



Sport is a powerful tool for social change. From playground to podium to professional, learn how Canadian Women & Sport continued to transform the sport system and drive gender equity forward in 2023-2024.

As the leading voice and authority on gender equity and inclusion in sport for over 43 years, Canadian Women & Sport is leading the transformation of the Canadian sport system so girls and women can reach their full potential. 2023-2024 was an unprecedented year for championing gender equity in sport.

From playground to podium to professional, our work in collaboration with sport leaders and organizations across the country is driving the creation of an equitable and inclusive sport system.

IN 2023-2024 WE DIRECTLY IMPACTED:

500
sport, physical activity and recreation organizations across Canada, collectively supporting an estimated
275,000
diverse women and girls.

5,567
sport leaders from community, provincial and territorial, and national sport organizations from 10 provinces and 2 territories.



THROUGH OUR PROVEN AND EVIDENCE-BASED GENDER EQUITY PROGRAMS...

We empower sport leaders and organizations with information and tools that help shift mindsets, build knowledge, and disrupt the status quo.



90% of sport leaders and **80%** of sport organizations reported increased gender equity knowledge, motivation, and skills following engagement.



80% of sport leaders and **80%** of sport organizations reported an increased personal and organizational commitment to gender equity six months after engagement.



As a result of participating in the Same Game Challenge, I am committed to intentionally creating spaces for women and gender-diverse people in my organization's programming.



– Sport Leader

We arm leaders and organizations with insights, resources, and connections that help transform sport environments.

We delivered **500+** hours of coaching directly to sport leaders.

We reached **900** people through workshops and e-learning.

We facilitated Community of Practice sessions for **280** leaders.

We distributed **\$645,500** to sport organizations through grants and programs with a focus on supporting organizations led by or serving girls and women from equity-deserving communities.



Brams United Soccer Club

With support from **The Next Play**, supported by the Government of Ontario, **Brams United Soccer Club** certified four new women coaches, invited a professional woman soccer player to meet their youth participants, and purchased new equipment like cones and various-sized nets. This meant the club could create groups organized by age and soccer experience to better serve the diverse needs of over 50 girls. As a result, participants were more engaged in the program and expressed interest in returning next year.

“We saw a larger interest in girls wanting to explore opportunities in soccer that went beyond playing on the field,” says the Club’s Program Director, commenting on the impact of having women coaches. “They wanted to give back to help inspire the next generation of girls to enjoy the game as much as they do or did.”

YMCA of Three Rivers, participants in the **Same Game Challenge**, supported by Canadian Tire Jumpstart Charities, wanted to improve their girls’ sport program and understand why girls were not coming to their program.

By asking the girls directly, they learned that program timing and lack of structure were two of the greatest barriers. By changing the time and adding more structure, a consistent number of girls started participating in the sports program. Early impacts, like the girls forming stronger relationships and friendships, are already being reported.



YMCA of Three Rivers



**THROUGH OUR
GROUNDBREAKING RESEARCH,
THOUGHT-LEADERSHIP,
AND ADVOCACY...**

We provide timely and credible insights that help shift perspectives, break down barriers, and shape the sport landscape in Canada.



We released [It's Time: A Roadmap for Accelerating Professional Women's Sport in Canada](#) in partnership with Canadian Tire Corporation and Boston Consulting Group. This first-of-its-kind study of the Canadian landscape presents a business case for a thriving women's professional sport market and a roadmap to get there. Our goal? Help drive the growth and development of professional sport opportunities for women in Canada as a vital piece of a thriving sports ecosystem for women and girls in Canada. The report was downloaded 470 times in the first two weeks and garnered over 240 unique earned media impressions.

We published the [2023 Leadership Snapshot](#) with support from the Government of Canada. This report highlights recent success in sport leadership diversity at the national and provincial and territorial levels. Our goal? Celebrate progress and challenge sport organizations to continue to embed gender equity throughout their organizations.

2023-2024 was a year of unprecedented interest in girls and women's sport across Canada.

We were featured in **1,900** Canadian media articles, interviews and stories with a cumulative reach of over **1.3 billion**, shining a spotlight on mental health, body image, inclusion of transgender girls, safe sport, and more.

 **THE GLOBE AND MAIL***



Group aims to accelerate the growth of women's pro sports in Canada.

 **CTV NEWS**



Playing sports improves mental health in girls: report

 **CBC**



Women's pro sport in Canada 'ripe for investment' but investors need patience – and happy fans

IN 2023-2024 WE WERE SUPPORTED IN THIS TRANSFORMATIONAL WORK BY:



Our government is proud to support Canadian Women & Sport and the critical role they play in advancing sports in Canada and creating more opportunities for girls to realize their full potential. Our partnership will help expand The Next Play program in communities across the province and empower organizations to deliver more inclusive programming that removes barriers for girls to play sports.

- Neil Lumsden, Ontario Minister of Tourism, Culture and Sport



HELP US BUILD BETTER SPORT IN CANADA SO MORE GIRLS AND WOMEN REACH THEIR FULL POTENTIAL. PARTNER WITH US.

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