

# THE ROAD TO THE PODIUM



PASSION, PRIDE, PERFORMANCE

# EMPOWERING CHAMPIONS, INSPIRING A NATION



Squash Canada is on a mission to elevate the sport we love to unprecedented heights, supporting athletes and enthusiasts alike to build a stronger, more sustainable squash community. As we prepare to showcase our talent on the ultimate global stage—the LA 2028 Olympics—we are proud to launch the bold and ambitious **"The Road to the Podium"** campaign. Our goal is to raise **\$1 million a year** over the next four years, a transformational investment that will not only empower our national team with the coaching, resources, and development opportunities needed to compete at the highest level but also strengthen the foundations of squash across all levels, ensuring a vibrant and sustainable future for the sport in Canada.

## WHY NOW?

The road to the Olympics is paved with opportunity, but it requires significant investment. Canada has the talent, the passion, and the potential for the first time to shine on the Olympic stage. However, to ensure our athletes can compete against the world's best, we need to build a strong foundation of support. Our athletes train tirelessly, but they need access to world-class coaching, cutting-edge sports science, top-tier competition, and the financial stability to focus fully on their pursuit of excellence.

**This is where you come in.**



***“SQUASH HAS NEVER BEEN SO  
EXCITING, THE LEVEL KEEPS  
REACHING NEW HEIGHTS AND NOW  
WITH THE OLYMPICS I BELIEVE IT WILL  
ONLY SKYROCKET FROM HERE.”***

**Hollie Naughton**

# DEAR SQUASH CANADA COMMUNITY,

As Chair of the Board of Squash Canada, I am honored to invite you to join us on a remarkable journey. As we set our sights on the LA 2028 Olympics, we are launching an ambitious The Road to the Podium campaign to raise \$4 million over the next four years. This initiative will play a pivotal role in supporting our athletes, nurturing emerging talent, and ensuring that Canada stands strong on the world stage.

Squash in Canada has a long and proud history, and we have seen incredible achievements from our athletes. However, to truly compete against the world's best, we need to provide our team with the resources that will allow them to excel at the highest level. With your support, we can ensure that our athletes have the coaching, competition exposure, and wellness programs they need to achieve their Olympic dreams.



This is not just an investment in squash; it's an investment in Canada's future champions. Together, we can ignite national pride and inspire the next generation of athletes to believe that anything is possible.

I invite you to be a part of this journey. Your contribution will directly impact the lives of our athletes and position Squash Canada for Olympic success. Whether you have been a longtime supporter of our sport or are new to the squash community, your partnership will make a difference.

On behalf of the Board, I would like to personally thank you for considering this opportunity to be part of something truly special. Let's work together to bring Canadian squash to new heights, and with your help, we will make history in LA 2028.

Warm regards,



**Martha  
Simmons**

**Chair of the Board  
Squash Canada**



# CATALYST FOR GROWTH

The road to the Olympics is paved with opportunity, but it requires significant investment. Canada has the talent, the passion, and the potential for the first time to shine on the Olympic stage. However, to ensure our athletes can compete against the world's best, we need to build a strong foundation of support.

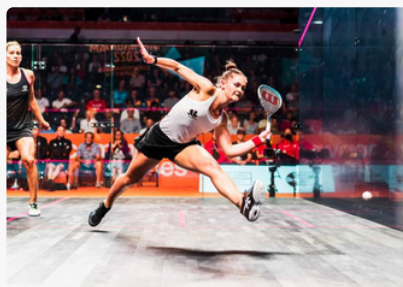
**JOIN US, IN REACHING OUR GOAL OF \$4MM OVER THE NEXT FOUR YEARS TO FUND THE THREE CRITICAL PRIORITY AREAS.**



## CENTRALIZED NATIONAL TRAINING

Creation of state-of-the-art centralized training hubs in four strategic locations across Canada: British Columbia, Alberta, Ontario, and Quebec

**GOAL: \$1.5 MILLION**



## INDIVIDUALIZED ATHLETE FUNDING

Direct your funding straight to where it matters most. Providing tangible, life-changing benefits for both athletes and the sport as a whole.

**GOAL: \$1.5 MILLION**



## CANSQUASH PROGRAM

Invest in the future of Canadian squash by supporting CANSquash, an innovative grassroots program dedicated to growing the game,

**GOAL: \$1 MILLION**

# CENTRALIZED NATIONAL TRAINING

**GOAL:**

**\$1.5 M**

## OBJECTIVE

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Uniting the best athletes, coaches and support staff together in a competitive daily training environment is a tried-and-true method to achieve excellence across all sport. Squash Canada will launch 4 major training hubs in Vancouver, Calgary, Toronto and Montreal supporting 120 Senior, NextGen, Junior National and Provincial squad athletes – the very best current and aspiring players in Canada.



*“FUNDING COULD MAKE THE DIFFERENCE BETWEEN MAKING IT THERE AND NOT. IT WOULD GIVE ME THE OPPORTUNITY TO BRING ON EXPERTS AND NOT HAVE THE ADDED STRESS OF FINDING OTHER REVENUES TO HELP FUND MY CAREER.”*

**Hollie Naughton (Canadian Women's #1)**

## IMPACT

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Funds will be allocated across the 4 training hubs and directed as follows:

- Daily training and sparring led by world-class coaches, 5 times per week.
- Strength and Conditioning Programming including functional movement and injury prevention.
- Sports science services including psychology, nutrition, physiotherapy, and mental health support.

# INDIVIDUALIZED ATHLETE FUNDING

## GOAL:

**\$1.5 M**

## OBJECTIVE

Direct your funding straight to where it matters most. Providing tangible, life-changing benefits for both athletes and the sport as a whole. A proven model across many sports, being an Olympic athlete is a full time job and should be compensated as such. There is a direct correlation to investment made into athletes and their subsequent performance.

## IMPACT

Squash Canada will support up to 24 athletes a direct investment to reduce their burden and allow them to focus 100% of the Olympic goals.

## SENIOR SQUAD

David Baillargeon, QC  
Nicole Bunyan, BC  
Shawn Delierre, QC  
Salah Eltorgman, ON  
Liam Marrison, ON  
Hollie Naughton, ON  
Danielle Ray, AB  
Brett Schille, AB  
Nikole Todd, SK  
Connor Turk, MB

## NEXTGEN SQUAD

Samuel Boulanger, AB  
Hermione Cao, BC  
Molly Chadwick, ON  
Dylan Deverill, ON  
Maximilien Godbout, QC  
Hannah Guthrie, ON  
Ewan Harris, ON  
Elliott Hunt, ON  
Amal Izhar, ON  
Mitchell Kahnert, BC  
Mohamed Kamal, AB  
Amin Khan, ON  
Faazil Khan, ON  
Sara Khan, ON  
Wasey Maqsood, ON  
Sydney Maxwell, ON  
Maria Min, BC  
Abbas Nawaz, QC  
Blake Reinson, AB  
Iman Shaheen, ON  
Niki Shemirani, ON

## JUNIOR SQUAD

Roman Bicknell, BC  
Ella Cao, BC  
Keira Hickox, ON  
Tsz Ling Alyssa Ho, AB  
Heyang Angela Hong, BC  
Arham Izhar, ON  
Ethan Jain, ON  
Joelle Kim, BC  
Sasha Lee, ON  
Ocean Ma, BC  
Spring Ma, BC  
Calder Murray, AB  
Rohan Paliwal, AB  
Carl-Edmund Roux, QC  
Youssef Sarhan, QC  
Dylan Scott, BC  
Youssef Taha, AB  
WeiHan Wang, BC  
Cynthia Yu, BC



“*SQUASH IS MY FAVORITE PART OF THE WEEK! I LOVE GETTING ON COURT, HITTING THE BALL, AND PLAYING WITH MY FRIENDS. ONE DAY, I WANT TO PLAY JUST LIKE THE PROS!*”

CanSquash Student

# CANSQUASH PROGRAM

**GOAL:**

**\$1 M**

## OBJECTIVE

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Invest in the future of Canadian squash by supporting CANSquash, a new innovative grassroots program dedicated to growing the game, supporting emerging stars and nurturing the next wave of talent. This program connects youth from diverse backgrounds with opportunities to discover squash, while also fostering an inclusive, vibrant community for the sport across the nation.



## IMPACT

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A goal to increase youth engagement in squash by 50%, providing access to coaching, mentorship, and competition for players from all backgrounds. The program will empower young athletes, foster life skills, and building a stronger, more inclusive squash community nationwide.





# WHY YOUR SUPPORT MATTERS



## \$50,000-150,000

It takes an average of \$50-150K in non-wage operational support resources to fund one national team player each year.



## VISION

A world champion in squash would invest \$250,000 annually in training support, resources and international competition.



## PARTICIPATION AMONGST CANADIAN YOUTH (5-17)

Among youth aged 5-17, participation rates in racquets represented 5% of overall youth sport participation in Canada.



# CASE STUDY

## INVESTMENT NEEDED TO BE BEST IN THE WORLD

Becoming a **World Champion** requires significant dedication and investment, with the cost directly correlating to ranking. \$250K a year covers the essential resources to be a top-tier competitor (physiotherapy, daily coaching, coaching at tournaments, etc.).

These resources are vital for maintaining peak performance, recovering from physical strain, and gaining a competitive edge on the global stage.



# THE **IMPACT** OF YOUR SUPPORT

In supporting Squash Canada's Road to the Podium campaign, you will join an exclusive community of visionaries who believe in the power of sport to unite, inspire, and transform lives.

“*As a longtime supporter of Squash Canada, I have seen the real and lasting impacts that our contributions have made. The sport has a special community that promotes inclusivity and excellence, and the athleticism and dedication of the top athletes is second-to-none. I am excited to see squash take its rightful place as an Olympic sport in LA 2028 and encourage others to join me in supporting Squash Canada on our road to the podium*”

**GARY SLAIGHT**

**CHIEF EXECUTIVE OFFICER, SLIAGHT MUSIC**



**PUT CANADA ON THE PODIUM**



**ELEVATE CANADIAN SPORT**



**LEAVE A LEGACY OF EXCELLENCE**



## **RECOGNITION**

Public acknowledgment of your support through our communications, on our website, and at key events, highlighting your leadership in making Canadian sport history.



## **EXCLUSIVE ACCESS**

Invitations to exclusive events, including team meet-and-greets, VIP viewing at the Canadian Men's and Women's Squash Open, and private receptions with athletes and coaches during national and international squash competitions.



## **DRIVE IMPACT**

Regular updates on the progress of our athletes, the milestones we achieve, and the direct impact your contributions are making.

# LET'S MAKE AN **IMPACT** TOGETHER

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