



OPERATIONS REPORT

Football Ontario

21 King Street West,
Hamilton, ON L8P 4W7

ageisler@footballontario.net

TABLE OF CONTENTS



Organizational Structure	3
Mission and Values	4
Coach Certification & Safe Sport	5-6
Program Delivery & Membership Growth	7-8
Event Delivery	9-15
Successes and Focuses	16-17
Marketing and Communications	18
Financial Overview	19
50/50 Mega Raffle	20
Program Activations & Sponsorship and Partnership	21-28

ORGANIZATIONAL STRUCTURE

BOARD OF DIRECTORS

Don Hamilton (Chair of the Board)

Rob Klyne
Dashawn Stephens
Chris Osei-Kusi
Ryan Clutterbuck
Tiffany Hall
Carlo Onorati
Carlos Roque
Heather Ferugson



STAFF AND ROLES

Aaron Geisler: Chief Executive Officer

Tyler McNicholl: Director of Operations
JT Tsui: Director of Culture & Sport
Aidan McKenna: Manager of Programs
Emily Todd: Director of Development & Administration
Olivia Ghosh-Swaby: Manager of Flag Development

BUILDING FUTURES, TOGETHER: NEW STAFF AND PROMOTIONS



Aidan McKenna

Manager of
Programs

- Aidan first joined the organization as an intern in 2023, where he developed a foundational understanding of football operations in Ontario. Following his internship, he took on an independent contract role as the Sponsorship and Fundraising Coordinator, where he played a key part in supporting the organization's financial development and partnership initiatives.
- Recognizing his contributions and commitment, Aidan was subsequently brought on as a full staff member in the role of Programs Manager. In this capacity, he oversees a broad portfolio that includes NCCP coach development, officials development, grassroots programming, and event support, while also providing direct assistance to the organization's Team Ontario programs.

MISSION AND VALUES



The Provincial Sport Organization (PSO) for Football in Ontario. We are a not-for-profit organization formally recognized by the Ministry of Tourism, Culture, and Sport as the governing body of a particular amateur sport in Ontario.

Mission: To Provide Football for All, Through Leadership, Promotion, and Development.

Vision: To Be Recognized as the Leader in the Canadian Football Community.

HIGH PERFORMANCE



TEAM ONTARIO
FLAG & TACKLE

FLAG FOOTBALL MEMBERS



NIAGARA YOUTH
FLAG FOOTBALL

UA FLAG



+70 ADDITIONAL FLAG ASSOCIATIONS

TACKLE FOOTBALL MEMBERS



ONTARIO
HIGH
SCHOOL
FOOTBALL



ONTARIO
FALL
FOOTBALL
LEAGUE



CANADIAN
JUNIOR
FOOTBALL
LEAGUE



ONTARIO
SUMMER
FOOTBALL
LEAGUE



NATIONAL
CAPITAL
AMATEUR
FOOTBALL
ASSOCIATION



ONTARIO
WOMEN'S
FOOTBALL
LEAGUE

VALUES

Innovation: to be an innovative provincial governing body.

Alignment: to align football in Ontario under one vision.

Excellence: to strive for excellence at all levels by holding ourselves to a high standard.

Wellness: to ensure the wellness and health of all athletes, coaches, refs and parents who are a part of our game.

Community: to involve the community in all decision making.

Inclusion: to provide an inclusive environment to grow the sport.



COACH CERTIFICATION

This year, we tackled challenges in the coaching certification process while making major strides in alignment, communication, and evaluator support:

- Stronger Alignment:
 - Football Canada appointed a Director of Coaching & Athlete Development, improving coordination from NSO to PSO.
- Evaluator Expansion:
 - Reintroduced an active Coach Evaluator and identified four new Coach Evaluators (two for flag, two for tackle).
- Structured Scheduling:
 - Published the NCCP coach certification calendar (December 1- April 30) to provide clear timelines for coaches.
- Improved Communication:
 - Developed a detailed certification process outline, distributed through membership, with ongoing reminders to keep coaches informed and on track.



Safe Contact

- In 2025, 335 coaches participated in Safe Contact training
- Safe Contact 2.0 Refresher available, offering a more efficient alternative to the original workshop.
 - Reduces required time commitment for coaches from 4 hours to 2 hours
 - Lowered cost from \$50 per coach to \$10 per coach
- As a result, there was an increase in the number of coaches opting for this course, which in turn reduced the demand for the longer workshop format.



Community Sport Training

- 168 coaches participated
- Community Sport Training is a 1-day clinic designed for coaches who are currently coaching athletes aged 6-13 in contact or non-contact football.



Competition Introduction Position Workshop

- A total of 100 coaches participated in 2025, marking significant progress compared to 2023 and 2024

SAFE SPORT PORTFOLIO

Football Ontario requires all coaches, officials, decision-makers—whether or not they have direct athlete contact—to complete Safe Sport Training. This training aims to ensure a safe, inclusive, and ethical environment for everyone involved in our programs. This initiative ensures a safe, inclusive, and ethical environment for all participants by reinforcing comprehensive health and safety policies.

WHAT IS SAFE SPORT TRAINING?

Developed by the Coaching Association of Canada (CAC), Safe Sport Training educates participants on recognizing, preventing, and addressing maltreatment in sports. It aligns with the Universal Code of Conduct to Prevent and Address Maltreatment in Sport (UCCMS) and supports Football Ontario's commitment to athlete safety, integrity, and wellbeing. It equips coaches, administrators and others to make decisions that promote athletes' physical and mental wellbeing and empowers sporting organizations to foster a culture that contributes to athlete success.

- This free, 90-minute online course, available in English and French, can be accessed through CAC's Locker portal.



BENEFITS OF SAFE SPORT TRAINING

Safe Sport Training helps create a safer football community by:

- Promoting physical and mental wellbeing for athletes
- Aligning with accessibility standards for broad participation
- Providing professional development points for certified coaches
- Reinforcing ethical conduct and continuous learning

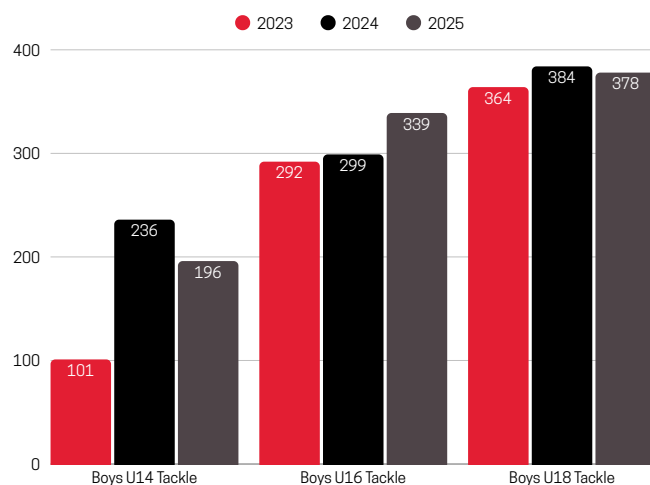
To get started, log in to your Locker account and select Safe Sport Training, or register if you're new to the platform.

PROGRAM DELIVERY

CRAFTING SOLUTIONS, DELIVERING SUCCESS

Football Ontario has established a clear entry point for players to develop within its high performance pathways. Under Armour is now the official provider of sideline and on-field apparel for Football Ontario's high-performance programs, elevating the quality perception of the program.

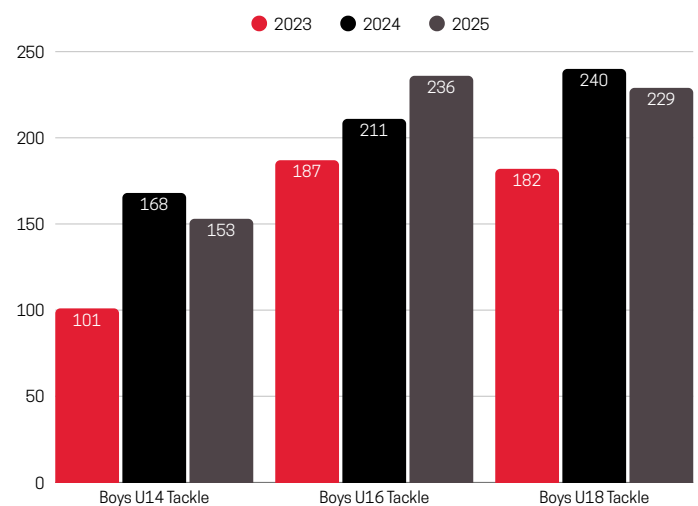
FOOTBALL ONTARIO ID CAMPS



- In 2025, total participation was 913 athletes in the boys tackle stream of the Team Ontario Program which is approximately the same as 2024 when we mixed flag with tackle ID Camps.

HIGH PERFORMANCE ACADEMY

- In 2025, the High Performance Academy participation also retained approximately the same number of total participants as in previous years.



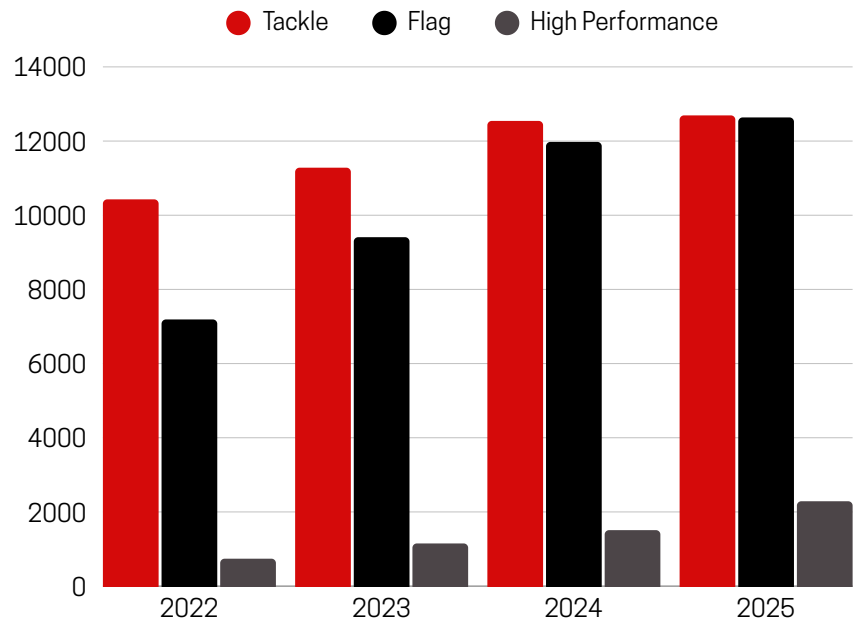
MEMBERSHIP GROWTH

KEY DRIVERS

The surge in membership is primarily driven by the rapid growth of both women's football and flag football in recent years. To support this trend, we have increased the number of flag football events. While tackle football and high-performance programs are unlikely to see the same level of growth, future expansion will largely come from flag football.

2025 BY THE NUMBERS

- **Tackle:** 12,692
 - 1% increase from 2024
- **Flag:** 12,637
 - 9.4% increase from 2024
- **High Performance:** 2,288
 - 65% increase from 2024



MEMBERSHIP BENEFITS

- Largest Football Governing Body in Canada
- Extensive Network: Connect with 80+ associations and club
- National Affiliation: Directly linked to Football Canada
- Membership Perks:
 - Club Support & Development
 - Partnerships & Sponsorships
 - Marketing & Promotions
 - Event & League Access

EVENT DELIVERY

CLUB FLAG PROVINCIAL CHAMPIONSHIPS

- The Club Flag Provincial Championships, Ontario's largest provincial flag event to date, took place in Cambridge, ON, from Jul 18-19.
 - 600+ athletes from 50+ teams
 - U14-U18



2025 OPEN & ELITE CLUB FLAG NATIONALS

- Football Ontario, in partnership with Football Canada, presented the 2025 Open & Elite Club Flag Nationals, taking place from August 15-17 at Sandewood Park in Brampton, ON.
 - 50+ teams
 - 600+ athletes
 - 8 divisions
 - U14-U18
 - 500+ tickets sold
- Elite Club Flag Nationals showcased the top club teams from each province
- Open Club Flag Nationals welcomed all clubs in good standing with their PSO



EVENT DELIVERY

SUMMER CUP

- The 2025 Football Ontario Summer Cup, held over two weekends on July 27-28 and August 3-4 at Queen's University and in Brantford, ON, was the largest amateur tackle football event in the province. Featuring over 1,700 athletes, the event served as the culmination of the Ontario Summer Football League (OSFL) playoffs, with the victors crowned OSFL and Provincial Champions in each age group from U10 to U18.

Streams

- Over 33,100 livestream views across both weekends

Attendance

- 3400 in attendance across both weekends



FALL CUP

- November 16-17 at Pine Ridge HS in Pickering
 - 360+ athletes
 - 7600+ live stream
 - U10-U14
- Games took place between top teams in the Ontario Fall Football League (OFFL) and the top teams in the National Capital Amateur Football Association (NCAFA)
 - Fall cup brought together the winning teams to compete in Tier I and Tier II championship games at the U12 and U14 levels
 - Top two U10 teams participated in a jamboree-style day



REDBLACK WEEKEND

Overview:

- RedBlack Weekend served as Phase Three of the 2024 Men's Tackle High Performance Program, hosted by the Waterloo Warriors Football Program in partnership with the Waterloo Jr. Warriors.
 - Event Dates: May 2-4, 2025
 - Location: University of Waterloo, Waterloo, ON
- RedBlack Weekend is recognized as one of the largest recruiting events in Ontario
 - Attended by coaches from OUA, CJFL, and USports

Event Highlights

- Athlete Participation:
 - 270 athletes
 - U14, U16 & U18
- Regions Represented:
 - London to Ottawa, as far north as Sudbury

By the Numbers

- Streams: 10,000+ livestreams
- Total Attendance: 1000+
- Ticket Sales: 900+

Women's Tackle Programming

- For the second consecutive year, the Team Ontario Women's Tackle Program was included in the event, hosting a Development Camp at the University of Waterloo.
 - Each participating athlete received free tickets to the RedBlack games.



ELITE FLAG NATIONALS

- Football Ontario, in partnership with Football Canada, hosted the 2025 Elite Flag Nationals from May 17-19 at Queen's University in Kingston, ON. The event brought together the nation's top U14-U19 athletes.
 - 1,500+ total attendees
 - 550+ elite athletes
 - 22,000+ live stream views
 - Ontario Medal in 7 of 8 divisions (3 Gold)
- Ontario's Standout Performances:
 - U14 Girls and Boys - Gold Medal
 - U16 Boys - Gold Medal
 - U18 Boys - Silver Medal
 - U16 and U18 Girls - Bronze Medal
 - U19 Boys - Bronze Medal



FOOTBALL WEEKEND IN ONTARIO

NOV 23-24 - CCWF CHALLENGER

- The Canadian Collegiate Women's Flag Showcase brought together 12 women's flag football teams from Ontario and Quebec for a competitive two-day tournament.



NOV 15 - TEAM ONTARIO FLAG TRIALS

- Phase Two of the Team Ontario High-Performance Flag Program featured the Team Ontario Selection and Trials Camp. The Top 30 players from each of the eight divisions were invited to participate in skills, drills, and install sessions, followed by controlled scrimmages.



WOMEN'S TACKLE PROGRAMMING

A year of growth, development, and historic achievements in women's tackle football across Ontario

2025 DEVELOPMENTS

- The Ontario Women's Football League (OWFL) expanded across U16 & U19 divisions, further growing competitive women's tackle football
- U18 Women's Tackle National Silver Medalists

EVENTS

- Women's Tackle Development Camp:
 - Hosted 60+ female athletes to refine their skills and learn from top coaches
- Women's Tackle High School Jamboree
 - Hosted at York University - four high school tackle teams scrimmaging demonstrating their skills and growing the sport
- Kingston Women's Development Camp:
 - Athletes aged 15-17
 - 60 athletes in attendance, including provincial, recreational
 - USports, OWIFA, and provincial-level coaches provided elite instruction



INTERCOLLEGIATE FLAG

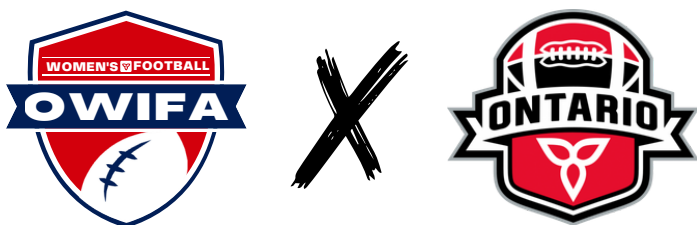
Football Ontario is proud to support the growth and development of women's flag football across the province. In partnership with the Ontario Women's Intercollegiate Football Association (OWIFA), we are committed to expanding opportunities for women and girls to compete at the collegiate level. Together, we are building a stronger, more inclusive football community in Ontario.

2025 DEVELOPMENTS

- OWIFA tournaments continue to grow (e.g., size of tournaments / team participation, spectators at events, social media promotions)

EVENTS

- OWIFA and Football Ontario hosted the Canadian Collegiate Women's Flag Challenger (CCWF)
 - The event saw 12 collegiate teams from Ontario and Quebec compete.
- In April, Football Ontario supported the 2025 5v5 Intercollegiate Flag Championships in Peterborough, ON.



PROGRAM SUCCESS

Football Ontario is incredibly proud of all its Team Ontario teams, athletes, coaches, and volunteers who represented the organization to the best of their ability, as well as the many club teams who represented the organization on the national stage. Most importantly we saw a significant investment from businesses, sponsors, and partners to help ensure that not a single athlete was unable to participate in the Team Ontario process due to financial barriers. We are well into our planning for 2026 and look to take another leap in Team Ontario programming and build upon our successes in 2025.

RECORD-BREAKING YEAR

- Football Ontario hosted the two largest National Events of 2025:
 - Elite Flag Nationals in Kingston, ON
 - Club Flag Nationals in Brampton, ON.
- Both of these events hosted 40+ clubs and set records as the largest National Flag Tournaments to date.



HISTORIC ACHIEVEMENTS FOR TEAM ONTARIO

- The 2025 Team Ontario Season saw historic victories, with Ontario earning their first ever Gold Medals at the Elite Flag National Championships - earning three medals
- Team Ontario Tackle Programs would each earn a Silver Medal at their respective events (U16 Boys/U18 Boys/U18 Women's)
- Overall, 10 Team Ontario teams earned 9 medals across 4 events: 3 Gold, 4 Silver, and 3 Bronze.
- Football Ontario's club teams combined for 12 medals at 1 event, earning 5 Gold, 4 Silver, and 3 Bronze.

2025 SUCCESSES / 2026 FOCUSES

FLAG

Successes

- **National Flag Tournaments:** Hosted largest National Flag events of 2025 - Elite Flag Nationals in Kingston and Club Flag Nationals in Brampton, with over 40 clubs each.
- **Team Success:** Football Ontario teams earned 7 medals at Elite Flag Nationals, including their first 3 Gold Medals
- **Club Performance:** Ontario clubs claimed 12 medals at Club Flag Nationals, including Gold in 5 of 6 divisions, along with 4 Silver and 3 Bronzes.
- **Club Growth:** Demonstrated growth in Ontario's High-Performance Flag programs, with expanded participation and more competitive performances.

Focuses

- **Continued Growth:** Build on 2025 successes to enhance the athletes experience in 2026.
- **Leveraging Leadership:** Capitalize on Olivia's role as Manager of Flag Development to drive continued improvement, growth, alignment, and innovation in flag football.
- **Provincial Exposure and Recruitment:** Increase provincial promotion through live streaming and targeted marketing, while expanding recruitment to attract diverse talent and improve team development.

MEN'S TACKLE

Successes

- **Program Alignment:** Created alignment across U18, U16, and U14 levels.
- **Successes:**
 - U18 Men's Tackle: Silver Medal.
 - U16 Men's Tackle: Silver Medal
 - U14 Men's Tackle: From 39 athletes in 2022 to 90 athletes in Red-Black Top 90 Game
- **Financial Support:** No financial limitations for families in need, with support provided through payment plans and subsidies.
- **Coach Development:** Increased coach participation in NCCP courses, creating better alignment, raising training standards, and developing emerging leaders.

Focuses

- **Mission:** Provide football for all through leadership, promotion, and development.
- **Vision:** Develop calm, confident, and resilient leaders for life.
- **Core Values**
 - **Excellence:** Strive for excellence at all levels by holding ourselves to a high standard.
 - **Innovation:** Lead as an innovative governing body
 - **Community:** Involve the community in decision-making.
- **Improving Player and Parent Feedback:** Collect information from players and parents during the selection process, covering sports background, preferences, and strengths/weaknesses.
- **Alignment:** Ensure coaching staff align with the organization's mission, vision and values.
- **Open Communication:** Allow a safe space for communication and feedback among all parties.

MARKETING AND COMMUNICATIONS

Football Ontario has expanded its reach through social media in 2025. We are building on what works while exploring new ways to grow the game.

- Social Media & Marketing:
 - Efforts to clean up and improve our social media presence
- Content Organization & Representation
 - Designated leads for different categories
- Future Planning:
 - Creating opportunities for new leaders to step up and continue developing Football Ontario's communication and promotional efforts



OUR REACH

SOCIAL MEDIA

15,300,00+
IMPRESSIONS

888,700+
ACCOUNTS REACHED

170,400+
INTERACTIONS

7800+
NEW FOLLOWERS

STREAMING

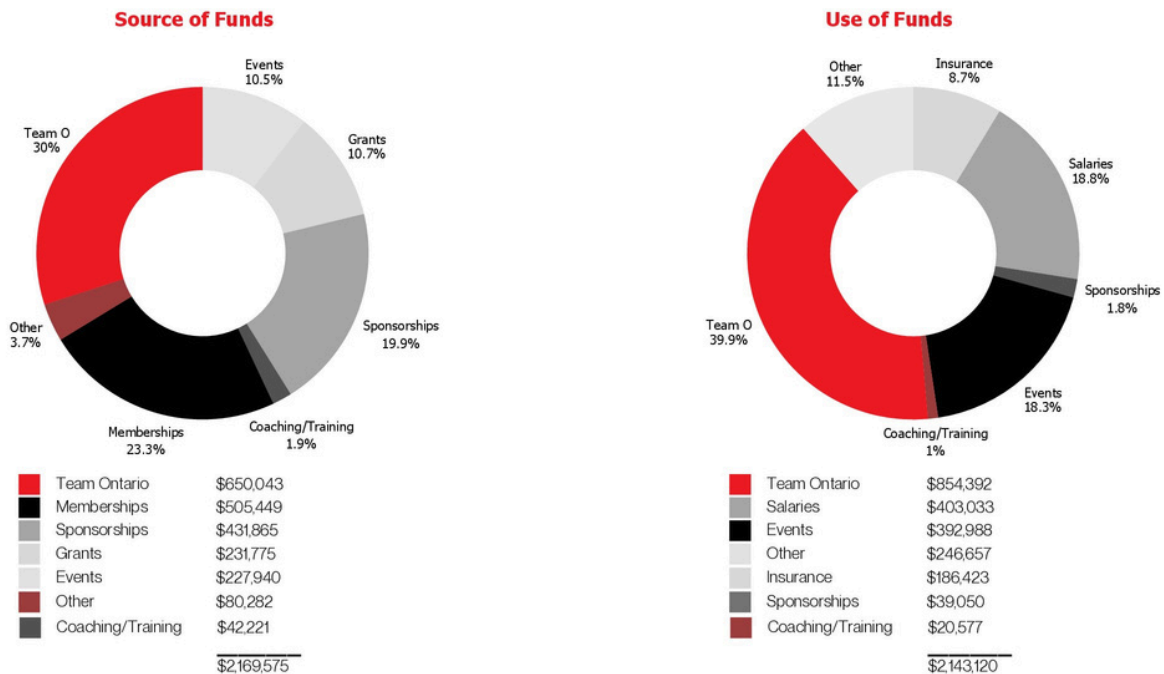
 **13,000**
VIEWS

 **2100+**
VIEWS

FINANCIAL OVERVIEW

Revenue for the fiscal year ending on December 31, 2025, amounted to \$2.17M, an increase from \$2.05M in the prior year, representing a growth of \$0.12M (a 6% increase in revenue). This increase can be linked to the increase in Event Revenue, Memberships and Merchandise.

Expenses for the year totalled \$2.14M compared to \$2.03M in the prior year, an increase of \$0.11M, aligning with the annual increase in revenue (6% increase in expenses). The year-over-year increase was primarily due to costs associated with Salaries and Bad Debts. Salaries and wages increased to \$0.40M from \$0.34M (up \$0.06M year-over-year).



Overall, the year's financial result indicated a profit of \$0.03M, an increase of \$0.01M from prior year's \$0.02M. Throughout the 2025, total cash balances increased by \$0.16M to \$0.39M as at December 31, 2025.

Football Ontario maintains a disciplined approach to financial management as the foundation for organizational growth, while working diligently to enhance the value and quality of programming and continued opportunities for its membership.

50/50 MEGA-RAFFLE

The 2025 “Gridiron Gold” Mega Raffle marks Football Ontario’s third annual 50/50 fundraiser. Proceeds from the raffle directly support youth football in Ontario, funding essential equipment, coaching, and facilities while helping young athletes develop teamwork, discipline, and leadership skills..

HIGHLIGHTS

- The raffle generated a total revenue of **\$300,000+** through raffle sales and sponsorships since it’s inception
 - Average purchase price of \$40+
 - 3000+ total purchases, reflecting strong participation from clubs
 - 50 000+ tickets sold

NEXT STEPS

- Continue expanding event promotion to maximize member participation, ensuring all members can receive benefits and value



PROGRAM ACTIVATION

Detroit Lions

We have teamed up with the Detroit Lions to grow the sport of flag football across the province. This exciting collaboration gives athletes the chance to engage with both the NFL and the Lions through events like the Adult Tournament Series and Collegiate Provincial Championship, while reinforcing Football Ontario's commitment to inclusivity, development, and elite-level competition.



Biosteel

BioSteel has been named the official hydration partner for Football Ontario, supporting several football programs and events throughout the province. They will provide athletes with premium hydration and nutrition at ten major events, including Team Ontario Tackle Football ID Camps and the Adult Flag Circuit, ensuring athletes perform at their best.



Canadian Mental Health Association

In partnership with the CMHA, Football Ontario launched a three-year initiative to raise mental health awareness in minor football locker rooms across the province. Through CMHA's Talk Today program, players will receive mental health education and resources, fostering psychologically-safer spaces in football communities. The partnership will also promote awareness through social media and in-person events.



Renewed Contract with Team Linkt

Our partnership with TeamLinkt will continue through 2026, with the company remaining the Official Title Sponsor of the OCFL, which includes leagues such as the OSFL, OFFL, OWFL, and NCAFA. TeamLinkt's ongoing support has significantly improved the experience for Football Ontario's members, and this extended collaboration will provide even greater benefits and visibility for all the leagues involved.



OUR PARTNERS - NFL CANADA

Official Sponsor of Football for Women and Girls

NFL Canada is the official sponsor of Women and Girls Football in Ontario and has contributed significantly to the expansion and development of Tackle and Flag Football. Their fundings has helped establish the Team Ontario Senior Women's Tackle pathway, supported coach development, and enhanced both grassroots and high-performance efforts across the province.

- **Senior Women's Tackle:** Established Team Ontario Senior Women's Pathway and enabled regional teams to compete provincial and in the CCWFL.
- **OWFL:** Expanded flag and tackle programs and secured funding for the OWFL Championship.
- **Coach Development:** Introduced honorariums to eliminate financial barriers and increase female coach participation.
- **High performance:** Funded a full-time Flag Development Manager and provided swag kits for athletes to represent Team Ontario at national events.
- **Events:** Supported NFL Canada Activations, event signage, merchandise, and prizeing at major events, including the 2024 Elite Flag Nationals, 2024 Club Nationals, and Intercollegiate Women's Events.

Flag-In-School Program

Football Ontario and NFL Canada have expanded the **Flag-In-School Program** to provide Ontario schools with flag football kits. This initiative aims to boost youth participation in football through physical education and intramural sports, while establishing sustainable programs in schools.

- **2023:** Delivered 100+ kits, reaching 5,000+ students
- **2024:** Supported the Women's Tackle High School Jamboree at York University, 200+ athletes
- **2025:** Supported High School Girl's Flag Provincial Championships
- **Grassroots Growth:** Partnering with NFL Flag leagues and tournaments, supporting Try Football days and development camps.
- **Scholastic Initiatives:** Expanding access through ambassador programs, curriculum development, and scholarships.



OUR PARTNERS - CFL TEAMS

Hamilton Tiger-Cats

The Hamilton Tiger-Cats are dedicated to supporting football development at the club and collegiate levels in Hamilton and the surrounding area. Throughout the 2025 season, local minor football teams were showcased at Tim Hortons field.

- Through strategic partnerships, the Tiger-Cats played a pivotal role in hosting various football development initiatives at Tim Hortons Field, including:
 - High School Football Summer Camp
 - Flag Football Skills Camp
 - Officiating Clinics
 - NCCP-Accredited Coaching Clinics,
 - Team Ontario Flag Identification Camps
 - OWIFA Collegiate Provincials Tournament



OUR PARTNERS - CFL TEAMS

Toronto Argonauts

Football Ontario Night

In 2025 the Toronto Argonauts hosted Football Ontario athletes and families to enjoy 40% off tickets for a thrilling game between the Argos and Hamilton Tiger-Cats at BMO Field.



Football Ontario ID Camp

In 2025 the Toronto Argonauts hosted a Team Ontario Flag Identification Camp, with 100+ total athletes in attendance across all eight programs



OUR PARTNERS - CFL TEAMS

Ottawa RedBlack

The Hamilton Tiger-Cats are dedicated to supporting football development at the club and collegiate levels in Ottawa and the surrounding area. Throughout the 2025 season, local minor football teams were showcased at TD Place, including NCAFA.

- Through strategic partnerships, the Tiger-Cats played a pivotal role in hosting various football development initiatives and supporting Football Ontario Programming including:
 - Team Ontario Flag Identification Camps
 - Flag Football Skills Camp
 - NCAFA Activations
 - Elite Flag Nationals
 - RedBlacks Training Camp
 - Fan Fest



SPONSORSHIP AND PARTNERSHIP



SPONSORSHIP AND PARTNERSHIP



BRINGING THE WORLD TO ITS FEET



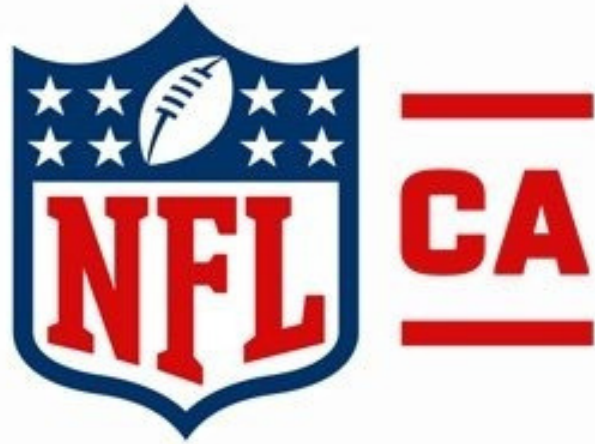
TeamLinkt



BARON®



SPONSORSHIP AND PARTNERSHIP



Canadian Mental Health Association
Mental health for all

