



2010 Report



TorontoSportsCouncil.ca



Message From The Chair

As you will soon discover, 2010 has been an exciting and busy year for the Toronto Sports Council (TSC). We continue to build the foundation that will lead us into the future. The website is more comprehensive and now includes contact information for more than 1,047 sport organizations, representing more than 97 different sports. We have engaged more volunteers in helping the TSC, the Board and Committees to move forward.



After our 2010 Summit, we prepared a bid to host the 2012 Ontario Summer Games - and we won! Thanks to support from the TSC Board, volunteers, staff and our partner - Tourism Toronto. What an accomplishment, what a team, what an event! The City of Toronto has joined us as we start the preparations over the next year and a half to ensure we are ready to host the province in 2012.

Moving into the future will not be without its challenges. As with other sports councils across Ontario, an ongoing challenge is financial sustainability. We have been fortunate to have received financial support from the Ontario Trillium Foundation over the past two years, but that support is declining over the next few years and we must soon find our own resources. Even though the TSC will remain staff light and volunteer heavy, there will always be a need for ongoing staff support. In 2011, the Board will have to explore and establish new revenue streams. The decision to waive membership fees for Canada's 2010 Olympic Year will have to be reviewed. We will need your help in identifying new partnerships and developing new opportunities.

It is a pleasure to serve as the Chair of the TSC. In a City as large and diverse as Toronto, the task can be daunting but it is rewarding to see our progress. As we move forward, I remain optimistic that together we can meet our future challenges and keep the residents of Toronto more active and healthier through sport.

Sincerely,

Karen Pitre, Chair
Toronto Sports Council

The TSC gratefully acknowledges the financial support from the Ontario Trillium Foundation.



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Our Contact Information

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The TSC has a NEW home!

We have a new 'hot desk' at the Centre for Social Innovation (CSI) at 720 Bathurst Street in the Annex. The 'hot desk' arrangement provides us with limited monthly desk time and meeting space. The CSI Annex creates community workplaces that support social innovation in a dynamic space that fosters creative and entrepreneurial energy.





About The TSC

The Mission of the Toronto Sports Council

‘Unite Through Sport and Engage’

The Goals of the Toronto Sports Council

- Build healthy communities and strengthen volunteerism.
- Increase accessibility and celebrate Toronto’s diversity.

What We Do

Collaboration:

Sport summit, funding workshop, special projects, research, partnerships.

Communication:

TSC website (all components), E newsletter, sport networking meetings.

Co-ordination:

Infrastructure planning, neutral broker, data management.

How We Conduct Business

The Toronto Sports Council has a volunteer Board of Directors and a small complement of part time staff. In addition there are six Working Committees called ‘Branches’ (four area branches and a City wide sport branch and Accessible sport branch) who meet and connect with the Toronto sport community. We have also established a Marketing Advisory Committee to complement our team.

The TSC Workteam



Our TSC Team

Board of Directors

Karen Pitre	Chair & Founding Director, President the Lonsdale Group Inc.
John Wilkinson	Founding Director, Partner WeirFoulds LLP.
Bob Stellick	Founding Director, Stellick Marketing Communications Inc.
Heather Mitchell	Founding Director, Principal, Toronto District School Board, Claude Watson School for the Arts.
Alon Marcovici	Stakeholder Member, Executive VP, Digital Media at CTV.
Jim Bradley	Stakeholder Member, Chief Executive Officer, Sport Alliance of Ontario.
Angelo Sangiorgio	Stakeholder Member, Superintendent of Facilities, Toronto Catholic School Board.
Robert Kawamoto	Stakeholder Member, Regional Director of Sales, Tourism Toronto.
Molly Killingbeck	Community Member, National Relays & Sprints Program Coach at Athletics Canada, Chair/Director of Educational Activity at Pencils for Kids.
Allie Dawes	Community Member, President and Treasurer, North York Minor Football Association.
Rolston Miller	Community Member, Director Toronto Sport and Social Club.
Kevin Lawrie	Writer/Researcher, Centre for Sport and Law.

TSC Work Team

The Toronto Sports Council has a small complement of staff all working on a part time basis from 5-15 hours a week (combined equivalent to one full time position) they are;

Tammy Roth	Project Coordinator
Karen-Ann Xavier	Strategic Communications Coordinator
Adam Ali	Community Development Officer
Kevin Arnsdorf	Marketing Specialist
Jeff Carmichael	City of Toronto/ Toronto Sports Council Liaison

TSC Branches

The Toronto Sports Council has six local branches (North, South, East, West, City-Wide Sports, Accessible Sports) who focus their attention on their local area or major area of emphasis. If you are sport volunteer, a community leader and organizer or a company with a passion for increasing sport opportunities in your area join us, get involved in one of the Branches.



Projects & Activities

The Toronto Sports Council has many projects and activities in progress. Join us in our activities, be involved as a participant, a coach, an official, an organizer or a company supporting sport development in the City of Toronto. We need your assistance to build the best sport network in the country creating sport opportunities for all.

TSC Website 'Google for Sport'

In 2010 the TSC website was rebuilt and includes a new "Find a Sport" section. This is a significant undertaking and involves researching and identifying different sport opportunities in Toronto. We then identify those sports organizations offering these sports. The "Find a Sport" section now includes 97 sports, and 1047 sports organizations listed in these sports categories, and it is still growing. If you don't see your sport or sport organization let us know and we'll make sure it is added.

311 Toronto

311 Toronto is a customer service offered by the City of Toronto with the objective of being a one stop shop for services in the City. As of December 2010, 311 Toronto is using the TSC website for inquiries about sports and sports organizations.

Annual Toronto Sports Council Summit

This is our fifth annual summit delivered in partnership with Tourism Toronto. It brings together a diverse range of organizations interested in developing sport in our city. In 2010 the annual sports summit drew over 250 participants.

2012 Ontario Summer Games

Will be hosted by the City of Toronto in August from 16-19, 2012. At the 2010 TSC Summit delegates requested that the Toronto Sport Council submit a bid for the 2012 Ontario Summer Games which we did and we won! This was only possible with the assistance of Tourism Toronto. The Sport Alliance recommended that the City of Toronto be awarded the Ontario Summer Games. This was approved by the Ministry of Health Promotion and Sport.

Fall Funding Workshop

First TSC North Branch Funding Workshop a huge success! Thirty six community volunteers attended this daylong event for sport and recreation groups. As Lisa Green, Co-Chair of the Valley Go Green Cricket Field Committee said; "Speakers were enormously helpful and entertaining; I look forward to my new membership in the TSC and look forward to attending future seminars".



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True Sport Foundation

In June 2010 the Toronto Sports Council applied for and received a \$15,000 Community Fund Grant from the Ottawa-based True Sport Foundation. The grant is to train 25 Youth Sport Leaders (YSL) in the Jane/Finch community to deliver age and stage appropriate sport programs to neighborhood School Age Children in their own community.

Community Sport Networking Meetings

Networking meetings are organized by the TSC and local partners to enable grassroots sports groups to resolve issues, share resources and to network and coordinate opportunities. Past meetings have involved the sports of Aquatics, Soccer, Basketball and Softball.

TSC Sponsorship of Current and Future Programs

The TSC is looking to develop business partnerships to support current and future program opportunities which will enhance sport development in Toronto. Many incentives and benefits are being offered for those who get involved. Interested partners can contact us via our website program areas or email Kevin Arnsdorf, Marketing Specialist at kevin@torontosportscouncil.ca.

TSC Branches

In 2010, a review of our Branch structure was initiated. More than 30 volunteers, who had previously attended Branch meetings, were invited to participate in a discussion on the role of the six Branches (North, South, East, West, Accessible and City-Wide). The review will continue into 2011 and will include TSC governance, organizational structure and the relationship between the current Branches and the Board. Enthusiasm was high and input generous. North Branch had a busy year completing the following projects; Fall funding workshop attended by 36 community sport volunteers; a scan of the North York District sport organizations; and contact with a select group of North York City Councillors.

Marketing Advisory Committee

The TSC would like to welcome the new marketing advisory committee members who will provide expert advice, guidance and direction in the areas of marketing, communications, fundraising and sponsorship.

Committee members are;

Bob Stellick	Stellick Marketing Communications Inc.
Robert Kawamoto	Regional Director of Sales, Tourism Toronto.
Eric Michalko	Manager, Public Relations & Sponsorships Allstate Insurance Company of Canada.
Alon Marcovici	Executive VP, Digital Media at CTV.
Thomas Fogh	President, North National Outdoor Group.
Jeff Carmichael	City of Toronto/ Toronto Sports Council Liaison.
Kevin Arnsdorf	Marketing Specialist, Toronto Sports Council.

The TSC Celebrity 4 x 100m Relay Team



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TSC Sponsors

Thank-you to TSC Sponsors !

The Toronto Sports Council would like to thank the following sponsors for their commitment to sport, it is making a difference!



The Rotary Club of Toronto

