

# **Edmonton Ultimate Players Association**

**2017  
Annual Report**

**EUPA**

## Board of Directors

Adrienne Maskalyk - President

Derek Monderman - Vice-President

Morgan Allen - Treasurer

Amanda Toniolo - Secretary

Alyssa Durocher - Member at Large

Andrea Wallace - Member at Large

Evan Sprecher - Member at Large

Michael Stoddard - Member at Large

Nigel Greenways - Member at Large

Sharon Haas - Member at Large

## Staff

Danielle Dugan - General Manager

Cayley Mendoza - Summer Program Coordinator

Justine Foster - Summer Marketing Coordinator

## Committees

Executive

Community

Growth and Development

Youth

Tournaments and Events

## Volunteers

This year EUPA saw the support of 50+ volunteers acting as members of EUPA's Committees and filling critical roles to run EUPA programs and events. Additionally, we continue to be supported by over 150 players acting as team captains, spirit captains, and field coordinators, which makes the running of EUPA leagues possible.

# ABOUT

## EUPA Objectives

The EUPA was incorporated in 2001 as a not-for-profit association founded on a handful of basic principles.

1. To promote the Sport of Ultimate and its spirit of good sportsmanship in Edmonton and surrounding areas
2. To promote physical and mental well-being through exercise
3. To provide a social atmosphere for all who play the sport of Ultimate
4. To provide an atmosphere that fosters learning, to teach beginners who would like to play the sport of Ultimate, and to assist any player that wants to play the Sport of Ultimate better
5. To organize pick-up sessions open to everyone who wishes to play the sport of Ultimate
6. To organize leagues for members to play the sport of Ultimate
7. To promote the sport of Ultimate in Edmonton nationally, through support to teams which participate in competitions and tournaments
8. To represent the concerns of persons who play the sport of Ultimate in Edmonton and its surrounding area, through participation in governing bodies such as the Alberta Ultimate Association and Ultimate Canadian.

EUPA Alberta Society corporate access number: 509406625

# 2017-2022 STRATEGIC PLAN

## Mission

To advance the sport of Ultimate in the Edmonton area and foster a culture based sportsmanship, integrity, and community that embodies Spirit of the Game.

## Vision

EUPA is a leader among sports organizations, and the leader of providing quality opportunities to learn and play Ultimate within a welcoming community.

## Values

### Spirit of the Game

Ultimate relies upon a spirit of sportsmanship that places the responsibility for fair play on the player. Highly competitive play is encouraged, but never at the expense of mutual respect among competitors, adherence to the agreed upon rules, or the basic joy of play.

### Community

EUPA will foster a welcoming environment for all.

### Equality

EUPA will provide programming to all irrespective of race, national or ethnic origin, religion, gender identity, sexual orientation, or physical ability.

### Sustainability

EUPA will focus on positive and constructive growth of membership and leagues and the sport of Ultimate.

## Organization Pillars

### Community

Create a culture of ownership, belonging, engagement, acceptance and fun for all current and potential EUPA members.

### Growth

Retaining current and sustainably increasing the number of new individuals playing in, involved with, and exposed to EUPA programs

### Capacity and Resources

Ensure that EUPA has sufficient resources to support existing programs as well as growth for achieving long term objectives.

### Youth

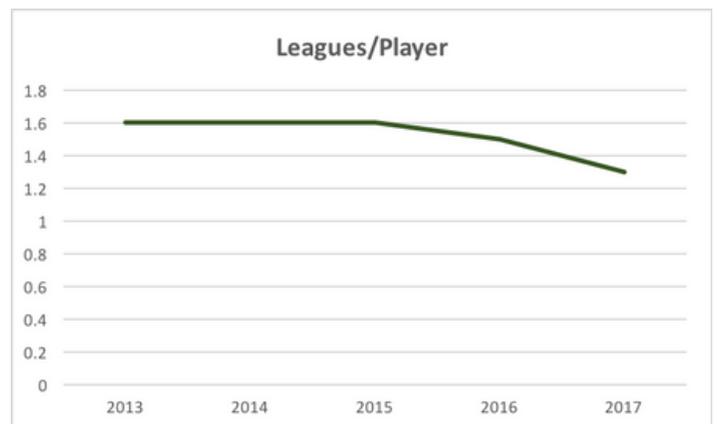
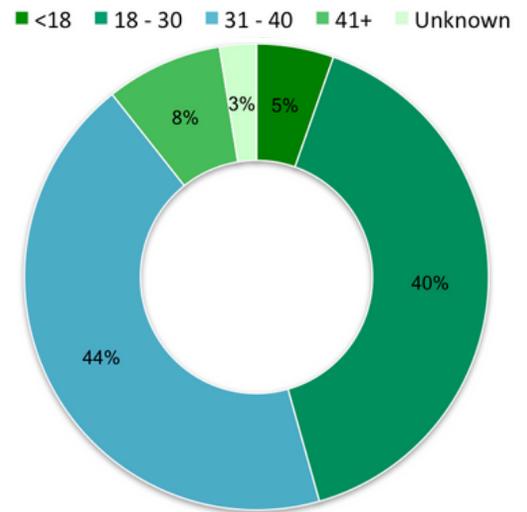
Lay the foundation for a self-sustaining/self-perpetuating youth program.

# MEMBERSHIP

EUPA annual membership continues to be tracked by the data collected with the purchase of an annual membership required for all programs during the fiscal year (October to September). This year a growth in membership from 2016 brought EUPA membership to 1133.

We continue to see a slow but steady growth in youth players, helped by the addition of new leagues and our annual youth tournaments. With our adult demographic, this year EUPA saw a slight decrease in percentage of 18-30 year olds, and subsequently an increase in the percentage of both 31-40 and 41+ year olds.

Additionally, while our membership has seen growth over the past two years, we have noted that the number of overall player hours and leagues per player has decreased indicating that while we have more members they are playing less Ultimate this year than in the past.



# PROGRAMS

## Leagues

### Indoor League

Continued to run three sessions of Indoor League at the Commonwealth Recreation Centre from November to mid-April. Two sessions of mixed and one session of single gender Ultimate, with a new 4v4 team league during session 2. Continued to see a slow but steady growth in with this program leading to the decision to add additional leagues to the 2017/2018 season.

- 406 registrations (256 unique players)

### Spring League

Continued to run an eight week Men's Competitive League (LOEU) and for the second year ran Women's Competitive League on Monday nights starting in May at Kaskitayo.

- League of Extraordinary Ultimate: 48 players
- Women's Competitive League: 26 players

### Summer League

Once again EUPA's Summer League continues to be our biggest league. This year we once again ran with team registration for our Tuesday & Thursday 7v7 mixed league running from May to the end of August, and combination (individual/group/team) registration for our Wednesday 5v5 league running in July and August. Despite a relatively consistent number of teams we did see a slight decrease (35 players) for this season.

- Tuesday League: 24 teams (354 players)
- Thursday League: 29 teams (439 players)
- Wednesday League: 11 teams (128 players)

### Fall League

Running from September to mid-October we saw success with both a Monday Mixed Rec League and Wednesday Mixed Rec-Competitive League on artificial turf field under the lights. Saw a slight increase in participation this season with 18 more players than in 2016.

- 131 registrations (127 players)

# PROGRAMS

## Tournaments

### Cups Tournament

Running on the Friday night prior to our Stubble Jumpers Tournament we continued to see strong numbers in attendance at this fun no-skill required event, with an additional five teams registering this year.

- 70 players (35 teams)

### Stubble Jumpers Hat Tournament

In response to a recent drop in participation over the past couple of years, the tournament was shortened from a two-day event to a single day tournament, still with a dinner and party. This resulted in a 40% increase in registration.

- 5 teams (59 players)

### Pre-Fall Brawl Tournament

This year, we are able to move back to the Druids Rugby Club for our annual September long weekend tournament, and continue to see strong representation from both local and out of town teams.

- 14 teams (~50% Edmonton based players and 50% out of town players)

EUPA was also able to provide support in the running of several local tournaments including:

- Carbon Clause fundraiser (Carbon, Masters Open team)
- Prairie Summit Series (Alberta Ultimate Association)
- Winter City Warm-up (Flurry, Women's team)

## Youth

EUPA has continued to prioritize the development of Youth programming in order to be able to offer a wider range of playing opportunities for youth in Edmonton and the surrounding area.

### Leagues

Added two sessions of Indoor League using school gym space and running from November to March, with 45 players participating. Come May we once again ran an 8-week Spring League with 40 players participating in either a grade 6 to 9 or grade 10 to 12 division.

### Tournaments

In June we hosted our 4th annual School Spring Championship with 8 Junior High and 8 Senior High teams in attendance. Spirit of the North, our fall tournament, had 8 Junior High and 6 Senior High teams with 5 teams (3 Junior, 2 Senior) traveling from the Calgary area to compete.

# PROGRAMS

## Outreach

Continued to provide coaching support to school clubs and to teach Ultimate in various session for gym classes, summer camps, and youth events.

## Club Team

EUPA continues to support the growth of our Juniors club team, Fallout. This past year organizing, monthly indoor practices, bi-weekly summer practices, and sending players to compete at tournaments in Kelowna, Regina, and at the Canadian Ultimate Championships in Ottawa. We are excited to see steady development from these players on the field, as well as a strong representation of Spirit of the Game in the way they compete.

## Edmonton Corporate Challenge

Building off of our first year in 2016, EUPA once again partnered with Edmonton Corporate Challenge to support and organize participation for Ultimate in the Corporate Challenge games. While the weather was less than pleasant we still had saw 70 teams come out and play our favourite sport. Overall we the event was once again a huge success and a great way to introduce new players to Ultimate and EUPA as the league to play in.

# CLUB TEAMS & EUPA FUNDING

The Edmonton Ultimate scene once again saw strong representation from our community at recreational, regional, and national level tournaments in 2017. Congratulations again to our Edmonton teams who represented at the Canadian Ultimate Championships: Alberta Flatball Club (5th), Carbon (6th), Flurry placed (10th), Rogue Hippo (8th)!

EUPA continues to provide logistically and financial support to Edmonton's club teams in the form of practice field bookings, fundraising opportunities, and the Touring Team agreement which this year provided \$4000 in funding in exchange for volunteer hours and support of EUPA programs. An additional \$1250 was provided to three individual players through the EUPA Player Development grant for growth and once in a life time opportunities.

# MARKETING & COMMUNICATIONS

## Online Communications

### Website

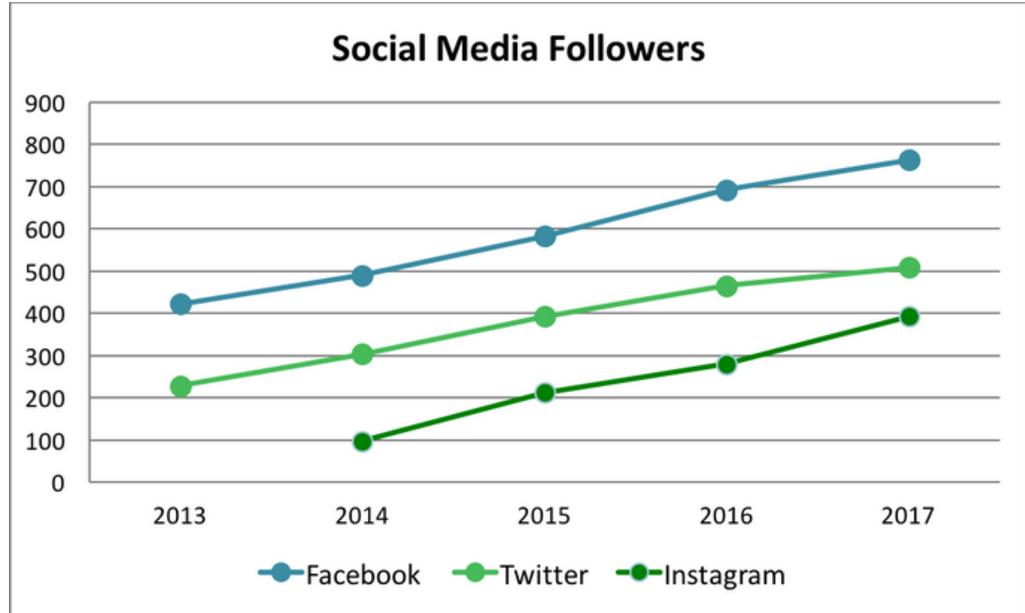
Eupa.ca continues to be hosted and supported by Typhon Solutions. EUPA regularly examines opportunities for updates and to implement developments that would improve user experience and facilitate registration, league operations and member communication.

### Newsletter

EUPA continues to produce monthly e-newsletters sent out to over 1,400 subscribers. Each edition of the newsletter features updates on EUPA's programs, events and projects, as well as details on what members should watch for in the near future and insight into the rules and spirit of the game.

### Social Media

Continue to see growth in both followers and engagement from all three of our main social media channels (Facebook, Twitter, Instagram). This outlet has been a highly successful tool, allowing EUPA to communicate information more frequently and to better interact with our membership.



## 2018 Marketing Plan

EUPA knows that in order to grow our organization and promote the sport of Ultimate substantial resources must be allocated to this area. This past summer with the support of our General Manager and Summer Marketing Coordinator, EUPA was able to commit to developing a new marketing plan for 2018, focused on increasing awareness of our organization and growing the EUPA membership.

# FINANCIAL

**Edmonton Ultimate Players Association**  
**Statement of Financial Position**  
**As of September 30, 2017**

	2017	2016
<b>Assets</b>		
Current Assets		
Cash	\$ 48,545	\$ 93,434
Prepaid expenses	-	1,256
Accounts Receivable	26,671	33,012
Inventory	-	-
	<u>\$ 75,215</u>	<u>\$ 127,702</u>
<b>Liabilities and Net Assets</b>		
Current Liabilities		
Accounts Payable	\$ 19,385	\$ 26,686
Legacy Contribution	-	60,000
Deferred revenue	1,330	1,436
	<u>\$ 20,714</u>	<u>\$ 88,122</u>
Net Assets		
Unrestricted net assets	\$ 54,501	\$ 39,580
Total Liabilities and net assets	<u>\$ 75,215</u>	<u>\$ 127,702</u>

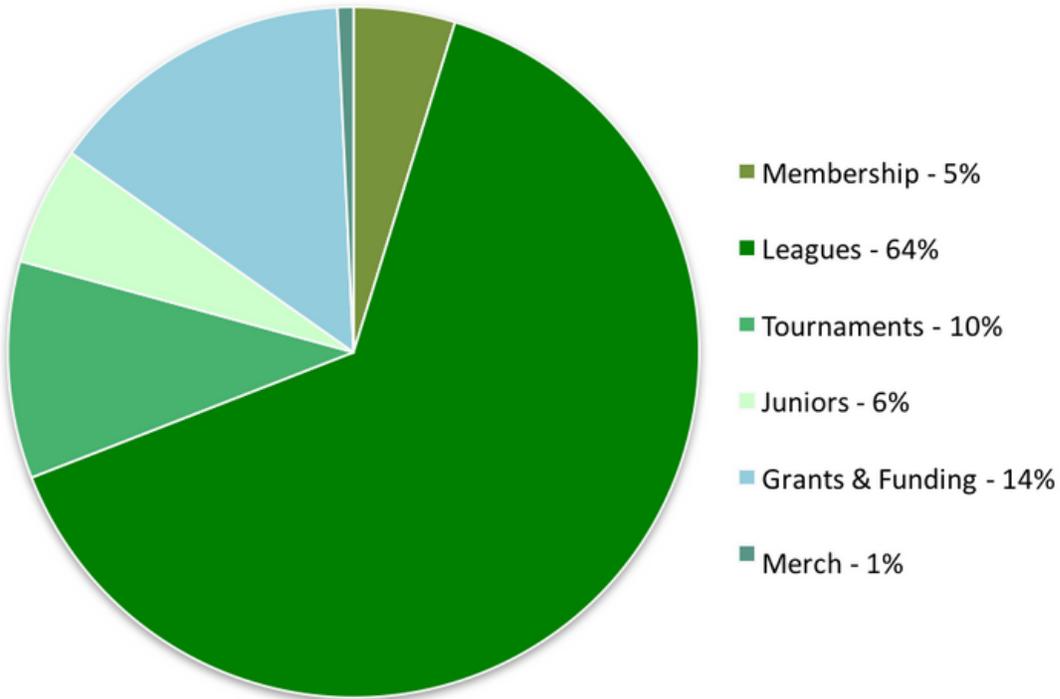
# FINANCIAL

**Edmonton Ultimate Players Association  
Statement of Revenues, Expenses and Net Assets  
For the year ended September 30, 2017**

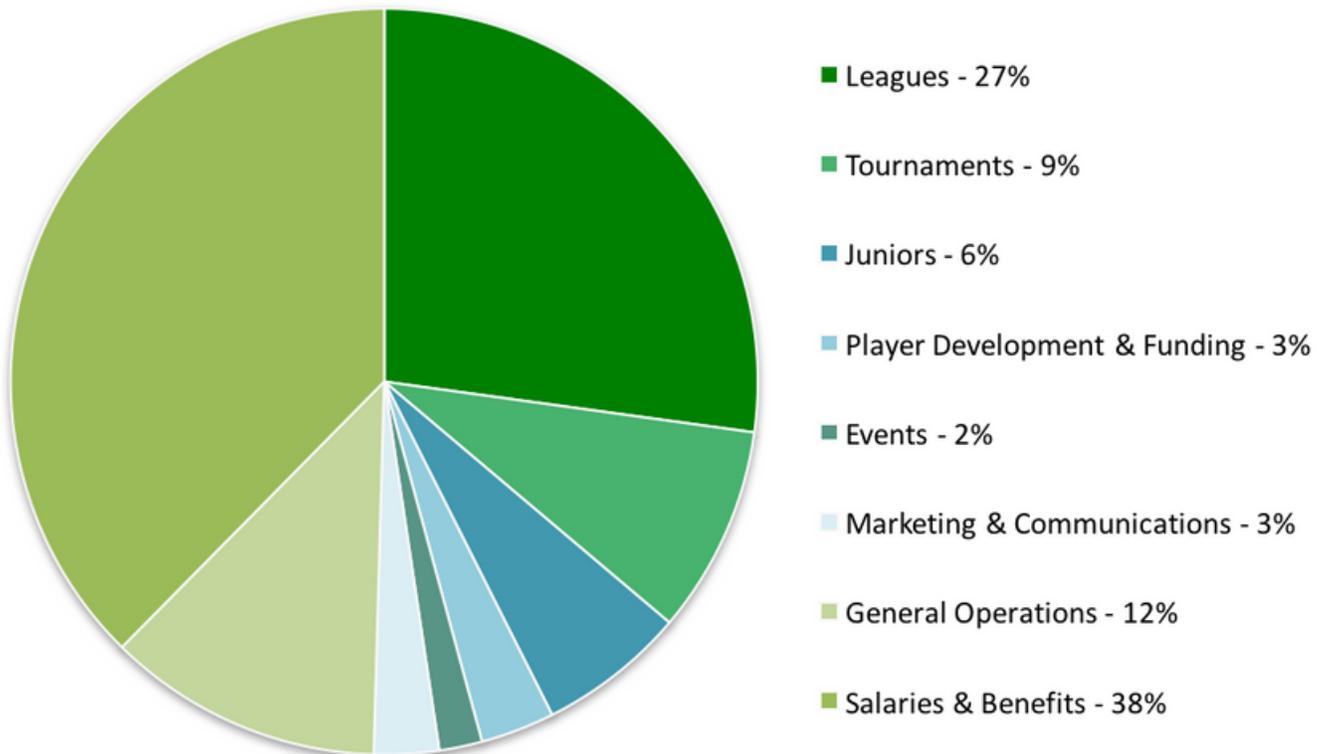
	2017	2016
<b>Revenue</b>		
Memberships	\$ 8,476	\$ 8,146
Grant Revenue	25,784	22,688
Merchandise sales	1,330	1,180
Leagues	114,734	110,315
Tournaments	18,128	24,456
Juniors	9,878	8,647
Player Development	-	1,068
Events	529	442
Canadian Ultimate Championships	-	24,000
Interest	4	8
	<u>178,862</u>	<u>200,950</u>
<b>Expenses</b>		
Leagues	44,554	41,901
Tournaments	14,756	16,658
Juniors Program	10,498	8,271
Player Development Program	1,250	1,137
Touring team funding	4,000	2,899
Events	3,047	1,310
General and Administration	9,876	9,722
Insurance	3,300	2,365
Advertising and promotion	4,603	4,714
Merchandise	1,325	378
Salaries and Benefits	61,658	49,195
GST	3,249	28,775
Write-offs	1,824	-
Legacy Fund	-	30,000
	<u>163,940</u>	<u>197,325</u>
Excess (deficiency of) revenue over expenses	\$ 14,921	\$ 3,626
Net assets, beginning of year	<u>39,580</u>	<u>35,954</u>
Net assets, end of year	\$ 54,501	\$ 39,580

# FINANCIAL

## Revenues



## Expenses



# EUPA & LEGACY FUND

This year, the board decided we needed to step back and undergo two areas of reevaluation:

1) **“Look back”:**

- a. Understand history of what has happened and the existing Legacy fund structure,
- b. Explore any areas of interest/concern and work together with Legacy Committee to try to improve upon the governance structure (ideally including an updated MoU) and to maximize go-forward productivity of the \$'s and time that's already been committed.
- c. **Progress:** These conversations with Legacy have begun but are still very much underway.

2) **“Look forward”:**

- a. Goal is to reassess clean-sheet our (financial) priorities and decide from there the best areas and structures for spending (or saving) EUPA's money.
- b. For instance, saving in general (unrestricted), spending on juniors development, reduced league fees... etc. (totally open-ended at this point)
- c. **Progress:** This exercise really hasn't begun yet, and is something we're looking to push next year.
- d. Note that doing this well will require:
  - i. **A robust feasibility study:** For instance, in terms of fields – what can we afford, where, when, and how/how much?
  - ii. **Quality community engagement:** Engage EUPA members with different realistic options and priorities, and get feedback on what our members want to prioritize.
  - iii. **A plan:** Once we decide where we want to prioritize, any expensive and/or long-term initiatives need to have a clear plan in place that we can track and hold ourselves accountable to.

**Additionally, this year the board decided to not contribute to the Legacy Fund. For transparency, some of the main reasons at play:**

1) **Lack of funds:** Plain and simple, EUPA generated ~\$22,000 lower revenues this year versus last (CUC 2016 generated \$24,000), and additionally there were concerns that operating liquidity of EUPA accounts was running too low.

2) **Still haven't completed the “Look Back” exercise:** These conversations are still underway.

3) **Still haven't begun the “Look Forward” exercise:** Given that we haven't reassessed our future priorities, reluctant to make a contribution that restricts the future use of funds.