



From Fringe to Formal

Building an NSO From the Ground Up

Our Reality

- Dodgeball Canada exists by the good graces of its Members



The Landscape

- Thousands of players across the country playing in disconnected leagues
- Variety of rulesets and equipment types
- Leagues with different mandates: charity, small businesses, NFP, multi-sport
- No funding available and very few opportunities for sponsorship
- No athlete development path from grassroots to high-performance



Dodgeball Ottawa



Dodgeball PEI



Nova Scotia Dodgeball



Toronto Dodgeball League



London Dodgeball League



Ligue de Dodgeball de Quebec



Dodgeball Edmonton



Dodgeball Winnipeg



Vancouver Dodgeball League

The Need

- A community *did* exist
- Canada had been sending teams to the WDBF World Championships since 2012
- Broaden the focus from National Team to comprehensive program
- In November 2015, decision to formalize an organization as an NSO, with the goals of transparency, accountability, and inclusivity
- Held our first Strategic Planning session over the summer of 2016, developed our DodgeInSchool program shortly after



Aligning Values

"Dodgeball is an **inclusive sport**, available to everyone, inclusive of race, religion, sexual orientation, and athletic ability"

"Dodgeball provides opportunities to connect and **build community** within neighbourhoods, schools, and social circles"

"Dodgeball provides opportunities for **high-level competition** at regional, national, and international levels"

"Dodgeball leagues and players have access to **knowledge and support** founded on best practices and shared among communities"





Unconventional Collaboration

Resources

- Sport is well-known internationally
- Many kids love it!!
- Fundamental movement skills
- Media has been supportive
- Strong community built around a pro-fringe mentality
- Players, coaches, volunteers from coast to coast!

Challenges

- ...but not well respected as a sport
 - Many kids. Do. Not.
 - Often seen as a means to a different end
 - Hesitation to provide coverage beyond being a novelty
 - Community is taxed and divided at many levels, especially internationally
 - 5500 Problem
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The International Conundrum

- Two international governing bodies: the World Dodgeball Federation and the World Dodgeball Association
 - Different games styles, equipment and rules, but similar enough that there is competition for national membership
 - Dodgeball Canada could theoretically have 13 PTSOs, 100,000 members, youth and AWAD programs nationally, and still lose funding based on IOC decision
 - This creates a “race to the podium” in the worst possible way – puts the focus on the wrong objectives
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Divisive Collaboration

Encouraging
Enclaves

Divisive Collaboration

- Not every rally has to be around the national banner
 - Don't encourage division, but leverage those voices
 - Western Canadian Championships, Atlantic Championship
 - Foam, Rubber, No Sting, Cloth tournaments
 - Recognize the reality of our membership and of our stage of development
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Subversive Collaboration

Guerilla Tactics

Subversive Collaboration

- Cannot always work directly with the community at large
 - Nationally, multi-sport leagues, and sport and social clubs are generally not interested as dodgeball is only a section of their business
 - Solution – partner through equipment orders, supply chain efficiencies, RFQ to exploit economies of scale, membership opportunities
 - Internationally, countries affiliated to another governing body cannot attend our World Championships; some organizations prefer to remain unaffiliated
 - Solution - partner through coaching and training strategies, governance principles, scheduling friendlies, player invites
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Diverging Collaboration

Respecting Goals

Diverging Collaboration

- We worked with one of our cloth leagues to reach an agreement whereby they would form a team for WDA, while not competing with DC interests
 - We provide tacit approval of their program and they continue to promote our events and support us as the NSO
 - Reached out to Curling Canada, Skate Canada to discuss governance, membership structure, dispute resolution
 - DC drafted a Memorandum of Understanding for our PSOs, shared with Curling and Skating
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Two Years in...

- 40 leagues, from Victoria to St. John's, representing between 15,000 – 20,000 players
- DodgeInSchools expanding
- 7 Provincial Sports Organizations incorporated; 3 more in development
- Hosted of the 7th annual WDBF World Championships in Toronto-Markham



Two Years in...

- Canada elected to the President's seat for the WDBF
- Leading the international program of AWAD / Adaptive sport in dodgeball, with Australia and Bangladesh
- Governance support in the establishment of USA Dodgeball, and mediation to bring together different organizations
- Governance and program support in the establishment of federations in Argentina, Cameroon, Costa Rica, Haiti, China, and Brazil





What's Next?

- Formalize athlete pathways, beginning with youth programs
 - Expand the DodgeInSchools program nationally, and work to make the sport a positive experience for kids
 - First wave of NCCP entrants into multi-sport Community and Competitions education
 - Continue to influence members of the WDBF toward more inclusive events, and work towards a more global cooperative approach
 - Apply for Sport Canada funding to facilitate programming and development
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Thank you.

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