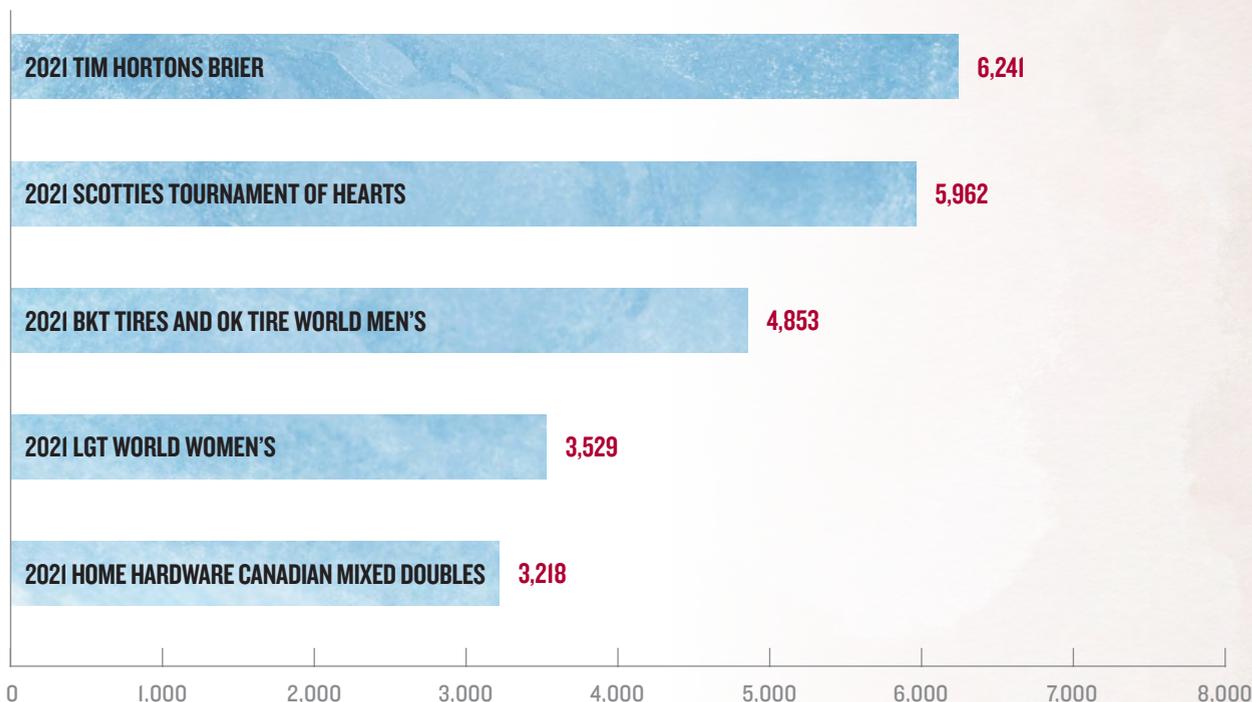
Switzerland's Silvana Tirinzoni beat RCF's Alina Kovaleva for the gold medal, giving Switzerland its sixth world women's gold over the past nine world championship.

Tabitha Peterson of the U.S. won the bronze medal, beating Sweden's Anna Hasselborg. Einarson's Canadian team, which also won the Grand Slam Players' Championship earlier in the bubble, would finish fifth in the world championship, and lock down an Olympic berth for Canada.

After an unprecedented season, Curling Canada is truly thankful to the entire event management and marketing team for its contributions to the Season of Champions. Special thanks go to the event managers and office personnel for all of their hard work and commitment, particularly in the midst of the pandemic. As well, Curling Canada's corporate partners, Sport Canada, the Government of Alberta, the City of Calgary, WinSport, the World Curling Federation and Rogers Sportsnet all went above and beyond to make the bubble a success and give Canadian curling fans the opportunity to watch their favourite curlers perform in 2021. ■

SEASON OF CHAMPIONS BROADCASTS

Persons 2+ Reach Figures (000s)



Source: Numeris (Nielsen Media) 2021



HIGH PERFORMANCE

THE THIRD YEAR OF THE OLYMPIC QUADRENNIAL brought with it the COVID-19 pandemic and a series of daunting challenges.

Canadian curling teams had very little ice access for training/competition and were very restricted in their ability to come together as a team in preparation for national and world championships. We were indeed fortunate to operationalize the 'Bubble' in Calgary and finish the year on a positive note.

We are very proud that the Brendan Bottcher, Kerri Einarson, Brad Gushue/Einarson teams all qualified Canada for inclusion in the 2022 Winter Olympic Games in Beijing, China.

What an amazing accomplishment, all things considered.

A number of other Canadian and world championships were either postponed or cancelled, and that certainly caused some disappointment across the curling community.

It's still unclear when we'll be able to completely return to play, train/compete across the country and the world, but we are making plans as if it will be full steam ahead leading to our respective Trials and the Olympics/Paralympics. Our National Team Program is focused on developing a series of training and competition plans on the premise that the global curling landscape will have returned to normal by the fall.

The Curling Canada high-performance leadership team remains focused and motivated as we continue to plan how best to achieve podium results at world and Olympic/Paralympic championships. This is becoming an increasingly daunting task as numerous other curling nations continue to strengthen their programs and elite-performance capabilities.

Given our 2022 Olympic and Paralympic medal aspirations in all four curling disciplines, the early stages of the 2021-22 season is dedicated to strengthening the critical performance elements and gaps noted during the past season. This means every athlete



Canada hopes to rekindle the magic that Kaitlyn Lawes, centre, and John Morris, right, produced at the 2018 Olympic Games when they won the gold medal in the mixed doubles with the help of coach Jeff Stoughton.

who aspires to the podium in 2022 has an abundance of mindful and focused performance-oriented work to complete.

We finished the 2019-20 competitive season on a positive note at the World Wheelchair Curling Championship by earning a hard-fought silver medal, and we hope to pick up where we left off.

Individual player and team-gap analysis is the predominant focus at this stage of the quadrennial, as we make measured, data-supported comparisons between the key performances of Canada's best and the elite squads of other top-performing curling nations.

Every performance component is dissected and assigned a relative value, providing a clear, evidence-based, honest evaluation of how Canadian high-performance teams measure up against the best in the world and, as a result, how best to structure our training and competition plans. Specific and irrefutable performance standards are established on a position-by-position and skill-by-skill basis. Curling Canada tracks international performances and has established comprehensive performance evaluation protocols that are fed into an ever-expanding international data bank.

We have every intention of challenging to be the No. 1 curling nation in the world in all disciplines, and to do so on a consistent basis. To achieve this, we need to be actively engaged and invested in many aspects of our long-term development models for both athletes and coaches.

Current and future performance requirements depend on the programs and services that develop and support elite athletic



Canada's Kaitlyn Lawes and John Morris were dynamite together at the 2018 Olympic Games.



Solid national team programs produce outstanding players, and Team Canada members (left to right Briane Meilleur, Shannon Birchard and Val Sweeting) are excellent examples of a commitment to excellence.

performance, and we need to continue to improve our efforts in all performance-related programming.

We continue to strengthen our respective national team programs with the assistance of Own The Podium, the Canadian Olympic Committee, the Canadian Paralympic Committee and Sport Canada, which has resulted in a small increase in financial support for training and competition and unprecedented access to sport science and sport medicine professionals.

Our teams receive expert guidance and advice to improve their training regimes, and they also have the budgets needed to offset the costs of enhancing their physical and mental training while competing in national and international competitions.

We have also expanded our Next Generation program with the intention of providing critical insights and advancement for young athletes who have the potential to represent Canada in 2022 and beyond. We continue to identify talented, hard-working athletes who are motivated to wear the Maple Leaf, and we are investing in their growth and development. Own The Podium, the Canadian Olympic Committee (COC) and Sport Canada also support this program.

A predominant focus of the Next Generation program is to identify talented bantam, juvenile and junior-aged athletes and help them develop at a much younger age. Its ultimate objective is to fast-track and support these promising athletes with an eye to ensuring that we keep up with the international curling nations that ‘hot-house’ young athletes to ensure they are competitive on the world stage at an early age. We continue to develop and invest in this program and look forward to partnering with our member associations in this worthwhile endeavour.

To support these Next Gen

athletes in their pursuit of excellence, as well as numerous athletes at various ages and stages, we continue to invest in the development of competent, qualified coaches. We are enhancing our coach-training and evaluation techniques through our involvement with the National Coaching Certification Program under the direction of the Coaching Association of Canada. We have made significant advancements in all aspects of coach education in the last few years, with the intention of providing world-leading coaching support to our athletes as they journey from the playground to the podium.

We are pleased and proud to note that our junior and university athletes continue to perform exceptionally well on the international stage.

ACKNOWLEDGMENTS

Curling Canada extends its sincere appreciation to the entire high-performance team for its contributions to the training and performance of the country’s elite athletes and coaches, and pays tribute to those who take on leadership roles on behalf of the organization.

This group includes, but is not limited to, the following dedicated coaches, team leaders, program managers and sport science experts: Elaine Dagg-Jackson, Jeff Stoughton, Scott Pfeifer, Heather Nedohin, Paul Webster, Renée Sonnenberg, Helen Radford, Melissa Soligo, Jim Waite, Bill Tschirhart, Rob Krepps, Wendy Morgan, Mick Lizmore, Wayne Kiel, Jeff Hoffart, Lori Olson-Johns, Kyle Paquette, Kyle Turcotte, Jorie Janzen, Adam Kingsbury, Dr. Bob McCormack, Dr. Steven Dilkas, Sari Shatil and Karen Watson.

We would also like to acknowledge Jennifer Ferris for her ongoing leadership in developing our vastly improved coaching training/evaluation modules and her substantial contribution to Curling Canada’s Safe Sport initiatives.

We are also very grateful to our funding partners — Own The Podium, Sport Canada, Canadian Paralympic Committee and the COC — for their leadership, guidance and support.

Go Canada! ■



Results confirm that Canada’s high-performance teams are consistently among the best in the world.



PARTNERS

SEASON OF CHAMPIONS SPONSORS



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FUNDING PARTNERS



Canadian Heritage
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ACKNOWLEDGMENTS

Curling Canada extends its sincere appreciation to its 14 member associations and 11 affiliate organizations.

MEMBER ASSOCIATIONS

Curling Alberta
www.albertacurling.ab.ca

Curl BC
www.curlbc.ca

Curling Québec
www.curling-quebec.qc.ca

CurlManitoba
www.curlmanitoba.org

Curl PEI
www.peicurling.com

CurlSask
www.curlsask.ca

CurlingNB
www.nbcurling.com

Newfoundland and Labrador
Curling Association
www.curlingnl.ca

Northern Ontario
Curling Association
www.curlno.ca

NWT Curling Association
www.nwtcurling.com

Nova Scotia Curling Association
www.nscurl.com

Nunavut Curling Association
Tel: 867-645-2534

Ontario Curling Association
www.ontcurl.com

Yukon Curling Association
www.yukoncurling.ca

AFFILIATE ORGANIZATIONS

Canadian Branch Curling
www.canadianbranch.org

Canadian Deaf Sports Association
www.assc-cdsa.com

Canadian Firefighters
Curling Association
www.cffca.ca

Canadian Police
Curling Association
www.policecurling.ca

Canadian Postal Employees
Curling Classic
www.postalcurling.ca

Hamilton and Area
Curling Association
www.hamiltoncurling.com

Ontario Blind Curlers Association
Tel: 613-722-8084

Ontario Curling Council
www.ontariocurlingcouncil.com

Optimist Junior Interclub
Curling League
optimistjuniorcurling.ca

Ottawa Valley Curling Association
www.ovca.com

Toronto Curling Association
www.torontocurling.com



FINANCE

CURLING CANADA BALANCE SHEET *as at April 30*

	2016/17	2017/18	2018/19	2019/20	2020/21
Assets					
Current					
Cash and investments	\$ 3,829,725	\$ 6,048,177	\$ 7,593,480	\$ 5,657,422	\$ 6,935,032
Accounts receivable	3,215,279	1,736,962	1,031,465	1,027,668	2,381,972
Sales taxes receivable	465,457	856,147	832,153	666,756	542,066
Prepaid expenses	328,117	151,352	142,229	146,439	350,490
	<u>7,838,578</u>	<u>8,792,638</u>	<u>9,599,327</u>	<u>7,498,285</u>	<u>10,209,560</u>
Tangible capital assets	<u>515,792</u>	<u>861,371</u>	<u>943,181</u>	<u>1,392,071</u>	<u>1,216,327</u>
	\$ 8,354,370	\$ 9,654,009	\$ 10,542,508	\$ 8,890,356	\$ 11,425,887
Liabilities And Net Assets					
Current					
Accounts payable and accrued liabilities	\$ 2,666,648	\$ 2,062,366	\$ 2,525,169	\$ 1,153,456	\$ 829,790
Government liabilities	—	—	—	—	—
Deferred contribution	790,718	1,421,904	1,175,375	1,067,335	2,659,292
	<u>3,457,366</u>	<u>3,484,270</u>	<u>3,700,544</u>	<u>2,220,791</u>	<u>3,489,082</u>
Net assets					
Internally restricted for invested in tangible capital assets and intangible assets	515,792	861,371	943,181	1,392,070	1,216,327
Internally restricted reserve	2,857,112	3,829,847	4,781,643	5,453,867	5,453,867
Unrestricted	1,524,100	1,478,521	1,117,140	-176,372	1,266,611
	<u>4,897,004</u>	<u>6,169,739</u>	<u>6,841,964</u>	<u>6,669,565</u>	<u>7,936,805</u>
	\$ 8,354,370	\$ 9,654,009	\$ 10,542,508	\$ 8,890,356	\$ 11,425,887

CURLING CANADA COMPARATIVE INCOME STATEMENT *for the year ended April 30*

	2016/17	2017/18	2018/19	2019/20	2020/21
Total revenue	\$ 19,917,772	\$ 23,276,052	\$ 19,356,355	\$ 18,783,241	\$ 11,336,904
Total expenses	\$ 19,028,436	\$ 22,003,317	\$ 18,684,130	\$ 18,955,641	\$ 10,069,664
Surplus	889,336	1,272,735	672,225	(172,400)	1,267,240
Accumulated surplus after year-end	\$ 4,897,004	\$ 6,169,739	\$ 6,841,964	\$ 6,669,565	\$ 7,936,805

2020/21 CURLING CANADA REVENUE

Category	Amount	Percentage
Season of Champions events		
Direct	\$ 3,356,261	29%
National and local sponsorships	3,251,299	29%
National Team Programs	1,845,913	15%
Sport Canada Core Funding	1,263,500	11%
Philanthropic	285,737	3%
Competitors & Affiliation Fees	62,821	1%
Grants & Other	88,833	1%
Investment Income (Loss)	440,471	4%
Canadian Wage Subsidy	676,709	6%
Non Season of Champions Events	65,360	1%
Total	11,336,904	100%

