

# AOA Executive Director's Report - 2025 Annual General Meeting

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April 10, 2025

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## 2024 Overview

In 2024, the Alberta Orienteering Association (AOA) kicked off our new 2024-2027 Strategic Plan with enthusiasm, building on the successes of our previous cycle. We delivered a range of programs and events that strengthened our volunteer-driven community and advanced orienteering across Alberta. From “Try It” sessions to major championships and outreach initiatives, our efforts focused on inclusivity, skill development, and community engagement. A heartfelt thank you to our volunteers, clubs, and supporters for making this year a success!

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## Annual Reports and Plans

The AOA Board of Directors met in February 2024 for our annual strategic planning session, reviewing 2023 performance and setting goals for 2024 and beyond. This process included aligning with the Government of Alberta's SPAR accountability requirements—a key funding source—through evaluations, policy updates, and the creation of our 2024 Roadmap. We gathered feedback from clubs (FOOC and EIOC) and used it to shape our priorities, ensuring we support orienteering's growth while meeting provincial and national expectations.

- **[New Strategic Plan \(2024-26\)](#)**: Launched successfully.
  - **2024 Roadmap**: Executed with notable achievements ([see report here](#)).
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## Funding

AOA's finances remained stable in 2024, supported by Alberta Government SPAR grants, AGLC Casino funds, and outreach program revenues. These resources enabled us to sustain operations and invest in community growth.

- **SPAR - AB Government Provincial Association Development Grant**: Received at consistent levels by meeting Funding and Accountability Framework (\$41,800).

- **Casino:** Our next casino event occurred in Q4 2024 in Edmonton, received the funding in 2025 February (\$79,762).
  - **Other Grants:**
    - **ParticipAction Community Challenge Grant:** \$1,200 used for June “Try It” events in Edmonton, Calgary and Red Deer.
    - **Every Kid Can Play (EKCP) Grant:** \$30,000 utilized in 2024, funding youth programs in three locations with club collaboration.
  - **Other Revenue:** Outreach Program income (\$12, 236) was reinvested into outreach expansion and other club’s programs support.
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## 2024 Activities in Review

### Highlights:

Our clubs and volunteers delivered outstanding events and programs in 2024, advancing our strategic goals:

- **Major Events:**
  - **Training Camp:** Hosted by FWOC with AOA support, 30 participants (only 2 juniors, 3 from EEOC). A solid event, though junior turnout was lower than hoped.
  - **Alberta Championships (AOC):** Organized by FWOC with AOA support and BBQ). Participation: Middle (53), Long (32), Retro (53). A great success!
  - **COC 2025 Prep:** Mapping efforts with EEOC for Beaver Lake and other sites progressed, despite a LIMA permit cancellation for foreign mapper. Thank you for Don B and Teresa W for stepping in to make the maps happen.
- **Outreach & “Try It” Programs:**
  - AOA ran 7 “Try It” sessions in Calgary, plus ParticipAction-funded events in Edmonton and Red Deer (323 participants).
  - Outreach membership (114) maintained in Red Deer and Airdrie (great growth in participation for community sessions 320).
  - Airdrie Outreach program run for 6 weeks with 30 kids.

- **School Programs:**
  - Served 2643 students across 10 high schools and 1 elementary (with spring and fall sessions fully booked. Addition this year was the EKCP grant supported RD elementary schools 1453.
- **Coaching & Officials:**
  - One NCCP course ran in Edmonton by Dorothy (Little Red River Cree Nations School Board) and one for outreach by AOA in Nordeg.
  - O100 courses were promoted by clubs and supported by AOA; mentorship continued informally with the clubs.
- **Mapping:**
  - New maps for COC 2025 (EOOC), Beaver Lake updates (WCOC 2025)
  - 2 small outreach maps. Thanks for David C for volunteering.
  - Mentorship by Don B. supported mapper development.
  - AOA purchased mapping equipment and OCAD licences.
- **Collaboration / Other Achievements:**
  - Two permanent courses updated by the clubs: Strathcona (EOOC by Dorothy) and Canmore Nordic Centre (FWOC with Trail Sport).
  - AOA support Team Canada Selection committee: High-performance policy updated
  - Awards: Marsha Fehr nominated to OC Hall of Fame (February 2024).
- **Athletes' success:**
  - Albertans were highly active in 2024, attending not only local events but also major ones like the Canadian Championships, North American Championships, and Westerns. Congratulations to everyone who made the trip and supported the Canadian orienteering community this year.
  - Congrats to our Team Canada Athletes (Robyn Astridge and Andrew McLaren) who represented Canada internationally.

- **Volunteer Recognition:** BBQ at AOC served as a celebration; no separate appreciation event due to time constraints but the volunteers were recognized and volunteer memorabilia were handed out at club's events.

### Looking Ahead to 2025 and Beyond

Based on club feedback and our 2024-26 Strategic Plan, the 2025 Roadmap prioritizes increased awareness, club support, and inclusivity. The EKCP program will continue to expand access for youth, with \$33,595 budgeted for 2025. Key focuses include COF 2025 support, enhanced social media presence, and addressing junior participation gaps.

### Reflection by Numbers / Statistics:

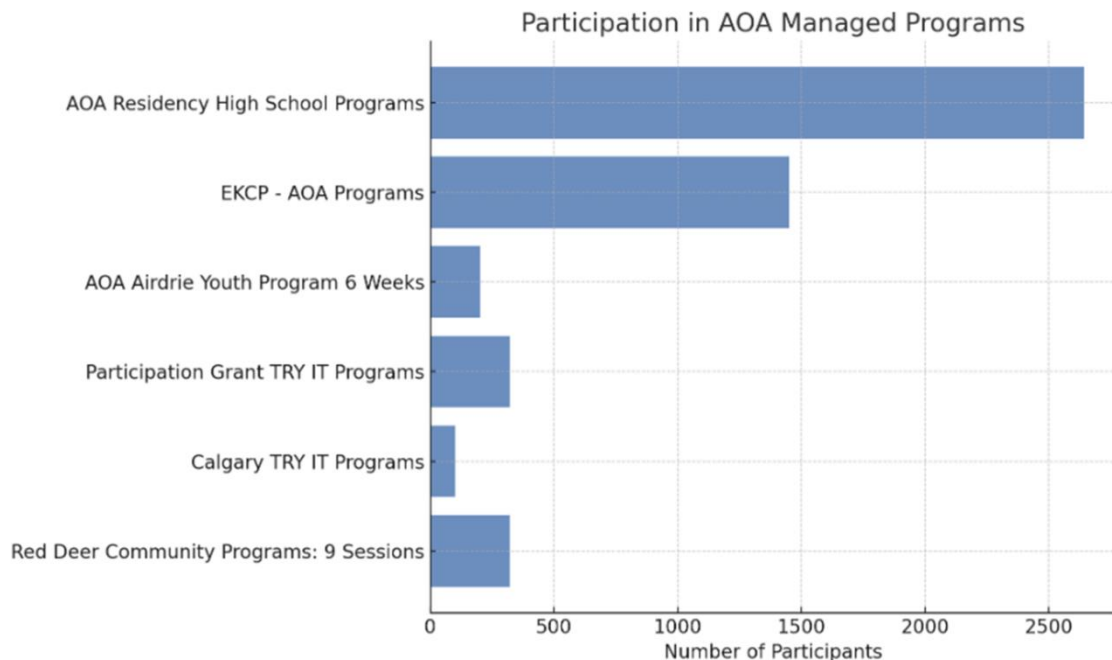


Athlete	North American Championships	Canadian Championships
Oleksandra Tumak – F14	Silver	Gold & Silver
Gabriel Smith – M16	Bronze & 8th	4th & 5th
Jack Mahoney – M14	5th & Silver	4th & Gold
Grace Mahoney – F18	Bronze & 4th	Silver & 4th
Gavan Winn – M20	Bronze & 5th	Silver & Bronze
Robyn Astridge – F20	Bronze & 8th	Gold & Gold
Kathryn Barr – F21	6th & Silver	4th & Gold
Andrew McLaren – M21	6th & 7th	4th & 5th
Yuriy Tumak – M35	7th & 6th	6th & Silver
Teresa Winn – F45	6th & 11th	4th & 7th
Christin Lundgren – F65	5th & Gold	Gold & Bronze
Mark Gibbard – M55	11th & 12th	Silver & Bronze
Marsha Fehr – F55	10th	Bronze & 6th
Jonathan Winn – M55	23rd	12th & 7th
Tim McLaren – M55	33rd & 23rd	16th & 5th
Angela Pearson – F65	11th & Silver	4th

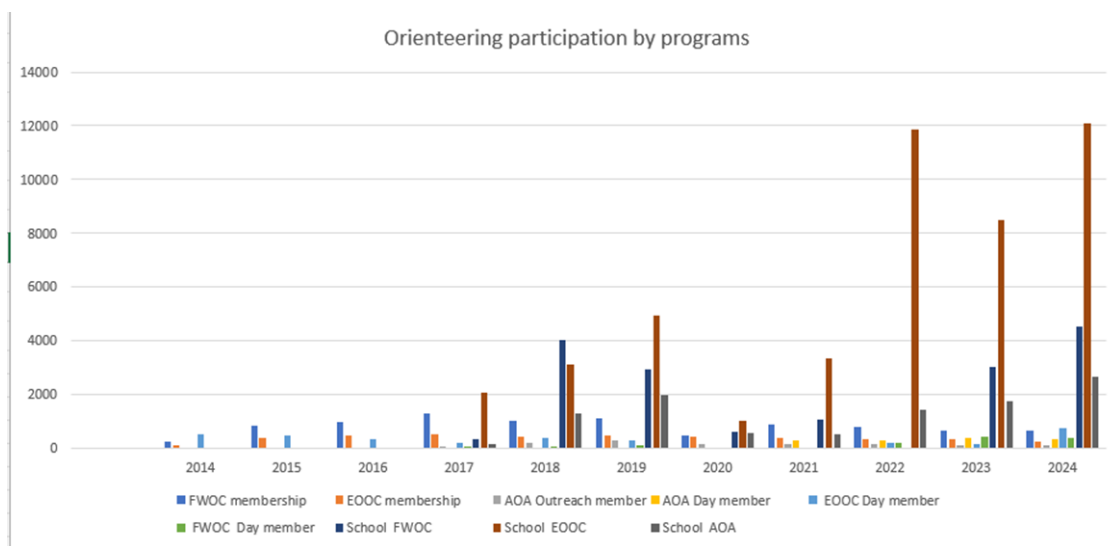
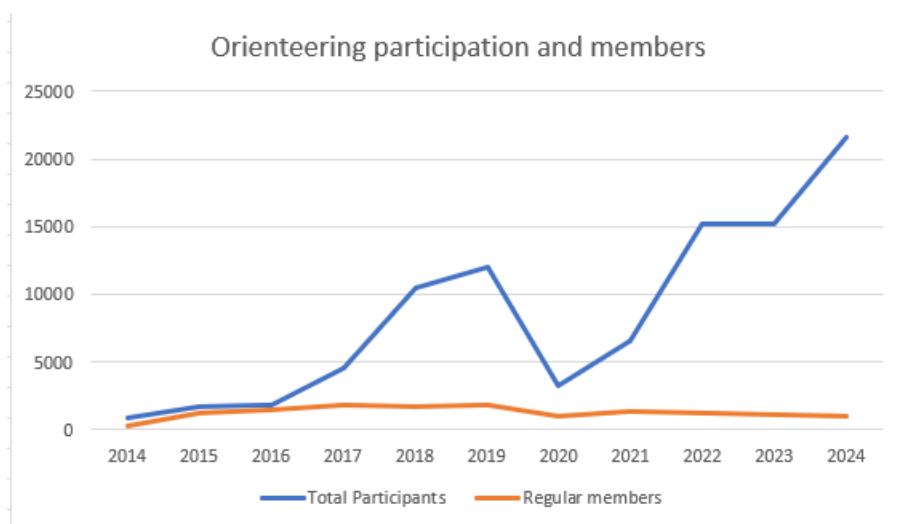


WCOC	GOLD	SILVER	BRONZE
<b>LONG</b>	Geraint Edmunds Jane Rowlands Mark Gibbard Gavan Winn	Marilyn Edmunds Einar Viddal Greg Yarkie Tim McLaren	Christin Lundgren Nicki Rehn Chris Sigvaldason Stefan Duret
<b>MIDDLE</b>	Geraint Edmunds Gavan Winn	Einar Viddal Don Bayly Jane Rowlands Teresa Winn Mark Gibbard Stefan Duret	Nicki Rehn Chris Sigvaldason Tim McLaren
<b>SPRINT</b>	Gavan Winn Tim McLaren Greg Yarkie Teresa Winn Christin Lundgren	Marilyn Edmunds Einar Viddal Mark Gibbard	Geraint Edmunds Jonathan Winn Stefan Duret

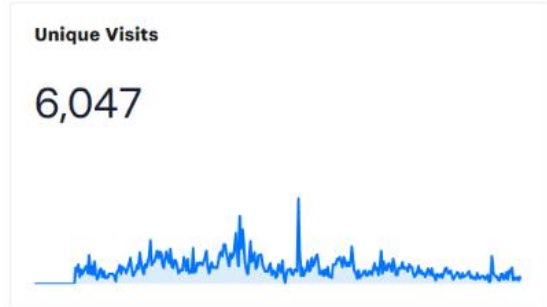
<b>AOA managed programs participants Including Outreach Members (64 youth 50 adults)</b>	<b>Participation#</b>	<b>Outreach Revenue</b>	<b>Cost</b>
<b>AOA residency high school programs</b>	<b>2643</b>	<b>\$ 12,236</b>	<b>\$ 1,361</b>
<b>EKCP grant: RD schools</b>	<b>1453</b>	<b>\$ 1,360</b>	<b>EKCP</b>
<b>AOA Airdrie youth program: 6 weeks</b>	<b>204</b>	<b>\$ 1,570</b>	<b>\$ 1,638</b>
<b>Red Deer Community programs: 9 sessions</b>	<b>320</b>	<b>\$ -</b>	<b>EKCP</b>
<b>Participaction Grant: Try it programs in June</b>	<b>323</b>	<b>\$ 1,200</b>	<b>\$ 1,200</b>
<b>Calgary TRY IT programs</b>	<b>101</b>		
<b>Total AOA managed program</b>	<b>5044</b>	<b>\$ 16,366</b>	<b>\$ 4,199</b>
<b>Total AOA school and outreach income</b>		<b>\$ 12,167</b>	



Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
FWOC membership	219	842	978	1264	1022	1089	464	869	766	651	625
EOOC membership	78	359	481	495	433	443	418	386	339	311	238
AOA Outreach member				45	192	266	160	118	125	114	112
AOA Day member								270	259	381	312
EOOC Day member	515	476	326	204	352	269			183	135	744
FWOC Day member				29	36	75			192	395	374
School FWOC				332	4020	2900	610	1065	0	3000	4504
School EOOC				2056	3083	4947	990	3338	11881	8496	12085
School AOA				131	1271	1970	540	520	1421	1739	2640
<b>Total Participants</b>	<b>816</b>	<b>1684</b>	<b>1793</b>	<b>4556</b>	<b>10409</b>	<b>11959</b>	<b>3182</b>	<b>6566</b>	<b>15178</b>	<b>15234</b>	<b>21646</b>
<b>Regular members</b>	<b>297</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>	<b>987</b>
year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Honorary members	6	6	6	10	10	10	10	12	12	12	12



## AOA Website:



## AOA Social Media:

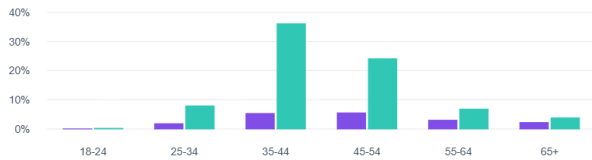
### Facebook

#### Audience

803 Facebook followers

#### Age and gender

- Men 19.20%
- Women 80.80%



### Instagram

#### Audience

Demographics Trends Potential audience

#### Followers

306

#### Age & gender

