Executive Director - Annual Report
Annual General Meeting
November 25, 2026

Staff - Executive Director
Twila Cruickshank
Operations Accomplishments

- RFP National Insurance broker. Successful candidate: BFL Canada launched Jan ’26.
- Implementation of Manitoba’s “The Protecting Youth if Sports Act” (Apr 1, 2026).
- Financial Audit: “close to” Financial break-even budget ($252K grants/Staff reduction)
- Current YTD Grants $120K
- Implementation of Activity Messenger: Coach database, Forms, Communications
- Four (4) grassroots outreach/coach development projects:
    - Dauphin Northgate project (HopOn – equity-deserving/underrepresented groups + coach/instructor dev)
    - Wolseley Wild Play Bike Club (HopOn - Instructor/coach development).
    - Mechanic clinics (partnership “The Wrench”)
    - Charlottee Batty coach development clinics: Bison Butte + Portage la Prairie
    - Coach learning facilitator/KOM club resource – program value op

Issues Resolved

- Operations aligned with financial realities/current long-term organizational objectives
- Hired Stephanie Keith (contract) to support social media, newsletter (5 hours/wk.)

Goals for Next Year

Increase Volunteer Capacity or simply operations:

- Bison Butte Committee, Site supervisor, Maintenance Director
- Youth Development Initiatives: Grassroots initiatives, Kids of Mud coordination, MB Summer Games

Technical Development - Officials + Coaches + Timing System:

- Clearer pathways for Official + Coach Development
- Officials' recruitment. Increase regional support of provincial development
- Continuation of Chief Commissaire's training and development
- Coach database enhancements: Club access + management
- Increase # of people able to operate Zone 4 timing system

OTHER:

- RFP – CCN/Uplifter (membership registration system)
- Determine website enhancement/investment
- Identify opportunities related to future National Fed gov funding and NIKA Canada pilot

A sincere thank you to our volunteer Board of Directors for your leadership, commitment, and passion for cycling in Manitoba. Your willingness to give your time, share your expertise, and support our organization makes a meaningful difference.

To our staff (Penny Seier and Nick Bergen), thank you for your dedication, hard work, and the many contributions you make behind the scenes and throughout our cycling community. Your commitment keeps our programs moving forward and helps bring our vision to life.

To all of our tireless volunteers – your efforts help make Manitoba Cycling stronger. We are grateful for all that you do and for the important role you play in growing and supporting cycling across our province.