



# 2021 AGM

Oct. 12, 2021  
Elk's Club, St. John's

- Organizational Overview
- 2020-21 Year in Review
  - Membership Details
  - Policy Updates
  - Financial Update
  - Sport Development and Competition
  - Youth Ultimate
  - Volunteer and Outreach
  - Tournaments and Events
  - Communications
- Board of Directors Election

# Ultimate NL Annual Overview

# Board of Directors

Ultimate

Newfoundland & Labrador

## **Executive:**

President: Nick House

Vice-President: Melissa Wheeler

Finance Director: Sarah Hoddinott

## **Directors:**

Communications Director: Lana Roestenberg

Youth Grade Schools Director: Hilary Walsh

Youth Performance and Development Director: David Whitney-Brown

Sport Development Director: Kathleen Sullivan

Community Outreach Director: Kurtis Thornhill

Events Director: Brandon Kilfoy

Member at Large: Elias Syed

## **League Reps:**

MAUL: Nick House

MZU: Colin Martin

SOUL: Kelly Knight

SWURL: Sarah Hoddinott

- Serve as the governing body of the sport of ultimate in Newfoundland and Labrador.
- Promote the growth and development of the sport of ultimate throughout Newfoundland and Labrador.
- Provide a means to facilitate open and continuous communication within the ultimate community.
- Act as the vehicle through which the ongoing activities for the sport of ultimate are organized including, but not limited to, overseeing competitions, developing and disseminating educational programs, and serving as a medium for the exchange of information.
- Join and comply with all aspects of any sport organization that may be beneficial to the members of Ultimate NL.
- Obtain and manage the necessary finances, personnel and equipment to make the purposes of Ultimate NL possible.

## Representation and Affiliated Organizations

Ultimate Canada (NSO)

Sport NL and School Sports NL

Government of NL (Recreation and Sport Division)



# Membership



# 2020-2021 Membership

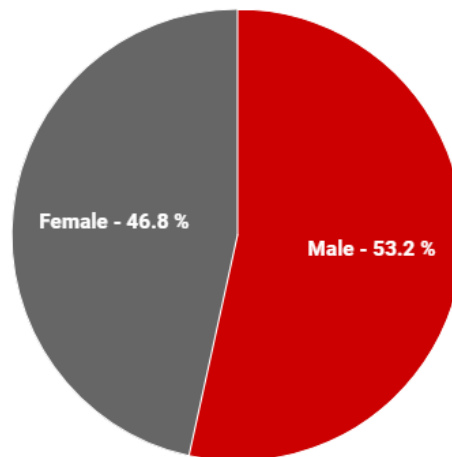
## Ultimate

Newfoundland & Labrador

Age Group	Female	Male
0-12	4	7
13-17	89	105
18-29	137	120
30-40	87	125
41-54	44	54
55+	25	28
<b>Total:</b>	<b>386</b>	<b>439</b>

\*Ultimate Canada Age Range Intervals

Gender Split



**TOTAL**

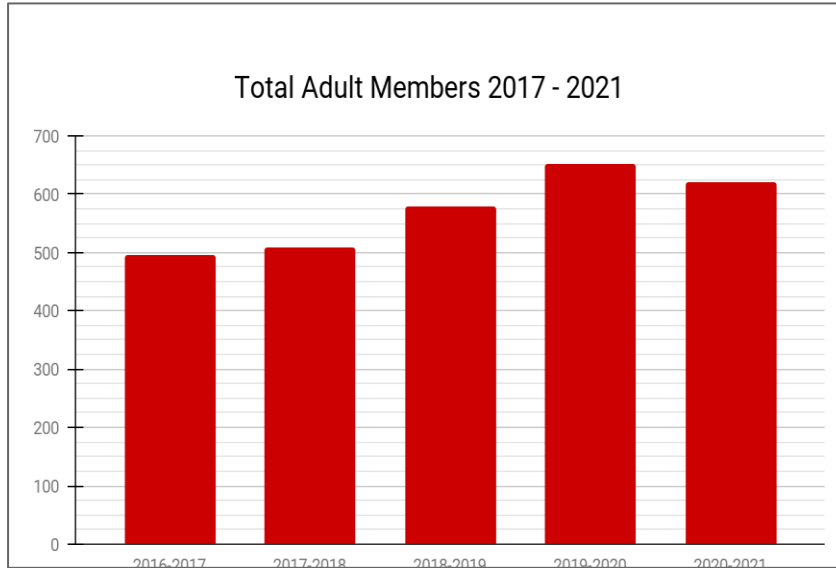
**825  
MEMBERS**

**5.2%  
INCREASE**

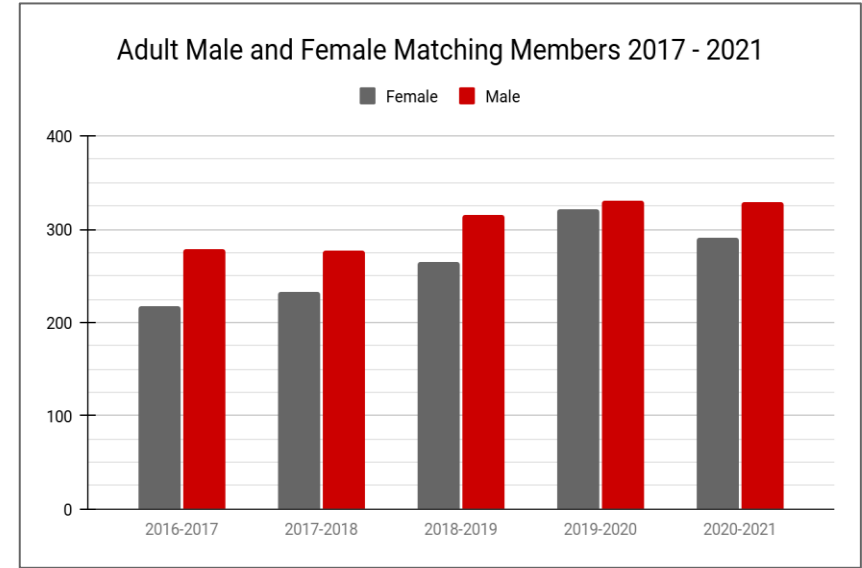


# Membership Trends

Ultimate Newfoundland & Labrador

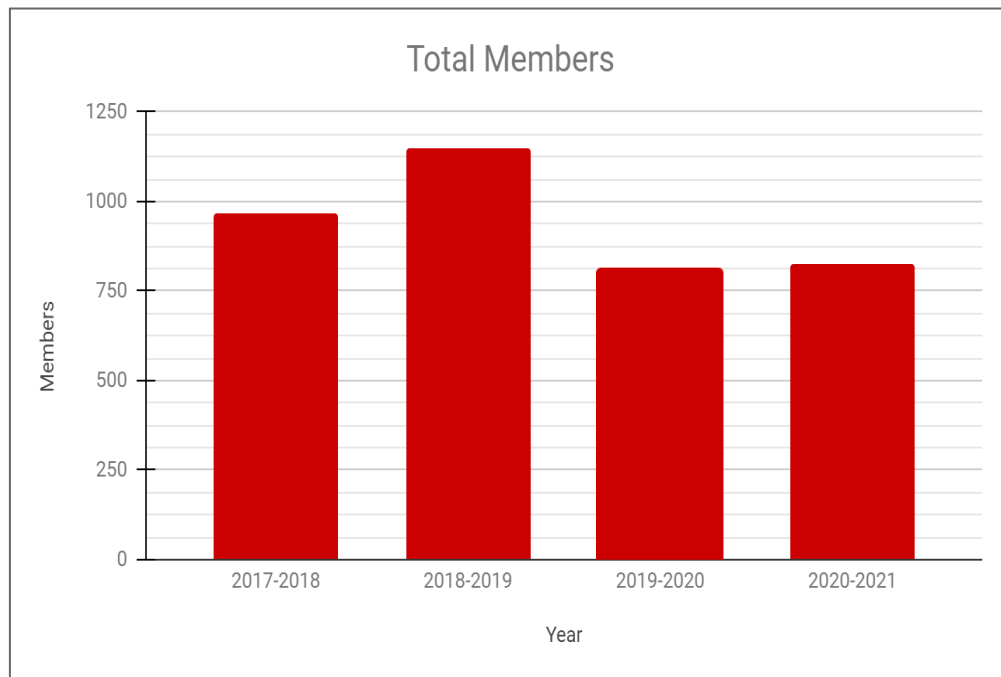


- Adult membership dropped by 4.8%



- Adult female matching membership decreased by 9%.

- Membership peaked in 2018 - 2019
- Covid related youth programming cancelations account membership decrease.
- Sanctioning the SOUL league has drastically increased membership in adults 45 and over.
- Membership is expected to rebound to pre pandemic totals by 2023



# Policies & Procedures

## New Policies

- **Ultimate NL Contractor Agreement**
- **Privacy Policy**

## New Policies

### ● Ultimate NL Contractor Agreement

- An internal document used for individuals that enter into agreements with us for services (i.e. The contractor will provide X services, complete Y duties, report to Z individual, and submit invoices to Ultimate NL.)
- Examples: coaches (e.g. youth leagues), summer students
- Explains responsibilities, payment schedules, conditions for termination, confidentiality expectations (with regards to personal information of participants/ members, proprietary rights and intellectual property), definition of conflict of interest and liability & indemnity.

## New Policies

### ● Privacy Policy

- Describes how Ultimate NL uses and discloses information about 1. Visitors to our website; 2. Donors, sponsors, and attendees at events; 3. Volunteers; 4. Athletes and athlete family members; and, 5. The Board of Directors
- Reviews what information we collect, how we protect personal information, and, process for correcting your submitted information
- Available on the Ultimate NL website under Governance

# Fiscal Review

# AGM 2021

# Ultimate

Newfoundland & Labrador

<b>June 1 2020 May 31 2021</b>	<b>Budget 2020-21</b>	<b>Actual 2020-21</b>	<b>Variance</b>
Membership Dues	12,000.00	18,465.00	-6,465.00
Merchandise Sales	8,000.00	880.00	7120.00
Operating Grant	6,100.00	6,100.00	0.00
Other Grants	20,500.00	10,990.00	9510.00
Sport Development	4,800.00	2,520.00	2280.00
Interest	0	285.49	-285.49
Summer Jobs	2,986.00	0	2986.000
Tournaments	4,400.00	2,720.00	1680.00
Youth Programs	15,200.00	14,470.00	730.00
<b>Total Revenues</b>	<b>\$ 73,986.00</b>	<b>\$ 56,430.49</b>	<b>\$ 17,555.51</b>



Expenses	Budget 2020-21	Actual 2020-21	Variance
Administration	4,900.00	6,073.65	-1173.65
Award Recognition	2,500.00	150.00	2,350.00
Conference/Travel	6,200.00	110.00	-6,090.00
Insurance	3,000.00	3,093.75	-93.75
Membership	2,400.00	2,730.00	330.00
Merchandise	4,100.00	6,407.23	-2,307.23
PR & Comms	3,700.00	1,749.45	1,950.55
Sport Development	17,922.00	5,442.71	12,479.29
Summer Jobs	3,364.00	0	3,364.00
Tournaments	3,500.00	1,897.50	1,602.50
Youth Programs	22,400.00	8,941.71	13,458.29
<b>Total Expenses</b>	<b>\$73,986.00</b>	<b>\$36,596.00</b>	<b>\$37,390.00</b>
<b>Surplus (Deficit)</b>		<b>\$19,834.49</b>	

**Ultimate**

Newfoundland & Labrador

Ultimate

Newfoundland & Labrador

# **Sport Development & Competition**

## Role of Sport Development

Sport development director responsibilities:

- Identify and implement development opportunities to grow the sport of ultimate within the province in accordance with Ultimate NL's strategic plan
- Oversee the clinics program for adults and youth across the province
- Provide opportunities to train new coaches in the Competition Introduction and Community Initiation streams and oversee certification, development and maintenance of coaching program
- Work with competitive players and teams to ensure resources are available for their success

## ISOTG Day - December 5, 2020

- Hosted a virtual contest on social media
- Individuals could nominate someone in the Ultimate community that they thought represented Spirit Of The Game (SOTG) on and off the field
- Nominees were entered to win a prize. There were a total of 20 nominees
- The winner of the contest was Dave Reddy



\*Photo taken before COVID-19.

## Women's Skill Development Series

- 25 participants
- Ages range from 19 - 59 years old (average 38)
- 13 participants (52 %) self-rated their skill level as brand new or beginner
- High level of positive feedback during/after sessions



## Masters Skill Development Series

- Second iteration currently ongoing
- 44 participants
- Ages range from 30 - 60 years old (average 48.5)
- 52 % female-matching, 48 % male-matching
- 21 participants (48 %) self-rated their skill level as brand new or beginner



## Summer Outreach Clinics Program

Jayden Byrne & Will Kerr, summer clinics coordinators

- Facilitate clinic requests from outside groups
- Organize volunteers
- Instruct clinics using the LTAD guide for ultimate



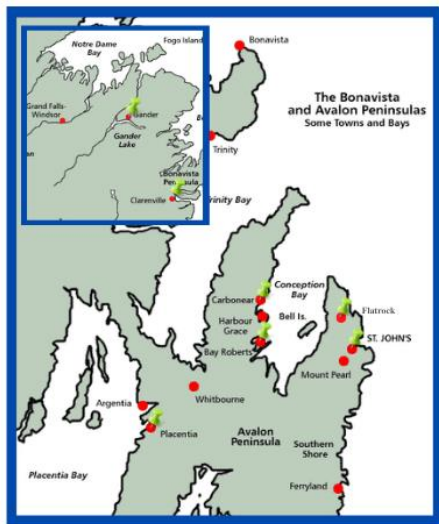


# AGM 2021

# Ultimate

Newfoundland & Labrador

## 2021 Summer Clinics Program



**Ultimate**  
Newfoundland & Labrador  
Summer Clinics  
Outreach Program



## TOTAL

**832**  
Participants

**39 Clinics**



## Corner Brook Adult Ultimate League for Beginners

- Pilot program aimed at expanding sanctioned play into other areas of the province.
- First league outside the St. John's metro area.
- Joint program offered by Ultimate NL and the City of Corner Brook.
- 40 participants, four teams created
- Ages range from 18 - 45 years old (average 32)
- 37.5 % female-matching, 62.5 % male-matching players

**NEW!**  
**CORNER BROOK  
RECREATIONAL LEAGUE**  
BEGINNER ULTIMATE FRISBEE LEAGUE



**SEPT 12-OCT 24**  
Sundays, 3:30-5:00 PM  
Atlantic Soccer Pitch

Sign up for FREE at [unl.ultimatecentral.com](http://unl.ultimatecentral.com)

THIS LEAGUE IS A JOINT PROGRAM  
OFFERED BY

**Ultimate**  
Newfoundland & Labrador

**CORNER BROOK**

## Wellness Coalition - Avalon East

- In October 2021, Ultimate NL became a member of the Wellness Coalition - Avalon East.
- The Wellness Coalition networks with community groups and wellness organizations all over the province to promote wellness and improve the health and wellbeing for community members.
- We look forward to working with the Wellness Coalition!

*Wellness Coalition  
Avalon East*



## National Results Regiment

- Attended Ultimate Canada Invite (October 2 - 3, 2021)
- Finished 10th overall in the open division, ranked first in spirit!





# Youth Ultimate



## Role of Schools Director:

Schools director responsibilities:

- Maintain an open line of communication with coaches and teachers across the province.
- Organize tournaments and ultimate opportunities for school groups, including the Ultimate NL Senior High, Junior High, and Elementary tournaments.
- Facilitate the Discs for Schools program.
- Work with schools, athletic directors, and SSNL to achieve varsity sport status and expand ultimate across the province.

## Discs for Schools

- The Discs for Schools program sponsored by the Veterinary Specialty Centre, in its 3rd year, continues to aid teachers and coaches across the province.
- To date we have provided 38 schools with discs to start or assist their ultimate programs.
- Last year's AGM: 22 schools





## Foundation Sport - Outdoor Ultimate!

- St. Bon's hosted the first school regional on November 1st at King George V.
- 8 teams participated, including 2 teams from Holy Heart, Gonzaga, Holy Spirit, Queen E, St. Bon's, Waterford Valley, and Holy Trinity.
- Winner: Holy Heart 2
- Most Spirited: St. Bon's



## Cancelled Tournaments

- Due to the COVID-19 global pandemic, all of our provincial youth tournaments (high school, junior high, and elementary) for the 2021 year were cancelled. Ultimate NL gathered feedback from teachers and coaches before making these decisions.
- School sports were suspended after the February cluster, so no SSNL indoor ultimate tournaments were able to take place.



## Role of Youth Competition and Development Director:

- Direct the Storm Provincial Team program:
  - Coaching selection
  - Travel and training logistics
  - Communications to athletes, parents, and tournament organizers
  - Waivers, contracts, and registration for the PSO and NSO events
- Oversee Development Camp and other youth leagues.
- Community outreach
  - Communicate developmental league offerings
  - Inform athletes of adult club teams and leagues for when they graduate

## 2020 - 2021 Youth Programming

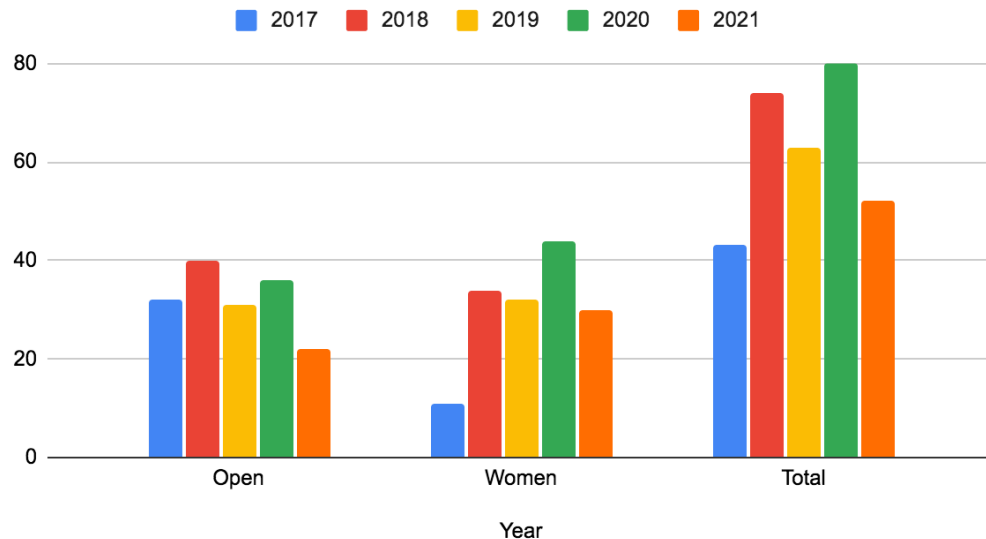
Program Name	Age Range	Participants
2020 Fall Youth Ultimate Leagues	11-14, 15-18	72
2021 High Performance Skills Camp	13-18	33
2021 Summer Youth Leagues	12-15	32
2021 Summer Camps	All Ages	21



## 2021 Storm Tryouts Participation

- 52 junior athletes tried out:
  - 22 Open
  - 30 Women
- Drop in numbers from 2020
- Coaches mentioned missing school season limited recruitment opportunities.
- Thank you to the Coaches - Natalie O'Donnell, Claire Moore-Gibbons, Michael Walsh, Craig Stoyles, and Andrew Workman

Storm Participation Over Time



## 2021 Storm Tryouts Results

- Open Team
  - 20 of 22 participants accepted invite to the team.
  - Focused on development for 2022 season.
- Women Team
  - 26 of 30 participants accepted invite to the team.
  - Focused on growing and developing the junior female competitive ultimate community.



## 2021 Storm Season

- After tryouts, Storm was able to implement a practice focused season in early June.
  - Each team had two practices per week + Storm League on Tuesdays
- Storm League- In the interest of providing consistent competitive game time along with regular practices, we implemented the inaugural “Storm League.”
  - Format- 6v6 mixed (3:3 gender matching ratio)
  - Stats were kept to provide a little more excitement, and some insight for coaches.
  - Thank you to the Volunteers- Thad Costigan, Madison Hull, Will Kerr, Rebecca Mesburis, Jayden Byrne!



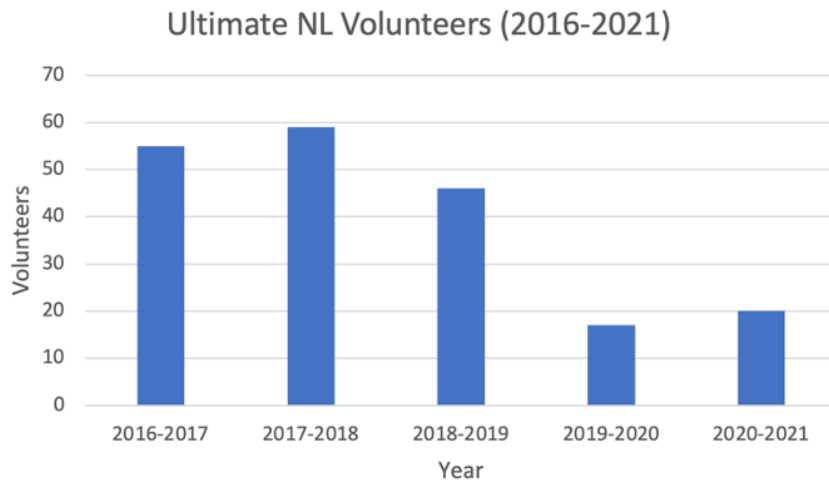
# Community Outreach

## Role of the Community Outreach Director

- Manage existing team of Ultimate NL volunteers at events
- Recruit and assign new volunteers to their area of interest
- Maintain an up-to-date volunteer database
- Work with volunteers looking to participate in specific projects
- Maintain records of volunteer hours
- Facilitate annual Ultimate NL Awards & Volunteer Appreciation Ceremony

## Comparing to Previous Years

- Less events means less volunteers
- 2020-2021: 20 volunteers
- 2019-2020: 17 volunteers
- 2018-2019: 46 volunteers
- 2017-2018: 59 volunteers
- 2016-2017: 55 volunteers





## Awards and Volunteer Ceremony

- Video announcement - March 30, 2021
- Implemented specific nomination forms for each award
  - Clearly present important considerations for nominees
  - Resulted in more descriptive nominations

## 2020 Ultimate NL Awards

## 2020 Winners



**Julian Costigan**  
Jr Male Athlete



**Nicholas House**  
Male Athlete



**Benjamin Dowden**  
Justin Frampton SOTG



**Shannon Jones**  
Jr Female Athlete



**Erin Daly**  
Female Athlete



**Kelly Knight**  
Joe Coady

## Volunteer Efforts 2020-2021

- Work with community members to take on unique projects of interest
- Help obtain resources necessary for such projects to be successful
- Ex: Women's and Masters Skill Development Series



# Tournaments & Events

## 2020-2021 Tournament and Events

- HuckFest 2020 Holiday Tournament
  - 5 Teams, 68 participants
  - 2020 Huckfest - Monday December 28th
- Covid-19/Weather Cancellations
  - Gale 4's
  - Elimin8s
- Moving Forward
  - Tournament feasibility assessed case by case
  - Events to follow all current Covid - 19 Guidelines

Winning team at the 2020 Huckfest

# Communications



## How does Ultimate NL reach its stakeholders?



Website

[www.ultimatenl.ca](http://www.ultimatenl.ca)



e-Newsletter



Email

[unl.ultimatecentral.com](mailto:unl.ultimatecentral.com)



Social Media

## Website



- Page views (total): 1,244
- Device:
  - Mobile: 57%,
  - Desktop: 41%,
  - Tablet: 2%

## Newsletter

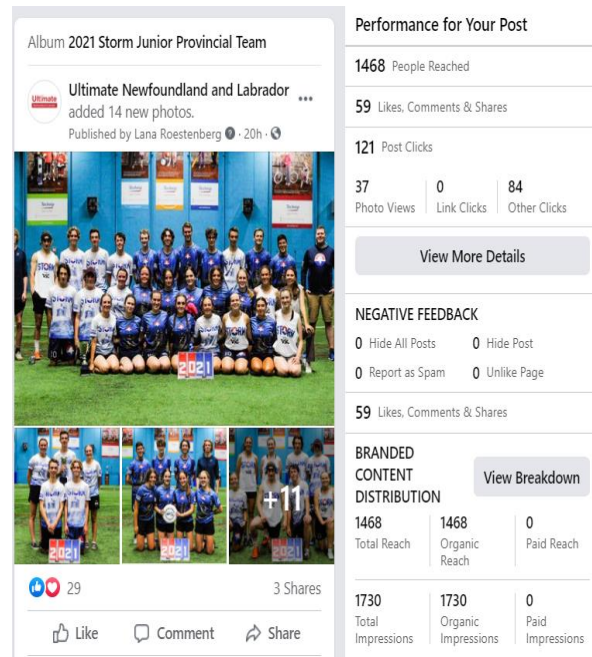


- 9 total (2 targeted newsletters)
- Current total subscribers - 2,105



## Social Media - Facebook

- Followers (total): 1,275 (↑ 18.6%)
- Likes (total): 1, 183 (↑ 15.6%)
- Top post (past 6 months) - Storm Team post  
September 28, 2021
  - 1730 impressions & 59 engagements



## Social Media - Twitter

- Followers (total): 284
- Top tweet (past 6 months) - Corner Brook League post September 2, 2021:
  - 346 impressions & 22 engagements



We're excited to announce the Corner Brook Recreational League – joint program of [@NL\\_ULTIMATE](#) & [@CornerBrook](#)

League is Sept 12-Oct 24, Sun, 3:30–5:00PM, Atlantic Soccer Pitch.

It's FREE! Sign up at [ow.ly/7AE050G36Zr](https://ow.ly/7AE050G36Zr) Plz share w/ those in CB & surrounding area.



## Social Media - Instagram

- 615 followers
- Top post (past 6 months) - Storm Team post  
September 29, 2021:
  - 336 impressions, 64 likes



ultimate.nl Ultimate NL's Storm Junior Provincial Team have closed out their 2021 season.

Go over to our Facebook page for some photo highlights.

🙏 Thank you to our coaches for all the time and effort that you have put into coaching the Storm players!



Liked by [greatestultimatebag](#) and 65 others

1 DAY AGO

**AGM 2021**

**Ultimate**

Newfoundland & Labrador

Share your social posts with us!

**#UltimateNL**

## Executive

President

Vice-president

Finance director

## Board Members

Communications Director

Youth grade school director

Youth performance and  
development director

Events director

Sport development  
director

Community outreach  
director

Member at large



**Thank you for making this another successful AGM!**

A solid red horizontal bar with rounded ends, spanning the width of the slide below the thank you message.