



**Executive Director - Annual Report
Annual General Meeting
November 19, 2025**

MCA Staff	
Twila Cruickshank	
Accomplishments	
• Strategic Priorities as outlined in Summary report • Refined Mission + Vision with stronger alignment to “Sport” • Approx \$226K in Grants, Donations, Sponsorships • Stronger acknowledgement of community champions - celebrating the clubs and volunteers that are crucial to our overall success.	
Issues Resolved	
• Bison Butte maintenance. Reduction in funding for summer staff. Six (6) “Sponsored” Community dig nights. Thank you to the Bison Butte Committee and for community volunteers for their efforts. • Director of Competition (Board Volunteer) confirmed in 2025 allowing us to tackle improvements on event turn around time, race calendar, and technical guide reviews	
Goals for Next Year	
• Nov 26/25: Strategic planning session with MCA Board to identify new priorities for upcoming year and beyond. • Increase committee engagement: Race and program committees, Bison Butte and other strategic areas of the business as identified above. • New Fundraising Initiatives to support programs and clubs. • New Safesport Bill: Implementation of training, reporting, and mandatory policies /respect in sport	



- Financial Health: revenue diversification to support raising costs, limited grants, and long-term sustainability.
- Rural Engagement: New Board position. Identify gaps and opportunities for rural athletes, clubs, and underserved regions.
- Strengthen Equity and Inclusion to build a more balanced sport system, reduce centralization, increase participation, and build a stronger connected provincial community.
- Strengthen Pathways for athletes, coaches, and officials
- Innovation: look for ways to improve overall systems, improve access and efficiency.
- Volunteer Capacity: recruit, train, and recognize

I would like to acknowledge the hard work, commitment, and passion of the MCA staff, board of directors, clubs, coaches, officials, and volunteers. It takes a village and we are very grateful for your dedication and support.