

2025-2026

ANNUAL REPORT

AGENDA

- Letter from the Executive Director
- Contributions from Volunteers
- Club Funding & Sponsorship
- LVC Family Member Impact & Reach
 - Developmental Programming
 - Adult Programming
 - Kindle Programming
 - Camps & Clinics
 - Competitive Programming
- Financial Overview Activities & Expenses
- Call to Action - Looking Forward



LETTER FROM THE **EXECUTIVE DIRECTOR**

LETTER FROM THE EXECUTIVE DIRECTOR

I want to express my reflection on London Volleyball Club's 2025-2026 season as something other than just words. Let me see if I can try.

What did the season **look like?**

Throughout the season I saw endless drafts of policies, meeting minutes with directors and committee coordinators, dozens of versions of programming schedules and apparel packages, large invoices for facilities and equipment, constant adaptations to team seasonal plans, hundreds of hours of Hudl footage and statistical reports, and somewhere around 200 emails and messages a week on average.

But I also saw those facilities and equipment helping athletes develop, gear packages that enabled athletes to perform, new volunteers uphold our values and support our mission and vision, seasonal plans that supported coaches in providing exceptional training environments, teams and athletes proudly showing off their skills in Hudl highlight videos, and athletes working hard while making memories and smiling.

LETTER FROM THE EXECUTIVE DIRECTOR

What did the season sound like?

Throughout the season I heard endless lists of tasks added to non-profit's responsibilities by governmental bodies and parent organizations, dozens of hours of virtual meeting discussions with OVA staff, banking managers, and directors and committee members, hours of phone calls with coaches for advice and planning, the email notifications as our invoices became due, and the 'ding' on my inbox reminding me of deadlines, new email inquiries, and loads of questions and complaints from parents and clients.

But I also heard a group of volunteers connect to organize themselves to effectively tackle those tasks, more individuals inquire about getting involved and making a difference, staff members confirming new initiatives have begun and regular work is getting done efficiently, coaches begging to have a place coaching again to practice their craft in a supportive environment, our new club treasurer confirm our finances are looking good, and an inbox full of 'thank you' and memorable stories from being a part of the LVC Family.

LETTER FROM THE EXECUTIVE DIRECTOR

What did the season feel like?

Throughout the season I felt constant eye strain and headaches from excessive screen use working on our Constitution and policies, nagging burnout symptoms from working well beyond the hours allotted for the role, significant worry about balancing the endless demands of running a non-profit organization and it being successful, anxiety about ensuring we can pay for things we need while keeping our programs accessible, and endless concern for the well-being of our staff, volunteer, coaches, and athletes in a world of safe sport violations.

But I also felt a wave of support through staff members taking on as much as they could, an outstanding sense of accomplishment handling the operations of the club with praise from OVA staff and clients alike, excitement at seeing our programs grow alongside athletes' love for the game, bewilderment as directors work on finalizing a financial support program to ensure volleyball is accessible, satisfaction as our club leads our community in safe sport venues, and most of all - I felt an undying love for our LVC Family and a continued commitment to this club.

LETTER FROM THE EXECUTIVE DIRECTOR

I wanted to try to provide an overview of my perspective through all of these things - the things I saw, the things I heard, the things I felt - because they are all part of what it takes to be a part of London Volleyball Club.

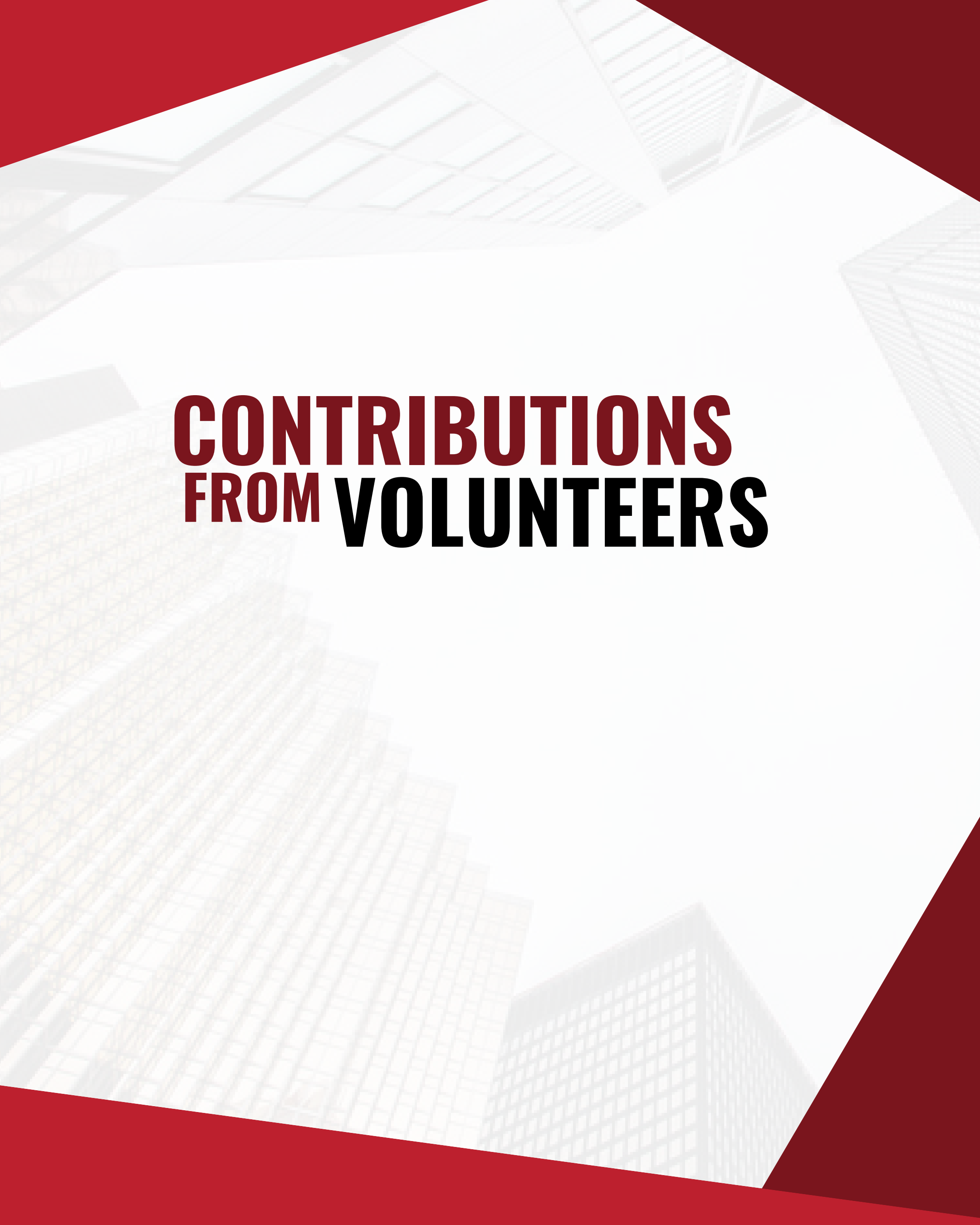
I think it is so easy to characterize the club as something external, or its own entity, but London Volleyball Club is quite literally built by the hard work of many part-time staff and volunteers. Everything being done here - the writing, the listening, the doing - it's all connected to people; real, working, busy people who are passionate, caring, and absolutely amazing.

I want to thank our volleyball community and especially our LVC Family to the continued opportunity to lead this club and prioritize its commitment to its values of providing safe and inclusive programming that remains athlete-centred and science-based.

Every year I get more excited, and this coming year is no different. Thank you so, so much to everyone who has been involved in all the ways it matters.

Allison Gray

Executive Director,
London Volleyball Club



CONTRIBUTIONS FROM VOLUNTEERS

CONTRIBUTIONS FROM VOLUNTEERS

During the 2025-2026 season, we were honoured to be supported by many exceptional individuals in enhancing the operational capacity of London Volleyball Club.

- 5 volunteers as members of the Board of Directors**
- 16 volunteers as members of the Operations Committee**
- 7 volunteers as members of the Management Committee**
- 51 volunteers as coaches for our Competitive Teams**

DID YOU KNOW?

61% of our Board and Committee members are also volunteer coaches with our competitive teams?

CONTRIBUTIONS FROM VOLUNTEERS

We are incredibly proud of our volunteer competitive team coaches for being recognized for awards this season!



We have 8 coaches being awarded the Ontario Volleyball Association's Recognition Award, for providing volunteer service in the Ontario volleyball coaching community for 5+ years:

Craig Hayter has also been awarded a 2026 Ontario Coaching Excellence Award thanks to the Coaches Association of Ontario (CAO), Hydro One and the Ontario Ministry of Sport. This award celebrates the important role that coaches play in creating positive experiences across all sports

- **Amber Price**
- **Craig Hayter**
- **Erin Carter**
- **Jeff Jones**
- **Karin Binnington**
- **Matt Phipps**
- **Mike Van Dyk**
- **Steve Hales**

CLUB FUNDING & SPONSORSHIP



During the 2025-2026 season, we were honoured to be supported by several exceptional organizations in financially supporting the club's accessibility efforts.

The focus of our campaign this year was a Tryout Shirt Sponsorship Campaign, where local organizations paid \$500 to directly support the club's Tryout costs associated with our new data-driven standard and use of Team Genius software.



Looking forward, we are excited to launch our new club sponsorship campaign will expand its marketing reach by offering warm-up shirts for our competitive teams as well as team and program signs and banners, along with virtual advertising for a range of support options.



LVC FAMILYMEMBER **IMPACT & REACH**

LVC FAMILY MEMBER IMPACT & REACH

During the 2025-2026 season, we offered our regular structure of 3 different programs with multiple sessions each across the 3 seasons (Fall, Winter, and Spring).

Sparks (2 back-to-back sessions) for our youngest to begin the FUNadmentals.
Feed the Fire (2 back-to-back sessions) for our keeners to TRAIN and practice.
Fan the Flames youth league (4 different age groups) for everyone to PLAY.



Across our developmental programming **we welcomed 850 athletes into our programs across all sessions, with 501 unique users and a 40% return rate** to any developmental program.

DEVELOPMENTAL PROGRAMMING

LVC FAMILY MEMBER IMPACT & REACH

Thanks to feedback from families, we **added a brief training activity** before our two younger sessions (12U and 14U) Fan the Flames before the gameplay to encourage learning without sacrificing play.



“Our development programs experienced increased registration levels this year compared to our previous year. Sparks and Feed the Fire sessions consistently sold out across seasons, and our U12 and U14 Fan the Flames Youth League reached really strong numbers, with eight and six teams, respectively. A new exciting change was that we introduced a skills component to our Fan the Flames Youth League program, which proved to be very popular and complemented our overall club athlete pathway well.

Overall, this was a positive year for our development programming, with growing registration levels and the addition of skills programming providing another valuable opportunity for athletes to develop.”

- Gilles L., Developmental Programming Coordinator

DEVELOPMENTAL PROGRAMMING

LVC FAMILY MEMBER IMPACT & REACH

During the 2025-2026 season, we were able to **support 36 individuals with coaching and officiating roles** to not only support our program’s success but offer a space for them to continue to be a part of the game.

Program Staff	Lead	Assistant	Volunteer	Total
Sparks	1	3	3	7
Feed the Fire	1	6	12	19
Fan the Flames	2	8	0	10
Total	4	17	15	36



What we love about our staff and volunteers here is that **80% of these individuals are all current members of the #LVCFamily** - often our older competitive team athletes - and we are able to support them through volunteer hours or pay.

DEVELOPMENTAL PROGRAMMING

LVC FAMILY MEMBER IMPACT & REACH

We organized two seasons of league (Fall and Winter) and three co-ed tournaments during this fiscal year.

Our league provided a space for **over 60 adult athletes to continue playing and enjoying the game**. Of this group, 17% included club coaches and staff members which continues to help build the #LVCFamily feel.

“Coordinating and providing a space for former club athletes, former varsity players, and lifelong volleyball enthusiasts was a fantastic experience this season. Our Sunday night league offered a competitive environment where fun always came first. Our tournaments took that competition to the next level, bringing together many high-level players competing not only for the cash prize, but also for the coveted championship T-shirt!”

- Zach B., Adult Programming Coordinator

ADULT PROGRAMMING

LVC FAMILY MEMBER IMPACT & REACH

Our tournaments brought together **over 180 adult athletes to participate across 69 matches**, serving to provide a semi-competitive space play as well as financially support our non-profit organization - **raising over \$5000** to keep registration fees low for youth athletes.



ADULT PROGRAMMING

LVC FAMILY MEMBER IMPACT & REACH

We had multiple coaches offer
**33 hours of individualized
training** for athletes.



Not only does this provide valuable
experience for the athletes,
including individual-specific analysis
of various skills and changes, but it
provides our coaches with a space to
practice their craft and earn a little
extra money.

“My time with the Kindle Program was so
awesome! Every coach would answer every
question in the best way for your learning
ability. No matter how you learn, or how
long it took you to learn, you were never
treated like you were different or rushed
through the skill/technique. Coaches
brought up my skills and my confidence as
a volleyball player faster than I thought
was possible because of their constant
encouragement and patience!”

- Ella W., Competitive Athlete

KINDLE PROGRAMMING

LVC FAMILY MEMBER IMPACT & REACH

During the 2025 Summer we **welcomed 254 athletes into the gym** for one or more of our summer Camps and Clinics.

"I had an unforgettable week at the high performance camp run by LVC! High energy, intense training, and great competition. The feedback from the coaching staff was incredibly constructive, helping me refine my technique and think faster on the court. I walked away with sharper skills and a ton of confidence for the upcoming season. It was a challenging, rewarding, and positive experience from start to finish."

- Lachlan S., LVCamp High-Performance Participant



"Summer 2025 programming was action packed! Ranging from relatively new athletes in our LVCamp All-Skills to elite athletes in our LVCamp High-Performance and Volleyball Canada Excellence Program (VCEP), we combined a love for the game with the love of learning. Coaches and athletes alike met new friends, built stronger connections, and left the gym eager to come back for more!"

- Patrick J, Club Technical Director



CAMPS & CLINICS

LVC FAMILY MEMBER IMPACT & REACH

We had an amazing **204 athletes** join our **LVC Family** in our competitive team programming for the 2025-2026 season. **Across 19 teams, our athletes and coaches participated in 97 competitions** just within the Ontario Volleyball Association structure alone, plus dozens of additional competitions, and **spent well over 5,500 hours in the gym working to become better people and volleyball players.**



COMPETITIVE PROGRAMMING

LVC FAMILY MEMBER IMPACT & REACH

We are so proud of the accomplishments of our coaches and athletes - from big wins to big smiles, we know the friendships and memories will last long after the dust settles on those medals.



COMPETITIVE PROGRAMMING

LVC FAMILY MEMBER IMPACT & REACH

With a **record-breaking response rate to our End of Season Survey with 147 responses**, with a great contribution from both athletes (34.7%) and their parents/guardians (65.3%).

We appreciate every single individual who took the time to tell us about your experience, as the creation, distribution, and analysis of this survey and its data takes nearly 120 hours of volunteers time. It's a **non-negotiable step in reflecting on our practices and providing athlete-centred programming.**

London Volleyball Club treats (me) / (my child) as a person, not just an athlete.



4.64 stars out of 5 stars

I am happy (being) / (for my child and myself to be) a part of the LVC Family.



4.67 stars out of 5 stars

We were feeling the love! Your responses showcased an incredible showing of club values and enjoying the LVC Family experience.

COMPETITIVE PROGRAMMING

LVC FAMILY MEMBER IMPACT & REACH

**“Loved all of it.
Breath of fresh air!”**

“We appreciate all that goes into the LVC family - the teams, coaches, volunteers, practices, tournaments and creating a culture that is **supportive of each other and everyone's path wherever that may lead.** Thank you to everyone that made this season so great!”

“I loved playing for LVC. I had such a great experience and it **made me love the sport even more.**”

“LVC has brought out the best in my child. She has improved her volleyball skills significantly while also building confidence, teamwork, and communication.”

“I'm grateful for the organizational work done by all those who make things happen. I know it doesn't just come together on its own. The process of joining the organization and going through the season was pleasant for athletes and parents. Really grateful that my child got to have such an enjoyable experience in sport, was able to learn so much, and was so welcomed by her team. **Really glad we were with LVC.**”

“Keep doing what you are doing. Your level of transparency and ethical approach to these children should be the standard across all local clubs.”

“We are very happy to be a part of LVC and I know my daughter is happy playing here and proudly wears her LVC gear on a regular basis. **We love the “family” feel of the club.**”

**COMPETITIVE PROGRAMMING
END OF SEASON SURVEY FEEDBACK**

LVC FAMILY MEMBER IMPACT & REACH

“LVC’s structure and focus on their athletes was far and above [other club]. Coaches were calm, fun, interested and understanding of teenage girls pressures and lives, and **created an atmosphere where they weren’t afraid if they made a mistake.** They allowed them to work through it which was great to see. **The coaches made volleyball fun for [my athlete] again** and she made some great friends. We’re thankful!”

“**Coaches kept these girls loving the sport.** My child never wanted to miss a practice because her teammates felt like her best friends, and the **coaching made her feel like a valued member of the team.**”

“This was my first ever year playing volleyball and everyone I was surrounded with helped me learn new skills and believed in me. **Every coach I ever met/talked to helped me feel welcome to the LVC community,** so thank you for being such an amazing program and I’ll hopefully be back next season!”

“The amount of care Coaches have for each and every one of those girls is undeniable. It’s very clear that they care not only about their athletic development, but about their emotional and mental health as well. They devoted a great deal of time to ensuring our girls were in a good emotional place. As far as athletic development, I believe the results speak for themselves. **The confidence they gained, the skills they gained, the ability to work as a team... all mind-blowing, honestly.**”

**COMPETITIVE PROGRAMMING
END OF SEASON SURVEY FEEDBACK**

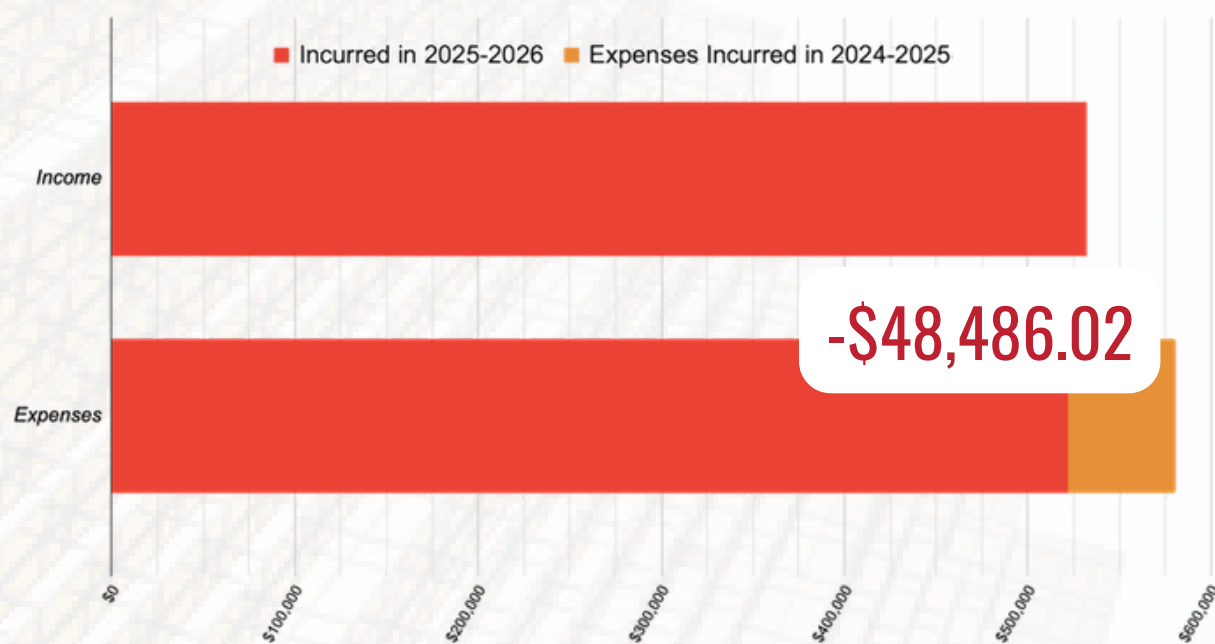


FINANCIAL OVERVIEW **ACTIVITIES & EXPENSES**

FINANCIAL OVERVIEW ACTIVITIES & EXPENSES

This fiscal year involved phase 2 (of 3 phases) of massive organizational changes, including the first significant increase in athlete fees for our competitive program since the club's inaugural season 14 years ago. The final phase, with another small adjustment for competitive fees will occur this coming 2026-2027 season.

Due to increased costs associated with facilities, equipment, and services, alongside the programming updates, we have continued to operate at deficit within our competitive team programming for a few years, leaning on our developmental programming and especially out summer camps & clinics to balance.

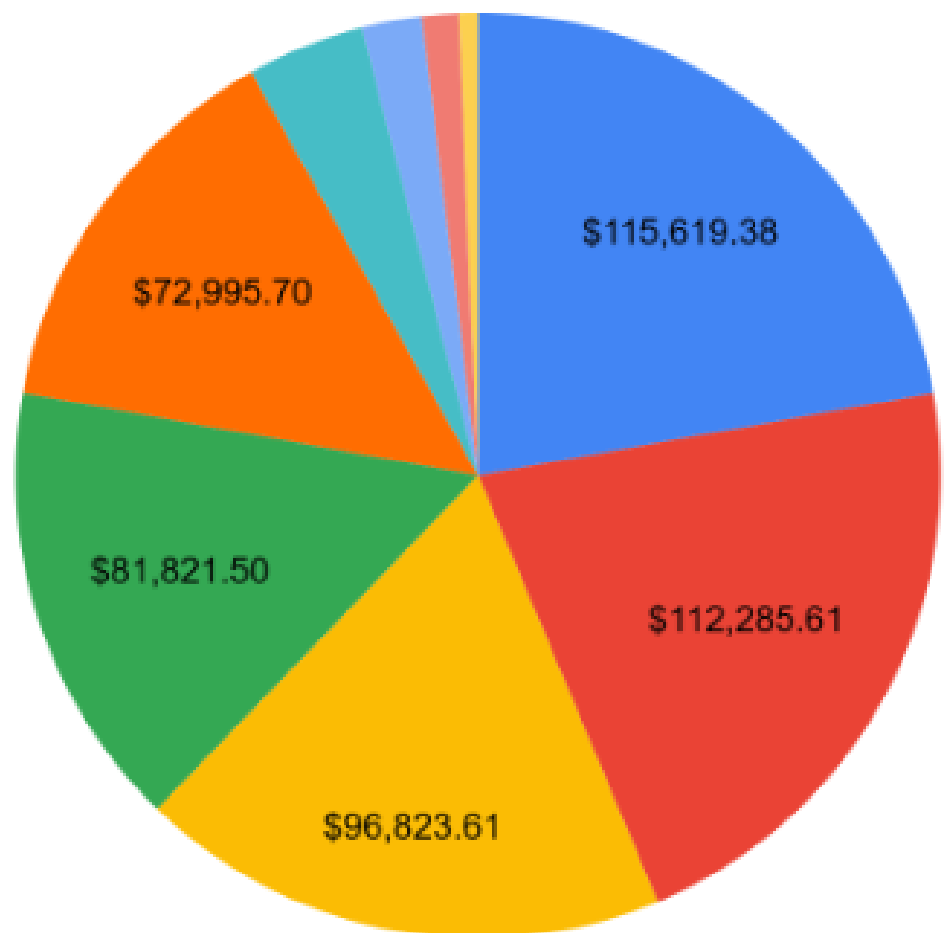


This deficit was largely due to equipment needs (iPads, cases, tripods) to accompany our new video software package as well as the bulk athlete backpack order - an expense that only occurs every 6+ years, depending on the number of new athletes that join the LVC Family.

FINANCIAL OVERVIEW ACTIVITIES & EXPENSES 2025-2026 SEASON

DID YOU KNOW?

The club's fiscal year, originally operating from September → August has been shifted to operate between July → June to minimize seasonal overlap with revenue. This shift decreased the 2025-2026 fiscal year to 10 months, instead of 12 months.



London Volleyball Club's expenditures are predominately based on OVA fees (MRS accounts, tournament registration) and facility costs (gym space), followed by apparel (competitive and developmental), stipends (coaches and staff), and other payments (vendors, equipment, hosting).

- Club registration fees
- Gym fees
- T-Shirts and uniforms
- Stipends
- Vendor Payments & Equipment Expenses
- Staff Pay (Past Season)
- Events
- Apps and Software
- Office

FINANCIAL OVERVIEW **ACTIVITIES & EXPENSES**

COMING SEASON PLANS

- Breakdown financial performance of each program giving management in-depth data to create informed decisions.
- Redesigned budget to study programming streams of revenue for stable reliable financial data.
- Breakdown of expenses related to vendors.
- Gaining insights on avenues for financial flexibility.

Based on the data from this coming 2026-2027 fiscal year, we look forward to providing some exciting advancements in our Club Strategic Plan - coming soon!





CALL to ACTION **LOOKING FORWARD**

CALL to ACTION LOOKING FORWARD

Getting back into the gyms, after a few months of meetings and planning, is always the most exciting part. September is beautifully chaotic with the tryout phase where we regularly welcome over 550 athletes into the gym and 68 staff and coaches, along with over 25 volunteers, spend over 70 in-gym hours performing athletic and skill assessments for those athletes.

Then, having confirmed 200+ athletes to one of our 21 teams for the 2026-2027 season, plus welcoming hundreds more athletes into our developmental programming, our coaches get to work and the memory making begins. Equipped with performance plans and high expectations on coach training and development, we have big dreams to make happen this season. **We can't wait to show you and enjoy every single minute of it alongside you.**

