

WE ARE

PACIFIC FC

2022 COMMUNITY REPORT



FOR THE ISLE



OUR INDIGENOUS COMMUNITY

We strive to use our platform to support and create more awareness of Indigenous cultures throughout the region and the country. We are fortunate to be on the Coast Salish land that is the traditional territories of the Esquimalt, Songhees, Beecher Bay and the WSÁNEĆ Peoples represented by the Tsartlip, Pauquachin, Tsawout, Tseycum and Malahat Nations. We are constantly reminded that more is still needed to be done for truth and reconciliation.





We are Pacific Football Club.

From our home at Starlight Stadium in Langford on Vancouver Island British Columbia we work and play on the traditional lands of the Coast Salish people. And we really do play...but we'll get to that later.

Our West Coast home has provided a venue to spark a movement of positivity that transcends our local community. At the onset of our club's development, circa 2018, we were challenged by our leadership to go beyond providing sport and entertainment.

We had an opportunity to have a greater impact, and there was no precedent for how to proceed. As a brand-new team in a brand-new league, from the start Pacific FC developed a culture of constant energy and imagination towards having a net-positive impact on our world.

This report captures some of what we've been up to as a club over the last few years. It's been a wild and fulfilling ride. And the best news is we are just getting started.

INTRODUCTION

OUR COACH



James Merriman

There are few people who encapsulate soccer on Vancouver Island the way Head Coach James Merriman does. Born and raised in Cedar, BC, James' family is an icon of soccer for the mid-Island with a proud history of coaching and working with Indigenous players. A true homegrown talent, James upholds the spirit of Pacific FC in all that he does for the club. In 2022 he was a CPL Coach of the Year nominee.



Our players' success is our success:

- Pacific FC had the highest sale of a player in our club history when we sold striker Alejandro Diaz to Norwegian First Division club Sogndal. Increasing European valuations of Pacific FC players will create more opportunities for young PFC players to progress to global clubs.
- Centre back Lukas MacNaughton, catapulted from our backline to starting for the MLS' Toronto FC, and then he hopped on a plane to Qatar where he played for the Men's National Team leading up to the 2022 World Cup.

Pacific FC retained Jamar Dixon's great talent and knowledge of the game by transitioning him into the club's first role of Manager of Football and Player Development.

"Jamar is passionate about football in Canada and in particular about creating opportunities for young people," said Paul Beirne, Managing Director, Pacific FC.



OUR PLAYERS

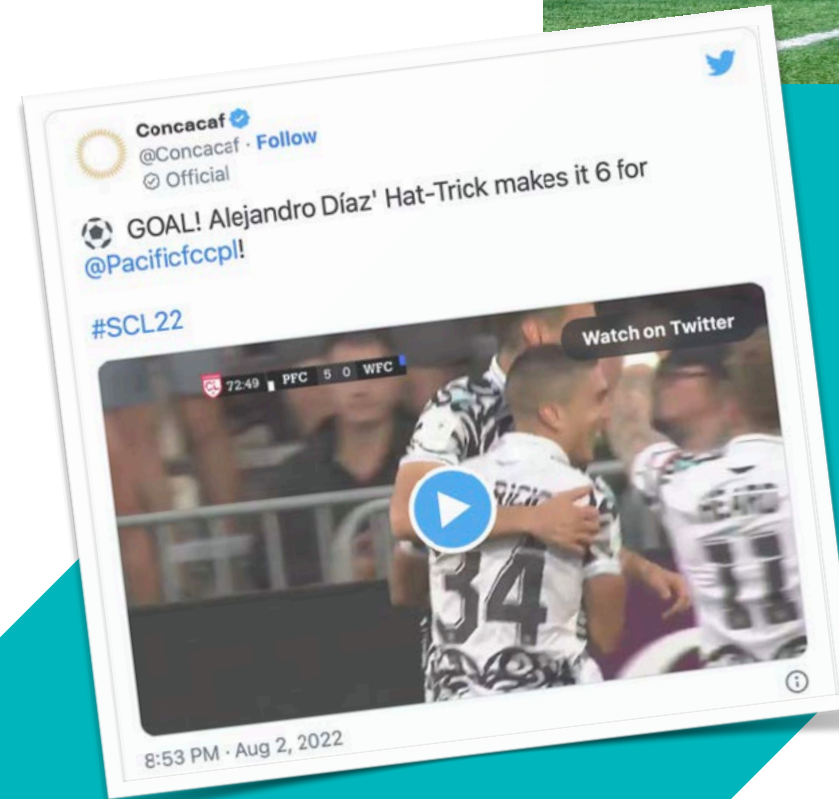
2021 CPL CHAMPIONS

Pacific FC won the 2021 Canadian Premier League Championship, beating out Hamilton's Forge FC in a 1-0 victory. The Vancouver Island pride was high as our champion club brought the North Star Shield trophy to the Island.



HUMBLE BRAGS

Some magical and winning moments on the pitch in Pacific's short history.



Scotiabank CONCACAF LEAGUE

As CPL Champions we competed in the Scotiabank Concacaf League, an international league of play, that allowed Pacific to face Jamaica's **Waterhouse FC**. Following that victory, the club moved on to face Costa Rica's champions **CS Herediano**.

The 2021 Canadian Championship presented the rare and much-anticipated opportunity for Pacific FC to play Vancouver Whitecaps FC at Starlight Stadium. In an exciting and goal-filled match, **Pacific beat the Whitecaps 4-3** to a sold-out stadium.





MAYNARD JOHNNY JR.

ARTIST

At our opening match in 2022,

we unveiled our alternate Macron jersey featuring a bold black and white print design by Coast Salish artist Maynard Johnny Jr. – the first Indigenous designed professional soccer jersey in Canada. The local artist, whose traditional name is Thii Hayqwtun, meaning big or huge fire, depicted a salmon and a child's face on the jersey. The salmon represents rejuvenation and resilience of the Indigenous people. The child's face is featured within the centre of the design and symbolizes the future of a more positive life ahead.

"I've created this design with the idea of truth and reconciliation with Pacific FC to raise awareness of what needs to be done in Canada," said Maynard Johnny Jr. "Having a sports team like Pacific FC wear something that reflects Indigenous people's cultures and history will raise questions and awareness."



ORANGE SHIRT DAY

Pacific FC and Indigenous groups from throughout the region marked Truth and Reconciliation Day. A pre-match ceremony on the pitch and activities in the stadium included representatives from Beecher Bay, Esquimalt, Tsartlip, Cowichan and W̱SÁNEĆ peoples. There were few moments that were as special as this at Starlight Stadium as local government, families, coaches and players gathered in centre field to recognize the complicated and traumatic history in our country and the work still needing to be done.



In partnership with the Canadian Premier League's #WeAreOneCommunity initiative, Pacific FC donated a five-a-side soccer pitch to WSÁNEĆ School Board which serves the Saanich People and the surrounding communities of Tsartlip, Pauquachin, Tseycum and Tsawout to be used by the Nation's youth. The WSÁNEĆ People have a proud history and love for the game of soccer which will now be enhanced by the new facility in Brentwood Bay, British Columbia.



WSÁNEĆ MINI PITCH



VAN ISLE WAVE

VI Wave is Powered by Pacific FC. The Club is the highest level of performance based youth teams and competition on Vancouver Island, serving over 100 boys and 100 girls from across the region on six teams for each gender. Multiple PFC players coach in the youth setup, providing a tangible link to our first team.

Eight 2022 graduating girls and four boys have committed to play at the University level.

And our U14 Boys won Provincial Premier Cup, and the U17s competed at Nationals!

TRIDENT DEVELOPMENT PROGRAM

Over 450 children participate in the Trident Development Program, which provides young players a chance for extra development in addition to their club teams. Our Apprentice Coach Initiative created opportunities for older players to receive coaching experience and volunteer hours within our own soccer ecosystem of programs.

Trident Development Programs are offered at three locations across the Island ensuring accessible programming for all Vancouver Islanders.





The Island Training Centre is located in the heart of lower Vancouver Island in the community of Langford. Our 55,000 square foot facility is the largest indoor field house in British Columbia, housing 3 fields, batting cages, and a multi-sport court for futsal, basketball etc.

The Centre is the home of VI Wave, one of our Trident Development programs, and multiple camps and tournaments throughout the year. In 2022 we provided access to the facility to the community over 3,000 hours, serving over 60,000 members of the community.

ISLAND TRAINING CENTRE



PACIFIC FC

COMMON GOAL

With more than three billion fans, football is the largest social phenomenon on the planet.

Common Goal is a Global movement rooted in the belief that the world's most popular sport is one of the few cultural forces strong enough to help shift society towards a more sustainable and equitable future for all. We want to maximise the game's contribution to people and planet by forging a lasting connection between football as a business and football as a catalyst for social transformation.

Pacific FC is a proud partner and contributor to the mission of Common Goal. We are the only Canadian club and one of only 8 clubs globally.



Source: Common Goal Website



PFC



PLAY PROUD

As part of our Common Goal partnership PFC participates in the Play Proud program. Play Proud is a grassroots-driven program that works with all stakeholders in soccer to make communities and stadiums a safer space for the LGBTQ+ community. Play Proud transforms soccer clubs and organisations around the world by equipping coaches and staff with the skills and knowledge to ensure that LGBTQ+ inclusion is championed, on and off the pitch.

In 2022, Common Goal brought together grassroots soccer organisations, fan groups and professional soccer clubs from the MLS, NWSL, USL, Liga MX, and PFC from CPL to UNITE the North American continent and promote LGBTQ+ inclusion ahead of the FIFA Men's Football World Cup in 2026.

PRIDE MATCH 2022



Pacific FC is a proud partner of Victoria Pride. In 2022 we activated at the Victoria Pride Festival and hosted the 2022 Pacific FC Pride Match on July 22nd. Working directly with Victoria Pride Society to create a genuine and meaningful event for the pride community. \$5 donation per ticket purchased to the pride match donated to Victoria Pride Society and our partner Volkswagen matched PFC's per ticket donation.

Pacific FC Pride merchandise includes shirts, hats, and scarves. In addition VW rally towels handed out to fans upon entry to the match.

Proud Partner





BIKE TO STARLIGHT

PFC put on a free lock-up for all fans biking to the game on September 3rd with the help of the bike-to-work company "The Locker" who facilitated the lock up space and logistics at Starlight Stadium. Advertised on our social channels and co-promoted

with the City of Langford this was a big success with hundreds of bikes being locked up. With Starlight Stadium being right on the Galloping Goose bike route this provided safe alternate transportation for our fans to the game.



SCHOOL VISITS

As a purpose-driven club we put significant importance on having our players out and visible in the community.

School visits are a key part of our community strategy as it provides a number of opportunities for all the participants.

For teachers, the visit of PFC players to their school provides a platform for teaching and student engagement. For students it provides a change in their day to day life and memories that will last a lifetime. And for the players it provides a low risk opportunity to meet and engage with young people in a fun and interactive environment.

Right: PFC players went to Savory Elementary classes and did some reading of children's books to the classrooms. Those same classes came to a PFC game and sang the national anthem.





To kick off the 2022 Season our stadium food and beverage partner CCGF Event Services introduced a comprehensive composting and waste management program to keep Langford clean and Starlight Stadium green.

WASTE REDUCTION



Waste Management changes at Starlight Stadium:

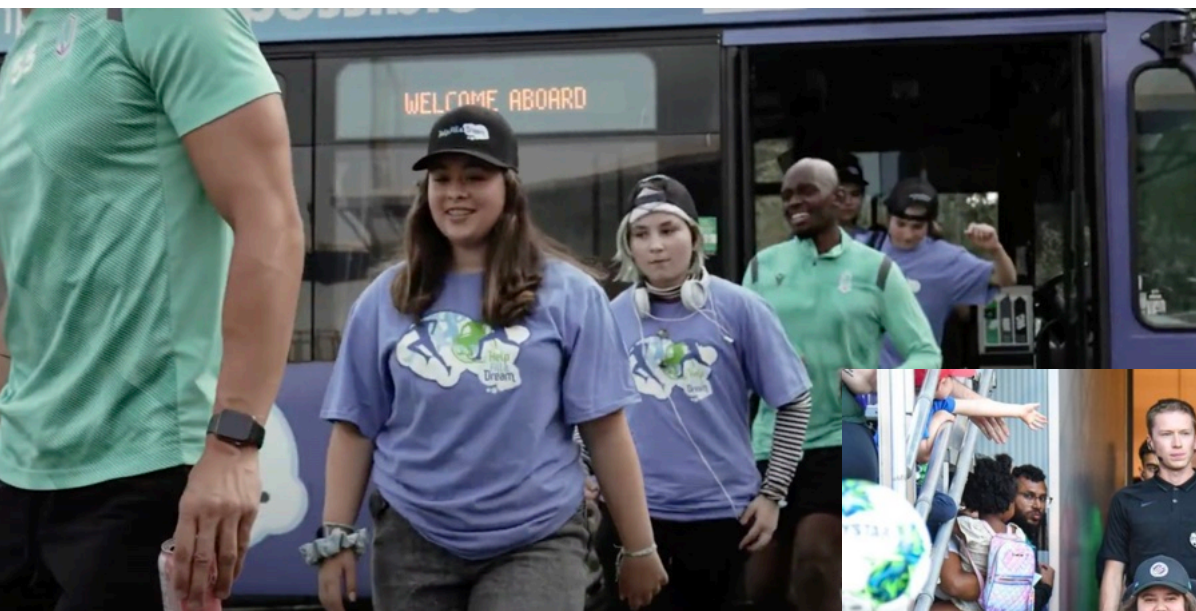
- signage on all waste bins to promote proper sorting
- wooden cutlery
- food containers made of recycled paper
- compostable packaging wherever possible
- cardboard waste reused on site before finally recycled
- Green Team combs through any improperly sorted waste

Pacific FC had 18 home games this season and we were able to **redirect over four tonnes of waste away from the landfill to recycling and compost - a reduction in landfill waste of 70%.**

Help Fill a Dream



Pacific FC once again teamed up with BC Transit and Peninsula Co-op to present **Help Fill a Dream Night** on September 18th at Starlight Stadium! \$5 from each ticket purchased went directly to the Help Fill a Dream Foundation! It was an incredible evening of family fun – with a photo booth, dunk tank, 50/50 and a warm-up jersey auction...in addition to Pacific FC taking on Forge FC. And this year the Hyatt Family Foundation also sponsored the event and matched the first \$10,000 raised. The match, a 1-1 draw, was attended by the new Canadian Premier League Commissioner Mark Noonan.



COMMUNITY TICKET PROGRAM

Our local businesses donate tickets for us to eliminate barriers to see PFC games. With this program we facilitate groups such as Indigenous Nations, Big Brothers and Sisters, Power to Be, Victoria Immigrants Society, Special Olympics and numerous others to attend our matches and engage with our fan communities at no cost to entry.



Thunder Indigenous Rugby
Cridge
Special Olympics
Victoria Immigrant and Refugee Centre Society
KidSport
United Way
Boys and Girls Club
Island Kids Cancer Association
Inter-Cultural Association of Greater Victoria
Bridges
PISE Kids Camps

Community Living
Power to Be
Pacific Centre for Families
Victoria Native Friendship Centre
Garth Homer
Kiwanis
Big Brothers Big Sisters
Pacific Peoples Partnership
Saanich Neighbourhood Place
Esquimalt Nation
Tsartlip Nation
Beecher Bay Nation
Songhees nation
Cowichan Valley Tribes
Malahat Tribes
Penelakut Tribe



We couldn't do it without you!

It is most definitely a team effort, and we wholeheartedly applaud the terrific efforts of our program delivery partners:

- All Pacific FC staff and their families
- The staff and leadership at SixFive Sports & Entertainment
- Prince of Whales
- Island Savings
- Peninsula Co-op
- Victoria Pride Society
- Help Fill a Dream Foundation
- Parsons Projects
- WSÁNEĆ School Board
- Rebalance
- Charla Huber
- Eric Kerr
- Ralmax
- CBRE
- Mustard Seed
- West Shore Food Bank
- City of Langford
- BC Transit
- Community Living (Impact Program)
- CCGF Event Services
- Victoria Volkswagen
- Canadian Premier League
- VICA
- Brown Bros.