







**behind every  
champion is  
a community  
that believed  
in them first.**







At Nordiq Canada, we believe in the power of cross-country skiing to build a better Canada—one skier, one coach, one community at a time.

## A MESSAGE FROM Beckie Scott

Olympic Champion • Changemaker •  
CEO of Nordiq Canada

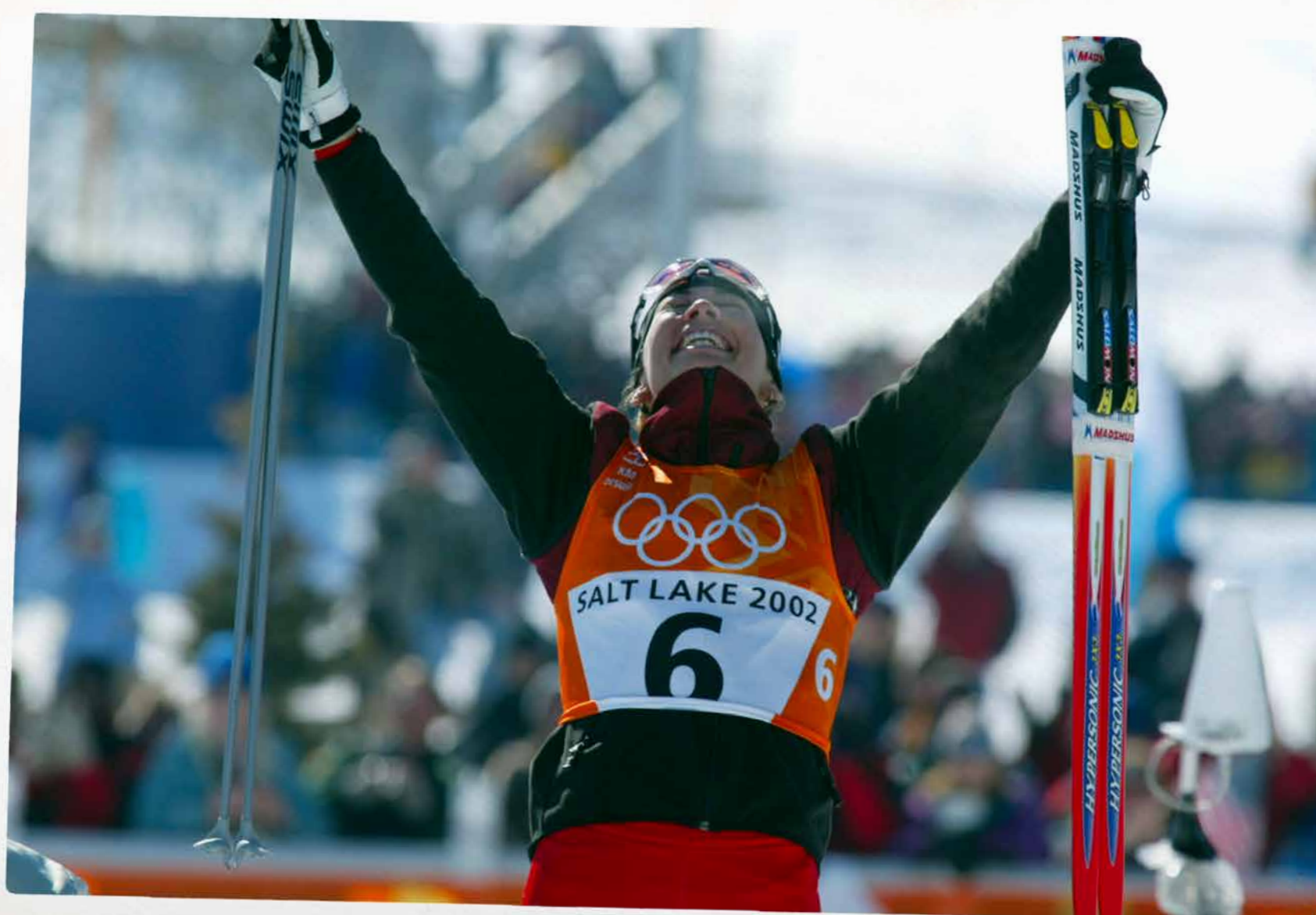
When I crossed the finish line in Salt Lake City to win Canada's first ever Olympic medal in cross-country skiing, I knew it was about more than standing on a podium. It was about showing Canadians and the world what was possible. It was about belief.

Today, I'm honoured to lead Nordiq Canada into a new era built on that same belief - belief in our athletes, our communities, and Canada's potential to be a global cross-country skiing powerhouse.

I've spent my life fighting for fairness in sport, for Indigenous youth and now, I'm fighting for Canadian athletes to have the tools they need to thrive. This is a moment of transformation for Nordiq Canada. We're building something bold and truly Canadian.

Join us. Let's inspire a nation.

**Beckie Scott, O.C., M.S.M, OLY**  
CEO, Nordiq Canada





## Our Reach



As the national sport organization for cross-country skiing, we represent over 65,000 members and 360 clubs across the country.

# 65,000

Registered Members

# 44% 53% 3%

Male

Female

Gender Diverse

# 6 Million

Canadians Cross-Country Ski each year



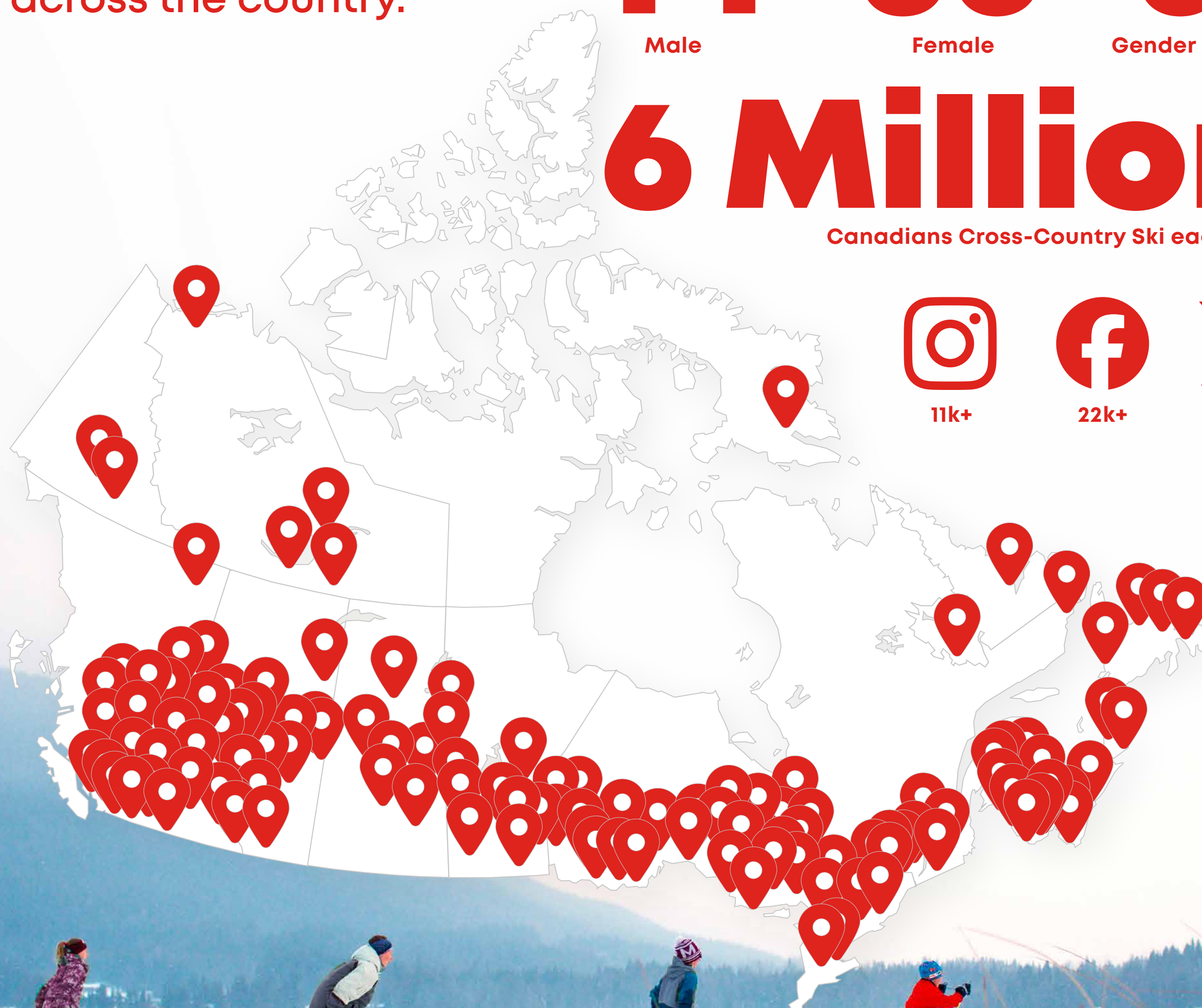
11k+



22k+



10k+







## Youth Programs: Where Belief Begins

Every champion starts  
somewhere. For many  
Canadians, it starts with  
a Jackrabbit toque and  
a snowy trail.

From Newfoundland to Nunavut, our grassroots programs reach over 130 communities and 16,000 children each year, planting seeds of confidence, health, and belonging:

AGES 2–5

### BUNNYRABBITS

Active play and movement

AGES 6–9

### JACKRABBITS

Foundational ski skills

AGES 10–12

### TRACK ATTACK

Advanced ski skills

Olympian  
Graham Ritchie  
leads the way  
for Jackrabbits  
in Calgary.

We believe in making sport accessible,  
inclusive, and fun and that every child  
deserves a chance to discover what  
they're capable of on and off the snow.

# 16,000

Children each year





**A New Era:  
The Podium Is in Sight**

**We believe the future  
is bright. After years  
of hard work and new  
investments, Canadian  
athletes are rising.**

**RECENT HIGHLIGHTS:**

2025 FIS Nordic Junior/U23 World Ski Championships:

**4 Bronze medals**

**7 Top 10 finishes**

2024 FIS Nordic Junior/U23 World Ski Championships:

**2 Gold medals**

**4 Top 10 finishes**

Para Nordic World Ski Championships:

**6 Para Biathlon medals**

**4 Para Cross Country medals**





**The Challenge:**  
We're Playing Shorthanded



Our athletes are being asked to do more with less. Federal core funding has not increased in 20 years—and inflation has cut its value in half.

National Team athletes are paying out of pocket to compete for Canada. We are one of the only countries in the world making this ask of our athletes. No athlete should have to pay out of their own pocket to compete for Canada.





WHAT IT TAKES TO RUN CANADA’S NATIONAL TEAM

Annual Budget: \$3.1m

Income Source	2025	2026*
Own the Podium (performance-based)	\$1,165,000	\$1,165,000
Federal Core Funding	\$450,000	\$450,000
Other	\$450,000	\$450,000
Reserve Funds (depleted by 2026)	\$568,000	\$0
Athlete Fees	\$200,000	\$200,000
Total Secured	\$2.83 M	\$2.26 M
Gap	– \$267K	- \$835K



WHAT IT TAKES TO WIN

To keep our program running, eliminate athlete fees, and bring back critical training camps, we need to raise \$1 million annually starting now.

Goal	Amount	Purpose
Sustain	\$600 K	Replace expiring reserve fund to maintain current program
Support	+\$200 K	Eliminate athlete fees so no one pays to compete
Rebuild	+\$200 K	Restore vital Team training camps

Total Annual Need: \$1m

\*Estimate





# Liliane Gagnon

**Ranked #2 in the World**

Among U23 women

**2x Bronze Medalist**

2025 U23 World Ski Championships

**Gold Medalist**

Part of Canada's first-ever U23 World Ski Championships relay medal team (2024)

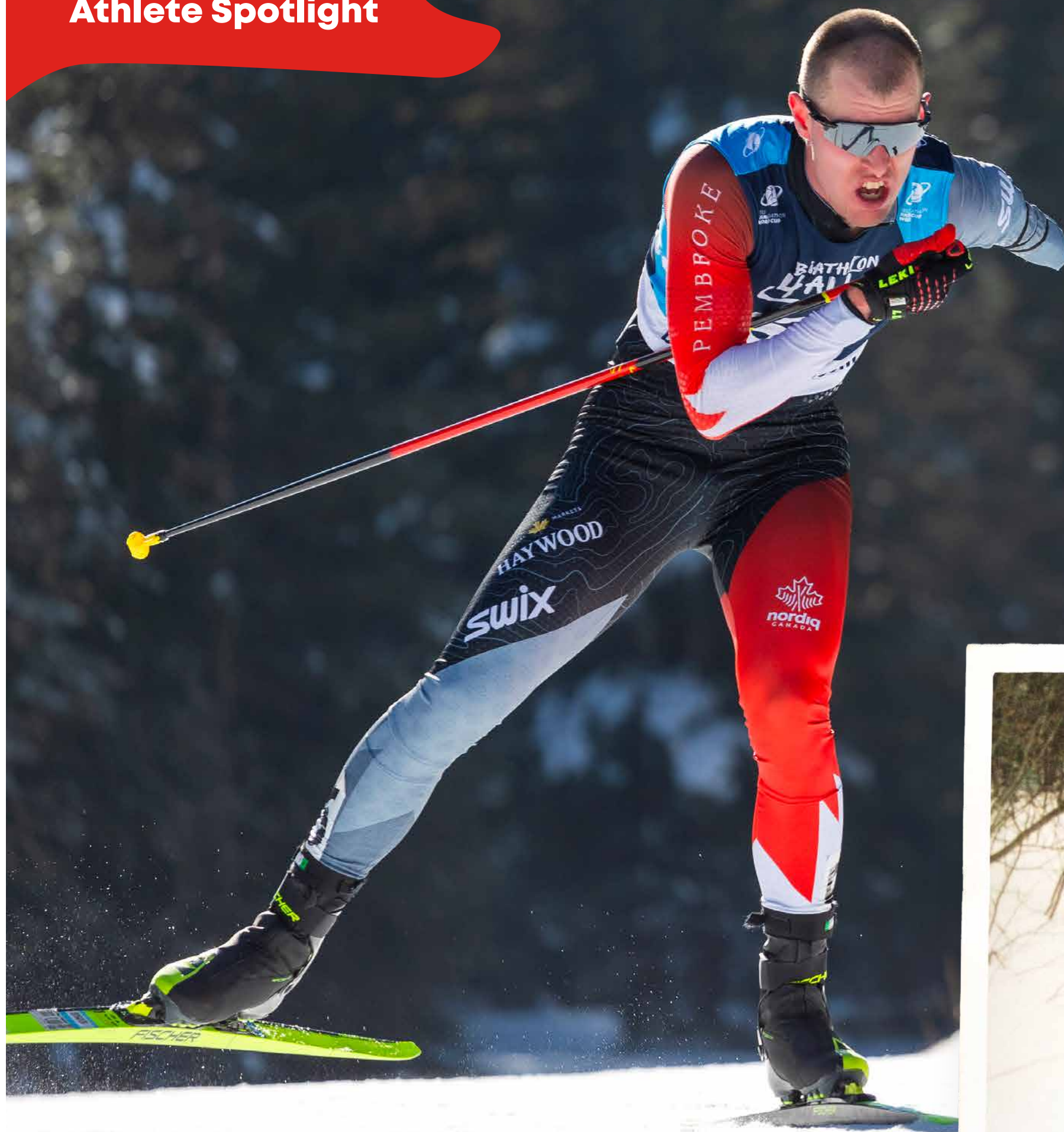
**Homegrown Talent**

From Quebec City, started in grassroots programs

*"Racing isn't just an individual pursuit—it's the power of the whole team. We're all riding the same wave, pushing each other forward. When one of us rises, we all rise. That collective energy is what lifts us to the podium."*

—Liliane Gagnon





# Mark Arendz

## 12 Paralympic Medals

One of Canada's most decorated Paralympians

## 4x Crystal Globe Winner

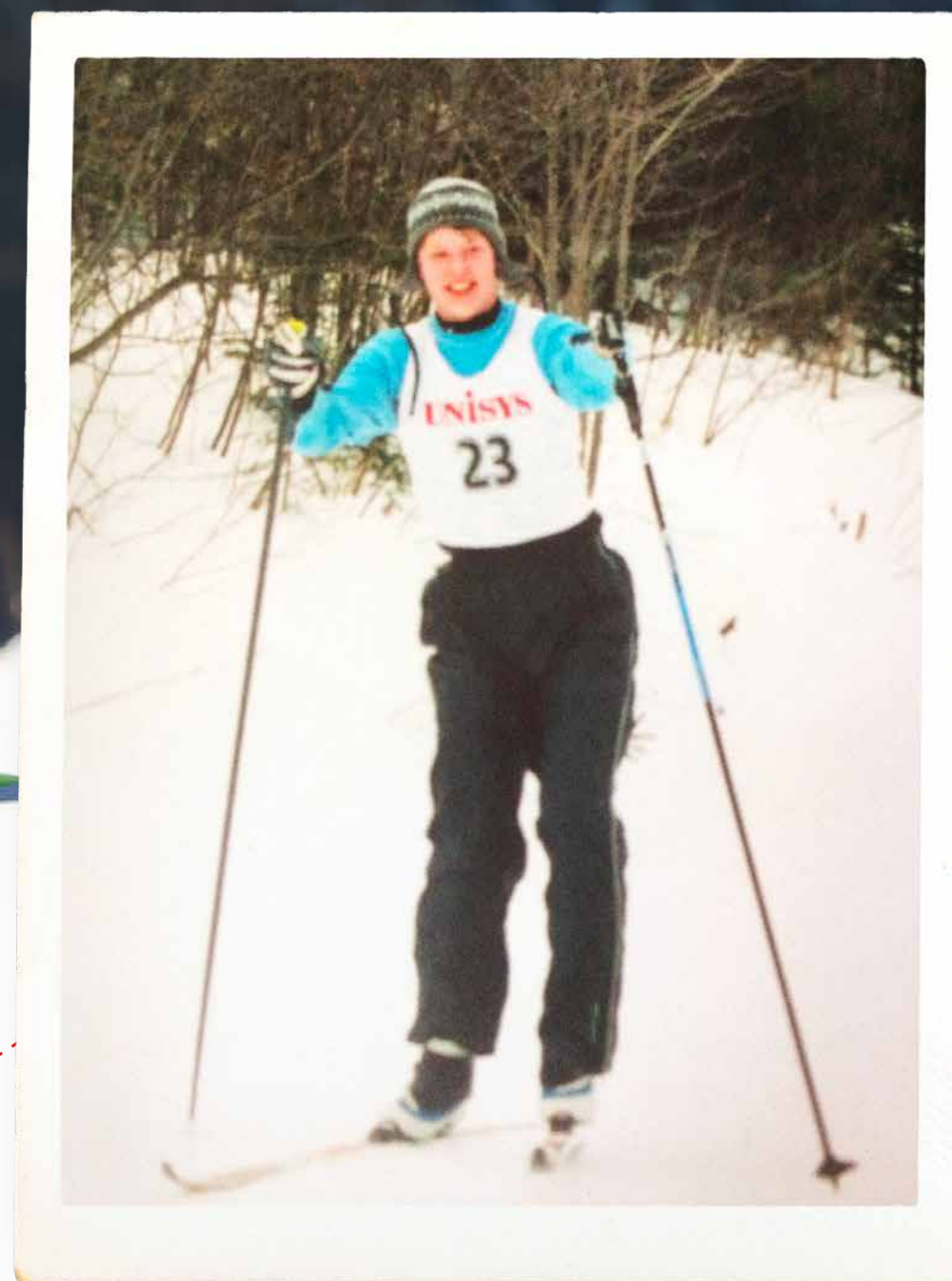
Overall World Cup Champion (2021, 2023, 2024, 2025)

## 7 Gold Medals

Podium finish in every World Cup start in 2024–25

## Homegrown Talent

From Hartsville, PEI, started in grassroots programs



*"I didn't get here alone. It takes coaches, volunteers, sponsors, and an entire community that believes in you. When I race with the maple leaf on my suit, my performance is my way of giving back, seeing our flag raised, and sharing that win with all Canadians. Every medal reflects a community that supported me."*

—Mark Arendz





## The Ripple Effect: Why Sport Matters Now More Than Ever

Sport isn't just about medals. It's about movement, mental health, national pride, and stronger communities. Right now, when so much feels disconnected, sport is one of the most powerful tools we have to unite and inspire.

### WHEN YOU INVEST IN SPORT, YOU:



#### Fuel National Pride

2 in 3 Canadians will watch the 2026 Olympics—when our athletes win, more kids are inspired to try sport.



#### Build Community & Belonging

75% of Canadians say sport strengthens social connection.



#### Promote Health & Well-being

Every \$1 invested in sport returns \$3 in health savings and productivity.



#### Support Youth Mental Health

Youth who play sport have a 23% lower risk of depression.



#### Get Kids Moving

Sport participants are 2x more likely to meet physical activity guidelines.







**Your Opportunity:**  
When You Believe, They Achieve

It's no secret: it takes a village to build a champion. Whether you choose to support our high-performance athletes or our grassroots youth programming, you are helping shape a better future through sport.

**YOUR SUPPORT COULD FUND:**

**\$500,000**

Waxing and equipment costs for the entire season

**\$250,000**

National delivery of the Jackrabbit youth program

**\$200,000**

Eliminate athlete fees for all National Team athletes

**\$75,000**

Train and certify coaches across Canada to deliver the Jackrabbit program

**\$50,000**

A high-performance training camp for the National Team

**\$25,000**

Training and racing support for one athlete for a full World Cup season

**\$10,000**

Develop Ski Playground materials to get kids moving on skis







Like you,  
we believe  
that when we  
come together,  
Canada  
wins.







## Join Our Team

Because Like Us, You Believe in Something Bigger

Whether it's a one-time gift or a monthly contribution, your support fuels the dreams of athletes and strengthens communities across Canada.

### RECOGNITION OPPORTUNITIES

We'd be happy to work with you to create a recognition plan that aligns with your values and preferences.







# Thank you!

Interested? Contact

**Krista Robinson**

Philanthropy and Partnerships Coordinator

[fund@nordiqcanada.ca](mailto:fund@nordiqcanada.ca)



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