

VIA EMAIL

March 10, 2021

Attention: BC Soccer Full/Associate Members and Affiliated Soccer Clubs

From: BC Soccer

Re: Canada Soccer – Help Sports Campaign – Request for Supportive Action

Dear Full/Associate Members and Affiliated Clubs,

Firstly, we want to thank you all for your ongoing work during these challenging times. As you may have heard, Dr. Henry stated recently youth sport will return more in the coming weeks/months. We are still waiting for what that actually means, and we continue to advocate strongly to at least get soccer back to where it was in the Fall 2020. Once we know more, we will communicate as quickly as we can.

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We write you today to inform you of an initiative Canada Soccer has been working on with Hockey Canada, Tennis Canada, Curling Canada, Rugby Canada and Skate Canada. It is a government relations strategy regarding an 'ask' of the Federal Government in support of the grassroots sport community in the Federal Budget of 2021.

In support of this funding request, SportHelps.ca was created to facilitate a letter-writing campaign to Federal MPs in order to bring to their attention the impact of COVID-19 on sport across the country, especially at the grassroots sport community level.

Below is the message from Canada Soccer and we ask that you share within your respective soccer communities:

*With just 30 seconds of your time you can ensure local soccer programs have support from all levels of government to continue growing the sport in Canada. Players, parents, and volunteers in our communities all benefit from sport, which is why we have joined the **Sport Helps** campaign.*

The COVID-19 pandemic has caused many events and programs to be cancelled, reducing revenues and impacting programs from the grassroots, development and National Teams. To help offset these losses and ensure continuity of our programs, we have partnered with other national sports organizations to ask the government for added support.

We want to see programs and events come back strong, and are pushing for investments in the upcoming federal budget. We hope you will lend your voice to help the national soccer community make sure politicians understand what is at stake.

WRITE A LETTER

To get active, we ask that you go to www.sporthelps.ca and click the 'take action' button.



British Columbia Soccer Association
250 - 3410 Lougheed Highway, Vancouver, BC V5M 2A4
Phone: 604-299-6401 Fax: 604-299-9610
Website: www.bcsoccer.net

You can then send a letter with just a few clicks to your local MP, the Minister of Finance and the Minister responsible for Sport in Canada. By entering your name and address the tool will personalize and send the letter on your behalf.

SOCIAL MEDIA

We also ask that you share the message below on social media to help drive traffic to this site:

“Sport helps Canada. National sport organizations can help us recover from COVID-19. Sport makes people healthier, builds communities and creates jobs. Sport must be part of our recovery. Lend your voice at www.sporthehelps.ca! #SportHelps”

The Sport Helps site also has a number of visuals that you can use to make sure your message stands out online. We encourage you to copy or download those images to use in your social post.

-End-

CC: Office of the General Secretariat, Canada Soccer
BC Soccer Board of Directors and Staff