

1. **President: Kevin Holbeche**

As I reflect on my first year as President, I'm proud of the momentum we're building across the association. None of this is possible without our volunteers — your time and effort allow us to provide great experiences for our players. We've worked to make volunteer roles more accessible because we know everyone is busy. If you can spare a little time, please reach out and get involved; even small contributions make a big difference. We have many exciting plans, but we need your help to bring them to life.

This season our primary goals were to grow registration and ensure retention by improving player development and increasing our community outreach. While there's more work ahead, we've made meaningful progress and will continue focusing on these priorities to secure the future of lacrosse in Surrey. A major emphasis for the coming seasons will be expanding our female programs — we'll be putting energy into introducing lacrosse to more female athletes and growing participation across the association.

Program and player development

Rebels floor time: We added regular indoor floor time for the Rebels so all teams have reliable practice opportunities regardless of weather. That consistency has improved preparedness, player skills, and retention.

Age- and skill-appropriate sessions: We increased investment in development sessions tailored to age and skill level; these will continue to evolve.

Goalie development: We introduced recurring goalie sessions for both Rebels and Warriors, delivered by accredited goalie coaches, and we'll keep improving these offerings.

Coach development: Next season we'll add coach development programs so players receive consistent, high-quality coaching across all divisions.

Committees

We created 2 new working committees:

1. Sponsorship Committee (Director: Melissa Naughton): Actively pursuing community partnerships to secure funding for equipment, field/floor time, and enhanced player development. See full report below
2. Player Acquisition Committee (Lead: Alexis Knight): Focused on growing registration by bringing new families into lacrosse. Activities to date:
 - Multiple "Come Try Lacrosse" events.
 - Planned Stick to School partnerships with the Warriors.
 - Female lacrosse clinics/introductory sessions tied to Wickfest (female hockey tournament).

Volunteers needed: Both committees welcome additional help — if you can contribute, please get in touch.

Facilities and City partnerships

Dry-floor allocations: We're working with the City of Surrey to get earlier dry-floor times. The new Cloverdale rinks give us reason to be optimistic.

Cloverdale Athletic Park (CAP): The City has broken ground on two new fields at CAP. We're discussing the possibility of moving the Warriors from NAP to CAP next season.

Future venues: We will request time in the new indoor field at CAP and the covered box in South Surrey as those facilities become available. Access to these spaces will help expand programming and reduce scheduling conflicts.

Branding and communications

Jerseys and logo:

With Loading Lacrosse, we've designed a new Rebels jersey that will be unveiled soon.

A logo design contest produced a new Surrey Rebels logo — announcement to come soon.

Social media:

Thanks to Trisha Holbeche, our Social Media Coordinator, our Facebook, Instagram, and TikTok accounts have seen rapid growth. This increased reach is helping us connect with more families and raise interest in lacrosse across Surrey.

Acknowledgements

A heartfelt thank you to our executive team, coaches, volunteers, and parents. Your dedication is what made this year a success. I'm particularly grateful to everyone who supported our committees, ran events, coached teams, and mentored players.

This has been a productive year of growth and investment. We've increased practice access, expanded development programs, strengthened communications, and launched committees focused on sustainability and growth. I'm excited by the momentum we've built and optimistic about the opportunities ahead. With continued community support and volunteer involvement, Surrey Lacrosse will keep delivering great experiences for our youth.

Thank you for your continued support — I look forward to another great season.

2. Vice President 1 Box: Tim Hamm

As we reflect on the 2025 box lacrosse season, the first and most important message is one of sincere gratitude. Thank you to all the Rebels families—whether by blood or by bond—who consistently brought their young athletes to practices and games. Your commitment and support are the foundation of our program, and your efforts ensure that our players benefit from the lifelong value of participating in team sports like box lacrosse. Great job, Rebels!

Now, a brief summary of the season as if it gets too long, no one will read this.

Season Overview

Overall it was mostly positive or similar when compared to 2024 year.

- **Steady as she goes:** Most divisions saw similar numbers with a few additional registrations. Female, U7, and U9 registration still lag behind our ambitions. We started investing more into recruitment and continue to move forward with some of that work
- **Competition:** In an effort to keep as many kids as possible, we ended up fielding a few teams that struggled against their competition. We have some ideas for how to prevent that situation in future years
- **Retention:** A few players that left lacrosse came back and we are hoping to make this more of a trend.

Organizational Highlights

Some areas that should be celebrated:

- **Volunteer turn-over** was met with a lot of challenges but the people who stepped up really took on their roles and were great assets to SLA.
- A huge priority was put into the **development of the athletes**. This included development sessions lead by Rob Comack who deserves a big thank you.
- Groups were formed for certain areas of SLA. The one for **player acquisitions** managed to get some **try lacrosse** sessions started as well as improving promo materials and social media presence. The **sponsorship team** is working to get some business money into a sport many companies are happy to get involved in.

- The **jersey and logo** competition is leading to an exciting and well over due refresh to the Surrey Rebels brand. More to come soon...
- The **Rebel RoundUp tournament** transitioned to a 5v5 U9 format successfully and delivered the success the lacrosse community talks about with this tournament.

Looking Ahead

While we are proud of these accomplishments, we recognize the need for continued growth and support. In particular, we encourage new volunteers to step forward again this upcoming season—especially in the Female and U9 divisions—to help us build on our successes and reduce the challenges we face. The more hands we have, the more we can achieve together.

Let's continue to work as a team to make each season better than the last. I look forward to collaborating with all of you and seeing everyone back at the arenas soon.

REBELS ON THREE... 1, 2, 3, REBELS!

3. Vice President 2 Box: Bert Fong

This was my first year in this role and it was a learning year for me. I would like to express my gratitude to VP1 Tim Hamm and President Kevin Holbeche for their patience and making my transition into the role a smooth one. I learned a lot and still have lots to learn.

This past box season saw Surrey Lacrosse take a leap forward to boost enrollment with the Try Lacrosse events as well as player development with skills sessions for both players and goalies alike. Both initiatives were met with positive engagement by the players/goalies and reviews by both the parents and players/goalies.

Another concept Surrey Lacrosse built on this past box season was the use of “outside” evaluators for tryouts at the U11, U13, and U15 divisions. While this concept has been used in the past, it was not done so at the magnitude and level that was carried out this year where coaches were evaluating other divisions and not the ones they were coaching. A big thank you to all those coaches as well as the U17 players and alums who volunteered their time to evaluate the players. Also a big thank you goes out to everyone who worked to secure the dry floor time so the evaluations and scrimmages for tryouts could take place because that played a very big part in the success of the tryouts.

I am looking forward to seeing what the upcoming box season brings. Avanti!

4. Vice President 1 Field: Jeff Glass

The last half of the 2024/25 season, one of the most notable developments was the continued implementation of last year's pilot project across our U15 and U18 divisions. This initiative focused on grouping players of similar abilities together to enhance competition and development at every level of U15 and U18 Tier 1 and Tier 2.

To achieve this, divisions were combined across associations, with some players being released from one association to another. The outcome was an increase in player movement and releases in order to align talent and ensure competitive balance across those two divisions.

The PCFLL, with the support of association representatives, continues to work toward improving the overall experience for players, coaches, and families. However, ongoing concerns remain around the abuse and shortage of officials, an issue that requires continued attention and respect from all involved.

On a positive note, participation numbers grew within the Youth divisions this season. Surrey fielded teams at U7, U9, two U11 teams, U13, U15, and U18 levels. For the 2024/25 season, Surrey partnered with Delta at the U15 and U18 levels to create both Tier 1 and Tier 2 divisions with Tier 1 hosted by Delta and Tier 2 hosted by Surrey.

It can be a difficult choice to release players. Ultimately, we want to continue to develop players in Surrey and focus on keeping those talented players here at home.

The start of the 2025/26 season has brought many positive changes. The Executive has made it a mission to create more opportunities for development within the Surrey Warriors. I'm proud of everyone involved, for their dedication and commitment to creating positive change for our players.

We are truly fortunate to have so many incredible volunteers within our association. It's exciting to see our players reap the rewards of the hard work that goes into every season. Each year, we learn and grow with the help and input of those dedicated volunteers.

As we continue to grow the game of lacrosse, we need even more support from the community, people like you. Join the team and make a difference, whether it's offering input in discussions, helping organize events, or coaching on the field, we can't make this happen without you.

Our largest divisions are U11 and U13, and while that's something to celebrate, we're looking to expand our younger divisions U7 and U9. With your help, we can continue building the future of lacrosse in Surrey.

5. Vice President 2 Field [Female]: Karen Piper

We are very excited that we are able to have a U11 Women's team in Surrey this field season with 21 players. The largest team in the League. This team is made up of 16 U11W's and 5 U9W's, all from Surrey. It is amazing to see all these players show up to all practices and games ready to participate. These players have improved their skills in such a short time and are eager to continue learning. We wish this team all the best for the remainder of this field season.

Unfortunately, due to low numbers in all our other Women's divisions, those players were either merged with other Associations or released to other Associations. We wish these players all the best for the remainder of this field season.

- U13W - 2 merged with Delta & 2 released to Langley
- U15W - merged with Langley
- U18W - released to Coquitlam (1), Langley (4), Maple Ridge (1), & New West (3)

6. Registrar: Karen Piper

Field 2024-2025: Last season we had 174 players register (135 Youth & 41 Women).

We released 27 players and 15 players withdrew.

This left 158 Players Registered to play in Surrey

They were split as: U7 Youth - 1 team; U9 Youth - 1 team; U11 Youth - 2 teams; U13 Youth - 1 team; U11 Womens - 1 team; U15 Youth & U18 Youth divisions merged with Delta to create a Tier 1 & Tier 2 team in each division.

Box 2025:

We had 182 players register this box season. 162 Coed Players + 20 Female Players = 182

- = 159 Players
- = 18 players released
- = 5 players withdrew

+ 5 players from Semiahmoo Lacrosse were released to Surrey to play on our U15 B team.

Division	Registered Players	Teams
U7 Coed	25	2
U9 Coed	29	2
U11 Coed	29	2 (A2 & C)
U13 Coed	36	2 (A2 & C)
U15 Coed	26 + 5 [Semi] = 31	2 (A2 & B)
U17 Coed	12 [9- merge with Langley] [3 - released to Delta]	0
U9 Female	3 [all released]	0
U11 Female	5 [all released]	0
U13 Female	1 [released]	0
U15 Female	1 [released]	0
U17 Female	5 [merge with Langley]	0
U22 Female	5 [released]	0

- To try to boost registration, we offered a free gift [orange Rebels ball cap] for every player who completed registration during our early bird registration fee tier.
 - We had 95 players register during our early bird fee rate.

Field 2025-2026:

We had 187 players register for this 25/26 field season.

187 Registered:

- 147 Youth + 40 Women
 - 152 Players
 - 8 withdrew
 - 27 released

Division	Registered Players	Teams
U7 Youth	12 [10 + 2 withdrawal]	1
U9 Youth	19 [18 + 1 withdrawal]	1
U11 Youth	37 [36 + 1 withdrawal]	2 (Tier 1 & Tier 2)
U13 Youth	43 [42 + 1 withdrawal]	2 (Tier 1 & Tier2)

U15 Youth	24 [20 + 3 releases + 1 withdrawal]	1 (Tier 2)
U18 Youth	12 [All released to other Associations]	0
U9 Women's	5 [All ages up to U11W]	0
U11 Women's	17 [16 + 1 release]	1 (21 players)
U13 Women's	5 [2 - merge with Delta] [2 released to Langley] [1 withdrawal]	0
U15 Women's	4 [3 - merge with Langley] [1 withdrawal]	0
U18 Women's	9 [all released to other Associations]	0

- To help boost registration, we offered a free gift [Warriors toque] with every completed early bird registration.
 - We had 135 players register during our Early Bird fee rate.

7. Secretary: Susan Dos Santos

The secretary position is a busy position as it manages many administrative aspects such as executive meetings (agenda and minutes), notices from BCLA that need action/communication, criminal record checks for all coaches and managers, society registration paperwork, etc. Tracking of the criminal record checks is helped by the government online system but still requires repeated reminders to many coaches/managers.

8. Treasurer- Christina Clarke

At the end of August 2025, our bank account balances stood at \$78,096.00 for Box, \$61,833.36 for Field, and \$500 for Sponsorships.

We closed the fiscal year with a profit of \$4,532.45.

Comparison

Category	2023–2024	2024–2025
Tournament Profit (Registration & Raffle)	\$16,203.93	\$15,886.89
Tournament Donations	\$4,000.00	\$2,550.00
Tournament Expenses	\$9,740.06	\$14,069.62

Rebels Swag (Box Site) Profit	\$388.19	\$760.56 (Highest ever)
Warriors Swag (Field Site) Profit	\$502.61	\$629.16 (current year: \$664.07)

Sponsorships

- Special Risk Insurance Managers Ltd: \$500

Donations to Tournament

- Howard Contracting: \$1000
- Seaspan: \$550
- Link Insurance: \$500
- Southridge Building Supplies: \$500

A huge thank you to our Tournament Coordinator, Kathy Brickwood, and her entire team for organizing a successful Rebel Round Up this year!

The proposed budget for the 2025/2026 fiscal year includes several major expenses and increases to existing costs. While these adjustments may present a risk of a potential deficit, our current financial position remains strong. We are hopeful that with additional sponsorships and continued community support, we will be able to offset these increased expenses.

9. Coaching Coordinator: Bert Fong

Box (2025): While the 2025 box season had the same number (28) of coaches as 2024, we did see some coaches not return as a result of moving away and/or life just happening but we gained some new coaches (8) with parents volunteering to be either head or assistant coaches for the first time. This is great news because these are the parents that the association will look to to help move Surrey Lacrosse forward as the sun sets on the parents/volunteers whose kids will be aging out soon.

Last season, we started our recruiting drive for coaches during the gym sessions, but will look at starting the drive sooner starting with the incumbent coaches so that we can have coaches available for the gym sessions.

Field (2025-2026): We have 29 coaches registered on our Form 100B with the BCLA. This is a large jump from the 16 we had in the 2024-2025 season. While our overall registration numbers this season were slightly less than last season, there was a big jump in registration at the U11 and U13 division as well as Surrey having a U15 team this year as opposed to the merge with Delta last year.

This year also saw the use of a paid coach at the U15 level. At this juncture in their career, it's important for the players to receive instruction from a more experienced outside coach instead of hearing their dads who have coached them (for many) since U7 and feedback so far from the players has been very positive. This is a concept I strongly believe in and endorse.

I have visited some practices and see lots of kids having fun, learning, and coming off the field happy. I've also spoken to many of the head and assistant coaches and I am confident our Surrey teams are in great hands. I look forward to a great remainder of the season.

10. Officials' Allocator (BOX & FIELD) YOUTH– Susan Dos Santos

For the 2024/2025 Field Season we had:

Level 3: 2 Level 2: 3 // Level 1: 1 // Entry Level 1: 2

Thankful for Cameron and Alp who were willing to work with the younger officials on u7/u9 games. We had only 2 new officials in field. We lost some who left for college and beyond - either to injury or to jobs and life.

For the 2025/2026 Field Season we have:

Level 3: 2 Level 2: 3 // Level 1: 2 // Entry Level 1: 4

The season is off to a good start. Excited to see 4 new Field Officials and 1 returning Level 2 after several years away. The new Officials have all had at least 2 games and received some mentoring.

Already this season, Surrey can be proud that we sent officials to help cover games in many communities across the entire lower mainland for both league and tournament games. To those who travel, thank you for investing your time to keep the games going.

For 2025 Box season we had

Level 3: 2 // Level 2: 5 // Level 1: 8 // Entry: 5

Box season was busy. Provincial leadership continued with the RAMP system. A major headache was that many officials did not update their availability and so assignments were made and then declined, making more work for the allocator.

Surrey will need to continue to recruit new officials. It was hard this season due to the U17 players not playing in house.

Surrey can be proud that we sent officials to help cover games in many communities across the entire lower mainland. To those who went, thank you for investing your time to keep the games going.

Several of our officials were able to gain valuable experience assisting at tournaments and were appreciated by those organizers. It was exciting to once again host our Rebel RoundUp tournament. This gave young officials a great opportunity to get some game experience. Thank you to Evan for all the hours of mentoring during the tournament. The young officials appreciated it.

Surrey again had officials selected to attend several Provincials, 1 at the Junior B2 Provincials and 1 at Minto Cup. Congratulations on Surrey officials continuing to make their mark on the game.

11. Floor & Field Allocator: Karlene Bateman

Box 2025:

There were some changes with scheduling this season, which I think were supposed to assist me in my role, but really did not. I continued as I had in the past to check schedules on the website as I found that some teams were not communicating fast enough, if at all, with respect to any changes to their schedules. The self-scheduling had some hiccups, but everyone tried their best to make it work. The outdoor boxes are not utilized as they could be. I did try to encourage teams to use locations other than CAP if they wanted additional time, but there didn't seem to be much interest. All in all, I think it was a good season.

Field 2025/2026:

This season started out with some confusion due to the new scheduling practices. As with box, I am checking the schedules and have found instances where games had been changed without teams letting me know. I have also had to follow up with managers to see if they would be using slots, when they should be letting me know. Other than that, the assignment of game and practice slots seems to be going well.

12. Social Media Coordinator: Trisha Holbeche

- Current followership (combined club teams: Rebels & Warriors)
 - Instagram: Rebels 823 | Warriors 708
 - Facebook: Rebels 768 | Warriors 428
- Warriors Instagram account has had over 48,000 views of our posts in the last 90 days.
- Rebels Instagram account has had over 22,000 views of our posts in the last 90 days.
- New platform: TikTok launched — gaining initial traction.
- Content flow: some teams have started sending content, but overall volume is low. Requesting a designated social media liaison for each team to improve consistency and coverage.

Performance highlights

- Instagram: highest reach and engagement on player/action photos, short reels (game highlights, skills sessions) and tournament content. Rebels are slightly stronger (+115 followers vs Warriors) but both show steady growth potential.
- Facebook: Rebels lead in followers and engagement; Facebook continues to work well for parent/community sharing and event info.
- TikTok: early-stage content performing best when it's dynamic (short game clips, goal celebrations, skills sessions). Current followers count is small (19) but the platform is promising for recruiting younger players and growing local awareness.
- Multiple collaborations with Venom Lacrosse, Loading Lacrosse, Voodoo, and Sports Replay helped drive increased viewers and likes.

Key issues

- Inconsistent content supply: a handful of teams submit high-quality photos/videos, but many teams rarely send material.
- Missed opportunities: limited game highlights, few player spotlights, and low volume of vertical video for Reels/TikTok.
- No single point of contact per team—creates delays, duplicated requests, and uneven coverage.

Recommendations (practical & actionable)

Appoint a team social media liaison for every team

- Role: collect & submit 3–5 media items per week (photos, 15–60s vertical videos, short captions), notify coordinator of upcoming games/events, and approve use of player IDs/releases.
- Simple template for liaisons: weekly submission form (link to folder + caption template + player permission checkbox).
- Expectation: one person per team; could be coach, manager, or parent volunteer.

13. Sponsorship Coordinator: Melissa Naughton

This report provides an overview of the sponsorship program development undertaken to support Surrey Lacrosse Association's growth and sustainability. The sponsorship program is currently a mix of "in development" and "live" phases. The initial steps required substantial research and planning to ensure alignment with the Association's vision and capabilities.

The foundational step was to determine vision and goals for the Association and to shape a sponsorship program that meets those strategic needs. This clarity enabled us to establish a tailored program, though it required several iterations to finalize. Early challenges included assessing what SLA could realistically deliver to sponsors. We carefully balanced the promises made to potential business partners with consideration for our volunteer resources, aiming to provide services that are manageable for volunteers yet generate high-impact visibility for sponsors.

A key focus on visibility was reinforced through the valuable efforts of Trisha Holbeche, whose work on growing SLA's Instagram presence has created a strong platform. Additionally, website enhancements have been undertaken to further showcase our sponsors and support outreach initiatives.

This role has been very much a "learn-as-you-go" experience. It highlighted the importance of beginning each season's fundraising efforts before the season starts. Early fundraising will ensure SLA knows its budget upfront, which is critical for planning skills programs and achieving our broader goals.

Objectives

- Develop comprehensive sponsorship packages tailored to different levels of commitment while ensuring volunteer capacity to deliver on promises.
- Create standardized procedures and templates to ensure consistent outreach and follow-up.
- Build organizational tools to track sponsorship prospects, agreements, and deliverables.
- Equip the sponsorship team with resources and guidance to secure and maintain sponsor relationships.
- Focus on increasing sponsor visibility through trusted digital channels, including website and social media, and community events.

Key Deliverables and Progress

1. Sponsorship Packages

- Designed clear, tiered sponsorship packages for various SLA teams and seasons.
- Emphasized value propositions including jersey branding, digital presence, and event inclusion.
- Prepared these packages in PDF format for easy distribution.

2. Sponsorship Agreement Templates

- Developed two agreement templates: a concise one-page version for community and premium sponsors, and a detailed multi-page version for exclusive Jersey/Title sponsors with a 5-year commitment.
- Included clearly defined terms, payment structures, and rights/responsibilities.

3. Standard Operating Procedures (SOPs)

- Created SOPs for the entire outreach and tracking process:
 - Using the sponsorship outreach and commitment trackers effectively.
 - Managing sponsor agreements from preparation through signing and renewal.
- Developed an SOP specifically for the outreach spreadsheet, assigning roles for sponsorship coordinators and the treasurer.

4. Communication Templates and Tools

- Crafted a suite of communication materials including:
 - Email templates for initial contact, follow-up, and welcoming new sponsors.
 - A professional cover letter to accompany sponsorship agreements.
 - A general letter template for in-person meetings.

5. Organization and Collaboration Support

- Established a shared Google Drive folder structure ("SLA-Sponsorship") categorizing all sponsorship-related resources for easy access by the team.
- Outlined roles and responsibilities within the team to ensure the smooth flow of information and actions.
- Provided a digital checklist and guidance for managing sponsorship agreements to streamline finalization and tracking.

6. Website and Digital Presence

- Upgraded SLA website to enhance sponsor visibility and support outreach efforts.

- Leveraged social media growth to create a stronger platform for sponsor engagement.

7. Personal Coordination and Leadership

- Previous family commitments and work responsibilities were challenging to balance and integrate smoothly into my workflow.
- As we return to some normalcy at home, I am now better positioned to dedicate focused attention to sponsorship program progress and planning.
- Despite these challenges, thoughtful communication with team members and potential sponsors has been a priority to keep momentum moving forward.

Next Steps

- Finalize and distribute all materials to the sponsorship team.
- Begin active outreach using the provided templates and trackers.
- Implement fundraising efforts earlier, ideally before each season starts, to better inform budgeting and program planning.
- Schedule regular check-ins and progress reviews to monitor sponsorship acquisition.
- Continue refining processes and digital platforms based on feedback and evolving needs.

Conclusion

The efforts documented here lay a solid foundation for a sustainable and scalable sponsorship program. With these tools and procedures in place, Surrey Lacrosse Association is well-positioned to enhance its community presence and secure the financial support essential for our athletes' success.

14. Equipment Manager: Chris Dornan

This report covers current equipment status and upcoming needs for both Rebels (box) and Warriors (field) programs.

Rebels (Box)

- Lacrosse balls: We will need to purchase additional lacrosse balls prior to the next Rebels box season to ensure sufficient supply for practices and games.
- Goalie equipment: I am currently conducting a thorough inventory of all goalie gear. Early indications suggest we may need new Category 2 and Category 3 goalie leg and upper protectors. Final quantities will be determined once the inventory is complete.
- Goalie sticks: We will require new shafts and heads for goalie sticks. Exact quantities and models are to be confirmed after the inventory analysis is finished.
- Jerseys: Working on counts and sizing for new Rebels jerseys. Plan to place the jersey order by mid-December to meet lead times.

Warriors (Field)

- Completed purchases: New netting for the nets at NAP and five new long poles have been purchased and are in service.
- Post-season assessment: An inventory assessment will be performed after the Warriors season ends to review goalie equipment and any other needs before the next field season.

Next Steps & Timeline

- Complete the goalie equipment inventory and finalize replacement needs — target: within the next few weeks.
- Confirm quantities for goalie shafts/heads and lacrosse balls — immediately after inventory.
- Finalize Rebels jersey counts/sizes and place order by mid-December.
- Conduct Warriors equipment assessment post-season and prepare list of required purchases ahead of the next field season.