

Case for Support

Executive Summary

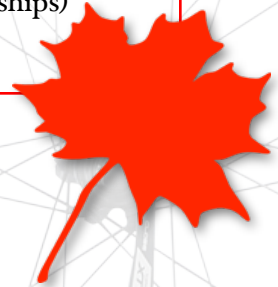
Canada: A leading nation in cycling by year 2020. We need your help.



Canadian passion lives.

It's the strongest team we've had at Road Worlds for such a long time and it's really exciting that a year out from the Olympics that we have that. It's an incredible testament to the talent we have in Canada."

- Tara Whitten (2011 Road World Championships)



The view must be quite amazing.

Most of us will never know what it feels like to stand on an Olympic podium. But for a dedicated group of Canadian cycling athletes, this dream is within reach. But to get there, they need help.

Meet the Cycling Canada (Cycling Canada), a group of passionate cyclists dedicated to spreading the news: Canadian cycling is on the verge of great things. The Cycling Canada aims to catapult Canada into its rightful place on the world cycling circuit through Vision 2020, an

initiative to enable Canada to be a leading competitive cycling nation by 2020. The pool of Canadian cycling talent runs deep; for every Clara Hughes, Zach Bell and Tara Whitten – tier 1 athletes with full training funding from the Cycling Canada – there is a Tory Nyhaug, Denise Ramsden and Joseph Veloce – emerging athletes that represent great potential and excitement for the sport of cycling, but for whom funding, coaching and the right training opportunities remain a financial burden that they must struggle with largely on their own.

The Cycling Canada has recently made sweeping changes to how it supports its athletes. After disappointing finishes at the 2008 Beijing Olympics, the organization strategically redirected its limited funds to support a first class high performance cycling program, including an enhanced coaching structure for all cycling disciplines. The initiatives have met with great success: Canada has maintained or increased its world rankings in all cycling disciplines since 2008.

But the pursuit of the 2012 Olympic podium comes at a cost.

The Canadian pipeline of tomorrow's athletes – emerging athletes that represent our long term Olympic Games hopefuls – is broken: Cycling Canada does not currently have the financial resources to pursue the podium while also supporting Canada's athletes of tomorrow. The result is that many talented athletes fall off the funding radar and experience gaps in their training. We need to get these athletes committed to cycling for 2016 and beyond.

An additional \$500,000 in funding per year for each year leading up to the Olympics of 2012, 2016 and 2020 would ensure that the pipeline of Canadian athletes is supported throughout the Olympic four-year cycle. These funds would support five targeted investment areas: coaching, training, competition, sports science and equipment.

The World and Olympic podiums in cycling are completely within reach, but we need your long term financial support to get there. Join us for a once-in-a-lifetime experience as a member of Vision 2020's Cycling Canada Club: cycle with the Canadian team in Europe, spend time getting to know the athletes,

and grab your bike to train alongside athletes as they prepare to represent Canada on the world stage.

Your financial support of Vision 2020 has the ability to change the course of Canadian Cycling history. Help us invest in our pipeline of Canadian athletes today, for the benefit of tomorrow. And maybe, just maybe, our family of athletes will be able to describe to you what they see from the top of the podium.



MEET THE CYCLING CANADA



The Cycling Canada team of staff, coaches, and volunteers are dedicated to promoting cycling, one of the fastest growing recreational and high performance sports in Canada. Canada competes on a world stage in six different cycling disciplines - Road Racing, Cyclo-Cross, Mountain Bike (MBX), Bicycle Motocross (BMX), Para-Cycling and Track – and the Cycling Canada financially supports the over 160 athletes that represent Canada on the world

stage to the best of their limited financial capacity.

You might be wondering how an amateur sports organization refocused itself to support high performance cycling athletes. It all started after the Beijing Olympics in 2008.

Supporting Canadian high performance cycling athletes

Canada fell short of its cycling medal podium potential at the Beijing Olympics. These frustrating results, along with the desire for greater recognition of the sport of cycling in Canada galvanized the Cycling Canada, and a small group of dedicated cycling enthusiasts to ask themselves some hard questions. How could they give Canadian

athletes the skills, financial funds and other support they needed to achieve their dreams of Olympic Gold? What was the best way to share their love of cycling with other Canadians?

The resulting strategic plan endorsed by the Cycling Canada in early 2009 committed the organization to redistributing its limited funds towards a first class high performance cycling program designed to support top tier Canadian athletes through the four years building up to the London Olympic Games (2009-2012). This maximizes the potential for success for Canadian athletes, and aims to catapult Canada into its rightful place on the world cycling circuit. In addition, the Cycling Canada executive

MEET THE CYCLING CANADA (CYCLING CANADA) cont'd

outlined a longer term sustainable vision for the sport of cycling: Vision 2020 will provide financial support for the development of Canada's next generation of athletes – athletes emerging as our next Olympic hopefuls for 2012 and beyond.

Highlights of the Cycling Canada's strategic plan included:

Cycling Canada Board approval to support a high performance focus for the association;

A new coaching structure led by a High Performance Director (Head National Coach). In addition, full time coaches were added in three of the four Olympic disciplines (Road, Track, and Mountain Bike) as well as a part-time coach for BMX and a

full-time coach for the Para-cycling program. Program Coordinators - one each for road, track and para-cycling and a combined position for Mountain Bike and BMX – were also put in place;

A strategic breakdown of all competitive athletes into three tiers of potential. Tier 1 athletes consistently rank as one of the top sixteen in the world at their event. Tier 2 athletes are potential World Championship or Olympic 2012 team members, and Tier 3 athletes are those who may qualify for the 2012 Olympics, but are more likely to do so in 2016.

These changes represent an increase from 0 to 8 in national coaching staff, and a clear

commitment from Cycling Canada to build the pipeline of Canadian cycling athletes in support of the 2012 Olympics and beyond. These changes also critically impacted the Cycling Canada's annual operating budget of \$3,364,000 (2008/2009) moving it to \$4,750,000 in 2010/2011, and resulting in more funds for tier 1 athletes (medal hopefuls) and their coaching, as well as funds for emerging athletes within the first two years of the Olympic four-year cycle.

Chart of Top Three Nations for each of the five cycling disciplines

	Road	Track	Mountain Bike(MTB)	Bicycle Motocross (BMX)	Para-Cycling
1	GER	GBR	SUI	FRA	GBR
2	USA	FRA	GER	USA	AUS
3	ITA	NED	ESP	AUS	FRA
IN 2008 CANADA RANKED	10 th	24 th	5 th	11 th	9 th
IN 2011 CANADA RANKS	10 th	9 th	3 rd	9 th	5 th



THE PLAN IS WORKING

Listed above is a chart of the top three nations for each of the five cycling disciplines, along with Canada's rankings as of the end of 2008 and 2011. Canada has maintained or increased its world rankings in all disciplines since 2008. This is a direct result of the Cycling Canada's focus on high performance athletes, their coaching staff, and the adoption of a tiered athlete system. Race wins since 2008 include three World Cup champions, multiple World Champions and multiple medals on the para-cycling side.

LEGENDARY RESULTS WITH EXTREMELY LIMITED FUNDS

In addition, strong Canadian results have triggered more financial support from Own the Podium (OTP), a national sport initiative created to bring together the key parties involved in leading and funding excellence in Canadian sport, with specific emphasis on achieving excellence at Olympic and Paralympic Games. Funding for OTP is linked to the performance results of the cycling discipline: OTP funding has increased substantially over each of the three years of the current four-year cycle due to successful performance results. Highlights of these cycling successes are included in Appendix A: (A Brief History of Canada’s Cycling Successes).

One needs to look no further than the annual funding allocations of four of the top cycling nations (annual budget year 2010) to see that we have achieved

(all amounts in CDN \$)

Country		Annual Funding
Great Britain	GBR	27.06 Million
France	FRA	20.02 Million
Australia	AUS	12.62 Million
United States	USA	9.93 Million
Canada	CAN	4.75 Million

remarkable – perhaps even legendary - results with extremely limited funds.

Canadian cycling is poised for greatness. Imagine what an investment increase of \$500,000 per year would mean to Canada, Canadian athletes, and the sport of cycling. It’s a perfect storm of opportunities.

CANADIAN ATHLETES CONTINUE TO RACE TO VICTORY DESPITE RESOURCE CHALLENGES



UNDERSTANDING THE FOUR-YEAR OLYMPIC CYCLE

Winning medals at the Olympics isn't the only thing that the Cycling Canada wishes to accomplish; however it is clear that for the general public, success at the Olympics - and other international cycling events - are the single most effective way of promoting cycling in Canada.

Like it or not, amateur athlete funding is also tied to the four year Olympic cycle. Let's use the example of three Canadian athletes, and the quadrennial cycle leading up to the London Olympics (2008-2012).

Meet Sylvain. He has been on the cycling circuit (Road Bike) for quite a few years now. He is ranked 10th in the world in his sport, and he is gearing up for his best performance year ever. Thanks to Cycling Canada's strategic restructuring to support high performance athletes, Sylvain has received funding throughout the three years leading up to the 2012 Olympics. He was able to quit his part-time job,

train on a regular basis with a dedicated head coach for his cycling discipline, and attended

training camps on the off-season. Since Sylvain is a Tier 1 targeted athlete, he also receives support through the Cycling Canada from Own the Podium.



Meet Mary. Mary's parents have been supporting her dream of Olympic gold since she was 14 years old. She opted to delay her university studies in order to have more time to do what she loves to do: ride track.

As a tier 2 athlete, she was funded for the first two years of the Olympic cycle (2009 & 2010) but here's the catch: during the two years preceding the Olympics, funding is shifted in order to support Canada's "best medal chances for the 2012 Olympics." That means Mary - a talented Canadian athlete who has already sacrificed so much for her sport - will lose much of her already limited



funding support. She loses her coach, her training team, all the momentum she has built up over the past two years and she will need to "self-fund" just to get to participate in the 2012

program. The gaping hole in Mary's training will also make it much harder for her to potentially qualify in 2016.

Meet Steve. Steve is a bit of a daredevil: why else would he

choose to race BMX bikes at breakneck speeds around challenging Supercross tracks.

What Steve needs is a good coach to help him focus his cycling talent, a new bike that can stand up to the damage inflicted by Steve the daredevil, and an opportunity to prove himself at the highest level. As a Tier 3 athlete, and

an Olympic athlete hopeful for 2016 and 2020, Steve has received some funding to support his training. But like Mary, once the two year shadow of the Olympics

comes into play, Steve gets dumped.



Feel badly for Mary and Steve? So do we. We also know

that a long term, sustainable training model cannot cut funds from athletes just when they are beginning to realize their potential. There are currently not enough funds at the Cycling Canada to support three tiers of athletes: the result is a broken pipeline of Canadian athletes.

We need to invest in our pipeline of Canadian athletes today, for the benefit of tomorrow.

VISION 2020: A LONG TERM SOLUTION

While Canada is supporting its leading edge athletes, the next tier athletes are not getting the support they need.

We must find the funds to support a long term training program for the benefit of our current cycling athletes, our future medal hopefuls, and Canadian cycling in general. Currently, the Cycling Canada does not have the resources to support the pursuit of the podium while also supporting the Canadian pipeline of tomorrow’s athletes. Vision 2020 will bridge this gap.

Vision 2020 will provide financial support for the development of Canada’s next generation of cycling athletes – athletes emerging as our next Olympic hopefuls for 2012 and beyond. Led by a national Vision 2020 Campaign Cabinet of volunteers that will focus on raising funds and awareness, the campaign’s ultimate goal is to enable Canada to be a leading competitive cycling nation by 2020.

A sustainable pipeline of athletes

The pool of Canadian cycling talent runs deep. For every Clara Hughes, Zach Bell and Tara Whitten – tier 1 athletes with full training funding from the Cycling Canada - there is a Tory Nyhaug, Denise Ramsden and Joseph Veloce – emerging athletes that represent great potential and excitement for the sport of cycling, but for whom funding, coaching and the right mix of training opportunities remains a “self funding” challenge (i.e. athletes are paying their own way in order to attend training opportunities).

The strongest cycling nations – Great Britain, France and Germany - have the ability and resources to keep the athlete development pipeline full, ready to emerge on the international scene when called upon. Vision 2020 will fill in the funding gaps in our Canadian pipeline of athletes.

A sustainable cycling program supported by a pipeline of emerging athletes would result in:

- Better and more consistent performances at the Olympic Games and other international cycling stages resulting in more recognition for Canadian cycling;

- Significantly improved access for all athletes – regardless of their tier status – to the coaching, training, and equipment they need to successfully represent Canada on an international stage;

- The development of a larger cohort of athletes that will become more “race ready” at an earlier stage and more prepared to succeed when they are called upon to replace existing Tier 1 athletes;

- A larger number of entries in World Cup and World Championship events. Not only do these events give athletes an opportunity to test their skills against a world class field of competitors, but they also secure UCI points toward Olympic qualification. More entries mean a better chance at Olympic qualification.

\$500,000 in funding for each year leading up to the Olympics

An additional \$500,000 in funding per year for each year leading up to the Olympics would ensure that we are adequately supporting a pipeline of Canadian athletes beyond 2012.



INVESTMENT IN EXCELLENCE

We know that international performance results (i.e. the Olympics, World Cup) are the single largest determinant of recognition for the sport of cycling. Ultimately, financial support from both the private sector and the cycling community at large will be confirmed based on Canada's results on the international cycling circuit.

A sustainable approach to athlete development will help athletes develop towards, and prepare for major competitions, it will give Canadian athletes the best chance to succeed on the world's largest stages, and it will capitalize on recent cycling successes on the track, road and mountain bike.

Investment in Excellence

Here are some of the key investments needed to support Vision 2020's goal.

Coaching - The strategic restructuring from 2009 has already had an overwhelming impact on cycling successes thus far: full time coaching supports consistent messaging as well as enhanced monitoring and analysis of training programs and competition tactics that forge the development of the athletes. A significantly expanded coaching structure - including a National Coach with an assistant coach, dedicated coaches for each of the cycling disciplines and maintaining program coordinators - would support Cycling Canada's longer term vision for athlete pipeline development.

Training - We need to close the financial support gap between the Tier 1 and Tier 2 / 3 athletes. More funding would result in more opportunities for training camp participation. While coaches are developing training programs for tier 2/3 athletes already, these initiatives are mainly self-funded (i.e. athletes are paying their own way to attend training programs).

Competition - It's much harder to win a World Cup or international race if you've never entered one, regardless of how prepared you are, or how talented you may be. Access to World Cup and other international competitions - which often involves international travel - must be an integral part of any sustainable training plan.

Sports Science - Races are won and lost in seconds and milliseconds. Developing cutting edge technology to enhance athlete's race time's results can often mean the difference between qualifying, and not qualifying. Sports science includes both physiological and biomechanical components; everything from equipment set-up, body positioning on the bike, as well as a full analysis of how an athlete's helmets and clothing are performing.

Equipment - Cycling equipment is both athlete and discipline-specific. It is also very expensive. Canadian athletes need access to the best equipment available, just like the other strong cycling nations.

Join our Canadian Cycling Family through Vision 2020

Do you love cycling? We do, and we know you do too. For us, cycling is more than just a sport; it's a lifestyle and a passion that we share with our cycling family. This is your invitation to join us for a once-in-a-lifetime experience: come travel with the Canadian team in Europe, spend time getting to know our athletes while you share meals together, and grab your bike to train with the athletes as they prepare to represent Canada on the world stage.

Your investment in Canadian cycling at the benefit levels outlined below entitles you to an exclusive up-close-and-personal look at the international cycling world. Join our family, support our athletes and help spread your love of cycling. You can help to change the course of Canadian Cycling history.

Become part of our family today. Here's how.



THE CYCLING CANADA CLUB

This group of donors, cycling advocates and cycling mentors is the driving spirit and the source of leadership that will support Vision 2020's quest for Canada to become a leading cycling nation by the year 2020. Short term, the financial objective of the Cycling Canada Club is to invest \$500,000 in Canadian cycling this year, and for the next three years. Long term – and in support of Vision 2020 – the Cycling Canada Club will provide a sustainable source of funding to emerging athletes for 2016 and 2020. Individuals can join the Cycling Canada Club at the following levels of giving:

The Leader Join our cycling family with an annual investment of between \$25,000 and \$75,000 for the next three years. *Benefits include:*

- Official Ride with National Team coaches and athletes
- Invitation to Belgium, National Training Centre
- Invitation to the official Cycling Canada Team function at London Olympics
- Official LG Peloton Club Jersey, LG Team jacket
- Autographed 8 x 10 of a National Road team Top rider
- Quarterly Insider e-newsletter and Official Cycling Canada Media Releases
- Website recognition
- Invitation to attend World Tour VIP in Montreal with athlete meet and greet and Leader Club recognition cocktail
- Tax receipt for the allowable portion.

The Peloton Join our cycling family with an annual investment of between \$5,000 and \$20,000 for the next three years. *Benefits include:*

- Official LG Peloton Club Jersey
- Autographed 8 x 10 of a National Road team top rider
- Quarterly Insider e-newsletter and Official Cycling Canada Media Releases
- Website recognition
- Invitation to attend regional Cycling Canada events with members of the Cycling Canada
- Tax receipt for the allowable portion.

** The Cycling Canada Club levels noted above and the related benefits can be customized to the individual.*

Donor Recognition Opportunities

Share your love of cycling, join our family, and spread the news: Canadian cycling is on the verge of great things. And you can be a part of it today by joining our Cycling Canada Club.

We'd like to get to know you better. Let's talk about how we can say thank you.

What athletes are saying about the Cycling Canada

“Things are moving in the right direction for the program, for Canadian cycling. It's a great time to be in that position a year before the Olympics. Not only do we have success, but we also have depth.”

Tara Whitten (2011 Road World Championships)

“Two podiums is a great way to start off the qualification process for the Olympics. With Richard [Woolles, Head Coach, Canadian Track Cycling Team] and all of the hard working selfless staff we have around us, I am confident I will be able to fill the gaps in my performances as we get closer to the bigger events. The Omnium [a multiple race event in track cycling] has really turned out to be a team effort much like Auto racing with one pit stop after another and you don't make it far without the right support. So these medals speak to the quality of the team that is starting to form in the track program.”

Zach Bell (2010/11 Season- World Cup Champion in Track Omnium)

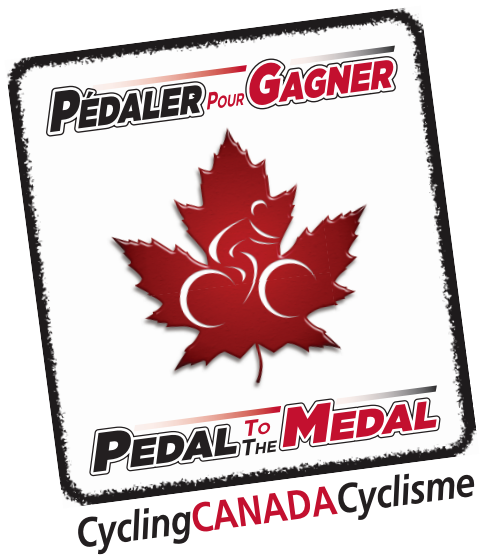
“This year's experience has been awesome, lots of fun and relaxed. There are some new girls here who had never raced a World Cup, let alone a World Championship, and who had never been to Europe. I'm glad that they could have a good experience. The Cycling Canada and cycling in Canada has really stepped up and supported the downhillers and it shows. We really appreciate it.”

Clare Buchar (Bronze Medalist 2011 MTB Downhill World Championships)

CONCLUSION

Your investment in Canadian cycling is timely. It will help us capitalize on this perfect storm of opportunities: a restructured organization to support high performance athletes, recent Canadian cycling successes, increased Own the Podium funding and renewed interest in the sport of cycling.

Together we can change the course of cycling history in Canada.



Appendix A

A Brief History of Canada's Cycling Successes

Since the 1980 Moscow Olympics boycott, Canada's Olympic cycling success has been noteworthy: in 1984 (Los Angeles) **Steve Bauer** took the silver medal in the Men's Road Race and **Curt Harnett** picked up a silver medal on the track in the 1 km Time Trial.

Harnett added to his Olympic success in both 1992 and again in 1996, winning bronze medals in both Games in the Sprint. 1996 (Atlanta) was a celebrated success for Canadian Cycling as five medals were achieved, including two bronze medals by **Clara Hughes** in both the Road Race and Individual Time Trial. These medals were joined by **Brian Walton**, winner of a silver medal in the Track Points Race, and **Alison Sydor** who took home silver in the Mountain Bike (MTB) cross country (XCO) race.

And in 2004, **Marie-Hélène Prémont** won silver in the MTB XCO race and fellow athlete **Lori Ann Muenzer** captured a remarkable gold medal on the track in the Sprint event.

The turning point in the brief history of Canadian cycling occurs in 2008 (Beijing): Canada was shut out of the medals. Since 2008, the strategic changes put in place by the Cycling Canada have resulted in many World Championship and World Cup podium performances:

Tara Whitten won the silver medal in 2009, the gold medal in both 2010 and 2011 in the Women's Omnium at the Track World Championships;

Zach Bell won a silver medal at the Track World Championships in 2009 and was the 2011 overall World Cup champion in Men's Omnium in 2011;

In 2010 **Ryder Hesjedal** thrilled Canadians with his 7th place finish in the Tour de France

general classification and of course in 2012 Ryder was the first Canadian to not only wear the pink jersey in the Giro D'Italia, he wore it for three days and won the entire race!

Catharine Pendrel became the first Canadian woman since **Alison Sydor** to win a mountain bike cross-country World Championship at Champéry, SUI this past year.

In addition, the para-cycling program has brought in eight medals at this past year's Para Road World Championships, including five gold medals.

These performances have been possible due to enhanced high performance funding by Own the Podium (OTP). It must be noted however, that the emerging athletes - the ones we will depend on in 2016 and 2020 - don't benefit from OTP to the extent that the 2012 Olympic Games targeted athletes do.

