



# ANNUAL REPORT

*ERIN MILLS SOCCER CLUB*



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## ***Land Acknowledgement***

A territorial acknowledgment is a profound and respectful statement that serves to formally recognize the enduring relationship between Indigenous Peoples and their traditional territories. It represents a crucial and necessary first step towards fostering reconciliation, acknowledging the historical and ongoing connection between Indigenous communities and the lands they have inhabited for generations.

In expressing our acknowledgment, we specifically recognize and honor the Treaty and Traditional Territory of the Mississauga's of the Credit First Nation, The Haudenosaunee Confederacy, the Huron-Wendat, and Wyandot Nations, upon which the present-day City of Mississauga stands. This acknowledgment extends to the deep roots and ancestral presence of these peoples, who have been stewards of these lands since time immemorial, enriching them with their diverse cultures, traditions, and wisdom.

Within the contemporary landscape of the City of Mississauga, we celebrate the vibrancy of a diverse community that includes various Indigenous Peoples from around the world. As a municipality, we actively engage in the ongoing journey of reconciliation. This commitment involves confronting our shared history, providing inclusive spaces for Indigenous peoples on their traditional territories, respecting and upholding their Treaty Rights, and providing support to Indigenous communities.

Moreover, we proudly and formally recognize the Anishinaabe origins of our city's name, acknowledging the rich heritage that underpins its identity. Our dedication to reconciliation involves creating an environment where all Indigenous peoples feel safe, valued, and included. Through these efforts, we strive to make Mississauga a beacon of respect, understanding, and harmony for all Indigenous communities.



# Club Overview

## About Us

The Erin Mills Soccer Club (EMSC) is a non-profit community-based organization in Mississauga, offering indoor and outdoor recreational and competitive soccer programs since 1972. The Erin Mills Soccer Club is also known as EMSC and Home of the Eagles. The Clubhouse features a 20,000 square foot indoor soccer facility. EMSC has over 1,500 members and 200 professional coaches and volunteers. The Erin Mills Soccer Club carries the Gold Standard Award for Club Excellence from Ontario Soccer. EMSC's tradition of excellence includes six national championships (6 Gold & 4 Silver) and 53 Ontario Cup winners (Outdoor, Indoor and Futsal). There are former EMSC players competing in the MLS, NCAA, CIS, Provincial and National levels. Over EMSC's 51-year history, several hundred players have earned scholarships with universities and colleges in Canada and the United States. ESMC is committed to develop, teach, and promote soccer to all ages, at all levels of play, in a safe and healthy environment.

## Mission

Providing an inclusive and united environment through sport

## Vision

Being pioneers in the development of people.

## Purpose

To create a better community.

## Values

**Excellence:** Defined by you

**Accountability:** For your actions

**Growth:** On and off the pitch

**Legacy:** The person first

**Empower:** Those around you

**Sustainable:** Through collaboration and connection





## Board of Directors

Thierry Cecilia	President
Christian Secker	Vice President
Ishver Chauhan	Director At Large
Josh Apps	Director At Large
Brennan Bempong	Director At Large
Reena Patel	Director At Large
Vacant	Director At Large
Vacant	Secretary
Daniel Mathew	Treasurer

## EMSC Staff

Patty Grassam	General Manager
Steven Carroll	Technical Director
Arnold Boros	Facilities Coordinator & Customer Service
Darryl Pinto	Customer Service
Sara Fragomeni	Recreational Coordinator
Roy Han	Competitive Coordinator
Sebastian Guerrieri	Marketing & Communications Coordinator
Joe Cacciaccarro	Head Match Official & Adult Recreational League Coordinator
Henry Singleton	Grassroots Manager (U8-U12)
Alex Szczołka	Competitive Program Manager (U13-U18)
Mohamed Metwally	Video Analysis





# ***AGM Overview***

## **Agenda**

- Confirm Notice of Meeting & Appointment of Recording Secretary
- Confirm Voting Member present
- Welcome Address
- Approval of Agenda
- Approval of 2022 AGM Minutes & New Business
- President's Report
- Director's Reports
- Old Business
- Amendments to Constitution
- Report of Nominating Committee
- Election of Executives/Directors
- Notice of Motions
- New Business
- Adjournment
- Award Ceremony

## **Notice of Meeting**

The 2023 Annual General Meeting of the Erin Mills Soccer Club will be held on: **SUNDAY, JANUARY 28th, 2024**, Location: Virtual (ZOOM) with pre-registration required. Time: 2:00 p.m. to 4:00 p.m. Members in Good Standing for the 2023 fiscal year may attend. Quorum is a minimum of 10 Members in Good Standing. Members may pre-register at any time, up until five minutes before the start of the meeting.

**Purpose of Meeting:** The meeting will review the year's Operations, Director and Financial reports and elect new members to the Board of Directors, and to consider proposed Amendments to the Club's Constitution & By-Laws which will be posted on our website.

**Amendments:** Members may propose amendments to the Constitution, By-laws, and Rules & Regulations by sending written notice of the proposed amendment to the Club's Secretary-Registrar before 5:00 p.m. on Friday, December 28, 2023. Proposed changes to the constitution and By-laws will be considered for approval by the members at the AGM.

**Proxy Representatives:** Members may appoint someone as their Proxy to attend the meeting by signing a Proxy Form and filing it with the Club on or before Monday, April 25, 2023. Proxy Representatives have the same rights as the Member at the Meeting and must be at least 18 years old. An individual may only hold one proxy for one member. Proxy Representatives must register and provide valid proof of identity & age with a valid government-issued photo ID.

**Voting rights:** See Articles 5.09 & 5.10 of the Constitution posted on our website.

**Nominations:** Nominations must be received by 5:00 p.m. December 28, 2023.

**Forward to** Nominations Committee  
c/o: Erin Mills Soccer Club  
Email to: [steven.carroll@erinmillssoccer.com](mailto:steven.carroll@erinmillssoccer.com)  
3135 Unity Drive, Unit #3  
Mississauga, Ontario, L5L 4L4

See website for information and eligible positions at [www.erinmillssoccer.com](http://www.erinmillssoccer.com)

Tel: (905) 820-9740 Fax: (905) 820-5412





## APPROVAL OF THE AGENDA

**Motion:** To approve the Agenda for the 2022 Annual General Meeting

Proposed: Thierry Cecilia

Seconded: Brennan Bempong

**Motion Carried**

## APPROVAL OF THE MINUTES OF THE CLUB'S 2021 ANNUAL GENERAL MEETING

**Motion:** To approve the Minutes of the 2021 Annual General Meeting

Proposed: Brennan Bempong

Seconded: Daniel Mathew

**Motion Carried**

## AGM REPORTS

**President's Annual Report** – (See Page 7 – 2022 Erin Mills Soccer Club Annual Report)

**Motion:** To Receive the President's Report

Proposed: Daniel Mathew

Seconded: Brennan Bempong

**Motion Carried**

C. Secker asked if there were any questions from the members.

C. Secker advised the new General Manager, Patty Grassam was present.

**Motion:** To Receive all other Reports included in the 2022 Erin Mills Soccer Club Annual Report

Proposed: Brennan Bempong

Seconded: Thierry Cecilia





**Motion**      **Carried**

**General Manager Report** – (See Page 15 – 2022 Erin Mills Soccer Club Annual Report)

S. Carroll prepared the General Manager Report.

**Discussion: None**

**Competitive Program Report** – (See Page 17 - 2022 Erin Mills Soccer Club Annual Report)

S. Carroll prepared the Competitive Program Report.

**Discussion: None**

**Development Program Report** – (See Page 19 - 2022 Erin Mills Soccer Club Annual Report)

S. Carroll prepared the Development Program Report.

**Discussion: None**

**Recreational Program Report** – (See Page 23 - 2022 Erin Mills Soccer Club Annual Report)

S. Carroll prepared the Competitive Program Report.

**Discussion: None**

**Facility Report** – (See Page 26 – 2022 Erin Mills Soccer Club Annual Report)

S. Carroll prepared the Facility Report.

**Discussion: None**

**Marketing and Events Report** – (See Page 27 – 2022 Erin Mills Soccer Club Annual Report)

L. Randall prepared the Marketing & Events Report.

**Discussion: None**

**Auditor's Report** – (See Page 30 – 2022 Erin Mills Soccer Club Annual Report)

Matt Scheen of the accounting firm of SB Partners LLP presented the Auditor's Report and Club's Audited Financial Statements for the 2022 and 2021 Fiscal Years. They issued a clean audit opinion.

**Discussion: None**





- Competitive Coach of the Year – Ivan Grant - G2006 Green Head Coach – presented by A. Szczotka
- Competitive Manager of the Year – Renata Strok – B2005 Green – presented by A. Szczotka
- Development Coach of the Year – Sarina Singh - G2012 Green - Head Coach – presented by S. Carroll
- Development Manager of the Year – Basil Fernandes – G2014 Green – presented by S. Carroll
- Volunteer Coach of the Year – Enzo Grisafi
- Referee of the Year – Bernardo Solimine – presented by J. Cacciacarro
- Small-sided Referee of the Year – Scarlet Currie – presented by J. Cacciacarro
- 1st Year Referee Award – Areebah Farooqi – presented by J. Cacciacarro
- Scholarship Awards – Luc Raposo - presented by C. Secker
- Scholarship Awards – Ella Cassanova - presented by C. Secker

### **CLOSING REMARKS**

A. Strachan acknowledged the award winners. We all rose to the occasion during COVID. We are challenged with match official returns.

C. Preddie reiterated Alice's comments on match officials. Congratulated us on the new hire of Patty Grassam. Wished us luck in the upcoming year.

C. Secker thanked all guests and members in attendance and wished them a good evening.

The 2022 Annual General Meeting of the Erin Mills Soccer Club was adjourned at 4:40 pm



## ***President's Report***

As we reflect on the past, I want to express gratitude for the unwavering dedication and hard work demonstrated by our committed staff and volunteers. They are the backbone of Erin Mills Soccer Club, embodying the values that make our community special.

### **Navigating Challenges and Embracing Opportunities:**

The past year posed financial challenges, notably a significant increase in rent. However, in the face of these difficulties, we recognize the opportunities for growth and improvement that lie ahead. As a united community, we are committed to navigating these challenges, leveraging them as steppingstones to a stronger and more resilient future.

### **Staff Transitions and Positive Changes:**

With a blend of emotions, we bid farewell to our esteemed Rec Coordinator, Grace Macharia, expressing deep gratitude for her invaluable contributions. On a positive note, we extend a warm welcome to Sara Fragomeni, our new Rec Coordinator. Sara has already made a positive impact during the Winter Season, and we are excited about the fresh perspectives she brings to our club.

### **Financial Cleanup, Governance Excellence, and Strategic Planning:**

Our ongoing efforts to address past accounting issues reflect our commitment to financial transparency and stability. Concurrently, we have revised our By-Laws, emphasizing our dedication to governance excellence, with plans to adopt these revisions. The journey towards strategic planning for 2024 continues, ensuring that our club evolves in line with the needs of our members and the broader community.

### **Board Restructuring and AGM Expectations:**

An exciting development includes our transition to a Governance board structure, clarifying roles for effective leadership. This shift enhances our ability to make informed decisions that benefit the entire community. We look forward to your active participation, input, and engagement in shaping the future direction of EMSC.

Your continued support is invaluable as we collectively steer EMSC towards a brighter future. Thank you for being an integral part of our soccer family.

Yours in Sports,  
Thierry Cecilia  
President



## ***General Manager's Report***

I'm thrilled to share with you the highlights and exciting developments of Erin Mills Soccer Club's journey in 2023. As your new General Manager, I am excited to continue the legacy and contribute to the growth of our community club.

### **Financial Resilience and Strategic Vision:**

Over the past year, our team has been tirelessly dedicated to fortifying the financial resilience of Erin Mills Soccer Club. We've strategically aligned our costs to reduce expenses, emphasizing a long-term vision for sustainability. As we step into the new year, our focus on financial stability remains steadfast, and I am excited to announce the initiation of a strategic plan that will guide our club's future endeavors. Our goal is to establish a reserve fund for long-term financial health, providing a safety net for unforeseen challenges and future opportunities.

### **Strategic Planning for a Promising Future:**

Building on the existing foundation, we are actively finalizing and implementing a comprehensive strategic plan. This blueprint will serve as our roadmap, guiding us toward a growth, inclusivity, and success-filled future. I look forward to sharing more details about our strategic initiatives as they unfold throughout the coming year.

### **Facility Enhancements:**

In addition to our strategic planning efforts, we have set our sights on enhancing our present facility to provide an even better experience for our members. These changes aim to create a more welcoming and functional space for everyone involved in our soccer community.

### **Bylaws Update:**

Recognizing the importance of compliance with the Ontario Not-for-Profit Corporations Act (ONCA), we have diligently updated our bylaws to meet the upcoming October 2024 deadline. This proactive step ensures that Erin Mills Soccer Club remains aligned with governance regulations.

As we venture into the new year, Erin Mills Soccer Club is poised for positive transformations. Our commitment to financial resilience, bylaws compliance, strategic planning, and facility improvements will be at the forefront of our endeavours. I am optimistic about the future, and I invite each member to be an active part of our journey.

"Success is not final, failure is not fatal: It is the courage to continue that counts."

— Winston Churchill

In closing, I extend my gratitude to all stakeholders, including our dedicated staff, board of directors, members, volunteers, community, partners, and vendors. Together, we will continue to make Erin Mills Soccer Club a vibrant and thriving community hub.

Yours in Sports,  
Patty Grassam  
General Manager Erin Mills Soccer Club



# Competitive Report

## Competitive Report 2023

A huge feather in the club's cap was gaining its national licensing. The club gained the status of Quality Service Provider. The Quality Service Providers (QSP) is the entry-level category in Canada Soccer's Club Licensing Program.

To qualify as a QSP, member organizations must provide a developmentally appropriate, safe, enjoyable, accessible, inclusive and welcoming playing environment for their participants, differentiating it from non-member soccer and unorganized play. QSPs must also be in good standing with their governing organization(s) and meet the expectations of membership. Next year, we will look to apply for our Member Association level 1.



2023 was brimming with fantastic experiences; we were fortuitous enough to have lots of success in both streams: girls and boys.

Collectively, we went to over 30 tournaments/showcases. In addition to our athletes gaining great exposure, we accomplished the following:

Girls 2007 White 1<sup>st</sup> place from YPHDL Premier Division (GHSL promotion)

Girls 2007 Green 2<sup>nd</sup> place from TOSL 1<sup>st</sup> Tier

Girls 2006 Green 1<sup>st</sup> place from GHSL Elite Division





Girls 2010 Green 1<sup>st</sup> place from YPHDL Premier Division (Co-Winner; possible GHSL promotion)

Boys 2010 Green 1<sup>st</sup> place from YPHDL Premier Division (Co-Winner; possible GHSL promotion)

Girls 2009 Black 2<sup>nd</sup> Place YPHDL League Cup

Girls 2007 Black 2<sup>nd</sup> Place YPHDL League Cup



We also linked up with Team Town Sports, who did a photoshoot and advert with one of our teams.

Educationally we also continued on and off the field for our athletes. We had many guest speakers and guest coaches at our practices and seminars. Notably, we made strong links with key organizations that specialize in assisting athletes with their next moves in their sporting careers.

To assist in getting our athletes the top exposure needed, we linked up with FTF (First Touch Football). FTF Canada is a digital media company that focuses on exposure and opportunities for Canadian Soccer players and organizations. They host nationally recognized events/combines all year around, allowing players to showcase their skills in front of a wider audience.



Off the field, we sought out the expertise of Best Education Preparation, who are education specialists. Best Ed Prep offer tutoring and test preparation to help get athletes to where they want to be. They help ensure that no stone is unturned academically, whether our players are looking to go to school in Canada or the United States.

Also, off the field, we reunited with the 'Back2Play' concussion awareness team. The team offered interactive concussion awareness education workshops for our membership, including coaches, players, and parents. Education like this aims to make the pitch a safer space with so much awareness and knowledge on the subject. The education continued for the coaches as many coaches started and completed various licensing.

To aid with the learning process, the club doubled its VEO cameras. Having the ability to film twice as many games and break each one down afterward will undoubtedly be an added bonus for our athletes, assisting with the overall understanding of the game.

Following on from last year's momentous victory at the Club, where we started our female mentorship program, 'She's an Eagle.' The program completed a full year with ten female leaders fully ready to begin their coaching adventures. Round two has just started, we aim to make it the biggest female mentorship program in the province, and we are taking steps towards that one day at a time.

One of the challenges we faced was like last year's in that we were stretched at times to keep up with the program's growth. Another challenge was space. With soccer and other sports all growing, we faced difficulties renting multisport spaces, especially in the winter, when the turf fields were scarce. We want to be able to offer new programs, but at times, must grapple for space, in addition to staffing and funding the new ventures.

Overall, the year has built on last year's success, and we are excited to see what the future holds at the Club. We want to make sure that we are staying current and offering the highest possible program standards that we can obtain.

A final thought for our membership is to believe in the process, and good things will happen...

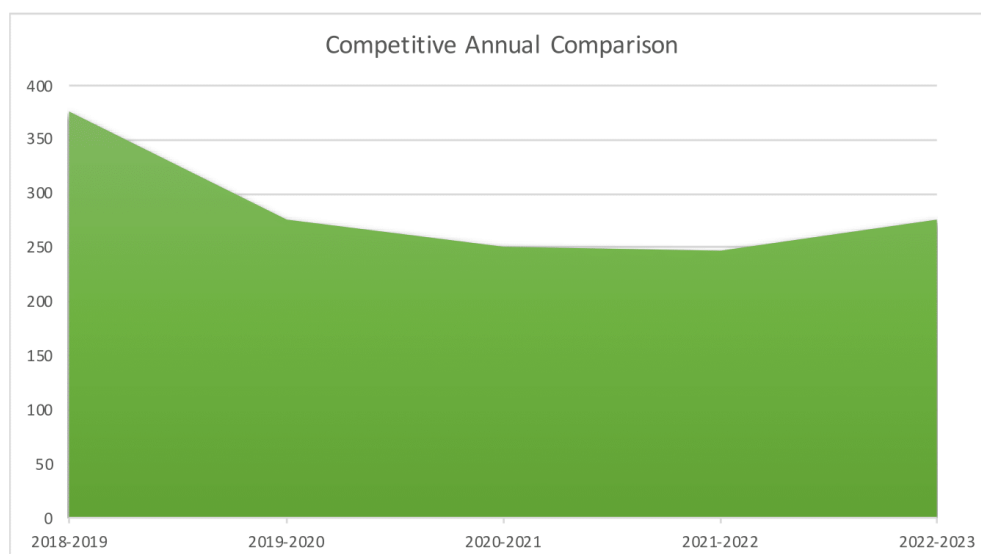
"doubt me now, then watch me succeed" Tiffany Cameron



## Competitive Comparison (2018-2023)

Erin Mills Soccer Club Competitive Registration

	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Competitive U13 Boys Green	0	0	0	27	57
Competitive U13 Girls Green	0	0	0	32	56
Competitive U14 Boys Green	25	42	19	22	21
Competitive U14 Boys White	29	0	7	0	0
Competitive U14 Girls Green	18	15	17	0	24
Competitive U14 Girls White	21	16	14	0	24
Competitive U14 Girls Black	0	0	18	0	18
Competitive U15 Boys Green	28	24	32	20	18
Competitive U15 Boys White	0	22	13	0	0
Competitive U15 Girls Green	18	15	20	17	0
Competitive U15 Girls White	0	14	6	19	0
Competitive U15 Girls Black	0	0	0	31	0
Competitive U16 Boys Green	0	21	29	21	20
Competitive U16 Boys White	0	0	12	0	0
Competitive U16 Girls Green	16	20	22	23	15
Competitive U16 Girls White	0	0	20	22	17
Competitive U16 Girls Black	0	0	0	0	23
Competitive U17 Boys Green	25	0	0	26	21
Competitive U17 Boys White	27	0	0	1	0
Competitive U17 Girls Green	25	22	0	25	20
Competitive U17 Girls White	20	26	0	20	0
Competitive U18 Boys Green	44	23	0	0	26
Competitive U18 Boys White	0	2	0	0	0
Competitive U18 Boys Blue	42	0	0	0	0
Competitive U18 Girls Green	0	14	0	0	11
Competitive U18 Girls White	0	0	11	0	18
Competitive U19 Boys Green	0	0	11	0	0
Competitive U21 Women OWSL	19	0	0	0	0
Competitive Senior Women OWSL	19	0	0	0	0
	<b>376</b>	<b>276</b>	<b>251</b>	<b>247</b>	<b>276</b>





Erin Mills Soccer Club Competitive Registration





# ***Development Report***

## **Development Report 2023**

2023 proved to be another successful year for the development program. Our focus was to raise standards. We recognised areas that needed improvement and really homed in on cultivating a program that was of high quality.

Our program is much more than a numbers game. Our primary goal is always to improve lives on and off the pitch. For us to have that impact however, we must ensure we are consistently driving revenue into the club. By the end of the 2023 summer season, we had significantly overachieved, hitting budget and subsequent targets thereafter. We rounded off the season with well over 200 children in the program and over 20 teams. Part of our objective is to give as many kids as possible the opportunity to play the game we all love. We will continue to offer barrier free opportunities to our community going forward.

Below are some ways in which we excelled on both the playing and coaching side of the program during 2023. At EMSC we are continually striving to raise standards. If we wish to be recognised as one of the premier clubs in the area, it's vitally important that continue to innovate going forward.

### **Player experience**

Speaking from experience, soccer can have such a huge impact on a child's life. If correctly organised, a club can provide a space where players can be safe, have fun and make friends for life. Whilst it would be amazing to see our Eagles play at a high level in the future, this is not our primary objective. In 2023 we offered so much more than just training and games. Below is a breakdown of how we as a club provided a fantastic experience for our players.

- **Tournaments-** All of our teams played in tournaments this past year, these occasions are brilliant for our teams as they allow our kids to get out of their comfort zone and bond with their teammates in a unique way. Most notably, the entire grassroots program participated in the prestigious Robbie Festival. I've no doubt that long lasting memories were created by all those who participated.
- **Non soccer activities-** As a club we paid for all of our teams to go bowling. Having witnessed some of these days, I can safely say they were enjoyed by all! We also provided use of our clubhouse to teams who wished to host end of season celebrations. Our sports coordinator, Chris, also organised mini golf for our players in the summer.
- **VEO analysis sessions-** Our VEO lead, Mo provided excellent analysis sessions for all our teams during the past year. These opportunities allowed our players to gain a deeper understanding of their roles and responsibilities both as individuals and a team.





- **Concussion awareness-** Once again we hosted the back2play concussion awareness team at the clubhouse. These days are always invaluable. Our teams learnt about a serious topic in a fun and informative way.
- **Festival hosting-** During the outdoor season we opted to host fixtures every single weekend. Whilst this is a big outlay for the club, we understand the value in our teams playing games locally and not having to travel to other areas. EMSC are one of the very few clubs that took on this responsibility. A massive thanks to our festival staff who made this a seamless process.

### **Coaching team development**

As a club we would be nothing without our dedicated coaching staff. Our coaches act as role models for our players and have such a vital role in their lives. We recognise that development is equally as important for our coaches as it is to our players. This past year we have placed a real emphasis on providing the tools for our coaching team to be successful. Below are Just some of the ways we have achieved this.

- **Coach meetings-** In 2023 we hosted various coach meetings. These sessions placed emphasis on creating a successful culture, session planning, managing parental expectations and VEO tutorials. It was during one of these meetings that the coaches created their own set of expectations, this has proved to be a particularly beneficial exercise.
- **Qualifications-** We continued to place importance on education. As a club we paid for all of our coaching team to complete an array of courses. It was amazing to see our ambitious team take on these challenges and be rewarded with certificates. During 2023 we also hosted C license tutor, Darren Tilley, who gave an excellent presentation for our coaches on the C license process. All our coaches gained their community badges along with 4 C license graduates.
- **Check in-** During the past year we sat down with each coach individually. We went over their strengths and identified areas of improvement. These sessions proved to be valuable, and improvements were evident.
- **Game day evaluations-** We developed and implemented a new document which tracked various key standards that we want our coaches to maintain. Our coaches set the standard for the players and as such this tool has aided our ambition.
- **Tools for success-** We ensured our staff were fully equipped with the tools they needed to succeed. All coaches were given new tactics boards, access to our VEO subscription and weekly session plans.





## **Looking ahead to 2024**

As we move into 2024 it's time to reassess our goals and look for ways to improve. One of our primary aims is to increase the number of female players in the club. The next cohort of our successful female mentorship program, 'She's an eagle' will begin their journey in January. We have also just launched a new girl only program 'Girl Power'. We will be looking to work with local stakeholders as well as schools to boost the female side of our program. In 2024 we must look at ways to attract quality coaches. We want EMSC to be a desirable place to work, to achieve this, we must continually strive to add to value to our coaching package. In early 2024 we are hosting a first aid course at the clubhouse. We will also be providing all our coaches with tickets to the upcoming Ontario Soccer Summit.

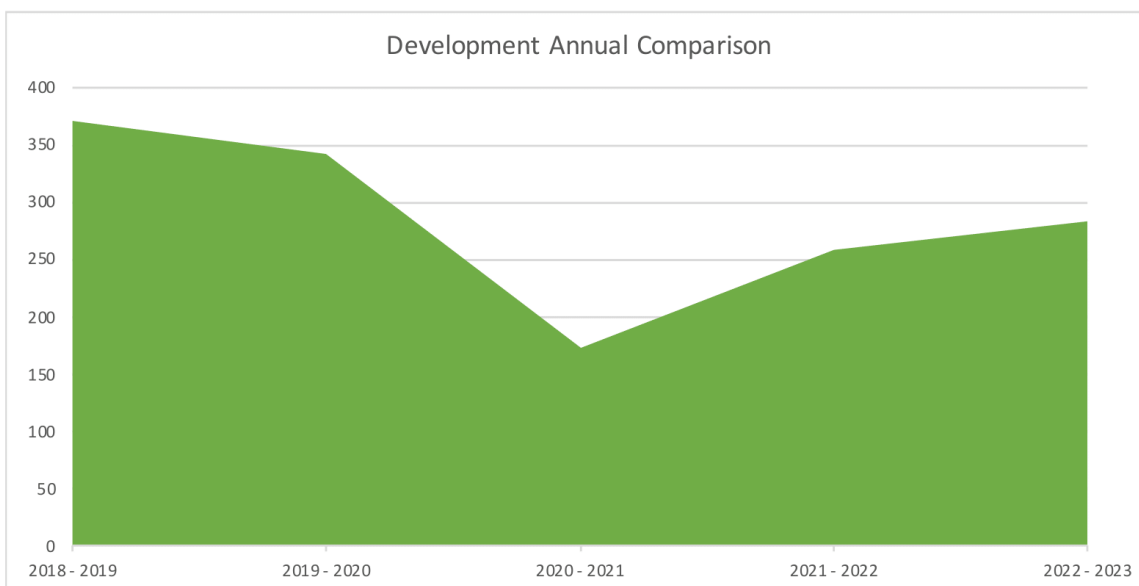
Onwards and Upwards!



## Development Comparison (2018 – 2023)

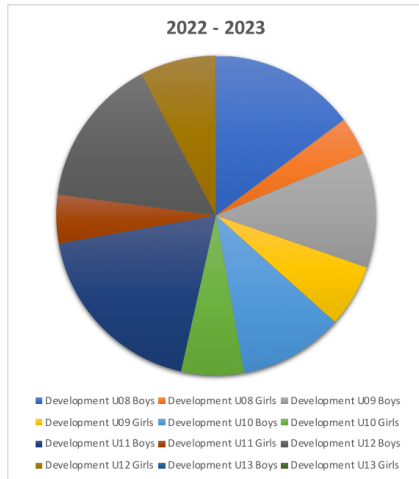
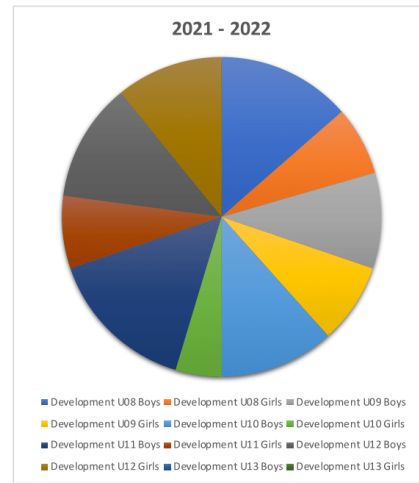
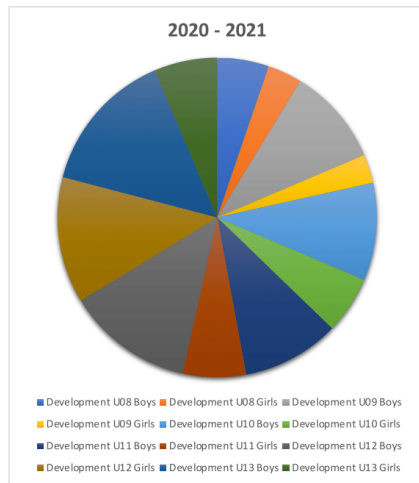
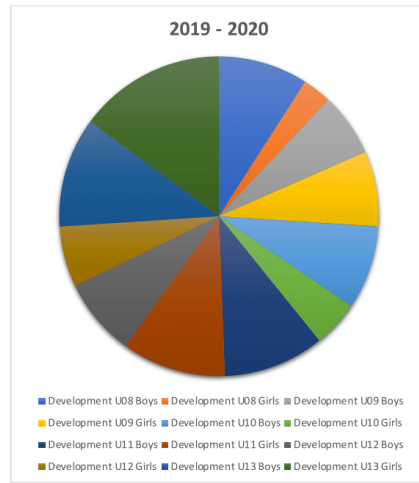
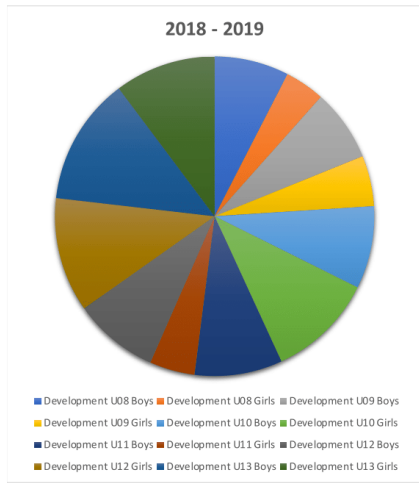
Erin Mills Soccer Club Development Registration

	2018 - 2019	2019 - 2020	2020 - 2021	2021 - 2022	2022 - 2023
Development U08 Boys	28	31	9	35	42
Development U08 Girls	15	10	6	18	11
Development U09 Boys	27	22	17	25	33
Development U09 Girls	19	26	5	21	18
Development U10 Boys	31	29	17	30	30
Development U10 Girls	40	16	10	12	18
Development U11 Boys	33	35	17	39	53
Development U11 Girls	17	36	11	19	14
Development U12 Boys	32	27	22	31	43
Development U12 Girls	43	21	22	28	22
Development U13 Boys	48	38	25	0	0
Development U13 Girls	38	51	11	0	0
	<b>371</b>	<b>342</b>	<b>172</b>	<b>258</b>	<b>284</b>





Erin Mills Soccer Club Development Registration





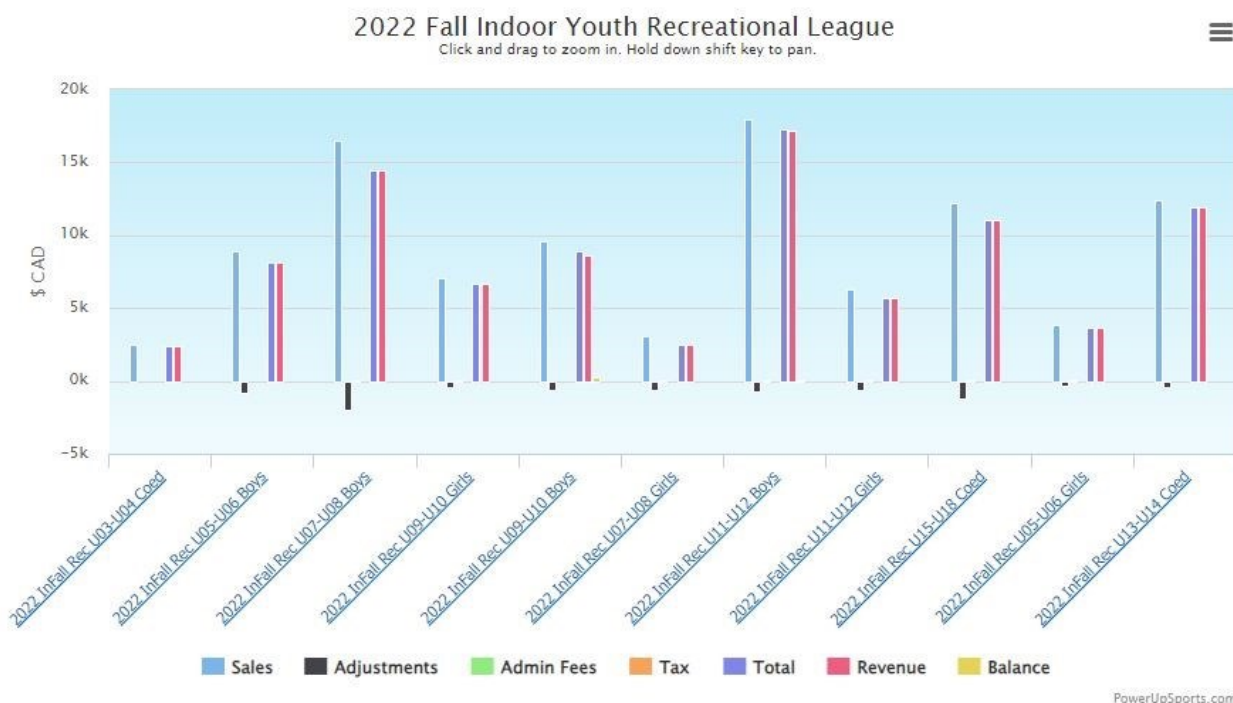
# Recreational Report

## Recreational Report - 2023

This report will detail our outdoor and indoor recreational programs and provide participant numbers and revenue generated. We will also discuss some challenges faced this year and look ahead to the 2024 season.

### 2022 Fall Indoor Recreational Programs

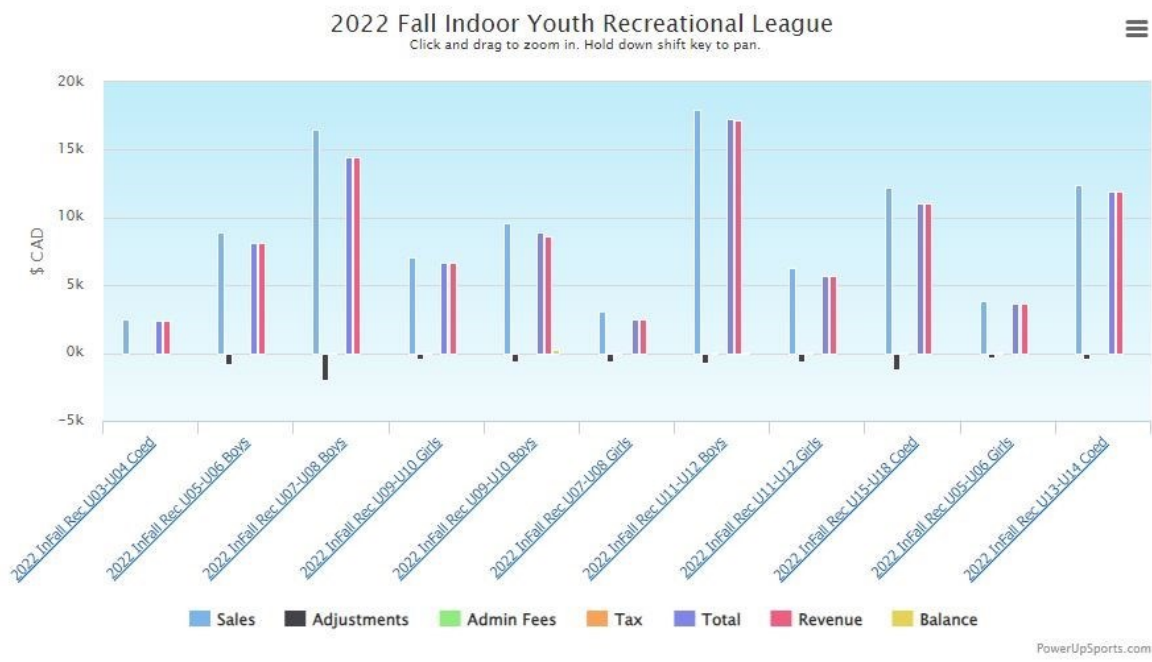
With the covid pandemic now behind us we were able to get our recreational fall league numbers back to normal. We had 382 participants and generated \$92,659.75 worth of revenue.



Both the Eagles Soccer School and Ball Mastery programs were very successful as we had 108 total participants which generated \$20,977 worth of revenue.

### 2023 Winter Indoor Recreational Programs

Our numbers continued to increase in the winter season, we had 402 participants and generated \$96,907.11 worth of revenue.

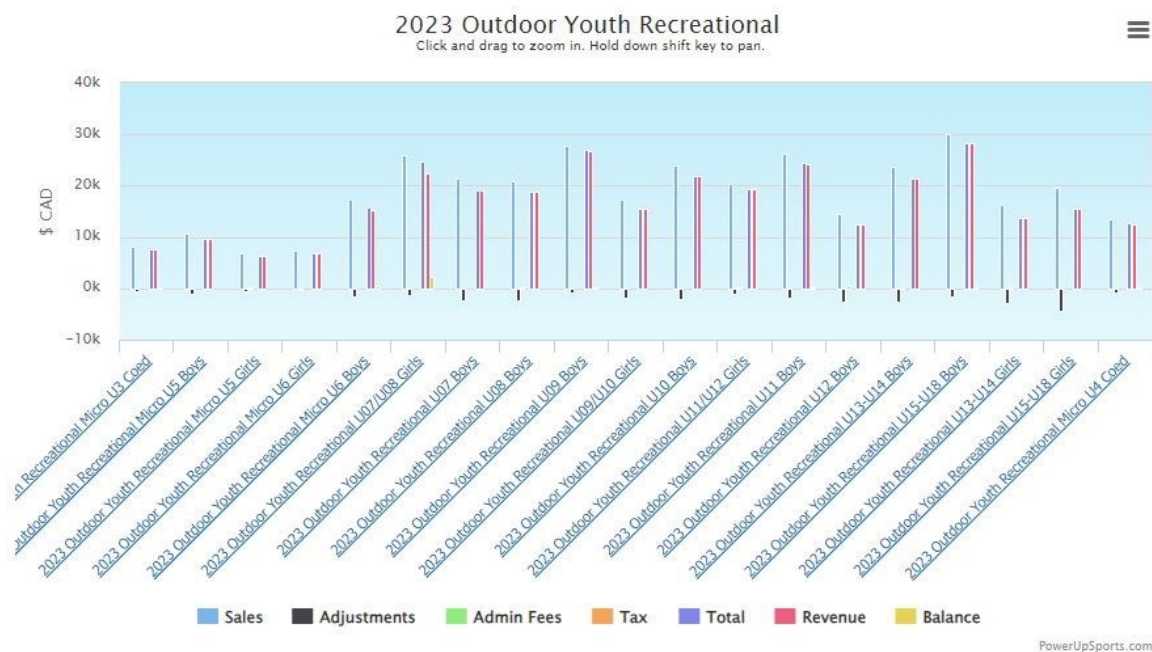


We also had a small increase in both the Eagles Soccer School and Ball Mastery programs for the winter, we had 112 total registrants which generated \$23,260 in revenue.

### 2023 Spring & Summer Recreational Programs

With the growing success of both the Eagles Soccer School and Ball Mastery we decided to offer the program during the spring to bridge the gap between the end of the winter and the start of the summer season. We had 104 participants, and this generated \$22,445 in revenue.

We had a great 2023 Summer Recreational League with 1,116 participants joining us and that generated \$320,806 in revenue.



The Summer Eagles Soccer School and Ball Mastery had 66 participants and generated \$14,290 in revenue.

## Challenges

One of the major challenges we had to start the summer season was getting committed volunteer coaches for our recreational league. Many of the coaches were high school students and they needed support for the first few weeks. We communicated expectations and responsibilities to the volunteers, and we saw an improvement later in the season.

We will continue to look for new ways to improve the quality of our volunteers by providing coaching clinics and training sessions to equip volunteers with the skills and knowledge they need. This can make potential coaches feel more confident and prepared for the role.

## Looking Ahead to 2024:

We look forward to continuing to grow our numbers and increase our program's quality in the coming year. We have recently started to work with a few schools in the area and attended some fairs and events to promote our league and to recruit volunteers.

Our participants' feedback is important to us, and we will look at conducting surveys throughout the season to see what improvements can be made to better improve the overall experience.

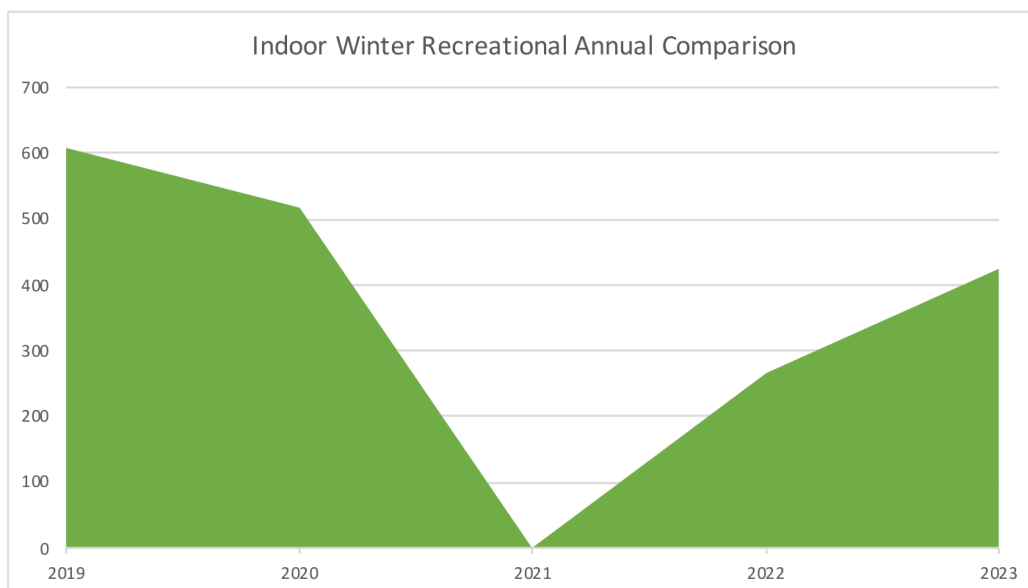




## Recreational Comparison Indoor Winter (2018 – 2023)

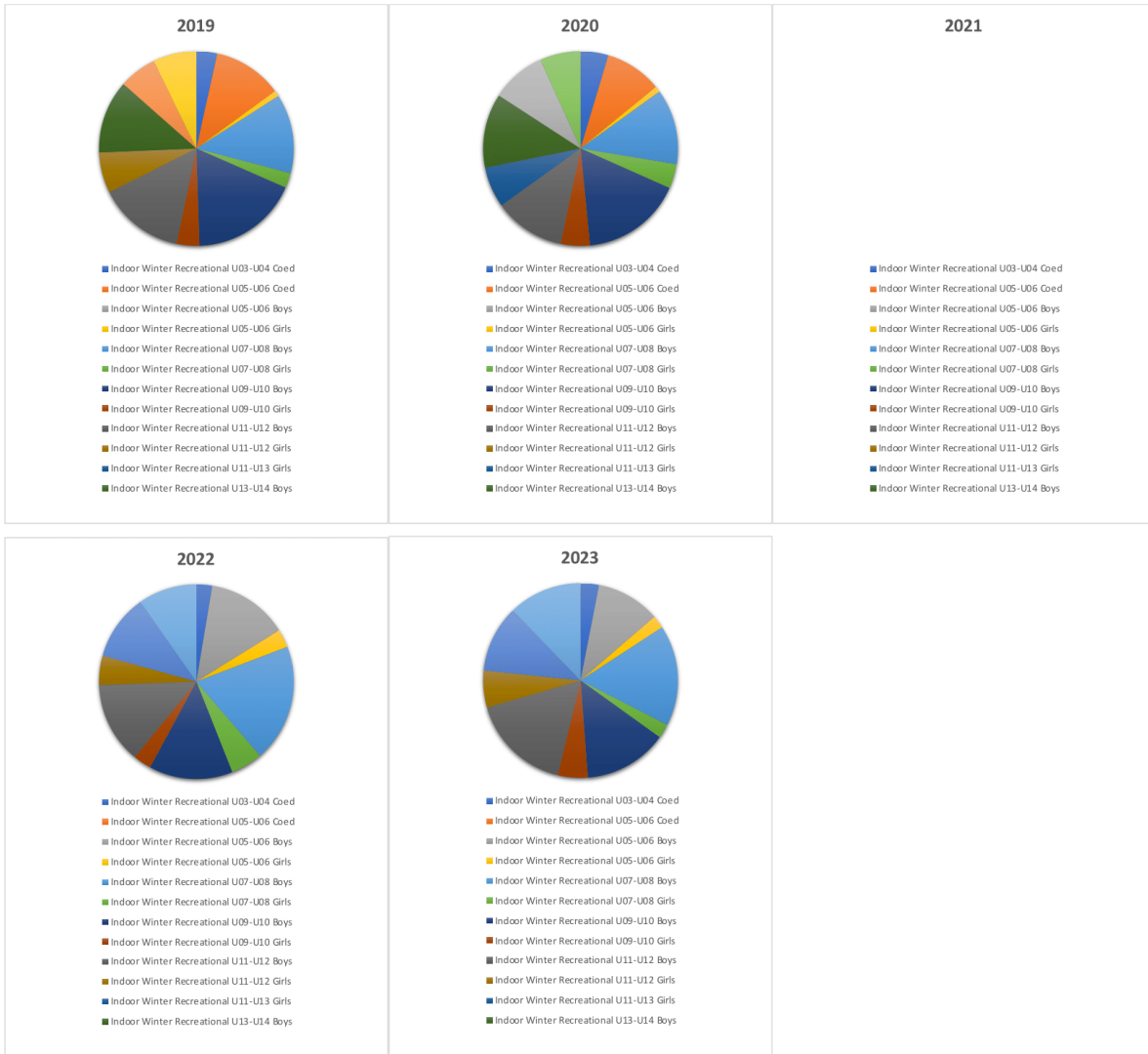
### Erin Mills Soccer Club Indoor Winter Recreational Registration

	2019	2020	2021	2022	2023
Indoor Winter Recreational U03-U04 Coed	21	24	0	7	13
Indoor Winter Recreational U05-U06 Coed	70	49	0	0	0
Indoor Winter Recreational U05-U06 Boys	0	0	0	36	45
Indoor Winter Recreational U05-U06 Girls	6	5	0	8	9
Indoor Winter Recreational U07-U08 Boys	80	65	0	52	71
Indoor Winter Recreational U07-U08 Girls	15	21	0	14	10
Indoor Winter Recreational U09-U10 Boys	109	87	0	37	59
Indoor Winter Recreational U09-U10 Girls	23	25	0	8	21
Indoor Winter Recreational U11-U12 Boys	87	61	0	36	71
Indoor Winter Recreational U11-U12 Girls	41	0	0	13	26
Indoor Winter Recreational U11-U13 Girls	0	35	0	0	0
Indoor Winter Recreational U13-U14 Boys	74	64	0	0	0
Indoor Winter Recreational U13-U14 Coed	0	0	0	29	47
Indoor Winter Recreational U13-U15 Girls	38	0	0	0	0
Indoor Winter Recreational U14-U16 Girls	0	47	0	0	0
Indoor Winter Recreational U15-U17 Coed	44	0	0	0	0
Indoor Winter Recreational U15-U18 Coed	0	0	0	26	52
Indoor Winter Recreational U15-U17 Boys	0	35	0	0	0
	<b>608</b>	<b>518</b>	<b>0</b>	<b>266</b>	<b>424</b>





Erin Mills Soccer Club Indoor Winter Recreational Registration

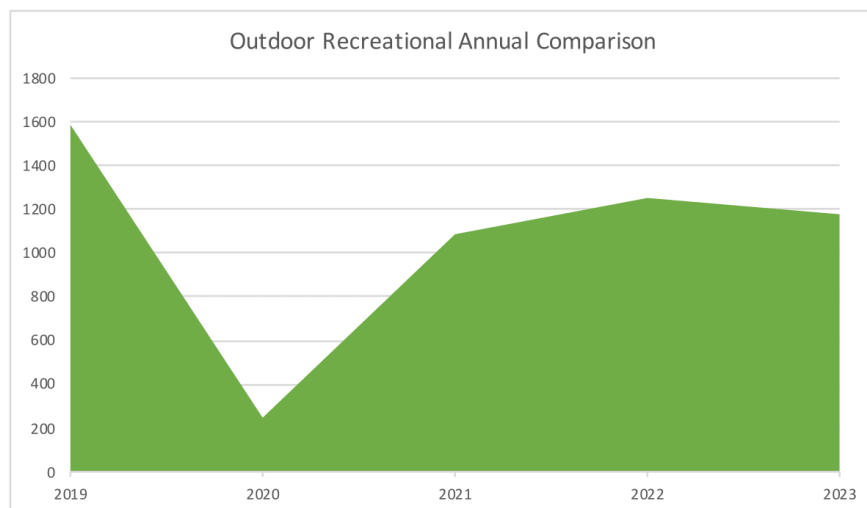




## Recreational Comparison Outdoor (2018 – 2023)

Erin Mills Soccer Club Outdoor Recreational Registration

	2019	2020	2021	2022	2023
Outdoor Recreational U03 Coed	60	5	41	59	36
Outdoor Recreational U04 Coed	71	14	100	69	60
Outdoor Recreational U05 Coed	0	0	51	0	0
Outdoor Recreational U05 Boys	60	17	40	67	47
Outdoor Recreational U05 Girls	41	9	25	31	30
Outdoor Recreational U06 Coed	0	0	35	0	0
Outdoor Recreational U06 Boys	93	18	46	85	73
Outdoor Recreational U06 Girls	45	8	30	51	32
Outdoor Recreational U07 Boys	112	23	62	87	68
Outdoor Recreational U07 Girls	35	11	0	56	0
Outdoor Recreational U7-U8 Girls	0	0	51	0	82
Outdoor Recreational U08 Boys	106	19	59	77	66
Outdoor Recreational U08 Girls	41	13	14	21	0
Outdoor Recreational U09 Boys	98	15	54	63	87
Outdoor Recreational U09 Girls	40	4	0	37	0
Outdoor Recreational U9-U10 Girls	0	0	56	0	54
Outdoor Recreational U10 Boys	88	17	52	84	75
Outdoor Recreational U10 Girls	53	5	16	37	0
Outdoor Recreational U11 Boys	87	8	54	54	82
Outdoor Recreational U11 Girls	36	6	0	21	0
Outdoor Recreational U11-U12 Girls	0	0	35	0	64
Outdoor Recreational U12 Boys	66	7	41	75	46
Outdoor Recreational U12 Girls	48	7	11	36	0
Outdoor Recreational U13 Boys	77	0	0	0	0
Outdoor Recreational U13-U14 Boys	0	12	64	60	72
Outdoor Recreational U13-U14 Girls	0	4	33	53	53
Outdoor Recreational U13-U15 Girls	100	0	0	0	0
Outdoor Recreational U14-U15 Boys	82	0	0	0	0
Outdoor Recreational U15-U18 Boys	0	10	69	77	90
Outdoor Recreational U15-U18 Girls	0	16	45	54	62
Outdoor Recreational U16-U18 Boys	79	0	0	0	0
Outdoor Recreational U16-U18 Girls	69	0	0	0	0
	<b>1587</b>	<b>248</b>	<b>1084</b>	<b>1254</b>	<b>1179</b>





Erin Mills Soccer Club Outdoor Recreational Registration

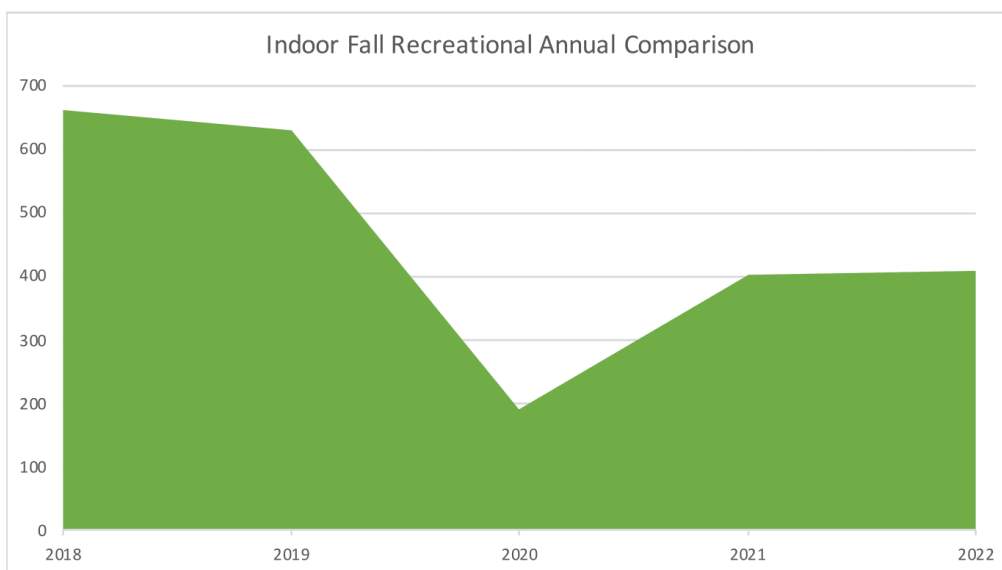




## Recreational Comparison Indoor Fall (2018 – 2023)

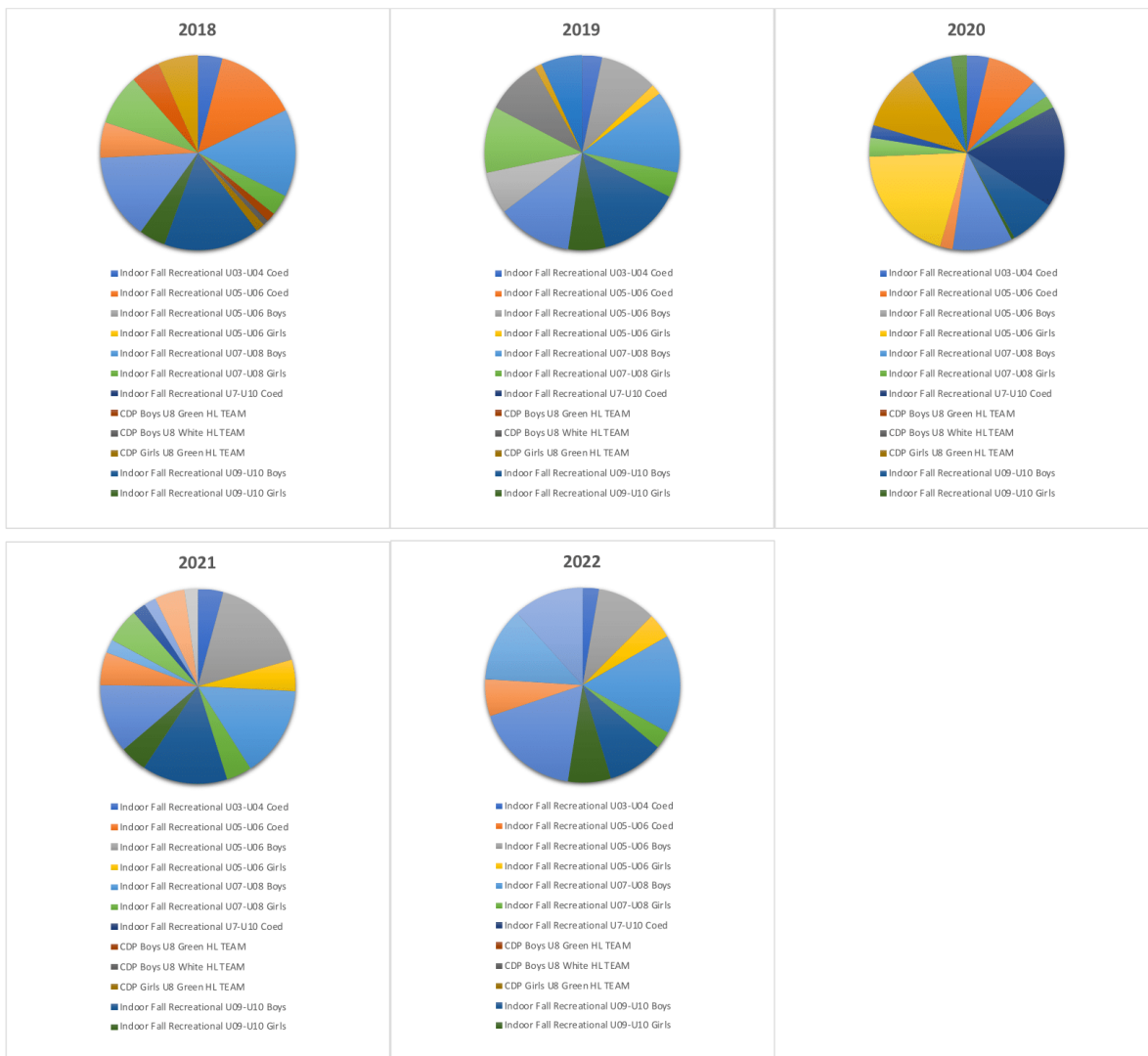
Erin Mills Soccer Club Indoor Fall Recreational Registration

	2018	2019	2020	2021	2022
Indoor Fall Recreational U03-U04 Coed	27	21	7	17	11
Indoor Fall Recreational U05-U06 Coed	91	0	16	0	0
Indoor Fall Recreational U05-U06 Boys	0	60	0	66	40
Indoor Fall Recreational U05-U06 Girls	0	11	0	21	17
Indoor Fall Recreational U07-U08 Boys	96	86	6	61	67
Indoor Fall Recreational U07-U08 Girls	23	26	4	17	12
Indoor Fall Recreational U7-U10 Coed	0	0	32	0	0
CDP Boys U8 Green HL TEAM	10	0	0	0	0
CDP Boys U8 White HL TEAM	6	0	0	0	0
CDP Girls U8 Green HL TEAM	10	0	0	0	0
Indoor Fall Recreational U09-U10 Boys	105	86	15	57	38
Indoor Fall Recreational U09-U10 Girls	29	39	1	18	29
Indoor Fall Recreational U11-U12 Boys	94	78	19	46	71
Indoor Fall Recreational U11-U12 Girls	39	0	4	22	25
Indoor Fall Recreational U11-U13 Girls	0	44	0	0	0
Indoor Fall Recreational U11-U14 Coed	0	0	38	0	0
Indoor Fall Recreational U13-U14 Coed	0	0	0	9	50
Indoor Fall Recreational U13-U14 Boys	56	69	6	23	0
Indoor Fall Recreational U13-U14 Girls	0	0	4	9	0
Indoor Fall Recreational U13-U15 Girls	32	0	0	0	0
Indoor Fall Recreational U14-U16 Girls	0	58	0	0	0
Indoor Fall Recreational U15-U17 Coed	44	8	21	0	0
Indoor Fall Recreational U15-U17 Boys	0	43	13	0	0
Indoor Fall Recreational U15-U17 Girls	0	0	5	0	0
Indoor Fall Recreational U15-U18 Coed	0	0	0	8	48
Indoor Fall Recreational U15-U18 Boys	0	0	0	20	0
Indoor Fall Recreational U15-U18 Girls	0	0	0	9	0
	<b>662</b>	<b>629</b>	<b>191</b>	<b>403</b>	<b>408</b>





Erin Mills Soccer Club Indoor Fall Recreational Registration







# ***Facility Report***

## **Overview**

The EMSC Clubhouse had a great end to the year in 2022 as we were able to retain all our long-term rentals for another fall and winter season.

Our competitive and development teams used the turf and futsal fields throughout the indoor season for practices and to host friendly games against other clubs. The fall and winter recreational program continued to use both fields on weekends to operate the league.

## **Highlights**

In the past year our facility has seen a large increase in bookings for birthday parties and other social events which has helped generate revenue for the club. This has been a positive trend and shows that we are becoming a hub not only for soccer activities but also for social events. This diversification can contribute to the overall sustainability and success of the facility.

All our long-term rentals continue to book with us year after year, which is great to see and is not only a positive financial indicator but also a testament to the strong relationships our club has built in the community.

## **Challenges**

One major challenge we faced during this past year was scheduling and optimizing the utilization of our facility. We offered flexible booking options and advised customers about our peak and off-peak pricing to incentivize bookings during less busy periods. We regularly updated and maintained the online booking schedule to reflect any changes.

With the increase in bookings for birthday parties and other social events we have had to make upgrades to the facility to enhance the overall experience for our customers. This included replacing the netting outside the turf field and painting the benches and other areas near the turf field. We have also purchased new chairs and tables for our party room and will continue to make upgrades going forward.

## **Looking Ahead to 2024**

Significant changes will be taking place at the clubhouse this upcoming year. Our existing lease for both units will conclude and due to a substantial rent increase in the new lease we will only retain unit number four. This unit has all the staff offices and futsal field, we will no longer have the turf field going forward.

There will be some renovations taking place throughout the summer to make sure we are ready to welcome back our members for the fall and winter seasons. We plan to continue to use the clubhouse for our programs and facility rentals.



# Marketing & Events Report

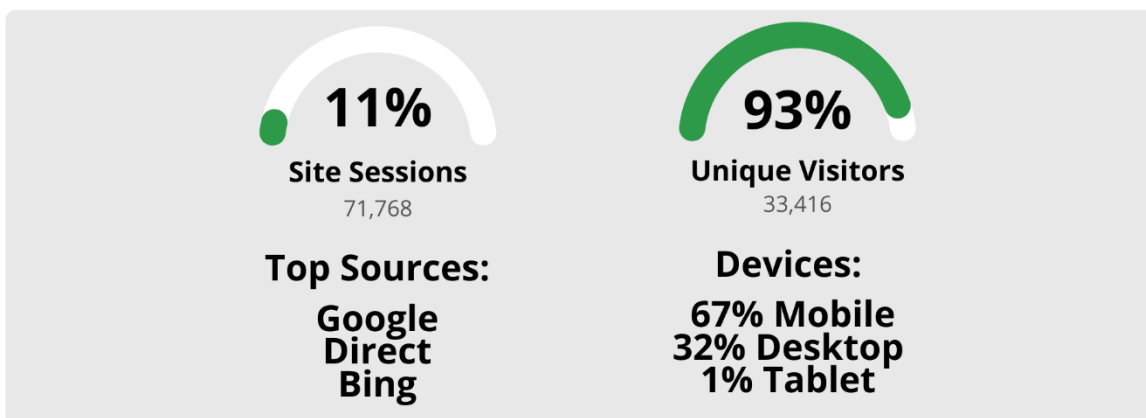
## Introduction

As we reflect on the past year it serves as a great foundation for enhancing our Marketing & Events plan. Insights gained from member interactions, event participation, and communication effectiveness will guide our strategic planning. Erin Mills Soccer Club has remained committed to keeping our valued members engaged and informed through various communication channels. Our social media accounts, website, and monthly newsletter to name a few have played pivotal roles in disseminating important information, celebrating achievements, and fostering a sense of community within the club.

## Website

In the past fiscal year, Erin Mills Soccer Club's website thrived, drawing over 71,768 visitors—a notable 11% increase, with 93% being new leads over the previous period. We also saw strategic traffic spikes, aligned with the commencement of key recreation programming such as our Summer, Fall and Winter seasons and our biggest peak on August 15th, which showcased effective marketing for the conclusion of our summer fest initiatives. We noticed mobile access constituted 70% of total visitors, underscoring the need for precise mobile optimization. We also saw increased traffic through many different source's notable google. We had a big emphasis on marketing diversification and did this successfully through leveraging different digital platforms. Moving forward, to sustain success, ongoing enhancements in mobile optimization and user experience are crucial.

## Erin Mills Soccer Club Website Overview



## Newsletter Overview





## **Newsletter**

Our newsletter serves as a valuable information source, reaching select members monthly. Throughout the past fiscal year, we've successfully grown our monthly subscribers from 2,100 to approximately 2,400, reflecting a steady increase in our readership. An encouraging aspect is the impressive open ratio, standing at over 67%. This statistic is particularly noteworthy as it signifies that nearly three-quarters of our subscribers actively engage with and seek more information about our club on a month-to-month basis.

## **Social Media**

Throughout the year, our social media platforms have shown impressive performance by reaching new audiences and gaining additional followers. Notably, our Instagram followers increased from 2,384 in May to the current count of 2,805, marking a substantial growth of approximately 400 followers in just 7 months. Likewise, our Facebook presence experienced steady growth, especially as we targeted and engaged our older audience effectively. Over the past fiscal year, we made a concerted effort to recognize and cater to specific target audiences on each platform, shaping our marketing strategies accordingly. This achievement highlights our dedication to maximizing the potential of each platform and ensuring that our content resonates well with each audience.

## **Events**

### **Bread & Honey**

Inaugurating the fiscal year, Erin Mills Soccer Club actively engaged in the 51st Bread & Honey Festival in collaboration with our partners, the Running Renegades. Positioned strategically to capitalize on high foot traffic, we experienced remarkable success during this event. Our branded EMSC giveaway items were very well-received by the children and young adults in attendance. Post-event, on June 5th, we witnessed a notable spike of 363 website visitors, directly attributed to the success and visibility garnered during the festival. This positive outcome is visually depicted in the accompanying diagram.

### **End of Season Summer Fun Fest**

On August 21st, 2023, Erin Mills Soccer Club collaborated with Canada Soccer to organize our traditional End of Season Festival at Marco Muzzo Memorial Park & Woods. This occasion marked the conclusion of our summer recreation season, featuring the final games and a medal ceremony to recognize the unwavering dedication and hard work exhibited by all participants throughout the season. Following the ceremony, we extended the festivities with food and entertainment options accessible to all our members. In spirit of community, we opted for complimentary food, providing an opportunity for every EMSC member to share a meal. The event encompassed engaging inflatables, fun mini-games, and an ice cream truck! The day unfolded seamlessly, creating memorable experiences for everyone involved within our soccer community.

### **Toys for Tots / End of Season Winter Fun Fest**

In December 2023, EMSC, in collaboration with Running Renegades, organized our third annual Toys for Tots Toy Drive. Partnering with Peel Police, we gathered new toy donations for underprivileged children in our community. To celebrate the success of our fundraising and recognize the efforts of our Winter Indoor Recreation participants, we hosted an event at the



EMSC Clubhouse. During this festive occasion, participants enjoyed special moments with Santa Claus for photos, engaging contests, activities, and a visit from the Peel Region Police, who not only supported the event but also took part in capturing photos and inspiring the youth. The community's generosity was evident as we collected over 150 toys and more than 400 perishable food items, marking another highly successful event that positively impacted our community.

### **Moving Forward**

Our focus moving forward is to sustain the consistent growth of our social media pages, fostering increased engagement with our monthly newsletter and leveraging this toward increasing our membership. Building on the success of numerous events this year, we also aim to leverage the valuable feedback received to host even more impactful events for our members and the broader Erin Mills community.



# ***2023 Financials***

## **Overview**

In 2023, the Erin Mill Soccer Club underwent a significant restructuring phase, focusing on strengthening our accounting practices. This marked the first full year of uninterrupted programming post-COVID-19. Our directives were centered on augmenting revenues through grants, sponsorships, and strategic partnerships, with the City of Mississauga engaging in bingo nights.

Our primary goal was to optimize resources and introduce technology to enhance efficiencies across our administrative and accounting departments. Despite the absence of additional government subsidies, we successfully paid down a COVID loan acquired during the pandemic, showcasing our commitment to financial stability.

## **2023 Audited Financial Statements**

The audited financial statements for 2023 reflect highly positive results, demonstrating streamlined audit processes and more accurate accounting entries. These improvements contribute to providing management with meaningful reports for informed decision-making within the organization.

## **Looking Ahead to 2024**

Looking ahead to 2024, our focus remains on maintaining an efficient accounting department that collaborates seamlessly with other facets of the organization. We will continue making conscientious financial decisions while actively seeking creative and strategic approaches to serve our community. Our aim is to establish a robust financial foundation that empowers us to develop enhanced programming for our members.



## ***Nominations Report***

The Nomination Committee reports that the following nominations have been received by the Club for the election of a new Board of Directors at the Club's 2023 Annual General Meeting to be held on January 28, 2024.

<b>Position</b>	<b>Incumbent</b>	<b>Term</b>	<b>Nominee</b>	<b>Nominator</b>
President	T. Cecilia	3 years	Thierry Cecilia	Christian Secker
Secretary	OPEN (A. Belgrave)	2 years	Reena Patel	Ishver Chauhan
Treasurer *	D. Mathews	1 year	Daniel Mathews	Thierry Cecilia
Director-at-Large 2	Reena Patel	3 years		
Director-at-Large 3	OPEN (K. Romany)	3 years		

Appointed \*

All nominees who are not incumbent directors were interviewed by the Nominations Committee and were advised of their duties and the requirement to comply with Ontario Soccer's Conflict of Interest Policy.

The eligibility requirements to serve as an officer or director of the Club are set forth in Article 5.03 of the Club By-Laws. Nominees and nominators must be members of the Club in good standing, as defined in Article 5.08 of the Constitution. A description of the duties of each position can be found on the Club's website.

The Nominations Committee will continue to receive nominations for all OPEN positions on the Board of Directors. Nomination Forms must be accompanied by a "Consent to Act as a Director". Duly signed nominations forms should be sent to the Club to the attention of the Nominations Committee. Members in good standing may be nominated at the Annual General Meeting for any OPEN positions from the floor.





## ***Appreciation & in Memoriam***

### **TINA GURRIERI**

Tina was a team manager for the 1993 Girls "B" team and her husband Joe was a competitive team coach and a Director of the Erin Mills Soccer Club. Tina was also the mother of Stephanie Gurrieri, an EMSC player and Clorinda her eldest daughter.

### **FRED SOARES**

Fred's son, Peter Soares was a longtime recreational coach for the 1991 Boys age group with the Erin Mills Soccer Club, Fred's grandsons, James, Mitchell, Tyler and Alex were all recreational players with the Club.

### **CAMERON NANDOO (March 29, 2007 - July 19, 2023)**

Cameron was an avid competitive player for the Markham Soccer Club who passed away in a tragic accident at the age of 16 years old.



## ***2023 Award Recipients***

### **Competitive Awards**

Competitive Program Coach of the Year – Alana Wong (G2010 Green/White)

Competitive Program Manager of the Year - Nikki Kayali (G2009 White)

### **Development Awards**

Development Program Coach of the Year – Maya Youssef (G2014 Green)

Development Program Manager of the Year – Basil Fernandes (G2014 Green)

### **Recreational Awards**

Volunteer Coach of the Year – Mike Prencipe

### **Referee Awards**

Referee of the Year – Chad Patterson

Small-sided Referee of the Year – Leticia Jabek

1st Year Referee Award – Yousef Derawi

### **EMSC Scholarship Recipients**

The scholarship is awarded to members of the EMSC community who have not only shown academic and athletic excellence but are actively involved in their community.

Female Scholarship Award – Maya Youssef

Male Scholarship Award – Nandan Varma



Competitive Program Coach of the Year



Alana Wong

Competitive Program Manager of the Year



Nikki Kayali



Development Program Coach of the Year



Maya Yussef

Development Program Manager of the Year



Basil Fernandes

Volunteer Coach of the Year



Mike Prencipe

Referee of the Year



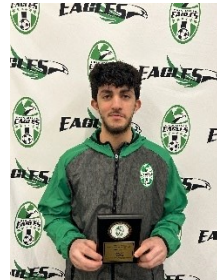
Chad Patterson

Small-sided Referee of the Year



Leticia Jabek

1st Year Referee Award



Yousef Derawi

Female Scholarship Award



Maya Yussef



Male Scholarship Award



Nandan Varna