

pacificfc
VAN★ISLE


**2023
COMMUNITY
REPORT**






we are

PACIFIC FOOTBALL CLUB



On Vancouver Island, we offer the
big tidal energy, family fun and
new professional football
pathways

We are fortunate to play this sport on Coast
Salish lands and the ancestral territories of
the Esquimalt, Songhees, Beecher Bay and the
WSÁNEĆ Peoples represented by the Tsartlip,
Pauquachin, Tsawout, Tseycum and Malahat
Nations



The sun has set on
our fifth season and
the time has come to
reflect on all that we do,
on and off the pitch.

RENEWED PURPOSE

This season we spent time as
a group exploring our greatest
strategic contribution to life on the
Island and defining our broader
mandate



**To empower young people
to create their own
thriving futures.**

Everything we do comes down to this. Efforts go beyond our staff, players, and fans.

We use our platform to reach youth with the goals of activating strong mental and physical health foundations, confidence and opportunities to grow and contribute to community through sport.

Our promise to you is that the best is yet to come as we further shape the lives of young people and fuel around us.

2023 COMMUNITY HIGHLIGHTS

Investments made into improving well-being and sport access for our Island communities

64

Community player appearances

> 1,100

Young people inspired through school visits

30+

Hours invested in social purpose discovery workshops, surveys & team building events

> \$50,000

For Van Isle charities and causes through fund raising at PFC matches

\$120,000

Invested in local sporting infrastructure for young people

\$3,700

Funds for community organizations through ticket programs

4

Locations across Vancouver Island

39

Coaches leading PFC programs and teams

>450

Athletes in PFC Youth Development programs

4

Tonnes of waste redirected from landfill

LOCAL FOOTBALL

Pacific FC is proudly **rooted on Vancouver Island**. From our youth development programs through to the professional team and our front office, we are committed to the development and success of local talent.

Our head coach James Merriman and our captain Josh Heard, to name a few, have deep roots on the Island. We celebrate the growth of our players from the grass roots to the professional game.



2

VI WAVE Players signed on Development contracts:
Sami Marvasti, 16, and
Jack Garner, 17



98

Matches played by Victoria local and **all-time franchise leader**,
Sean Young

3 BC DERBIES

VANCOUVER WHITECAPS FC | VANCOUVER FC | TSS ROVERS



The 2023 season opened with the **first-ever Derby** between Pacific and Vancouver at Starlight Stadium on April 15th.

PFC came away with a 1-0 victory to silence the large group of away supporters and send the rest of the stadium into a frenzy.

The Tridents would forever hold the upper hand over their new rivals by being **“forever first”** in this new Derby.

We also met Burnaby's semi-pro League1 BC team TSS Rovers in the Canadian Championship quarter-finals at Starlight.

A 2-0 victory for Pacific meant it was another All-BC clash when **Vancouver Whitecaps FC** came to the Island for the second time ever.

Although PFC was unable to best their MLS opponents for a second time – having beaten the 'Caps 4-3 in 2021 – the match provided another example of the **incredible progress soccer in British Columbia** has experienced in just the last five years.



NORTH LANGFORD

TURF UNVEILING



NORTH LANGFORD

TURF UNVEILING



In July, Pacific FC took part in the launch of an artificial turf field in North Langford hosted by Sooke School District 62 and the City of Langford. Pacific players joined members of the Royal Bay Soccer Academy to test out the new pitch that boasts some of the best views in Langford.



In keeping with the City of Langford's commitment to a adaptive reuse, the turf was sourced from BC Place in Vancouver and lights that used to shine at Starlight Stadium. Youth teams can use the pitch year-round thanks to this community access facility

POWERED BY PACIFIC



pacificfc
YOUTH ★ DEVELOPMENT



pacificfc

YOUTH ★ DEVELOPMENT

Pacific FC provides a vertically integrated program of training and competition opportunities from grass roots to professional, local to national.



HIGH PERFORMANCE

VI WAVE plays in BCSPL, the top level youth league across British Columbia

ACADEMIC

Pro footballers of tomorrow are developed at **The Football Academy**

GRASS ROOTS

Trident Development Camps and Clinics provide training for youth players to learn the Pacific FC Way

MULTI SPORT

Island Training Centre is the jewel of sporting facilities on Vancouver Island

VAN ISLE WAVE



Van Isle Wave is the highest level of performance-based youth soccer on Vancouver Island.

With 10 teams in total, six boys and six girls' teams from U13 to U18, VI Wave serves over 200 young elite athletes across the Island.

On the boys' side, two VI Wave players – Sami Marvasti and Jack Garner – signed Development Contracts with Pacific FC meaning they could train alongside professional players while maintaining their eligibility with their youth team. In both the girls' and boys' sides, approximately 85% of our graduating players move into post-secondary soccer (and studies).



ST. JOHN'S ACADEMY

Pacific FC and **St. John's Academy**, a Shawnigan Lake-based private school partnered to launch a youth soccer academy, complete with coaching by Pacific's Manager of Football and Player Development Jamar Dixon. The academy allows select students to dedicate a portion of their school day to intensive training alongside their studies, including tutelage from former Pacific captain Dixon.

“

The objective of St. John's Soccer Academy (**SJSA**) is to develop complete soccer players by focusing on specific fundamentals of the game such as team morale and culture, mental and physical aspects of the game, as well as technical and tactical awareness. – **Jamar Dixon**



TRIDENT DEVELOPMENT PROGRAM

Over 250 children participate in the Trident Development Program, which provides young players supplemental training and development opportunities in addition to their club teams. The Trident Development Program also provides a clear pathway to joining Van Isle Wave for the elite players. Players in the program train with certified coaches, including Pacific FC coaches and players, and are driven by PFC philosophy and game model.

In addition to shaping the progress of over 450 young athletes in our programs, we couldn't do it without the dedication of our over 35 coaches in 3 locations. Their dedication to their players and to improving their craft provides inspiration and drive to all our programs.



A wide-angle photograph of the interior of a large sports facility. The space is filled with artificial green turf. Several people are scattered across the field, some standing and others in motion, suggesting a game or practice session. The facility has a high ceiling with a complex network of dark metal trusses and numerous bright, recessed lights. In the background, there are banners hanging from the ceiling, one of which clearly says "FIELD 2".

> 50,000
Visitors Annually

The Island Training Centre offers space for countless different sports and camps inside its 55,000 square foot facility. Located in Langford, it is the largest indoor field house in British Columbia and houses Van Isle Wave teams, one of the Trident Development Program locations, as well as multiple camps and tournaments throughout the year.



island
TRAINING CENTRE

Capable of also hosting parties and large-scale events, the ITC has quickly become a key part of the Langford and Lower Island sports and recreation community.



SCHOOL VISITS





This year, Pacific FC took the school visits initiative to a new level. The Club tripled our visits to local schools to 43 player appearances at 10 different schools, as well as visits to soccer clubs, and local events.

Through the school visits, community-based program elementary and middle school aged children were able to meet their local sporting heroes up close, learn from these visible role models, and later come out to a PFC match with their family.



> 1,100

Young people
inspired

64

Public
appearances

These interactive school visits provide life-long memories for the students as they learn more about life as a professional athlete, have a short story read to them, and later go outside to show their skills on the pitch.

For Pacific FC players, these visits contribute to an overall feeling of connection to the community in which we play and shows first-hand the inspiration they can provide to young aspiring athletes.



PRIDE





Football is for everyone.

We work to foster an environment of true belonging, health and personal growth for young people.

Throughout the year, Pacific FC works with **Common Goal** whose purpose is to unite the global football community in tackling the greatest social challenges of our time.

Their **Play Proud** initiative supports education, advocacy and engaging in different views.

Pacific FC supports this important work.

 **PLAY
PROUD**

**COMMON
GOAL**

For our annual Pride Match we partnered with **Victoria Pride Society**. VPS creates opportunities for visibility, collaboration, ongoing conversations and celebration as we work towards equity for all people of diverse gender and sexual identities.

Our partners **Volkswagen Canada** donated \$5000 to Victoria Pride Society as part of this year's match.



WSÁNEĆ

MINI PITCH

In June 2023, as part of Pacific FC's commitment to the Canadian Premier League's

#WeAreOneCommunity initiative, the club's donation of a five-a-side mini-pitch was officially unveiled to the community.

PFC was welcomed by the WSÁNEĆ School Board, and the Tsartlip, Pauquachin, Tseycum, and Tsawout Nations onto their lands to celebrate the official opening at the ŁÁU, WELNEW Tribal School.

WE ARE ONE
COMMUNITY MOMENT

PRESENTED BY



Improving access to quality and inspiring spaces for play

Through this long-standing partnership between Pacific FC and the WSÁNEĆ School Board, the mini pitch project aims to provide a safe and nurturing environment for the WSÁNEĆ youth to experience growth and joy through soccer. At the unveiling, elders from the community spoke about the historical importance of soccer in their communities especially for its ability to support youth in moving through real hardships. There is a mutual belief that emerging Indigenous talent will be identified and realized on this new facility.

The WSÁNEĆ Mini-Pitch will stand for generations to come and demonstrates the power of a strong connection between grassroots activities and professional sport on the Island.



Promoting active living

Pacific FC has also committed to hosting clinics and events on the field in partnership with the WSÁNEĆ School Board, as part of its wider commitment to engaging children on the importance of living physically active lives.

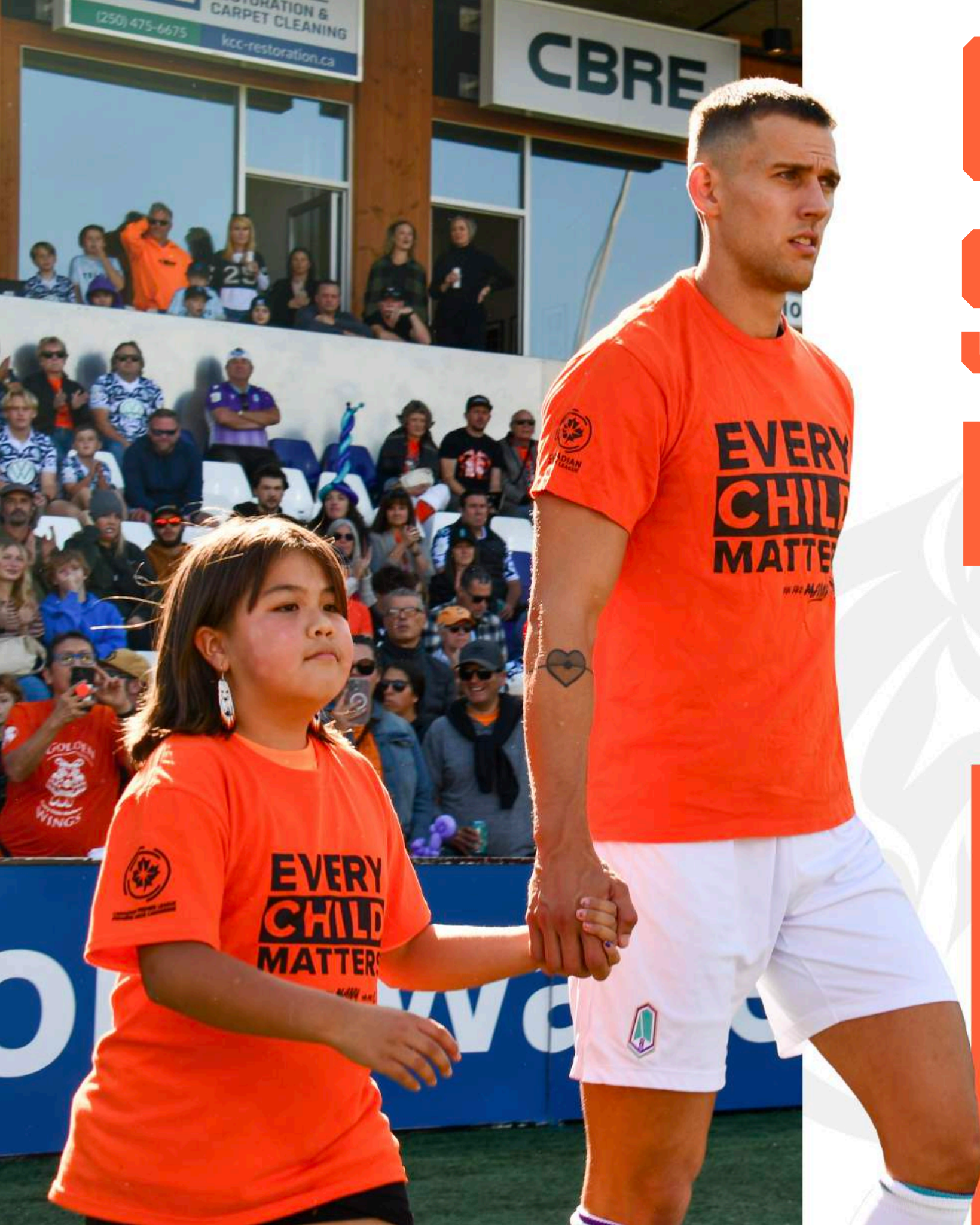
For this partnership and investment, Pacific FC were recipients of the **Best Community Moment 2023** fan award.



What a wonderful commitment to reconciliation and sport development. Lots of kids and soccer lovers of all shapes and sizes are overjoyed by this wonderful facility in WSÁNEĆ. HISWKE HALE to everyone who had a hand in making this happen!

Mavis Underwood, Vice Chair WSB & Tsawout First Nation





ORANGE SHIRT DAY

Pacific FC, along with our fans and Indigenous groups from throughout the region marked Truth and Reconciliation Day on September 30. The pre-match ceremony on the pitch and activities in the stadium included representatives from local Indigenous nations and a moment of silence.

While fans wore orange to this significant match, Pacific FC players wore their kit designed by Coast Salish artist Maynard Johnny Jr. The black, white, and teal jersey was designed in the spirit of truth and reconciliation highlighting the work that continues to need to be done throughout the country.





WOMEN IN SPORT

Pacific FC continues to promote **gender equity in sports**. The club hosted their second annual Women & Girls in Sport match in July. Olympians, Paralympians and local women from various sporting disciplines including rowing, swimming, basketball, triathlon and rugby were present to create a space where girls could hear about their athletic accomplishments and experiences in sport.

The match included a special ceremony at half time and the opportunity for fans to take photos and have autographs signed. The match was timed to align with the 2023 FIFA Women's World Cup and was presented in partnership with local organization **Her Love of Sports**.



December 1, 2023

Pacific FC hosted the penultimate match for Canada's top goal scorer Christine Sinclair at Starlight Stadium to a sold-out crowd. The teeming rain couldn't keep the fans away from celebrating the GOAT as she played in one of her last matches with the national team.

The VI Wave girls teams enjoyed a private once in a lifetime opportunity to attend a training session at Starlight Stadium and were addressed by the team's Head Coach Bev Priestman.

True professionals, Sinclair and her teammates spent more than 45 minutes post-match visiting with fans, predominately young girls, signing autographs and posing for photos. The 5-0 win over the FIFA darlings the Matildas from Down Under made for one of the most memorable nights at Starlight Stadium to date.

HOLIDAY FOOD DRIVE

Pacific FC and City of Langford partnered on a Food Drive at the Canada Women's match in December to gather food for the Goldstream Food Bank. The rising cost of food has resulted in local food banks being hard hit with less donated food to serve families in need.





Pacific FC fans dipped into their wallets and the dunk tank to raise money for **Help Fill a Dream**. The organization was started by a BC Transit worker in 1986, to help families whose kids have been diagnosed with a serious medical condition.

Pacific FC fans contributed through a variety of activities including a dunk tank, balloon animals and 50/50 tickets. The funding provides financial support to families, as well as medical equipment, home and vehicle accessibility modifications, travel expenses and accommodation.

Tim Hortons
children's
HEALTH FOUNDATION
OF VANCOUVER ISLAND

SMILE COOKIES



\$78,000
Funds Raised





Pacific FC joined our local Tim Hortons for the 25th anniversary of Smile Cookie Week.

During Smile Cookie Week, 100% of all proceeds from each Smile Cookie bought goes to local charities. In 2023, Pacific FC partnered with the historic Canadian chain's Westshore location and the Children's Health Foundation of Vancouver Island to raise funds for Jeneece Place, where children and their families can stay while receiving medical care in Victoria.

With the help of local volunteers, some Pacific FC players, the hard-working staff of Westshore Tim Hortons and the Children's Health Foundation of Vancouver Island, and of course the members of our community who bought Smile Cookies, our local Tim Hortons raised a record-breaking

\$78,285.53

Tim Hortons

children's
HEALTH FOUNDATION
OF VANCOUVER ISLAND

TELUS[®] TELUS GEAR DRIVE



As part of Pacific FC's **Soccer for All Match** presented by Telus on September 2nd, the Tridents partnered with Telus to hold an equipment dropoff box for supporters to donate gently-used soccer gear.

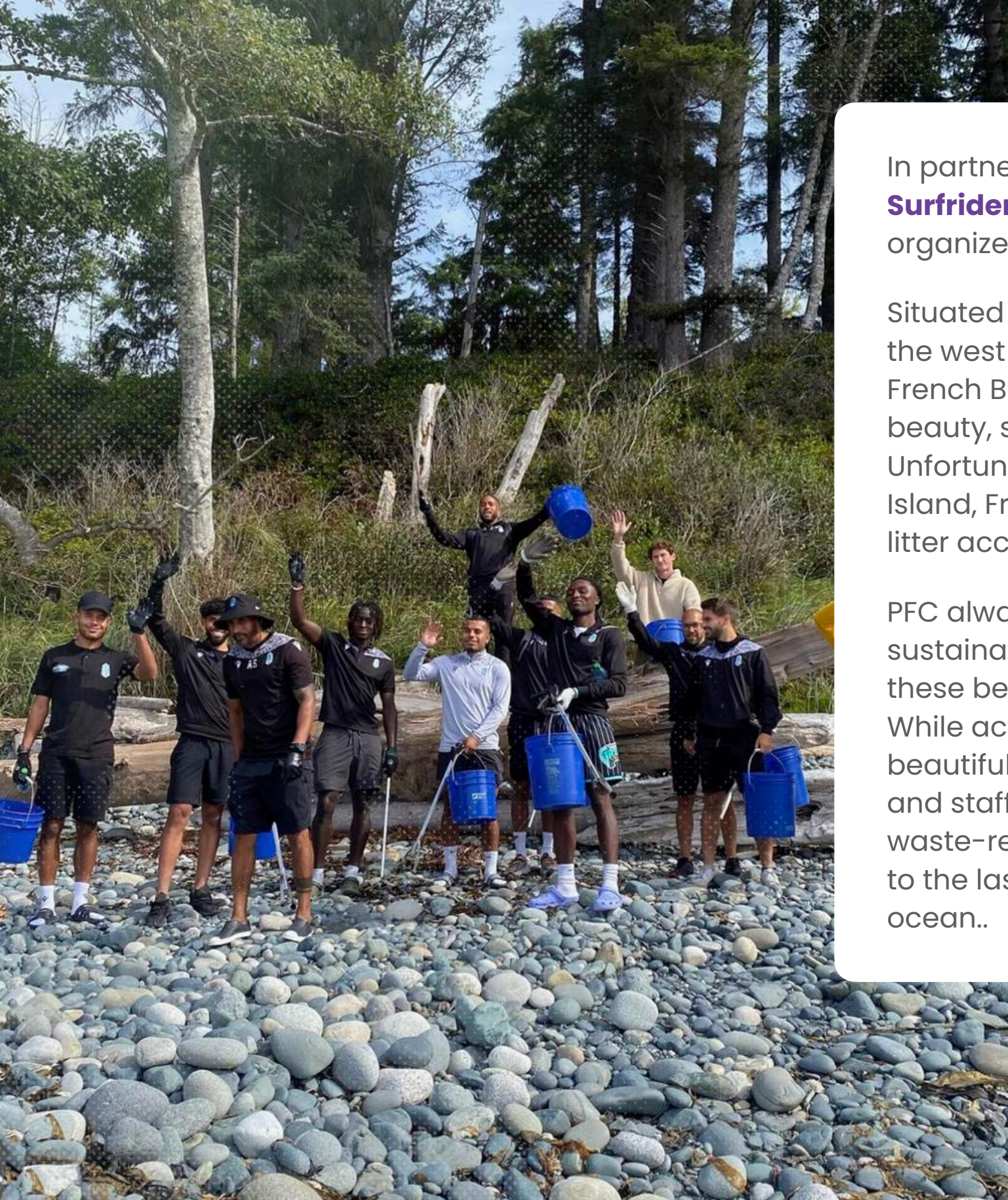
This program provided another opportunity for the local soccer community to do just that. Following the incredible success of the gear drive, with donation bins overflowing, Pacific FC delivered the equipment to the WSÁNEĆ School Board.

Through this initiative, Pacific FC's purpose-driven approach shone through. The club is committed to empowering young people to create their own thriving futures.



BEACH CLEANUP

FRENCH BEACH , BRITISH COLUMBIA



In partnership with **Prince of Whales** and the **Surfrider Foundation**, Pacific participated in the organized beach clean up at French Beach.

Situated on the scenic Strait of Juan de Fuca on the west coast of southern Vancouver Island, French Beach is renowned for its untamed beauty, sandy shores, and awe-inspiring vistas. Unfortunately, like other natural beauties on the Island, French Beach has seen pollution and litter accumulate across it.

PFC always works towards promoting a sustainable future and feels a duty to protect these beautiful coastlines that we call home. While actively cleaning up one of the most beautiful beaches on the Island, Pacific's players and staff also learned more about the impact of waste-related pollution and helped contribute to the lasting protection of our coasts and ocean..

ACKNOWLEDGEMENTS

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
- City of Langford
- Telus
- CIBC
- Prince of Whales
- Island Savings
- Peninsula Co-op
- Victoria Pride Society
- Help Fill a Dream Foundation
- Parsons Projects
- WSÁNEĆ School Board
- Portofino Bakery
- Ross Marshall
- Surfrider Foundation
- Musco Lighting
- Wilson Bus Lines
- CBRE
- Help Fill A Dream
- West Shore Food Bank
- BC Transit
- Victoria Community Living
- Victoria Pride Society
- Victoria Volkswagen
- Canadian Premier League
- VICA
- BC Children's Hospital
- Superheroes of Victoria
- Pacific Institute for Sport Education

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