

## AOA Executive Director's Report - 2024 Annual General Meeting

Submitted by Bogi Gyorfi

### Overview

Throughout 2023, the AOA organized a series of successful events and programs, completing the 3-year strategic cycle with a successful evaluation. These events not only provided opportunities for competitions but fostered a sense of community among participants. From training camps to local events and provincial championships, each event contributed to fostering our amazing volunteer-based community of orienteering in Alberta. Thank You!

### Annual Reports and Plans

The AOA Board of Directors convenes annually in February for a strategic planning session. This session serves to assess the previous year's performance against set goals and to establish both long- and short-term objectives for the upcoming year. A significant portion of our efforts is dedicated to supporting orienteering in Alberta, including meeting the Government of Alberta SPAR accountability requirements, as SPAR is a major funder of Alberta orienteering. This involves conducting evaluations, developing an annual roadmap, reviewing policies, and organizing programs and events, promoting the sport, and connecting with the wider sports community. This year, the board reviewed the three-year evaluation plan, gathered feedback and needs from clubs, and used this information to formulate the new strategic plan.

- [2021-23 Strategic Plan Evaluation](#)
- [New strategic plan](#) (2024-26)
- [2024 Roadmap](#)

### Funding

The AOA's finances are in good shape thanks to the Alberta Government- PSO support and the AGLC Casino Funds. Also, AOA has a successful outreach program converting the revenues earned to further program development.

#### 1. **SPAR - AB Government Grant for Provincial Sport Organizations**

By meeting all the criteria outlined in the Funding and Accountability Framework, we have received our Sport, Physical Activity and Recreation (SPAR) grant from the province at similar levels to previous years.

#### 2. **Casino:** our most recent casino was in August 2022, in Calgary. Our next casino is scheduled for the last quarter in 2024, to be held in Edmonton.

#### 3. **Other Grants:**

- **City of Red Deer Community Development Grant**

We received a City of Red Deer grant of \$1300 to support the development of an orienteering community and club in Red Deer.

- **ParticipAction Community Challenge grant**

\$2500 was received to organize free-to-participant 'Try It' events in June.

#### 4. **Other Revenue**

- **Fundraising**

In 2022 we participated in the Government of Alberta [SPAR MATCHING DONATION FUND PROGRAM](#). The Sport, Physical Activity and Recreation (SPAR) Donation Fund Program encouraged support for the development of sport, physical activity and recreation in Alberta. The program gave individual and corporate donors a tax incentive to invest in the future of the sector, and a process for the acceptance of contributions from charitable organizations.

**Thank you to those who supported this with your donations!**

AOA received \$5,125 in March 2023.

## 5. Events and program income

We run our programs and events on a non-profit basis, so we spend any income on those programs and events. If any income is left, we invest it into buying equipment or other ways to grow our activities.

## 2023 Activities in Review

### Highlights:

Thanks to our clubs' volunteer organizers we held some great events in 2023.

- Major events
  - **The Western Canadian Training Camp was organized by FWOC + AOA and KOC help, with 50 people attending**
  - **Alberta Championships was organized by EOCC supported by AOA BBQ and medals/ swags..** Both events were very successful and great quality sports development opportunities for participants.
- AOA organized 9 "Try it!" sessions with the collaboration of local clubs. It was very successful, **with 381** new participants, and resulted in some new members; many of the -Try It -included underrepresented groups and new Ukrainian newcomers).
- AOA outreach membership grew to 116, mainly in Red Deer and Airdrie; We run the usual spring programs and we had 8 community events throughout the year in Red Deer similar to the Wed night events
- AOA school programs were popular with 1769 participants. Mostly High Schools for outdoor education classes 10 different schools both spring and fall sessions were fully booked.
- No community coaching courses or O200 were held in Alberta in 2023 as there was no request.
- Clubs hosted O100 and many club-level officials were trained.
- Mapping projects were only at the Club level and for outreach programs.
- Many thanks to David Campden for creating two new maps in Red Deer.
- AB Park permit update: No major change but AB Parks is more helpful and accommodating with Permit requests.
- Collaboration to share information and resources and support the orienteering community remains a high priority for the AOA. This included ongoing involvement with Orienteering Canada's national team selection policy workgroup and event promotions
- We had two Team Canada athletes on the National Team. Andrew McLaren was selected to JWOC/ NAOC and Robyn Astrige attended NAOC for international representation.
- 3 Junior athletes were involved in AB Team travel to attend AOC and BCOC in Revelstoke.
- Two new permanent courses were created. AOA at Crowsnest Pass EOCC at Strathcona Wilderness Center

- Due to lack of time, we did not put on a Volunteer appreciation event but organized an e-gift card thank you to our amazing volunteers.
- Mentionable awards were Clarence Kort's Volunteer of the Year award from Sport Calgary and the most recent OC Hall of Fame inductions: Clarence Kort & Gabrielle Savard and Dorothy Penner into Orienteering Canada's Coaching Leadership Hall of Fame and Marsha Fehr receiving Orienteering Canada's Administrator Award of Distinction.

**Looking ahead to 2024 and beyond**

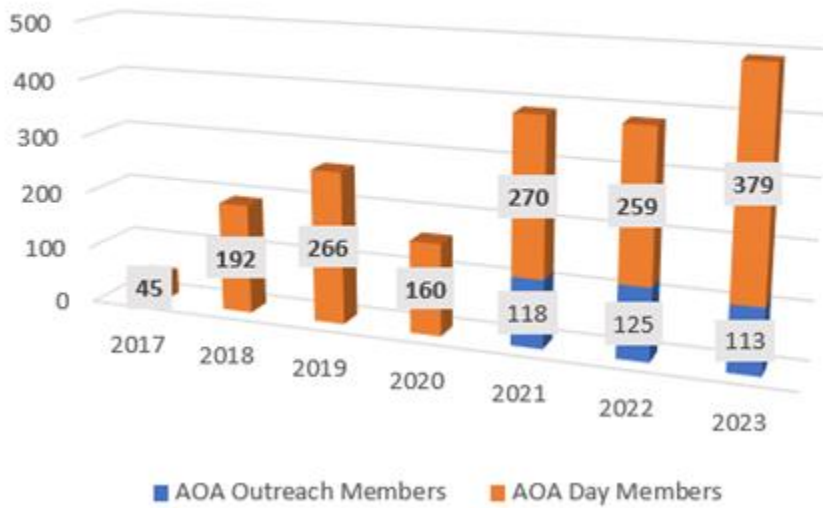
From the Club's feedback and the newly developed strategic plan, we created a [2024 Roadmap](#) which outlines the priorities and tasks to focus on in 2024.

- Exciting new opportunities to grow the sport and serve more Albertans with The Every Kid Can Play (EKCP) Program is designed to address affordability and accessibility challenges to sport, physical activity, and recreation (SPAR) programs for Alberta youth and their families.
- Received \$30,000 from Gov AB, for 3 locations we will work together with the clubs to deliver programs.

## AOA Outreach Activities in Numbers

2023				
<b>AOA Outreach membership 2022</b>		<b>Adults</b>	<b>Youth</b>	<b>Total</b>
	Red Deer	31	83	
	and Airdrie			
	<b>Total</b>	<b>31</b>	<b>83</b>	<b>114</b>
<b>AOA Day Members 2023</b>				
<b>(Try It)</b>	Edmonton			50
	Calgary			117
	Red Deer			156
	Airdrie			22
	Crowsnest			36
	<b>Total</b>	<b>0</b>	<b>0</b>	<b>381</b>
<b>AOA School Programs 2023</b>				<b>1769</b>
			<b>Total</b>	<b>2264</b>

AOA outreach



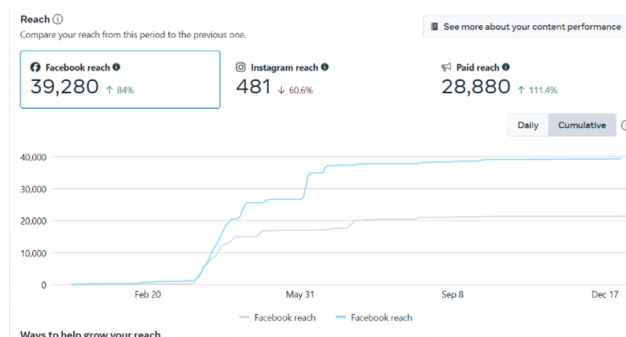
## 2023 Membership

2023 Members	Junior	Adults	Day members
<b>FWOC</b>	432	219	88
<b>EOOC</b>	109	202	135
<b>AOA</b>	83	31	381
Honorary		12	
<b>Total regular</b>	<b>624</b>	<b>464</b>	<b>1088</b>

### Membership Trends

	2015	2016	2017	2018	2019	2020	2021	2022	2023
FWOC membership	842	978	1264	1022	1089	464	869	766	659
EOOC membership	359	481	495	433	443	418	386	339	311
AOA Outreach member			45	192	266	160	118	125	114
AOA Day member							270	259	381
EOOC Day member	476	326	204	352	269			183	135
FWOC Day member			29	36	75			192	395
School FWOC			332	4020	2900	610	1065	0	3000
School EOOC			2056	3083	4947	990	3338	11881	8496
School AOA			131	1271	1970	540	520	1421	1739
honorary	12								
<b>Total Participants</b>	<b>1684</b>	<b>1793</b>	<b>4556</b>	<b>10409</b>	<b>11959</b>	<b>3182</b>	<b>6566</b>	<b>15166</b>	<b>15230</b>
<b>Regular members</b>	<b>1201</b>	<b>1459</b>	<b>1804</b>	<b>1647</b>	<b>1798</b>	<b>1042</b>	<b>1373</b>	<b>1230</b>	<b>1088</b>

### Website and social media stats:



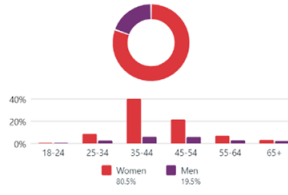
# 2024 AOA AGM Reports



Facebook followers ⓘ

720

Age & gender ⓘ



Instagram followers ⓘ

263

Age & gender ⓘ

