



# ANNUAL REPORT 2017-2018



# MESSAGE FROM THE CEO

PISE achieved several milestones in 2017-18 as we continue to build on our purpose of transforming lives in our community through healthy activity and sport. Most notably PISE achieved charitable status in health and education on April 1, 2017. This provided us with the opportunity to become a consideration, and possibly the charity of choice, for individuals in a position to make donations to PISE, thus contributing to the impact we make on many lives.

We continued to build our relationship and partnership with indigenous communities, highlighted by the successful pilot and subsequent start of our Fuelling Youth Performance program for indigenous youth. This program is a natural progression from the extensive physical literacy programs we deliver within indigenous communities. It provides an excellent platform for indigenous youth to not only build their skills and pursue their dreams, but also help build their capacity to become role models for their peers in healthy activity and wellness.

PISE continues to enhance our outstanding facility by adding new elements this year including a new sport floor in the movement studio that our good partners, Camosun College and Canadian Sport Institute Pacific, can use to grow their programs while also creating more opportunities for all users from the community.

Many thanks to our dedicated Board of Directors and our outstanding team on a most successful year. We are excited to continue to build upon our vision of making a positive impact in the health and well-being of individuals in the South Vancouver Island region, B.C. and Canada.

A handwritten signature in black ink, reading "Robert Bettaur". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Robert Bettaur, CEO

# TABLE OF CONTENTS

<b>4</b>	<b>Active for Life Programs for Community Health</b>
<b>6</b>	Ethan
<b>8</b>	<b>Performance Pathway Athletes and Sports</b>
<b>9</b>	Shauntelle
<b>12</b>	<b>Facility</b>
<b>13</b>	<b>Sustainability</b>
<b>14</b>	Tony   Paying it Forward
<b>17</b>	Finance Report
<b>18</b>	Our Team
<b>19</b>	List of Donors

# ACTIVE FOR LIFE PROGRAMS

## Indigenous Traditional Games & Teacher Mentorship

13

Teachers

11

Education Assistants

200

Kids



RBC  
Learn to Play  
Project

physical literacy  
enriched programming

\$16,000

### Project #1

Weekly program for age  
**11 to 16** in the  
indigenous community

### Project #2

Formed



Sport



Health



Recreation



Education



## EARLY YEARS PROJECT

408

Early Childhood  
Education (ECE)  
caregivers

### Appetite to Play

Embedded Professional  
Development for

**6** ECE centres

## SUMMER CAMP LEADER TRAINING

**10** organizations

**104** leaders

**PHYSICAL LITERACY**  
Symposium

**100**  
attendees

**8** schools

### TEACHER MENTORSHIP

**106** teachers

over **2300** kids



# FOR COMMUNITY HEALTH

**780** program clients

**1400** members

**78** personal training clients

Stewardship partner of



Physical activity for people of all ages and abilities

**FAMILY**  
SPORT & RECREATION  
**FESTIVAL**

Partnered with **Medisys**

Delivered over

**300**

occupational tests for Seaspan employees



**1150**  
people



**36**  
organizations



**40**  
stations



## Community Events Supported

**PRESENTED**  
**1 DAY OF**



**ISLAND FITNESS**  
CONFERENCE

**HOSTED**



**fast and female**

**QUEEN'S BATON**  
**RELAY**

**LED**  
**ACTIVITIES FOR**  
**150** KIDS





# ETHAN

Our son, Ethan, is a curious, bright and sweet 4-year-old boy. Like other children his age, he likes to make crafts, play games, watch cartoons and especially loves to adventure. Ethan explores his world with his power wheelchair because he has a disease called Nemaline Myopathy, which causes his muscles to be weak resulting in him being unable to walk or stand independently. Breathing, swallowing and just moving are extremely difficult for him. Luckily, his beloved wheelchair has opened up his world and his independence, and he lights up the moment he starts moving.

Our world isn't always the most wheelchair friendly place and we have a difficult time finding activities for him that he can do in his wheelchair. That is why we were so happy to get involved in PISE's Power Physical Literacy program. When Ethan first started coming to the program, he was extremely shy and hesitant to join in with the



activities. He is an only child who hasn't had the opportunity to play in big groups as we had to be very careful with his health in his first couple years of life and spent a lot of time in and out of hospital and therapy appointments. Over time, he grew to trust his instructors and enjoy the games. He loves being around other kids in wheelchairs too and his confidence has grown so much from participating in this program.

Ethan always looks forward to playing with his friends at PISE. When he's there, he knows he is always going to have a fun time with people who encourage and play with him. As his parents, we absolutely love watching him play and thrive in a program that is completely accessible, works around his limitations and supports him so he can have fun and just be a kid!

In the PISE Power Physical Literacy program children ages 3-7 learn to improve their driving skills of their power chairs each week through fun games and play.

# PERFORMANCE PATHWAY

**1000**  
athletes

Free Fitness  
Centre access

**TEAM CANADA**



Invictus 2017  
Training Camp

**155**

INDIVIDUALS  
in performance training  
programs & services

**FUELLING YOUTH  
PERFORMANCE**

FOR INDIGENOUS ATHLETES



Program pilot leading  
**TO NAIG 2017**

**90** ATHLETES

**10** COACHES

AND VISIT FROM THE  
MINISTER OF DEFENCE

**18** YOUTH

Sponsorship by  
**IslandSavings**

**Performance Programs**

Performance  
**Baseball**  
Program



**20** athletes  
successes

ENABLED SEPTEMBER 2017 START

**HOSTED**  
MEN'S VOLLEYBALL  
NATIONALS



Performance  
**SOCCER**  
Program

**27** athletes



Performance  
**CLIMBING**  
Training

**10** athletes







# SHAUNTELLE

Even though 16-year-old Shauntelle Dick-Charleson played an active role as a youth representative in the Songhees Nation's bid to host the 2020 North American Indigenous Games (NAIG), she is not disappointed that the Games are not coming to Victoria for this next round. Halifax, NS, or K'ijipuktuk as it's called by the Mi'kmaq, has been chosen to be the host city; this marks the first time NAIG will take place in the Maritimes. The event will draw more than 6000 athletes and spectators from 756 Indigenous nations across North America. Shauntelle is thrilled to represent the Hesquiaht and Songhees Nations along with her women's soccer team and is excited to have the opportunity to see the East Coast of Canada.

Competitive sport is second nature – and third generation – for Shauntelle. Her father and grandfather played for the T-Birds Soccer Club in Victoria. Her father urged Shauntelle to channel her strong will and competitive spirit towards the soccer pitch. As she began to excel in the sport, he encouraged her to draw inspiration from the world's best soccer players by watching archival footage on YouTube and paying close attention to their technique. From Messi, Argentina's star player, she was inspired to learn to play skillfully with both feet. From Pele, the legendary Brazilian player, Shauntelle was inspired that his humble roots from an impoverished nation ignited his drive to hone his skills to become the best footballer in the world.

Shauntelle, or "Shauntizzle" as she is called by her coach and teammates, is enrolled at the Centre for Soccer Excellence at Reynolds High School. This specialized program merges soccer training with academic pursuits, and focuses on sport science, fitness, nutrition, strength training, sport physiology, sport psychology, time-management, goal setting, leadership skills, coaching philosophies, and rules of the game. Shauntelle also cross-trains in other sports like football, frisbee, basketball and volleyball.

She also commits to additional weekly strength and conditioning in PISE's Fuelling Youth Performance<sup>1</sup> program for indigenous youth. She credits her trainers Lindsay and Chris for helping her to rehabilitate from a calf muscle tear that sidelined her last season. At PISE she has also improved the efficiency and effectiveness of her strength-training, adopting a new motivation to push through when things get tough. Never the biggest fan of push-ups, now she approaches her sets in terms of small victories – "just 5 more" she tells herself when she wants to take a break.

Shauntelle isn't just a burgeoning soccer star. She is also a slam poet who has competed in local competitions over the past several years. The confidence she has cultivated on the soccer pitch is the same she accesses when sharing her perspectives on First Nations issues that are close to her heart – the legacy of residential school, status cards, pipeline construction through First Nations land, and inclusivity in the Canadian anthem.



Soccer, however, will always be her first love. Shauntelle calls soccer her “drug” – what she turns to when she needs motivation and inspiration, where she goes when she wants to work out what is bugging her. Watch for Shauntelle in the 2020 North American Indigenous Games. Beyond that, she has her sights set on earning a place on the Canadian Women’s Soccer Team.

~submitted by Andrea Ting-Letts | Brand Your Bliss

The Fuelling Youth Performance program is proudly presented by Island Savings, a Division of First West Credit Union. This program provides specialised strength & conditioning training to indigenous youth athletes through collaboration with I-SPARC, Songhees Wellness Centre and local nations.

## FACILITY

**5** NEW  
TREADMILLS

**4** NEW  
BIKES

**1** ELLIPTICAL  
TRAINER

## MOVEMENT STUDIO UPGRADE

New rubberized floor and enhanced  
strength & conditioning equipment





# SUSTAINABILITY

PISE Active Communities Fund

PISE establishes  
endowment with



VICTORIA FOUNDATION

**\$15,000**

LIZ ASHTON NAMES PISE



BENEFICIARY OF  
**ENDOWMENT**

ANNUAL SCHOLARSHIPS  
FOR ATHLETES TO TRAIN AT PISE



**SPONSORS**



**\$10,000**

## CHARITABLE STATUS

April 1<sup>th</sup>  
2017



1<sup>st</sup> Annual Campaign

THE GIFT OF P·L·A·Y

GOAL OF **\$5000**

RAISED **\$30,000!**







# TONY | Paying It Forward

Tony Zarsadiaz knows first hand how the support of a sponsor can propel your career in sport. In the late 1990s, Tony envisioned his place amongst Canada's elite road cyclists. He identified his goal: to compete with a team of Canadians in the European road cycling circuit which included prestigious races like the Tour de France and the Giro d'Italia. But before Canada launched Own the Podium in preparation for the 2010 Vancouver Winter Olympics, the route towards pursuing a career as a professional athlete was somewhat elusive. Tony knew where he wanted to go but was unclear about the path to take to get there.

Enter Bill Slater, an elite swimmer who competed for Canada in the 1956 and 1958 Commonwealth Games. Bill, the father of one of Tony's best friends, recognized that Tony possessed the talent, skill, and drive to compete with the world's best. He offered to sponsor Tony so that he could focus on his cycling career, freeing him from the anxiety of having to split his energy between earning a living and training for sport.



Bill acted also as Tony's mentor, urging him to hone his mindset as a competitor. At one international race, Bill urged Tony to take a closer look at his competitors as they prepared for the day's race. "Are you here for a vacation, or are you here to win?" Bill asked. This simple question inspired a profound transformation in Tony's relationship to his sport, inspiring him to streamline his goals and optimize his training.

Tony trained with Pacific Sport in Victoria, the pre-cursor to PISE. At Pacific Sport, Tony met his future wife Erinne Willock, who excelled in road racing, earning a silver medal at the 2006 Pan American Road and Track Championships and competing for Canada in the 2008 Beijing Olympics. Tony competed with Symmetrics Cycling, a professional team sponsored by an IT firm whose founders were passionate about road cycling. As he envisioned, Tony fulfilled his goal to travel around the world as a professional athlete.

Though Tony retired from professional racing in 2003, the impact he experienced as a recipient of sport sponsorship inspired him to pay it forward. He naturally gravitated towards mentoring kids in sport, and privately sponsored young athletes in rugby and soccer.

Fast forward to present day. Tony is a co-owner of The Condo Group, a successful real estate agency in Victoria, BC. He attributes his success as an athlete as a foundation for his business ethic – the ability to define and pursue goals, tenacity in the face of adversity, an agility to respond to the unexpected, the skill to cultivate confidence through any challenge. In fact, many of his team members also boast some history in competitive sport.

The Condo Group was the primary sponsor of PISE's Play Your Way Grant (formerly SportStart) in 2017, which provides kids and youth under 19 with funding to participate in PISE programs. Tony has maintained a special connection to PISE through his affiliation to sport. He felt that giving kids a kickstart towards participating in physical activities aligned perfectly with his passion and his own experience as the recipient of financial support. He sees this incredible program as an opportunity to "play it forward" to the next generation.

PISE considers the social and economic barriers facing the young person's family when determining eligibility for funding to participate in PISE programs or camps.

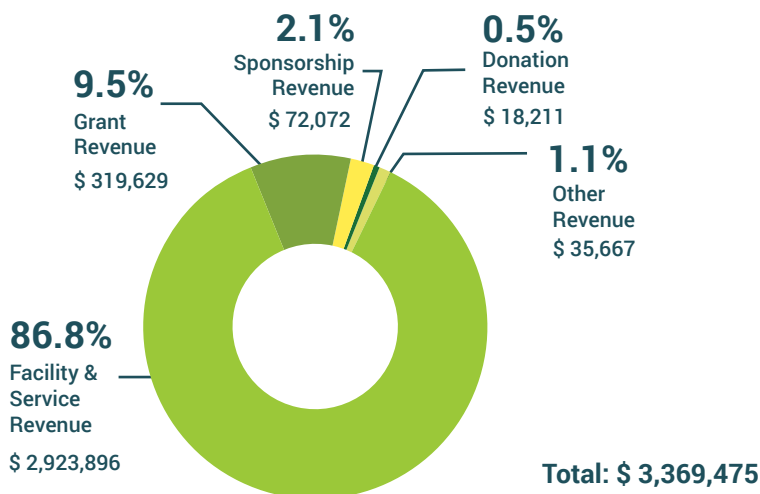


# FINANCE REPORT

## Revenues

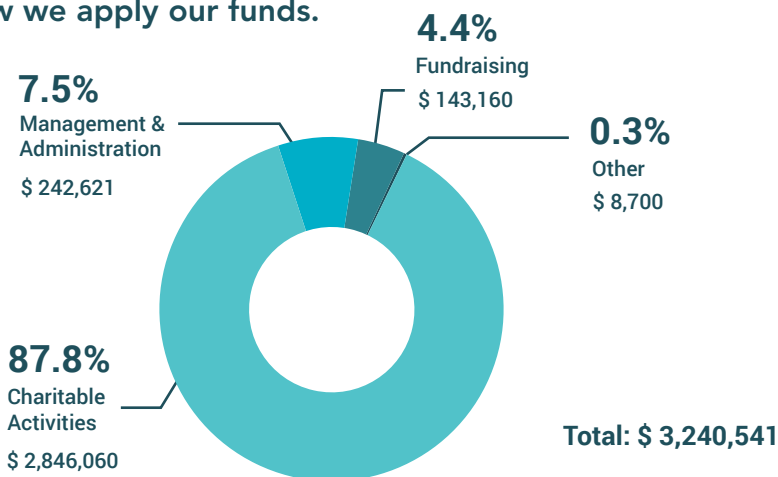
### Where our funding comes from.

PISE generates revenue from lease agreements, program and membership fees, grant revenues (including Provincial and Federal Government), donations and sponsorships from a wide range of individuals and organizations who support our mission and vision.



## Expenses

### How we apply our funds.



Please refer to our full set of audited financial statements at [pise.ca](http://pise.ca).

# OUR TEAM

## BOARD OF DIRECTORS

Deb Whitten

Suzanne Weckend-Dill

Randy Smith

Angus Izard

Stephen Chang

Bob Cameron

Sherri Bell

Colin Ewart – Chair

## MANAGEMENT & LEADERSHIP

Robert Bettauer

CEO

Elysia Atkinson

Personal Conditioning

Coordinator

Anjeline Sran

Finance Manager

Amy Corkery

Human Resources Manager

Jodi Hensel

Facility Manager

Chris Hinton

Performance Coordinator

Stacey Lund

Business Development Manager

Lindsay Player

Community Program Manager

Will Sutherland

Youth & Adult Program

Coordinator

Alethea Wilson

Communications Manager

Chris Wright

Physical Literacy Coordinator



# CELEBRATING OUR DONORS

## ORGANIZATIONS

CIBC Children's Foundation

RBC Foundation

Golf for Kids

TD Asset Management

Mackenzie Financial Corporation

## INDIVIDUALS

Liz Ashton

Lindsay Player

Robert Bettauer

Don Reed

Stephen Chang

Jim Reed

Colin & Sarah Ewart

Randy L. Smith

Heather Ferguson

Chris Spicer

Lisa Hill

Keith Wells

Angus Izard

Deb Whitten

Stacey Lund

Debbie McCall



**Transforming lives**  
through healthy activity and sport.



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