

Football Ontario
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Proud Member of



2022 Operations Report

2023 Annual Meeting of the Membership



Table of Contents

Football Operations	4
Coach Certification	7
Officials Activation	11
Event Delivery	15
High Performance	23
Program Activation	26
Strategic Plan	30
Sponsorship and Grants	35
Marketing and Communication	38
Sponsorship and Partnership	40



Football Operations Membership Numbers

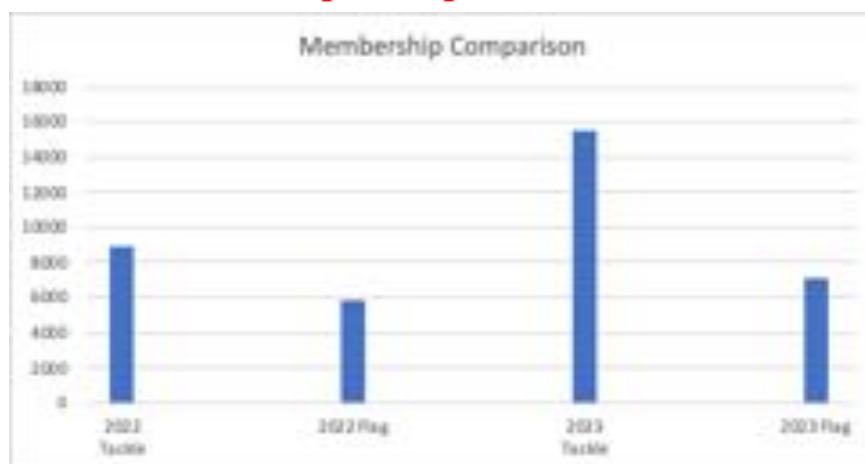


Football Operations

Participation Numbers

Football Ontario has over 22,000 active players registered with Football Ontario. There are a total of 18,424 boys involved with the program. Along with 1,788 females, and 203 members who identify as non-binary that make up the membership of Football Ontario. There are a total of 1,347 coaches that are involved in our organization. This includes 1,268 male coaches, 51 female coaches, and 3 coaches that identify as non-binary. We have strived to remove the barriers to play, while targeting barriers that exclude communities from leagues or teams.

Membership Comparison 2022-2023



Flag Membership

Total Flag Participants	7,061
Total Female Flag Participants	988
Total Flag Participants U 12	4,384
Total Flag Participants 12-16	2,237
Total Flag Participants 17+	436



Tackle Membership

Total Tackle Members	15,473
Total Female Participation	249
Total Tackle U 12	691
Total Tackle Aged 12-16	4,374
Total Tackle Aged 17+	3,078

2022-2023 Tackle Volunteer Membership

- 947

2022-2023 Flag Volunteer Membership

- 73



Coach Certification



Coach Certification

Safe Contact

It is integral that every football player needs to be able to perform the football fundamentals taught in Safe Contact for their safety and their opponents. Safe Contact is a 1 day clinic in class and on-field that is required for all coaches. In 2022 we made Safe Sport an e-learning course that is mandatory, and we had all our volunteers take it. This ensured that everyone involved with Football Ontario knew how to effectively coach safe contact. Through our coach certification we are providing support systems which will help to reinforce safe practices. While continuing to practice Rowan's Law

In 2022 Football Ontario hosted and ran 11 Safe Contact sessions (online sessions).

March 12th

- 71 Members completed the course the full day course, and 3 non-members, 74 Total

March 22-24th

- 67 Members, 4 non-members, 71 Total

April 16th

- 14 Members, 12 non-members, 26 Total

April 19th

- 18 Members, 3 non-members, 21 Total

April 21st

- 22 Members, 8 non-members, 30 Total

May 7th

- 22 Members, 2 non-members, 24 Total

June 10th

- 9 Members, 1 non-member, 10 Total

June 26th

- 17 Members, 1 non-member, 18 Total

August 4th

- 20 Members, 20 Total

August 22nd

- 16 Members, 12 non-members, 28 Total



September 1st

- 69 Members, 45 non-members, 114 Total

September 17th

- 11 Members, 4 non-members, 15 Total

September 21st

- 35 Members, 6 non-members, 41 Total

Total

- 391 Members
- 101 Non-members
- 492 Total

Community Sport Training

This program is designed for coaches who are currently coaching athletes aged 6-13 in contact or non-contact football. We offer an online E-learning course that must be completed before in-person training. The clinic is a 1 day event required for anyone coaching kids under the age of 14.

Community Sport Training courses 2022

March 5th

- 44 Members, 9 non-members
- 53 Total

March 26th

- 17 Members, 6 non-members
- 23 Total

May 15th

- 32 Members, 6 non-members
- 38 Total

July 23rd

- 11 Members
- 11 Total

August 13th

- 4 Members
- 4 Total



September 10th

- 5 Members, 1 non-members
- 6 Total

September 19th, 26th

- 4 Members
- 4 Total

Total

- 117 Members
- 22 non-members
- 139 Total

Competition Introduction | Position Workshop

Competition introduction clinics are designed for coaches who are currently coaching athletes aged 14-18 in contact football. The position workshop is a 1 day clinic where coaches are trained in 4 modules.

April 30th and May 1st

- 4 Members
- 4 Total

Football Ontario Mega Coaching Clinic

The Football Ontario clinic is an opportunity to bring the provincial football community together to learn from industry experts on a variety of topics including positional coaching, building team culture, systems, rules, tools and more. The clinic will see coaches and stakeholders from OUA university programs, community programs and other stakeholders from across the sport provide attendees high quality football content.

42 total coaches participated in the Mega Coaching clinic

A female flag football player is the central figure, standing on a green grass field. She is wearing a red jersey with black sleeves and black shorts. The jersey has the word "ONTARIO" printed across the chest in white capital letters. She is also wearing a yellow flag belt with two long yellow flags hanging down. Her expression is one of focus or determination. In the background, there is a blurred grey building and some trees. The text "Officials Activation" is overlaid in white serif font across the middle of the image.

Officials Activation



Officials Activation

Football Ontario works with the Ontario Football Officials Association to provide certification programs, education, and training. The O.F.O.A was founded in 1998 with the purpose of uniting all approved officials' associations in Ontario under one organization. Over six hundred officials from nineteen local associations make up the O.F.O.A along with over 100 officials that are members of Football Ontario.

Football requires impartial, competent officials to ensure the game is played fairly and safely. O.F.O.A provides the training necessary to provide the best possible experience for our athletes, coaches, parents, and fans. We are providing them with wellness education for all participants. While also creating wellness support systems which will help to reinforce safe football practices

Official Training

2023 OFOA Tackle Football Officials Clinic offers a great training opportunity for aspiring officials. This year's clinic will take place on April 1st & 2nd and will be in person at Tim Horton's Field and The Hamilton Tiger Cats facilities. This clinic will offer Officials the opportunity to take their game to the next level and learn from the best in the CFL/ OUA officiating family. They will be given the opportunity to interact and learn from dedicated officials.

Officials Numbers 2010-2022

2010	793
2011	780
2012	774
2013	780
2014	796



2015	757
2016	705
2017	679
2018	621
2019	610
2021	454
2022	581

2022 was the first year since 2014 that we saw growth in our officials numbers

Football Ontario Officials Overview and Programming for 2022

Recruitment and Training

- Tackle officials Trained: 89
- Non-Contact Officials Trained 27
- Total: 116 new officials in the province, approximately a 15% increase in officials.

Marketing and Promotion

TYSN completed a review of officiating in the province with a detailed report on challenges and opportunities.

Football Ontario Official Findings

https://docs.google.com/document/d/1NpUCjGM49QqyUg2s7KzmJW3lJBr23ap-g9Q_XxzmsZk/edit

Development of new OFOA Website and FO officials page

"Zebras campaign" Development

https://drive.google.com/file/d/1BftvQ7LKTyABTJAZ2H5Ek6KFV6a8sdRj/view?usp=share_link



Development/High Performance Trillium Grant Investment in Development

Tackle Officials:

Football Ontario Red vs Black Weekend

- 18 officials with mentoring and evaluation

Football Ontario Summer Cup

- 24 Officials with mentoring and evaluation

Football Ontario Fall Cup

- 24 Officials with mentoring and Evaluation

Administration

Football Canada Trained 1 Master Official Developer for Non-Contact in Ontario.

OSFL Referee in Chief appointed: Tyler Semple

OFFL Referee in Chief appointed: Don Carmichael

Non-Contact Referee in Chief appointed: Doug Richardson

Football Canada invested money for Football Ontario to hire an Officials Coordinator.

Football Canada launched the new officials portal and non-contact e learning for level 1

A photograph of three Ontario football players on a field. The player in the center, wearing a blue helmet and jersey number 50, is looking towards the camera with his hand near his mouth. He is flanked by two players in orange jerseys and gold helmets; the player on the left has jersey number 9, and the player on the right has jersey number 15. The background shows a green field and a yellow goalpost.

Event Delivery



Event Delivery

Each year, Football Ontario both hosts and attends many events at the local, regional, provincial, and national levels. From high performance events to developmental and learning experiences for younger players. Along with educating clubs and associations on the benefits of an athlete centered culture rather than competition and results centered culture.



Provincial

Football Ontario has a number of Provincial events that showcase the talented athletes that make up Football Ontario.

Red-Black Weekend

Last year's red black weekend took place on May 14-15th at Western University. There were three games played: U14, U16, U18. Last year the event was hosted by Western Mustangs football program and local community partners the London JR



Mustangs, London Beefeaters and Forest City Thunderbird. This event showcased the top players from across the province competing in practices and games to show why they deserve a spot on Team Ontario.

Players went through a mini-camp followed by the Red v Black game that was filmed and streamed live on the Official Football Ontario YouTube Channel. The Red-Black weekend is the final process of the evaluation and selection process for the Team Ontario Male Tackle program. Following the event, the Team Ontario coaches made their final decisions and the Football Ontario Top 40 were selected to take part in the Canada Cup in Kelowna, BC (U18) and the Eastern Regional Challenge in Sackville, NB (U16).

Red Black Weekend Registration numbers 2022

U18	92
U16	82
U14	46

Intercollegiate Flag

Last year was the inaugural Football Ontario Women's Intercollegiate 5-a-Side Flag Provincial Championship the weekend of April 2-3. This provided a launching point to move our teams to the Football Canada National Intercollegiate championship hosted by Football Ontario in Ottawa in May. Through the success of the event it can provide infrastructure to help grow the work done by the Ontario Women's Intercollegiate Football Association to get more teams and institutions playing flag football. We are hoping to build off the success of last year's event and capitalize on the growth of flag football and especially women's athletics. The event hosted a multitude of different teams from all across the province that competed to earn a spot at the Football Canada Intercollegiate National Championship.



For 2023 we are having a limit of 20 teams which will be split into four different pools. The teams all faced off through the round robin and playoff to decide a champion. Each team participated in a minimum of four games and had the opportunity to play up to six total games. The top two teams moved onto the intercollegiate Nationals that was held May 5-7. Both Flag and Women's Football are a quickly developing part of the football landscape in the province and Football Ontario is incredibly excited to showcase some of the top teams and talent that the province has to offer.

With the potential demonstration of 5-a-side flag football at the Olympics in 2028 and the growth of the game at the international level, the development of women's flag football athletes in Canada will be essential to earning a spot on the podium. Ontario intercollegiate women's football athletes have played various iterations of flag football for the last 10-15 years but without a clear pathway to Team Canada. Now, with the incorporation of a provincial 5-a-side championship as well as a national championship, Ontario intercollegiate women athletes will finally have their shot to play at the next level. OWIFA is proud to be the leading intercollegiate women's football organization in Canada and we're excited to develop these opportunities with Football Ontario for our athletes. We hope this will encourage the adoption of the game at the varsity level knowing that we can produce elite athletes. Along with pushing for the advancement of non-contact football at multisport events at high performance levels

Fall Cup

The 2022 Fall Cup games took place between the top teams in the Ontario Fall Football League (OFFL) and the top teams in the National Capital Amateur Football Association (NCAFA) to determine who the top programs in the province are.

The Fall Cup brings in the winning teams from the OFFL and NCAFA to compete in a single championship game at the U14, and U12 age level with the winner being declared the provincial champion. A second team from each respective league will also be invited to participate in a tier 2 championship game.



At the U10 age category the top two teams from both the OFFL and NCAFA will participate in a jamboree style day. U12 will be played at 9-a-side and U10 will be played at 6-a-side.

It was held on November 19th, at Carleton University.

- U10 Jamboree Games 1 & 2 - 9 am Brantford v. Cumberland / Durham Dolphins v. Kanata Knights
- U10 Jamboree Games 3 & 4 - 9:50 am Durham Dolphins v. Cumberland Panthers / Brantford Bisons v. Kanata Knights
- U12 Oakville Titans v. Bell Warriors - 11 am
- U12 Vaughan Rebels v. Cumberland Panthers - 1 pm
- U14 Niagara Generals v. Cornwall Wildcats - 3 pm
- U14 Oshawa Hawkeyes v. Cumberland Panthers - 6 pm



High Performance



High Performance Delivery

Football Ontario Futures

Football Ontario Futures is the open Identification process for Ontario football players ages 12-18. The goal is to create a streamlined identification process for all athletes ages 12-18 to be evaluated that is inclusive to everybody. Football Ontario wants to create an entry point for players to develop into our high-performance pathways, measure specific metrics, and grant the players exposure and promotion to help further their football careers. We have widened the scope of our identification process to ensure that all areas of Ontario are fairly included in our sport.

2022 ID Camp Boys Tackle Registration

U18 Tackle

- 338

U16 Tackle

- 210

U14 Tackle

- 70

2022 ID Camp Girls Tackle Registration

U18 Tackle

- 54

High Performance Academy

Football Ontario's High Performance Academy is the second phase of the selection and identification process that leads to the Team Ontario Program and National and Regional competitions.

The High Performance Academy takes place in the Spring with the Top 200 Regional players being named in three regions who are invited to developmental camps across the province to showcase their talents and make their case on why



they should be chosen to represent the province in competitions. The High Performance Academy establishes our core values of long-term athlete development. While providing a safe playing environment that protects the welfare of all participants.

2022 U18 High Performance Academy

- 173

2022 U16 High Performance Academy

- 120

2022 U14 High Performance Academy

- 38



Program Activation





Program Activation

NFL Canada Flag Kits

Football Ontario entered a three-year partnership with NFL Canada as our official sponsor of Women and Girl's Football across the province. The demand for women and girls football programs in Ontario is continuing to grow and Football Ontario and its membership. NFL Canada has invested time, energy and resources to ensure we are making significant progress in growing participation for women and girls in flag and tackle football across the province.

NFL Canada and Football Ontario plan on working together to see an increase in women and girls' participation in both flag and tackle football across the province. To achieve this the organizations are making more programming available while also reducing the barriers to entry. The organizations also plan on increasing the leadership representation of women in coaching, officiating, and administrative roles to help accelerate the growth.

The partnership is meant to grow all aspects of women and girls' football, from grassroots programming such as the 1st Down Program, to more flag football programs, to more women and girls' tackle programs.

In order to grow women's and girls' flag, NFL Canada will also be distributing 30 flag kits yearly for Football Ontario to provide to its membership.

Football Ontario and NFL Canada are also working together to provide NFL Flag Football Kits to schools and programs across the province. This partnership is a part of the NFL Flag-in Schools Programs to deliver flag football kits to elementary and high schools throughout the Greater Toronto Area (GTA). These kits include all the essentials (equipment, flag belts, balls, etc) to start a flag football program in school. Ideally this will help to encourage schools and students to get active and learn the basics of football in a fun environment.



“We are thrilled to be partnering with Football Ontario to bring the NFL FLAG-In-Schools program to the GTA,” said David Thomson, Managing Director of NFL Canada.. It provides an opportunity to bring flag football to students, parents and communities that have not been able to access the sport previously. NFL Canada is looking forward to expanding the program throughout the province and country in the coming years.”

The NFL FLAG in-schools program aims to increase physical activity of youth by providing flag football resources to underserved communities. These resources can be used in physical education classes, at recess, for intramurals, and in tournaments. With this initiative, we hope to introduce more young athletes and fans to the game of football, in an accessible, fun, fast-paced and inclusive format. Football Ontario and NFL Canada hope for flag football to eventually be accessible at every school across the province and this partnership will help work towards that goal.

“We are delighted to partner with Football Ontario as we look to grow and develop both flag and tackle football for women and girls in the province together. At NFL Canada we want to create positive experiences in the game for all, while connecting with new audiences to grow the game at every level, and we know that Football Ontario share these goals. Making football more accessible, with visible pathways for women and girls to play is a priority for the League, and we look forward to getting our new partnership underway and making a positive impact on local communities together.” says David Thomson, VP and Managing Director of the NFL Canada.

<https://www.nfl.com/>

PurpleShift

PurpleShift is a recruiting, health, fitness, and social media app designed to objectively determine athletic ability. It is the S.A.T. of Sports - Standardized Athletic Testing. PurpleShift verifies athletic results using video evidence, so that all tests are done the same exact way. PurpleShift was founded on the belief that sports should be completely objective. The organization is an all inclusive sports



app that allows anyone to see where they are ranked, both globally and locally, in several categories.

PurpleShift allows our athletes to see anyone to compare where they are ranked, both globally and locally, in several categories. PurpleShift is used to track athletes progress knowing that the results are 100% accurate and precise. Using that information as an athlete can help increase your chances of being recruited.

“PurpleShift was founded to create opportunity and hope for all athletes no matter who you are or who you know. PurpleShift gives the athlete control of their future from anywhere, at any time. With our partnership with Football Ontario we will be able to reach more athletes who may need our services immediately. We vow to do all we can to serve all athletes who are a part of the Football Ontario ecosystem.” says Micah Awe, founder of PurpleShift

PurpleShift is being used by all our athletes before our Identification Camps. Athletes are being required to insert their own testing results. This process helps us streamline the recruiting process for our coaches when making the discussion for our High Performance Academy.

<https://purpleshiftlive.com/>

TeamLinkt

TeamLinkt has been the official title sponsor of Ontario Community Football League (OCFL). The partnership offers the best possible experience to its members and programs. The partnership has provided our members with more benefits and collaboratively grown the exposure of the leagues.

TeamLinkt has provided us and our members with a free easy to use Sports Team Management App and League Registration, Scheduling, and Website tools. This partnership has increased Football Ontario's brand awareness along with its members. While making registration for our organization a streamlined process.

<https://teamlinkt.com/>

A full-page background image of a football player in a red jersey and yellow helmet, running with the ball. The player is wearing a yellow helmet with red facemask and a red jersey with white stripes on the sleeves. He is holding a brown football with a white Nike swoosh. The background is a blurred field with white yard lines.

Strategic Plan



Strategic Plan

Football Ontario has continued to make strides toward achieving our goals laid out in our strategic plan.

<https://footballontario.net/wp-content/uploads/sites/19/2021/12/ofa-stratpla-.pptx.pdf>

Grassroots within Ontario Communities

Goals

- Increased number of young participants
- Increased programming
- Engaged and satisfied members and stakeholders

Football Ontario runs 3 programs that are focused on developing young aspiring football players at the grassroots level.

- CFL Futures
- First Down Program
- Ultimate Football

Football Ontario has also made sure to invest in non-contact football which is popular among young children and their parents who are not ready to put their kids in tackle football.

Provincially Within Ontario

Goals

- One aligned Football Ontario
- Governing Body
- Provincial Leader

Over the past year Football Ontario was able to combine Minor football across the province and has become recognized as the Provincial Leader, which has focused on promoting inclusiveness and growing the participation by athletes, coaches, officials, supporters, and fans.



- NCAFA (National Capital Amateur Football Association)
- OFFL (Ontario Fall Football League)
- OSFL (Ontario Summer Football League)
- OFC (Ontario Football Conference)

Nationally Within Canada

Goals

- Lead best practices
- Improved reputation
- Team Success
- Increased influence

Football Ontario has become a leader nationally providing leadership in the growth of football around the nation.

National Events that Football Ontario Hosted in 2022, and Events in 2023

- 2022 Canadian Collegiate Flag Football Championship, Carleton University
- 2023 Women's National Tackle Championship, Ottawa Ontario, July 23rd - July 29th

Removing Barriers to Play

Goals

- Target barriers that exclude communities from leagues or teams
- Partnerships that target financial barriers which prevent athletes from participating
- Explore game modifications that improve programming in both contact and non-contact football
- Create more opportunity for high performance visibility

Football Ontario over the past year has put its focus on increasing the current women's and girl's programs that we have to offer. Through amazing partners like NFL Canada we are able to invest the time and money that these athletes deserve. We have also partnered with the Buffalo Bills to bring free flag football sessions to



girls in the Niagara region. Football Ontario is also hosting the Women's Tackle National Championship this year. Hopefully this event can bring awareness to girls football.

In our High Performance Academy we have eliminated financial barriers to play for some of our athletes. Former Football Ontario athletes and current CFL players have paid for High Performance fees for players and families where money has become a barrier that prevents athletes from playing. This directly aligns with our slogan of Football For All.

Football Ontario has invested heavily in improving our non-contact programming and giving more opportunities for athletes that don't want to participate in contact football. We have invested in our flag programming, making it available to all. While offering opportunities for athletes to showcase their skill set.

Due to the demand for more visibility in our High Performance Academy we have 3 Identification camps across Ontario that allow people from any location to attend. We have also increased the amount of participants that we take in at each event. Football Ontario used to have a cap of 100 per age group, this year we had upwards of 130 in both the U18 and U16 age group. For previous years we used to only take the top 75 prospects from the ID camps for the High Performance Academy. This year we are increasing it to 200 kids per age group. This will allow for more kids to showcase their talents and improve their development as football players.

Health and Wellness

Goals

- Wellness education
- Create support systems which help reinforce safe football practices
- Up to date policy and practice of Rowan's Law

Football Ontario makes sure that all its athletes, coaches, and officials practice safe contact that prevents injuries. All coaches and volunteers are required to take a safe



contact online session before they are eligible to participate in Football Ontario activities. Making sure all coaches and volunteers understand the importance of safe contact ensures that everyone knows the importance.

Football Ontario through our partnership with PurpleShift we are promoting healthy habits and fitness tips for our athletes. This is done to get the most out of our athletes and provide them with a framework for a healthy lifestyle.

We have consistently updated the Rowan Law policies that are listed on our website. We make sure that all members understand the policy to ensure the safety of our players and members.



Sponsorship and Grants



Sponsorship and Grants

TeamLinkt

Through our partnership with TeamLinkt we have been able to save our members and associations money through registration. Organizations that use TeamLinkt are saving on average between 1600-3000 per year by registering with TeamLinkt. We have approximately 45 associations using TeamLinkt along with 3 leagues that use the program. Our 45 associations have saved more than 90,000 dollars this year while using TeamLinkt. This doesn't include our 3 leagues that also use TeamLinkt.

<https://teamlinkt.com/>

Momentum Fundraising

Momentum Fundraising and Football Ontario have been in partnership together since last year. This partnership allows Football Ontario to focus on providing as many opportunities as possible to its members and players. This partnership fits with our goal of providing football for all and removing the barriers to play. With Momentum Fundraising we have run 16 campaigns and have raised just under 160,000 through momentum. These funds were sent directly to associations in Ontario.

<https://getstarted.moneydolly.com/optin-4935249316245883208351638230103947>

Grants

Provincial Funding to Community Clubs

The Community Sport Club Grant was for members of the PSO who offered the programming that supports alignment within the amateur sport system by offering a range of grassroots and competitive programming. This funding went to support community football clubs across the province in sustaining their organizations and preparing for when football was able to resume.



The grant was aimed to support Ontario coaches and participants with the tools they need to get back on the playing field, while keeping safety top of mind. Sports play a vital role in our communities, and had been sorely missed over the past year. This fund was aimed to offset some of these coach expenses, so that it was a safe return to sport, and remains accessible for all of Ontario.





Through this fund we provided 320,000 in grants and bursaries this past year with 300,000 coming directly from resilient funds from the government, the rest went towards women's football, the league championship, and some player bursaries.

A full-page background image of a football player in an orange jersey with 'ONTARIO' and the number '9' running on a field. The player is wearing a gold helmet with a red face mask and white gloves. The text 'Marketing and Communication' is overlaid in the center in a white serif font.

Marketing and Communication



Marketing and Communication

Social Media				
				 Newsletter
Followers	5,207	9,435	7,353	Subscribers: 18,697
New Followers	193	3,388	1,297	Avg opening rate: 40%
Reach	20,314	33,529	470,200	Opened: 10,170 times
Oct-Dec 2022 - December 2022 Newsletter				Unique opens: 6,485 times
				Unique links clicks: 233 times



Sponsorship and Partnership



Sponsorship and Partnerships

Partner Links





Riddell.



TeamLinkt



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