



## Canadian Olympic Foundation / Fondation olympique canadienne

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September 17, 2009

Mr. David Zussman, Chair  
2010 and Beyond Panel  
*Submitted by E-mail*

Dear Mr. Zussman,

We are pleased to provide you and your committee with some information on the Canadian Olympic Foundation that we hope will be useful in your deliberations. Specifically, we will provide background and context on the Canadian Olympic Foundation in response to question number 6 in which your committee has asked: "What strategies should be undertaken to develop future High Performance resources including the replacement of \$11M a year from VANOC and \$5M from Sport Canada after the 2010 Winter Games?"

By way of background, the Canadian Olympic Foundation was created by the COC and has the following mission: *To generate support to meet the technical, scientific, medical and coaching needs of Canada's high performance sport system and assist Canada's athletes in becoming ambassadors for sport, healthy living and the pursuit of excellence across the nation.* In essence, our goal is to supplement the funding provided by the Government and Sponsors by developing philanthropic support across Canada for sustainable long-term funding of high performance sport.

The Foundation is a separately incorporated organization with its own Board of Directors, CEO and staff. We have assembled an extremely strong team to lead and carry out our fundraising and granting work. The Board of Directors is Chaired by France Chrétien Desmarais. Board members include Richard J. Renaud (Chairman and Partner, Wynnchurch Capital) as Chair of Fundraising, The Honourable Gary Filmon (Former Premier of Manitoba) as Treasurer, and Directors Jim Balsillie (Co-CEO, R.I.M.), Michael Sabia (President and CEO, Caisse de dépôt et placement du Québec), Daniel Lamarre (President and CEO, Cirque du Soleil), Marcel Aubut (Partner, Heenan Blaikie LLP), Michael Chambers (Partner, Maclaren Corlett LLP), Jim Kinnear (Director and Chairman Emeritus, Pengrowth Corporation) and Jean Senft (International and Olympic figure skating judge). The Foundation's CEO is David Armour, former National President and CEO of United Way of Canada - Centraide Canada, the nation's largest fundraiser and allocator of non-governmental funds to health and social services.

The Foundation was publically launched in February of 2009. However, prior to this date the Foundation had been working behind the scenes since its inception two years ago, forwarding VANOC Sponsor donations and COC special events revenue to **Own the Podium**.

In the critical pre-2010 Olympic Winter Games period, the Foundation's primary focus has been on developing the infrastructure and strategies that will be required to provide significant sustainable funding to high performance sport. On a program level, we have been working in partnership with VANOC, Own the Podium, COC, the Canadian Paralympic Committee and Olympians Canada, and have been assisted by the Marketing and Communications leadership of Publicis/Modem. To date, the Foundation has developed online giving, direct marketing and mid-level gift campaigns to maximize the participation of Canadians as donors leading up to the 2010 Games. Following the Games, we will expand our fund development programs into special events and major gifts.

It is important to note that the Foundation's goal of significantly evolving the area of sports philanthropy in Canada is a long-term development process that we are confident will yield considerable revenue over time. The first step is to build a large pool of renewable donors for the years to come. It is the intent and design of the Foundation to continue to forward charitable donations to Own the Podium or its successor organization in the years to come.

We strongly propose that the Canadian Olympic Foundation with its leadership team, Olympic brand, evolving infrastructure, early track record of partnership and collaboration and independent allocation of funds can galvanize public support by working as the one organization charged with developing philanthropy for national high performance sport programming.

From the perspective of a Charitable Foundation funding high performance sports, we would advance four key principles for the future:

1. Funders will need to make funding decisions based upon the allocation and intervention advice of independent technical experts;
2. Funders and their stakeholders (individual, group and corporate donors in our case) must see the process and programs as sustainable, transparent and accountable;
3. Funders will need the flexibility to provide funds at a number of levels in high performance sports based upon their requirements and capacities:
  - at the organizational level as core funding,
  - directly at the program and subprogram levels as program funding,
  - and at the NSF level as direct funding.
4. Funders also will need an ongoing "seat at the table" to provide active input to the development, implementation and ongoing work of any future model for high performance sports in order for the system to benefit from their unique perspective and expertise.

We hope that this overview of the Foundation is helpful and we look forward to providing further information and engaging in your process as you see appropriate.

Respectfully submitted,

France Chretien Desmarais, Board Chair  
Canadian Olympic Foundation

David Armour, CEO  
Canadian Olympic Foundation