



VANCOUVER
ULTIMATE LEAGUE

2024 ANNUAL REPORT

Vancouver Ultimate League

WHO WE ARE

Our Mission

We organize, promote, teach, and support spirited Ultimate in a safe and inclusive environment for all.

Our Values

- **Spirited:** We are guided by the Spirit of the Game in everything we do. In our activities both on and off the field, we are knowledgeable, respectful, fair-minded, careful, and passionate.
- **Welcoming:** We aim to help everyone in our diverse community access a range of opportunities to participate, regardless of their gender, age, race, culture, religion, sexual orientation, or ability.
- **Responsible:** We act responsibly as an organization and encourage the same from all our members. We take a considerate approach toward our community, our relationships, our facilities, and our environment.
- **Safe:** We create, maintain, and promote a sport culture and environment that is physically safe, empowering, inclusive, and equitable for all participants, free from abuse, harassment, and discrimination.



MESSAGE FROM THE PRESIDENT



2024 has been a busy year at the VUL, and thanks to the dedication and passion of our staff and various volunteers, I am excited for the opportunities we have ahead of us for 2025. Importantly, we continue to see strong interest in our core adult leagues as well as our camps and clinics, and hope to continue growing our regional offerings, especially in light of evolving field allocation policies. On the youth side of the house we also continue to see strong interest in and great outcomes from our various clubs and programs.

We experienced a change in leadership this year and were excited to bring Rhonda Frizzell on as our new executive director. Rhonda has been a great addition to our team and I look forward to several exciting opportunities that she will help us develop in the coming year. I also want to express our gratitude to Tristan Brown, who admirably stepped up to cover the ED role on an interim basis as we conducted our search.

Another exciting development this year was applying for and winning a BC Gaming Grant. As we look to maintain a high level of service for our members while keeping costs reasonable, this grant is an excellent first step on what I hope will be an ongoing journey of securing non-member funding for our organization.

Our staff work hard to organize, support, and deliver a wide variety of programs and events every year. I am consistently impressed by their commitment to the VUL and I'm grateful to our members for the opportunity to work with them and represent all of you.

Thank you also to our incredible volunteers, coaches, mentors, instructors, and my fellow board and committee members. You are invaluable to our organization and our community, and the VUL is made better by your involvement.

-Ari Metzger

VULS Board President

Thank you to our Partners





MESSAGE FROM THE EXECUTIVE DIRECTOR

It's hard to believe it's been five months since my arrival at the VUL! While getting to know the organization, I've quickly become acquainted with the magic of Ultimate and the power of its community. It's been a time of pronounced assessment, as is always the case. And I've come away from this time with a defined sense of our strengths and barriers - and what the coming year will bring in terms of operational priorities.

Our strengths? Definitely our people (members, staff, board, volunteers, partners) and their commitment to the VUL mission. It's an organization that carries with it a unique legacy that is still threaded through our practice all these years later. The landscape may have changed, but that sense of connectedness remains. We are also exceptionally aligned with strategies that support equity, diversity, inclusion, and accessibility - although there is still much to do.

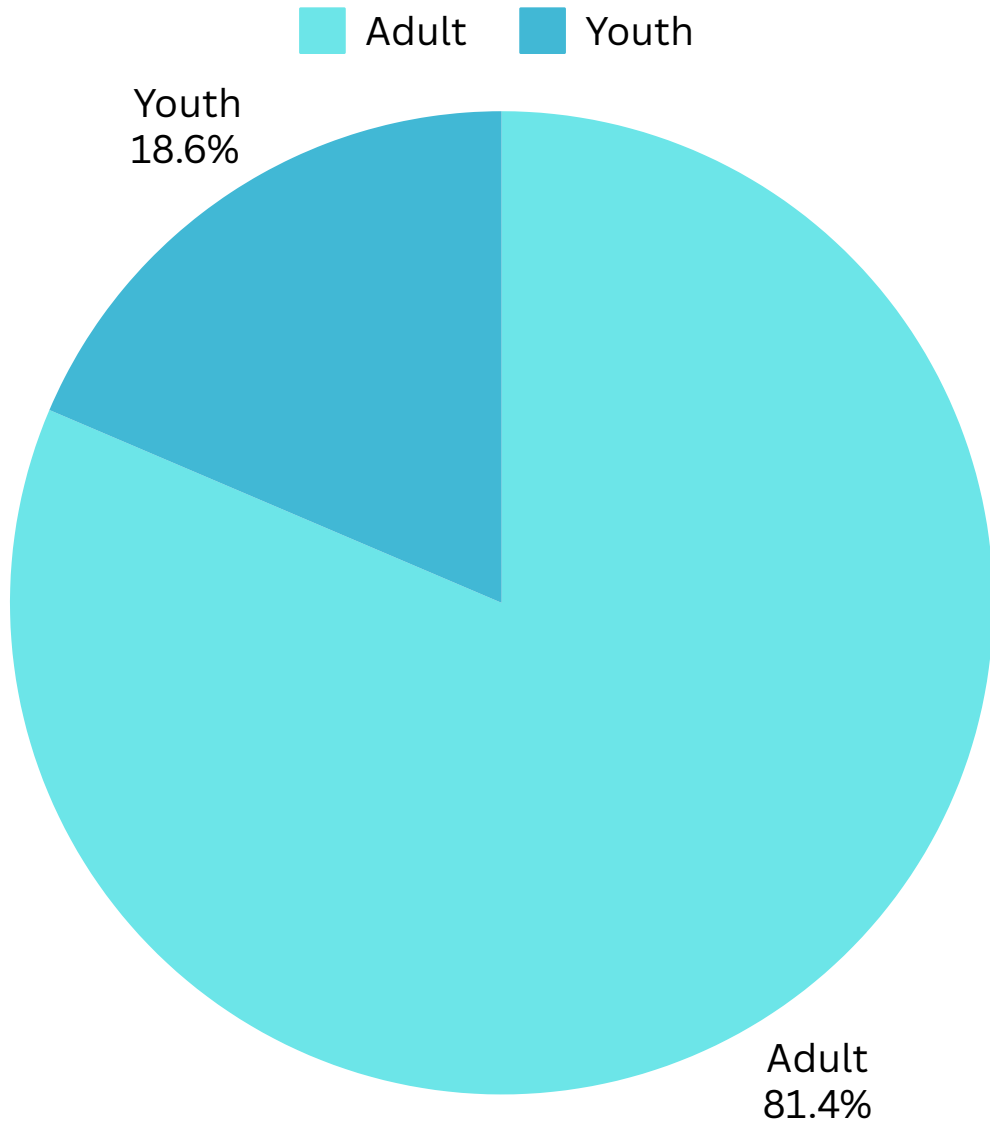
In terms of the to-do's, we are looking at carrying our legacy forward into the future by identifying elements that support our sustainability and organizational resilience. That means a focus on retention - and corresponding wellness initiatives (both for our people and the business as a whole).

Underlying our future success will also be our commitment to engaging our members, and corresponding strategies to improve our overall communication. This also means a more decisive connection with other Ultimate-based organizations. But most of all, we will continuously ask the questions, "Does this align with our mission and values?" and "How do we measure our successes and celebrate the wins?".

I feel truly fortunate to be involved with something that aligns with my passion for the unintended outcomes of sport, and look forward to hearing from you over the coming year. Your ideas and feedback matter, and my hope is that we can work collaboratively to bring Ultimate to those who have not yet experienced its enduring appeal.

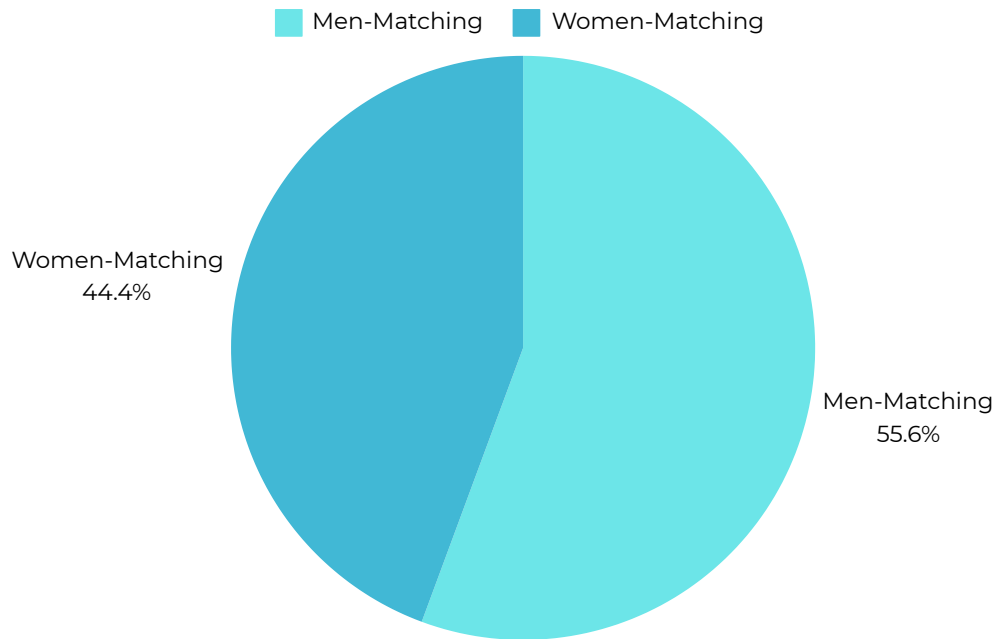
-Rhonda Frizzell
Executive Director

MEMBERSHIP

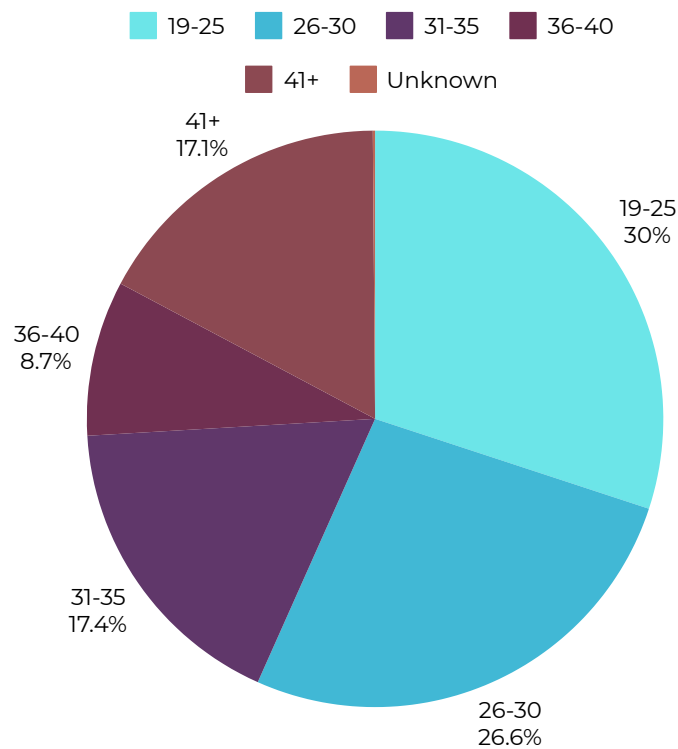


MEMBERSHIP

Adult By Gender Match

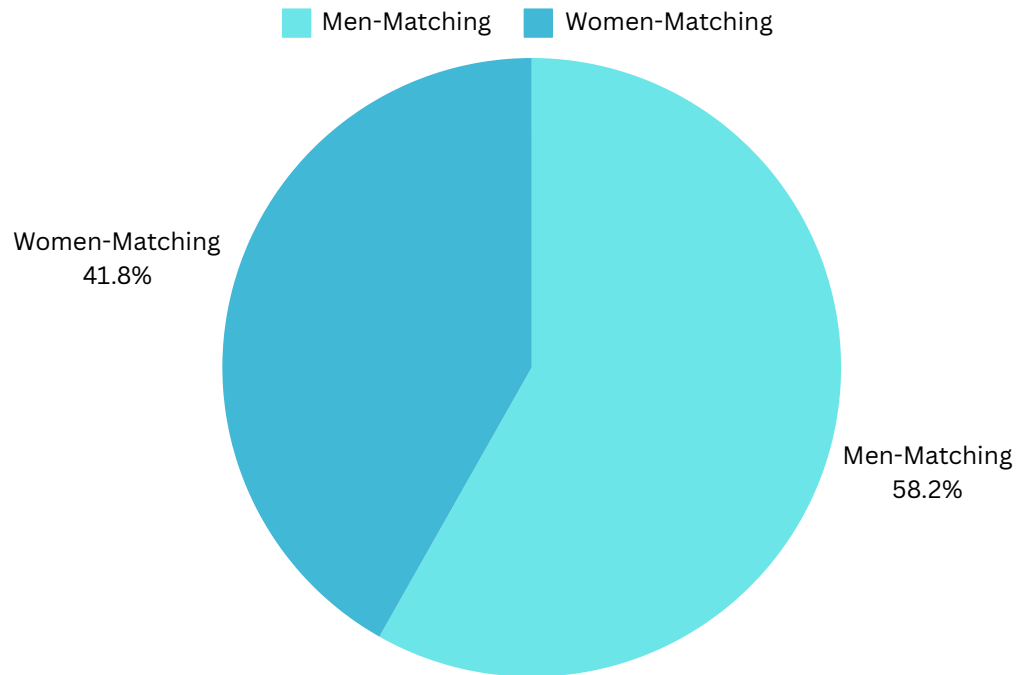


Adult By Age Grouping

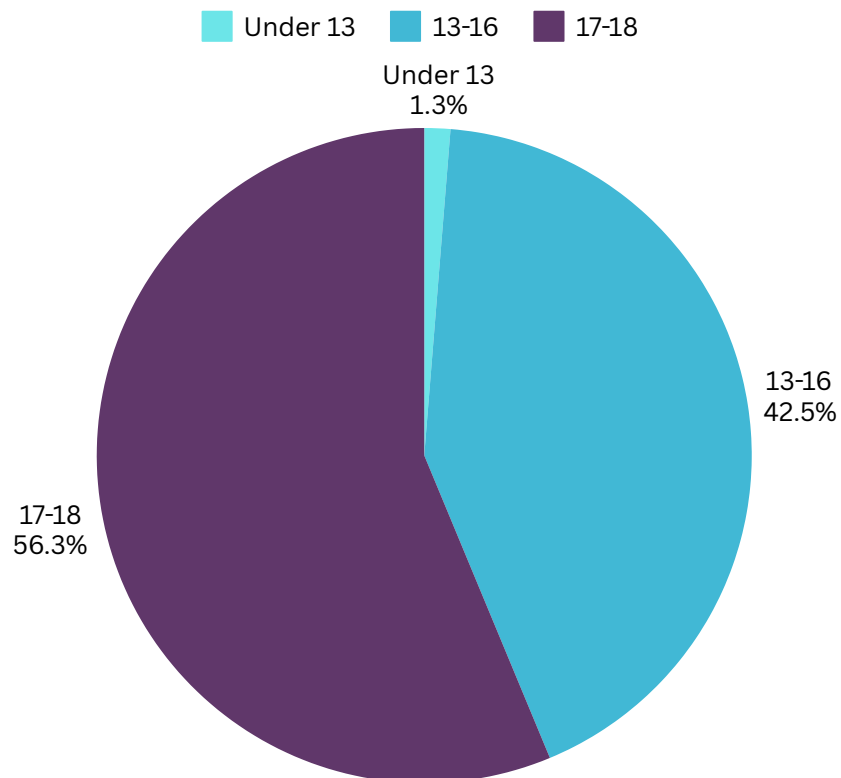


MEMBERSHIP

Youth By Gender Match

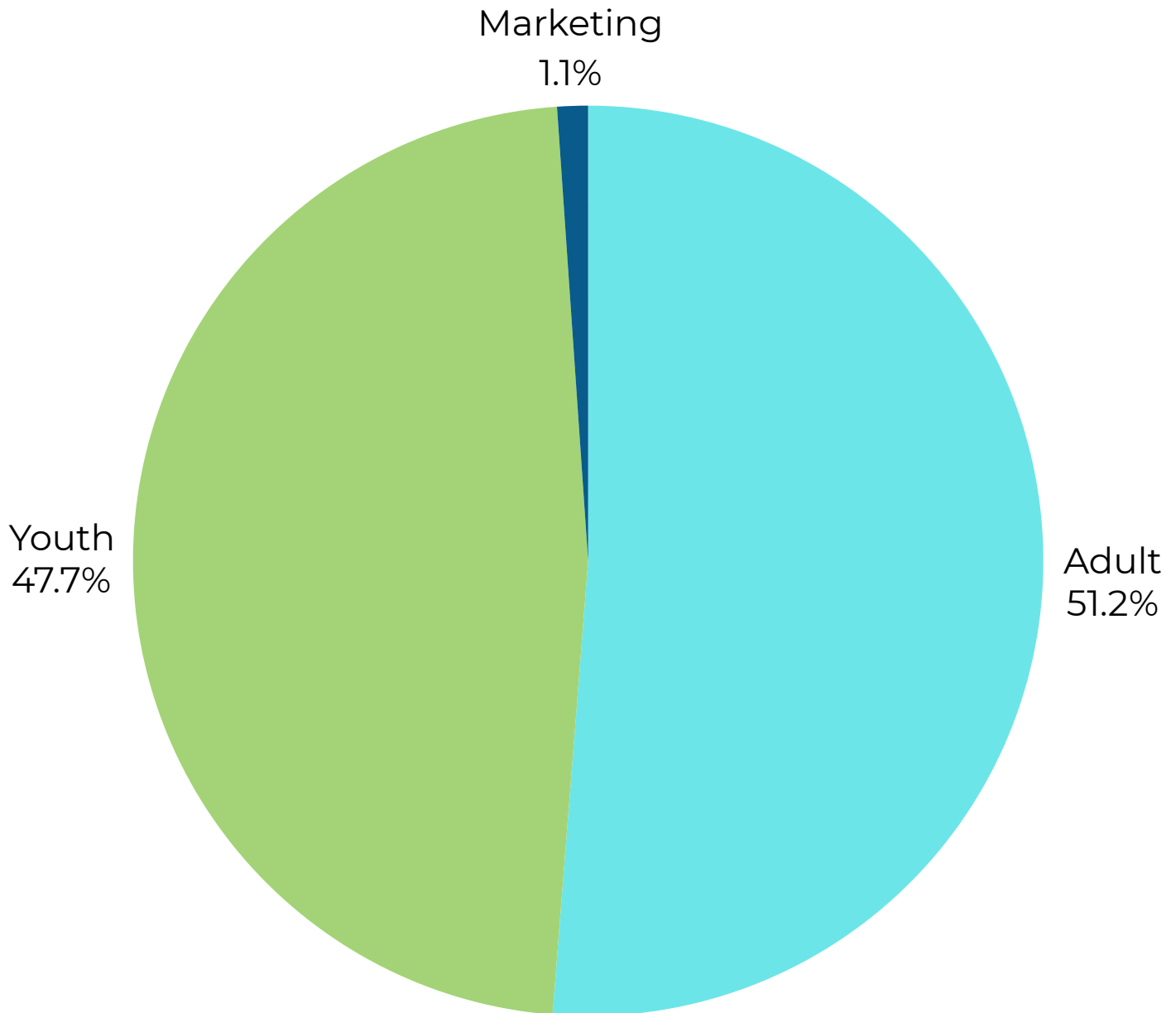


Youth By Age Grouping



FINANCE

Revenue

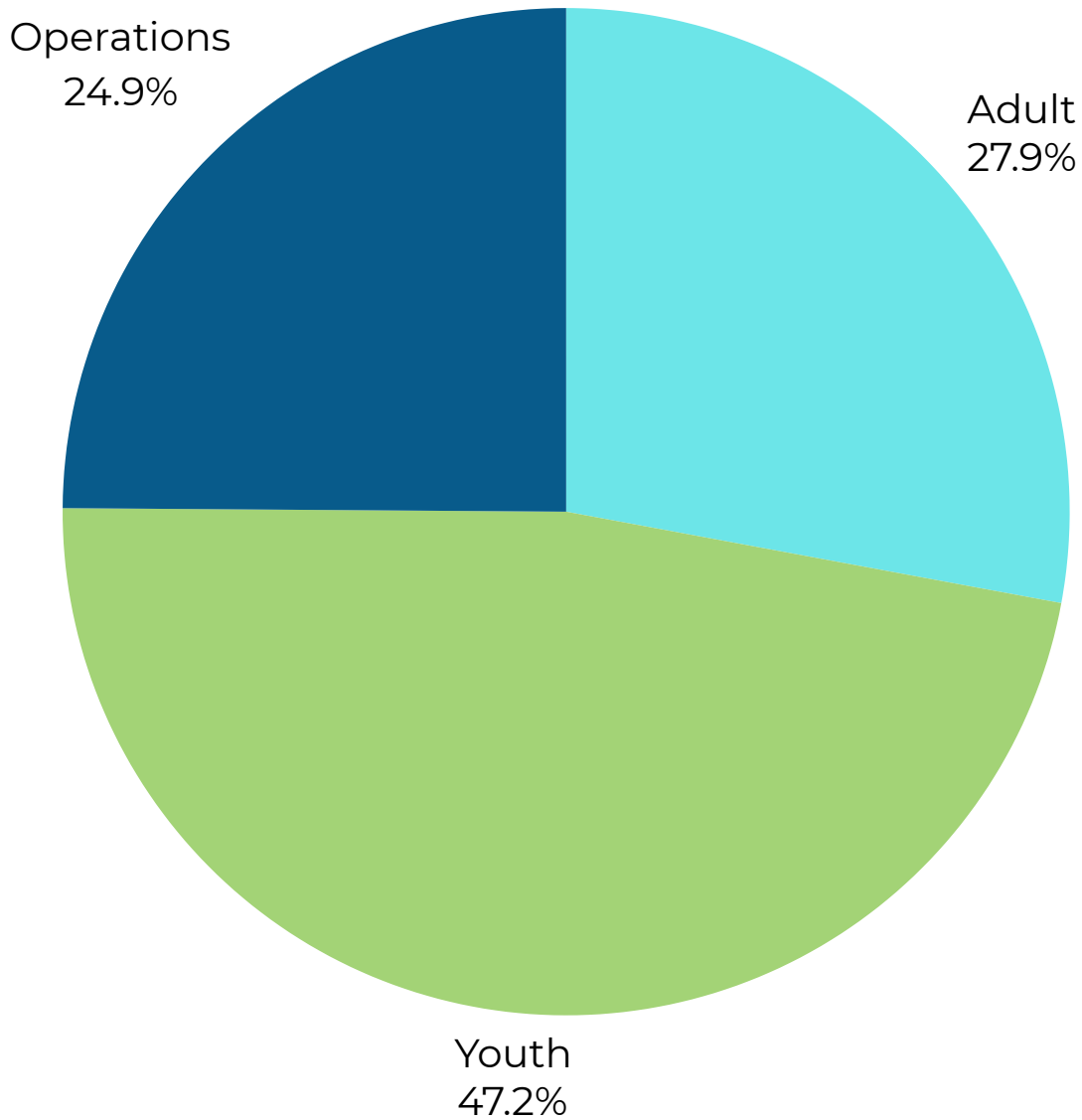


Adult: \$721,710 Youth: \$671,222 Marketing: \$15,367

- Youth includes youth clubs
- Marketing includes special events and partnerships

FINANCE

Expenses



Adult: \$352,876 Youth: \$596,989 Operations: \$314,720

- Operations includes marketing, IT, and general/administrative costs

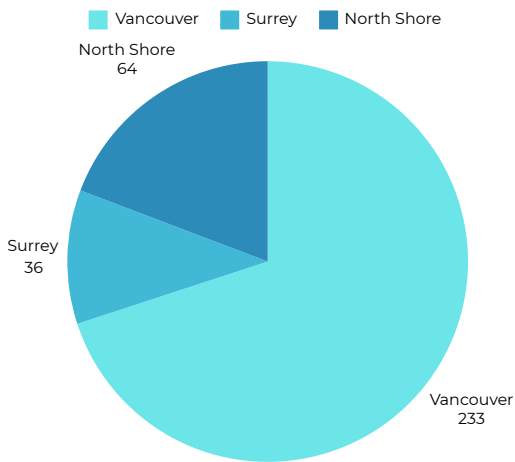
ADULT PROGRAMS

ADULT LEAGUE PARTICIPATION BY SEASON

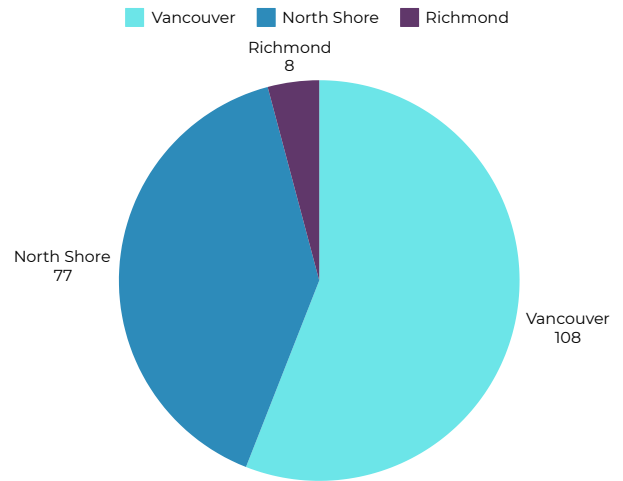
	Fall	Winter	Summer
Vancouver	2633	1974	3888
Surrey	49	N/A	213
New West	n/A	56	56
Richmond	N/A	N/A	77

YOUTH PROGRAMS

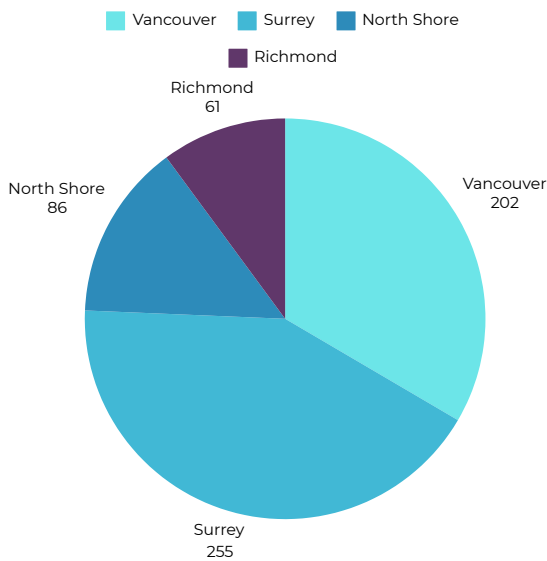
Fall Program Registration



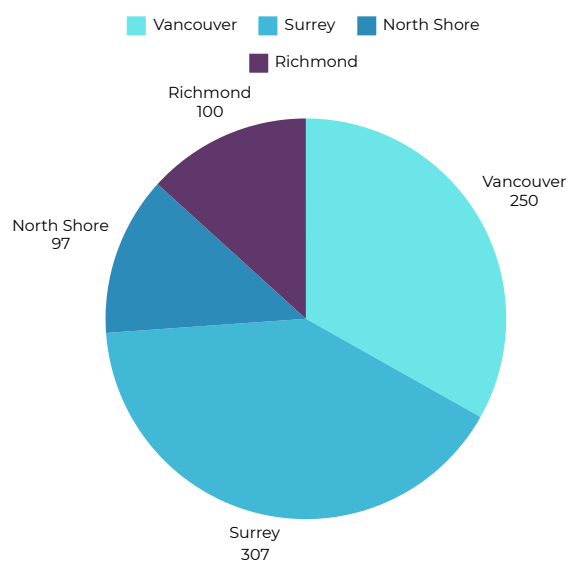
Winter Program Registration



Summer Program Registration



Summer Club Tryouts



THANK YOU



Our appreciation goes out to everyone in the VUL community for their unique contributions. We look forward to talking with you in the coming year!

Contact Us

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vul.ca/contact