



Dear members

As I reflect on this past year, I am proud of the strides we have made in growing the sport of pickleball in Ontario. Our commitment to expanding opportunities, improving infrastructure, and fostering partnerships has resulted in remarkable progress. Throughout the year, we have worked tirelessly on initiatives that promote the game and enhance the experience for all our Members.

01 Membership Growth

We have seen a steady increase in our membership base, and I'm thrilled to report that our member clubs now number 77 across Ontario and there are more waiting to join. This growth reflects the passion and enthusiasm for pickleball in our province, and we are excited to welcome more clubs and players in the coming year. Pickleball Ontario is now the largest provincial pickleball organization in Canada. In fact we make up 29% of all membership in Pickleball Canada.

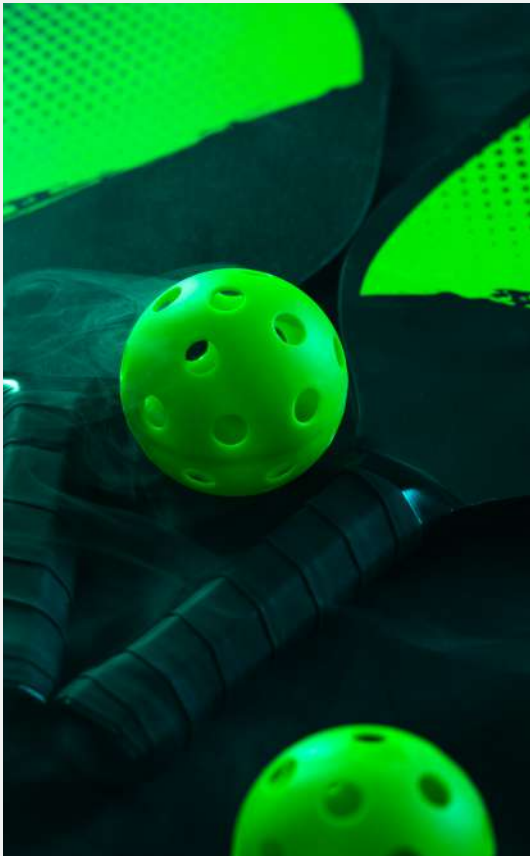


02 Partnerships and Collaborations

Our efforts to forge strong partnerships have been fruitful. We've built invaluable relationships with corporate sponsors, municipalities, and provincial partners, all working together to enhance our sport's reach. We've formed key relationships with several municipalities eager to take advantage of provincial grants to build new pickleball venues. These collaborations are essential as we continue to create world-class facilities for members across the province.



Pickleball Ontario is prepared to approach the Ontario Ministry of Sport for crucial funding support, as the demand and growth of the sport in our province have surged dramatically. However, our efforts are currently stalled, as we await Pickleball Canada's submission of essential documentation to the federal government. This critical step will secure Pickleball Canada's status as a nationally recognized sport, opening doors to government funding and resources that will benefit players, clubs, and communities across Ontario. Once this national recognition is achieved, Pickleball Ontario will be in a stronger position to advocate for provincial support, advancing the sport's reach and impact throughout Ontario.



03 Major Events and Corporate Sponsorships

In an exciting development, we have established a relationship with Pickleball Inc. the leading pickleball organization in the world. We are thrilled that the PPA Tour will be making its debut in Canada, with Toronto hosting a tournament in the coming year. This is a monumental milestone for pickleball in Ontario and Canada, and we are eager to showcase our province on the international stage. Of course, we are always exploring opportunities for our Ontario champions so stay tuned. Our Championship Series in 2024 has attracted an unprecedented number of corporate sponsors. We are looking to our Championship Series to keep attracting more sponsorships so we can continue to invest in our clubs and members. Our aim is to share some of our net dollars raised from sponsorships with member clubs, ensuring that everyone benefits from our collective success.

04 Strengthening Our Policies and Member Support

This year, we implemented initiatives to strengthen our organization at the grassroots level. Notably, we earmarked \$70,000 to directly support our clubs. This funding has been allocated to a variety of initiatives. Clubs had the opportunity to grow the game. We provided scholarships for post-secondary education. We provided CPR and AED training at no cost all across Ontario.

We now look to provide membership to the youth of Ontario. They are our future. By opening up our membership to youth, we are fostering the next generation of pickleball players, ensuring that the sport continues to grow and thrive for years to come.

Hand in hand with this, we are currently in negotiations with major sponsor's to provide pickleball nets, paddles, and balls to all 72 elementary school districts in Ontario. This initiative aims to introduce pickleball to a younger audience, fostering physical activity and inclusivity in schools across the province. Furthermore, we hope to expand this program to include secondary and post-secondary institutions, ensuring that students at all levels have the opportunity to experience the benefits of pickleball.



05 Preparing for International Competition

As pickleball continues to grow globally, we are encouraging our members to adopt DUPR (Dynamic Universal Pickleball Rating). This system will ensure that our members are well-prepared to compete in international tournaments, positioning Ontario as a hub for elite-level pickleball.

06 Protecting Our Brand and Evolving Governance

There is a tremendous opportunity for growth ahead for Pickleball Ontario. As our organization continues to expand, things are changing rapidly, and we must adapt to protect the integrity of our brand. Pickleball Ontario, along with our Championship Series, has become a recognized and respected name. It is vital that municipalities and the Ministry of Tourism, Culture, and Sport know they are engaging with a reputable, forward-thinking organization.

However, to maintain this reputation, we must address pressing internal challenges. Cases of harassment, bullying, and infighting have become increasingly pervasive among some clubs, placing an unnecessary burden on our volunteer board. Our governance framework needs to evolve to meet these challenges effectively. To that end, we must streamline our complaint process, ensuring it is efficient and less taxing for the board while maintaining fairness and accountability.

Moving forward we are focused on addressing governance gaps, fostering a respectful environment, and ensuring that our organization remains strong, transparent, and united as we embrace new opportunities for growth.



07 Looking Forward

All of our efforts this year have been driven by a desire to grow pickleball in Ontario and provide value-added benefits to our members. We are committed to making Pickleball Ontario a leading organization recognized both in Canada and internationally. As we look ahead, we will continue to build on these successes, forge new partnerships, and support our clubs and members in every way possible. Together, we are creating a vibrant future for pickleball in Ontario.

The trajectory of Pickleball Ontario is on such an upward path. The incredible progress we've made together and with so many new exciting initiatives and projects on the horizon gives us great hope.

I am deeply proud of the work we've accomplished and the strong foundation we've built for the future. I have no doubt that the organization will continue to thrive and achieve great success.

Happy Holidays

Daphne Micallef Reid
President, Pickleball Ontario

08 Director of Clubs

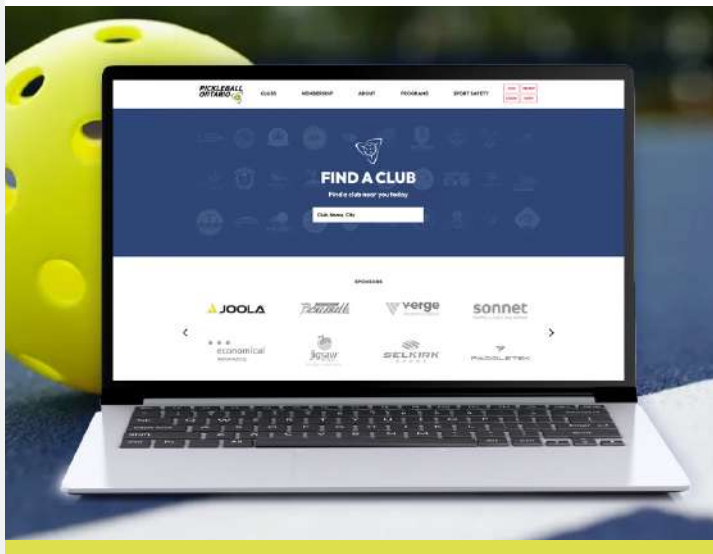
Suzanne Penner

We currently have 77 Member Clubs affiliated with Pickleball Ontario (PO) and Pickleball Canada (PCO), enjoying all of the benefits that come with "Club" membership. The following clubs have recently joined as Member Clubs:

- Amherstburg Pickleball Association
- Killaloe and Area Pickleball Club
- New Tec Pickleball Club - Alliston
- Arnprior Pickleball Club
- Great Lakes Pickleball Club - Sarnia
- Niagara Indoor Pickleball Association - Fenwick

Welcome aboard! We are happy to have you as a part of Pickleball Ontario and Pickleball Canada! Through your continued membership you will be supporting the growth of pickleball through the provincial and federal sports organizations, as well as grassroots clubs. Pickleball Ontario continues to support and strengthen our current grassroots Member Clubs.

The new rollover date of September 1st vs. October 1st presented a few wrinkles; we had a number of DUPLICATE REGISTRATIONS but managed to assist those members in getting their profiles merged.



Registering and Renewing Memberships

When wishing to renew your membership with your current club, **please ensure you are "renewing" and not creating a new profile.**

Are you already a member? If so, you just need to RENEW.

PLEASE check to see if you are in the system before you register as a new member. use the "Lookup" option to find your membership number.

If you wish to join another club please select "Join An Additional Club" in your profile and select the additional club you wish to join. You will still use your current profile and PCO member number.

Or go to the Club you wish to join and to ensure that you do not create another profile; use the "Lookup" option to find your membership number and follow the instructions.

Let's avoid duplicate memberships!

Member Club Referral

If you know of any new clubs in your area wishing to become a member club with Pickleball Ontario please reach out to info@pickleballontario.org and put Club Membership in the subject line or contact the Director of Clubs at suzannepenner@pickleballontario.org for more information.

Happy Pickling!

09 Championship Series - Year End Recap Gail Prior - Tournament Director

Fourteen(14) Ontario champions were selected via random checker to attend the Lapiplasty Pickleball World Championships in Dallas in November. There were over 3,500 players registered in several different categories. Competition took place on 81 courts for the 11 day event.

Samaayra and Aayra Gupta from Mississauga won gold in the Championship Womens Doubles 8-34 and Tyler Goldsack and Ramen Ghazavi from London won the bronze in the Mens Doubles 8-34.



Samaayra and Aayra Gupta

The tournament committee would like to thank our many corporate sponsors and members who made the 2024 Championship Series possible.

THE 2025 CHAMPIONSHIP SERIES FINALS WILL BE HELD AT THE METRO TORONTO CONVENTION CENTRE ON AUGUST 14TH-16TH.

We look forward to announcing additional details in the new year.



Tyler Goldsack and Ramen Ghazavi

Exclusive Member Savings

As a Pickleball Ontario member, you can tap into a range of savings that offer real value for you and your family. **Starting January 27th, 2025 it will be easier to stay up to date with all the exclusive discounts and benefits of your membership.** Be sure to check out pickleballontario.org for the latest discounts on products and services!

STAY OUT OF THE KITCHEN OF HIGHER INSURANCE RATES.

EXCLUSIVE HOME & AUTO INSURANCE FOR MEMBERS

GET PREMIUM SAVINGS WITH PICKLEBALL ONTARIO MEMBERSHIP!

GET QUOTE



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