



Director of Operations Report

2024 - 2025 Business Goals:

1. Increase sustainable funding
2. Improve community engagement
3. Provide quality programming
4. Provide quality events
5. Ensure sustainable retention & growth within the organization

1. Increase Sustainable Funding

a. *Fundraising:*

The 50/50 raffle is closed with total proceeds of \$1350. \$675 was paid out to the winner. Silent auction at the End of the Year Bash raised \$1400

b. *Sponsorships:*

24-25 Sponsors were: Fountain Tire - \$20000, Remax Alpine - \$10000, Lexus of Calgary \$2500 value in kind.

c. *Grant applications:*

In total applied for 9 grants with a total request for \$353,151. We were successful in 7 applications for \$75,5373

Core and other funding: SPAR - 92,400, Canada Summer Job - \$3,781, Canada Winter Games - \$60,000, NCDF - \$3,000,

d. *Online Store*

Hoodie contest, Nordiq Alberta socks project, and other miscellaneous clothing provided \$11,500 in revenue

e. *Club Development and Athlete Development Fund*

During the year, we managed to grow the Fund to just over \$27,000.

Last year awarded 6 clubs with the Development Fund in a total of \$10,000, and provided a Bursary to 5 athletes. This year, we received 11 Club Requests for funding and awarded 6 of those clubs and initiatives for a total amount of \$10,500. Athlete Bursary was offered to 6 athletes (\$3000)



2. Community engagement

a. Club Outreach & Resource Development

Supported Member clubs over email and phone with a survey in various areas: Funding opportunities, development, and safe sport support.

Connected with the Alberta Colleges Athletic Conference and developed a plan of action.

Hosted a “small club” on-snow camp in Central-Northern Alberta. (Tawatinaw)

Using Zone 4 database as a contact list for clubs and memberships.

Nov 5th Hosted Pre-Season Townhall for the clubs. "How-to Host" documents were created and added to the website.

The Club, Coach, Official, Athletes, Parents resources page on our website has been updated and populated with more information and data.

End-of-the-Year Surveys have been shared with our membership.

b. Membership Growth

Current Membership is at 42 clubs and 5518 club members.

Launched 24-25 Membership Increase Campaign to our member clubs.

c. Communications

In 2024-2025 our Instagram followers grew by 22.5% for a total of 1,886 followers. 37

Editions of our newsletter, Nordic News, were sent to our 5000+ subscribers. The Nordiq

Alberta website had over 13,000 new users in 2024 - 2025, averaging 1,083 new users per month. Our website pages are viewed an average of 2,806 times per month.

3. QUALITY PROGRAMMING:

Provide Development Opportunities for Athletes, Coaches, and Officials

a. Athlete Development

Alberta Ski Team: 16 athletes. Offered training camp opportunities to "next on the list" athletes, when possible.



Training Camps:

1. Roller ski Camp with the Alberta World Cup Academy – Revelstoke, BC (June 25 – 28, 2024)
2. CSI Testing Camp – Calgary, AB (July 25 – 27, 2024)
3. Roller ski Camp with the BC Ski Team – Whistler, BC (September 17 – 22, 2024)

Alberta Development Ski Team: 27 athletes

Training Camps:

1. ADST Endurance Camp – Revelstoke, BC (July 19 – 21, 2024)
2. ADST Endurance Camp – Tawatinaw, AB (August 30 – September 1, 2024)"

Shared development session and opportunities for Alberta Athletes.

Continue to offer University/College Category at AB Cup. Developed an approach to the Post secondary institutions to create awareness of AB Cup Series and University category.

Para Nordic athletes subsidized to attend Nordiq Canada Camp

b. Coach Development

Coaching experience form has been provided to Alberta coaches. In total we had 8 coaches joining AST/ADST camps for experience and learning.

Coach Socials are held during the Ab Cup Series. Hosted 3 Coach social at the AB Cups. In the development of the Glide Wax Protocol for the next season.

Continue to offer/share multiple coaching webinars on many topics from Nordiq Canada and USA sources. Links available on the website.

Nordiq Alberta ran 9 coaching and Officials courses (3 T2T, 2 L2T, 4 Community Coaching), totalling 83 participants.

Developing more Learning Facilitators. Trained T2T level LF and new CC level LFs. 6 active CC Facilitators, and 2 active L2T/T2T Facilitators

3 Alberta Learning Facilitators Participated in Nordiq Canada workshop. Nordiq Alberta subsidised registration expenses.

Coaching Pathway: Completed and uploaded to the website under Coach Development

Official Development

Currently have 2 LF for the Officials level 2 course.

Two Alberta Officials were trained to Level 3 during the Canadian National Championships.



Hosted Officials Level 2 Course in Canmore

Nordiq Canada Skills Development Program (SDP)

Just under 2000 participants registered for the Skill Development Program.

Nordiq Alberta Distributed SDP touques and Buffs to the Clubs.

4. Provide quality events:

a. *Support and sanction races around the province*

8 Alberta Cups were scheduled across the province throughout the season. Six took place as one weekend was canceled due to the cold temperatures.

Coach and Athlete Socials were held at each Alberta Cup in an effort to build community and meet others from different clubs

12 Tier 3 Events & Loppets were sanctioned by Nordiq Alberta and hosted throughout the province, including the Canadian Birkiebeiner, Alberta Youth Championships, and more!

Continue to collaborate with the Alberta Masters Association.

National and Provincial Masters Points System.

6 Athletes were awarded Nordiq Alberta Athlete Bursaries because of their participation and achievements at high-level competitions

Organized a Roller ski Events: Canmore Run N Roll done in October

b. *Arctic Winter Games*

Supporting eligible Northern Alberta clubs in preparation for 2026 Arctic Winter Games.

Applied and received funding for team selection and preparation.

c. *Alberta Winter Games*

AWG 2026: Bonnyville venue visited, venue plan and course developed. Sport checklist submitted. Zone development funding received.

Technical Package finalized

d. *Frozen Thunder*

Another successful year of the Frozen Thunder Project with a record length of the early snow trails. Over 5km. Double from last year. Provided a \$7500 donation towards the project.

e. *Try it events & Outreach Sessions, Small Clubs programing, outreach*



Two open camps were offered:
Dryland Open Camp in Camrose. 27 attended
On-Snow Camp took place in Tawatinaw on March 5-7.

5. Sustainable retention & growth within the organization

a. Board

The maximum number of Directors is involved. (10)
Board & Staff Strategy Retreats held in Edmonton in October.
Continue to represent the interests of para-nordic athletes on the Nordiq Alberta board of directors

b. Staff

The organization's structure remained the same.
3 Full-time positions.
3 Part-time positions: 2 interim students from the UofA program placement and a Summer Jobs position.