

# ADVANTAGE CANADA



CASE FOR SUPPORT



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**It shows up as a glimmer of strength in a young player's eye as her alarm clock jars her awake before an early practice.**

It appears as a wave of pride washing over his face as he hits his first return ace.

As the laughter and cheers of kids meeting at a community court to play a friendly game after the school bell rings.

And sometimes, Canada's advantage reveals itself in living rooms across the country. As a deafening silence and a bead of sweat. As an entire nation of fans holding our breath, praying for that win.

However it shows up, the advantage is ours. Your support will help keep the advantage where it belongs. In Canada.



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# BUILDING MOMENTUM



**Canada's current position as a world-leading tennis nation didn't come to fruition overnight. It is a result of an incredible nation-wide effort and strategy that would not have been possible without Tennis Canada's donors.**



In the years that have followed, and especially in the last decade, Canada has consistently achieved top rankings in tennis, with Team Canada making history after being crowned World Champions for the first time in the 2022 Davis Cup. We have made significant advancements in supporting the tennis community's well-being by implementing various initiatives such as improved safe sport measures, mental health programs, and promoting gender equity. We have intensified efforts to increase access to the sport throughout the country through enhanced capacity building.

Despite the challenges posed by COVID-19, we successfully navigated that difficult period alongside our players, donors and fans. As a testament to our resilience, we

came out the other side on top, hosting the National Bank Open in 2022 and 2023, setting new attendance records.

Recently, Tennis Canada revealed an ambitious new 5-year strategic plan outlining our roadmap for continued success. We cannot do this without you. Will you join us in leading the growth, development, and promotion of tennis in Canada? Will you help provide positive tennis experiences and support the best players in Canada to become the best in the world while expanding our high-performance pipeline? The time to invest in the future of Canadian tennis is now.



**A SHARED  
DREAM**



## **Winning doesn't just feel good; it helps drive many aspects of our strategy and fuels our mission. Our dream is to become an even more competitive force on the international stage. To become the indisputable leading tennis nation.**

There is only one way to make this dream come true. We must work together as a network of philanthropic leaders to address the very real barriers facing us. Your investment will help solve tangible problems and give increased and equitable access, training and support to Canada's next generation of tennis champions.

Throughout this document, you will learn more about these initiatives and how you can help these dreams come true:



### **Training and Support:**

Félix. Milos. Bianca. These didn't become household names overnight. Each of these global champions were developed through thousands of hours of Tennis Canada-led training and support. To keep the Advantage in Canada, we must continue to invest in better training and more support. This is how we can ensure Canada doesn't fall behind other nations in terms of the quality and quantity of players competing on the international stage.



### **Access:**

In communities across the country, future tennis champions are working tirelessly to make their own dreams come true. But some of these young players are limited by their surroundings and cannot access high-quality tennis facilities or participate in the sport year-round. You can help us build new facilities, improve existing ones, and promote the sport across the country.



### **Inclusion and Equity:**

We continue to make inclusion and equity a priority. We have begun to more deeply understand how barriers related to poverty, disability, gender and mental health keep people from reaching their full potential. An investment in inclusion and equity will allow us to develop the sport of tennis, create sustainable change for women and girls, support children and youth from low income communities, and help athletes in wheelchairs become global champions, too.



“The time and money I’ve invested with Tennis Canada has been very well spent. **They know how to grow the game and produce world class players.**”

**Tony Eames** Former head of Coca-Cola Ltd. Canada, and long time supporter







# THE DONOR PARTNERSHIP

Tennis Canada was founded in 1890. Since its inception, the organization has partnered with leading philanthropists to reach milestones reflecting the growth, success, and impact on the sport both domestically and internationally.

Every year, donors have raised the bar. It was not too long ago that a Tennis Canada Case for Support would be simply focused on answering the question: “How can we establish a tournament here in Canada?” Now, we’ve set our sights on more ambitious goals because of the support of our incredible donor community. Your partnership is the reason for Canada’s advantage.

## **Invest in Tennis Canada today, and by 2027 we will:**

- Grow the current U15 pipeline by four (4) times
- Increase conversion of top talent at all levels from U12 to Junior/Transition/ NCAA stages into top 100 tour players
- Celebrate top athlete success as role models as they strive to be No. 1 in the world, winning multiple Grand Slams and National Bank Open titles
- Win both the Billie Jean King Cup and the Davis Cup
- Win medals at Olympic Games and Paralympic Games in 2024

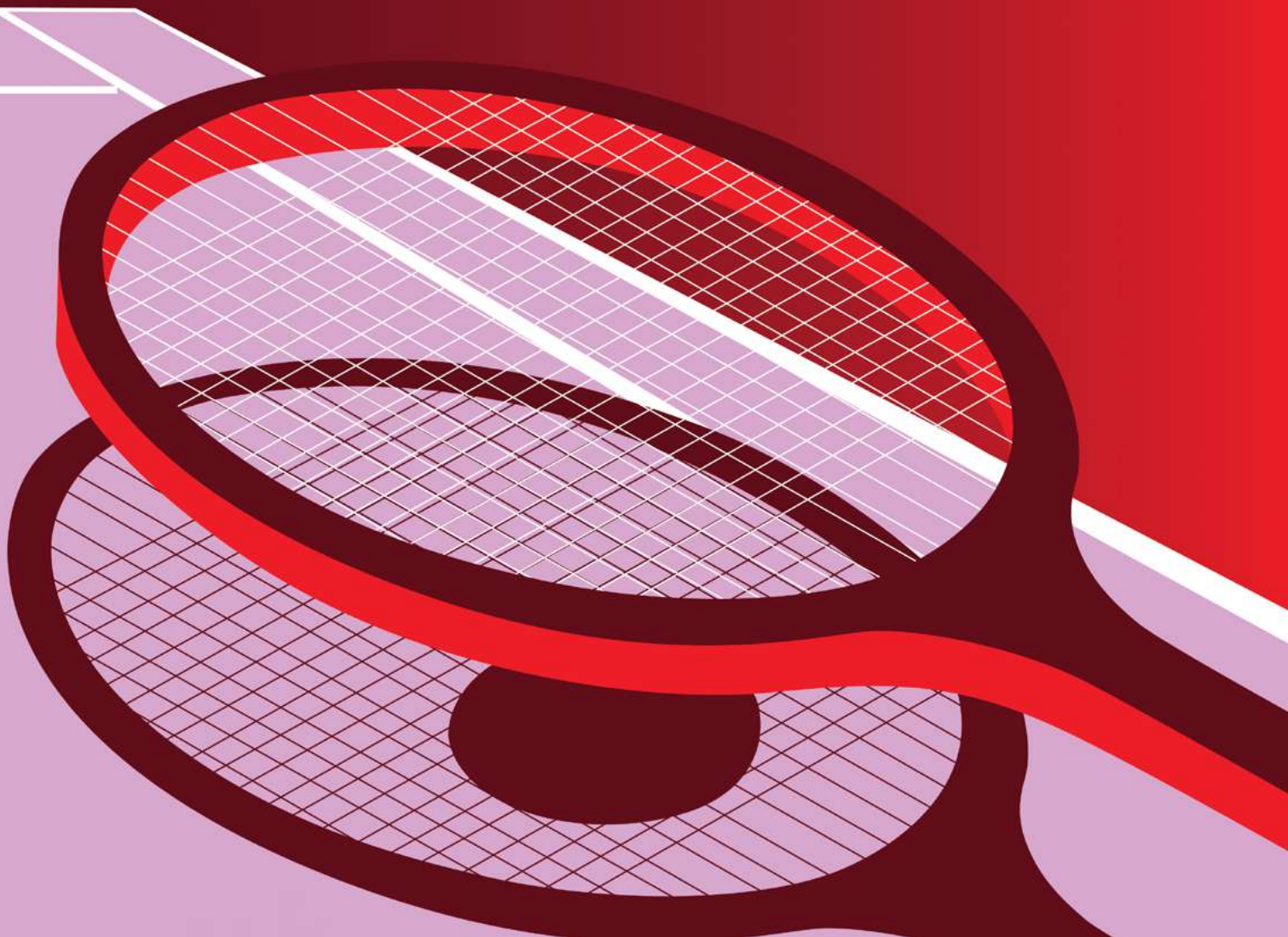


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# **OVERCOMING OBSTACLES**

Better Training, More Support



**Tennis is a fiercely competitive and global sport, with nations worldwide making significant investments in nurturing young talent to compete at the highest echelons. Without consistent support and training, Canada risks falling behind in terms of both the caliber and quantity of players competing on the international stage. With generous investments from Canadian donors, we can ensure our young players receive the resources they need to succeed and keep the Advantage in Canada.**

#### **National Tennis Development Centre (NTC)**

Established by Tennis Canada in 2007 and based in Montreal, the National Tennis Development Centre program is considered to be the foundation of high performance tennis in Canada. Notable graduates such as Félix Auger-Aliassime, Alexis Galarneau, and Bianca Andreescu attribute their exceptional achievements to this program.

Introduced under the guidance of world-renowned coach and former Tennis Canada Vice-President of High Performance, Louis Borfiga, the NTC provides promising players, aged 13-19, with the training, coaching, and resources needed to excel at the highest levels.

The NTC embodies international best practices, gathering players in one location to hone their skills and compete against top international talent. With your generous contribution, we will recruit world-class coaches, physiotherapists, and tutors, to provide athletes with comprehensive support throughout their development in our state-of-the-art facilities.

#### **Regional Training Centres**

Donor investments have helped establish several Regional Training Centres across the country. This program provides supplementary training to support club leaders, personal coaches and parents to enrich the current training and competitive environment for our top performing athletes, and acts as feeder systems into the full-time NTC.

## Building the Pipeline

Canadian tennis is on top and can only stay there if we continue to build a strong and sustained pipeline to transform prospective young players into the next high-performance champions. Your contribution enables:

- The development of the best players and prospects in Canada, expanding our high-performance pipeline.
- Support for top prospects through coaching, competition, mental health and wellness, and sport science resources.
- Implementation of coach education, sport science, analytics, and technology strategies, including mental health and wellness enhancements.
- Optimization of our domestic competitive structure with a robust framework at key developmental stages.
- Expansion of the U15 pipeline, recruiting, retaining, and growing talent, with increased conversion into top 100 tour players.
- Support and enhancement of daily training environments for athletes.
- Customized coaching support for top prospects, meeting world-class standards.
- Building the NTC program, next-generation recruitment and competitive structure for Wheelchair Tennis.
- Representation of Canadian athletes on the world stage as they strive for global excellence.



## Sport Science for Youth

Invest in Tennis Canada's sport science and coach development program and you will drive remarkable outcomes, foster player well-being, and propel Canadian tennis to new heights.

We are looking for donors to help us grow our team of dedicated sport science professionals and doctors who work closely with young players, providing hands-on guidance to optimize their performance and prevent injuries. By striking a delicate balance between the physical demands of high-performance athleticism and the challenges of "growing up," we ensure that our youth athletes receive the comprehensive support they need to thrive. As part of this initiative, we prioritize key areas within sport science to maximize results.

One of our top priorities is the implementation of a cutting-edge pipeline data analytics, monitoring, and tracking system. Through the utilization of the Kinduct database, we can effectively track, communicate, and monitor vital player information, enabling us to make data-driven decisions that optimize player development.

Under the leadership of Dr. Kovacs, our dedicated sport science team is committed to providing comprehensive support to our pipeline athletes, top prospects, and players. By leveraging the latest advancements in sport science, including performance analysis, physical conditioning, and injury prevention,

we can enhance player performance and overall well-being.

Through our coach education and training programs, we ensure that our coaching staff has access to the best practices and latest research in the field. By equipping our leadership team with the necessary knowledge and tools, we empower them to guide and nurture young athletes effectively.

Your support in expanding our sport science program and coach development initiatives will make a tangible difference in the lives of aspiring athletes. Together, we can optimize player performance, minimize the risk of injuries, and foster a culture of excellence in Canadian tennis. Join us in all of our endeavors, as we invest in the future of our players and pave the way for their success on and off the court.

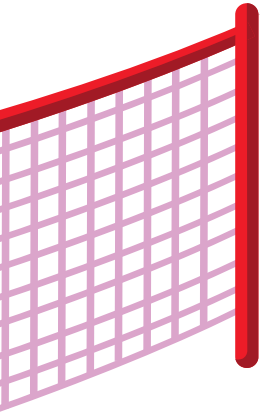


A stylized graphic of a tennis net with a red frame and a white grid, set against a blue background. The net is positioned diagonally across the upper half of the page.

# **OVERCOMING OBSTACLES**

## Increasing Access

**We have a problem. Canadian youth, including the next generation of high performance players, face significantly limited access to high-quality and year-round tennis facilities. To remain competitive with other leading tennis nations, we need to address this immediately. Your support will help us build new facilities, refurbishing and bubbling existing ones, and promote the sport nationwide.**



## Year-Round Community Tennis Courts

The Year-Round Community Tennis Courts Program is a transformative initiative that aims to make year-round tennis accessible for all Canadians, particularly focusing on fostering increased participation among youth. By 2029, the program strives to build 160 year-round courts at up to 30 facilities.

Prior to the program's inception, Canada lagged behind other leading tennis nations in providing year-round access to the sport, with a mere 750 publicly accessible covered courts nationwide. This translates to just one year-round court for every 50,000 people—a stark contrast to our global competitors. The Year-Round Community Tennis Courts Program has garnered significant momentum, with an overwhelming 90% of Canadians expressing their agreement that municipalities should collaborate with Tennis Canada on this crucial initiative.

### Revitalizing Outdoor Community Tennis Courts

The *"Play Your Court"* program provides funding to local communities across the country to revitalize their outdoor community tennis courts. This initiative, launched in partnership between National Bank and Tennis Canada, enhances accessibility to the sport for all Canadians.



Through this program, we will:

- Collaborate with municipalities to revitalize existing outdoor community tennis courts.
- Invest \$3 million to fund revitalization efforts.
- Transform over 100 outdoor tennis courts by 2030.
- Help National Bank fulfill its commitment of creating inviting environments that encourage community engagement.
- Improve local communities, providing quality facilities in neighborhoods.
- Increase opportunities for tennis enthusiasts to enjoy the sport and its benefits.
- Attract new players and promote participation across all ages.

When you support Tennis Canada you're helping communities unlock the potential of their outdoor tennis facilities, creating vibrant spaces that foster a love for the sport and promote an active lifestyle.



To keep the Advantage in Canada, we must break down barriers and build a more inclusive and equitable tennis community. You have the power to open doors of opportunity for talented individuals. **When more doors are opened, the next global superstar can walk through it.**





# OVERCOMING OBSTACLES

## Prioritizing Inclusion and Equity

### **Game. Set. Equity.**

In partnership with National Bank, Tennis Canada has set ambitious and quantitative goals to advance gender equity in Canadian tennis at all levels. We will become leaders globally and we will not stop until a person's gender is never the reason they cannot pursue their dreams. Bianca Andreescu said it best: "I hope that through this work, we can inspire more women and girls to play tennis, lead a healthy lifestyle and even pursue a future in the sport, whether that be on the court or off it."

### **Paralympic and National Stream Wheelchair Tennis**

Through this program, donors empower Canadian wheelchair tennis players to excel on the global stage. Tennis Canada provides extensive support to these athletes, aiming for podium results at prestigious events like the Paralympic Games, ParapanAm Games, and World Team Cup. Benefits include travel and training assistance, on-road coaching, training camps, court privileges, and access to sport specialists. Our national High-Performance players rank among the world's best, representing Canada at international tournaments worldwide.

### **Symbolic Racquet Drives**

Sometimes the only thing that stops children from low income communities from taking up the sport is their access to a racquet. Because of this, Tennis Canada has recently launched an initiative to host online symbolic racquet drives; these online events engage people from across the country and ask them to help give kids from low income communities their very first racquet. This initiative will expand in the next few years, and your investment will help us grow these campaigns so we can get a racquet into the hand of every child who wants one but whose family cannot afford it.

### **Tennis camps for underserved youth**

When you support Tennis Canada, you're helping provide free tennis camps for youth from underserved communities, ensuring that all participants have the opportunity to learn the fundamentals of tennis and enjoy the sport for life. In 2022, over 1,000 kids benefited from these programs, experiencing the joy of tennis firsthand!



# READY?

# LET'S GO



**It's no secret that you are an important community builder and philanthropist. The impact of your generosity does not go unnoticed.**

Today I invite you to consider adding a true passion project to your giving portfolio.

Let's work together. I want to help you turn your love of the game and your next investment into the one you're most excited about.

The pieces are all in place for you to leave your mark and help strengthen tennis in Canada.

Come stand side-by-side with us on the winners podium.

**Jill Bridgman's Direct Line: 1-647-330-7505**  
or [jbridgman@tenniscanada.com](mailto:jbridgman@tenniscanada.com)

**“ I am so grateful to be supported on my tennis journey. Thanks to Tennis Canada donors, **your support has helped me to continue to achieve my goals and to reach the next level in my game.** ”**

**Keegan Rice** reigning Canadian Junior Boys Champion



“ Thank you to the Tennis Canada donors for the support throughout the years! I thrive to reach my full potential in the sport I love, representing Canada globally and making our tennis nation proud. **You play an important role allowing me to work towards reaching my goals and dreams.**”

Victoria Mboko age 16



# ADVANTAGE CANADA



**NB**

**NB**  
flair  
airlines

**NB**

XX WING



**Will you help us  
keep the Advantage  
in Canada, where it  
belongs?**



TORONTO

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