



Northwest
Territories Equitable
Sports Access

**Strategic Plan
2025 - 2028**



Strategic Plan



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Summary

Vision

A Northwest Territories where everyone can participate in sports, build meaningful relationships, and thrive physically, mentally, and socially.

Mission

To make sports accessible and inclusive for Indigenous and non-Indigenous youth, new Canadians, immigrants, and all Northwest Territories residents by removing barriers and fostering connections through recreation.

Goals

2026

Establish and build the foundation.

2027

Expand programs and strengthen connections.

2028

Advocate for long-term impact.



History

NTESA, territorially registered as a not-for-profit organization in 2025, began as a group of dedicated volunteers committed to making sports inclusive and accessible to youth who have experienced or are at risk of experiencing homelessness in Yellowknife. Prior to formal registration with the Northwest Territories government, these volunteers coordinated access to indoor and outdoor soccer, snowboarding, slo-pitch, and rugby throughout 2024. Their efforts filled a critical gap in Yellowknife, enabling youth aged 12 and older – who may not otherwise have the required support or opportunities – to participate in team sports or simply engage with their friends, acquaintances, and supportive community members as spectators.

In 2024, the group was able to offer programs to youth in Yellowknife due to funding from from Hotį Ts'ēeda, sponsored by the Northwest Territories Recreation and Parks Association. This funding allowed NTESA to cover the registration costs for over 20 youth aged 30 and under, while also purchasing many of pieces of essential sports equipment such as soccer cleats, socks, shorts, and baseball gloves. This funding ensured that financial barriers were minimized. In addition to covering costs, a group of 5 core volunteers supported by facilitating communication and transportation with youth, and 20 players who mentor and teach new players. The teams had a variety of skill levels, from beginners to seasoned players.

By registering as a territorial organization, NTESA will ensure its long-term sustainability and capacity to continue and eventually expand its programming. This official status allows the organization to pursue additional funding opportunities, more officially partnerships with local and territorial organizations, and advocate more effectively for equitable access to sports and recreation.



Values

Inclusion

Everyone
deserves
equitable access
to sports and
recreation
opportunities.

Community

Building
connections and
fostering
collaboration
among various
social and
cultural groups.

Growth

Encouraging
personal and
social
development
through
recreation.

Volunteerism

Recognizing and
valuing the
contributions of
dedicated
volunteers.

Advocacy

Championing
the importance
of equitable
sports access.



Goal

Detailed

Governance and Volunteerism

2025-2026	2026-2027	2027-2028
Develop core policies to establish a strong organizational foundation: <ul style="list-style-type: none">Draft and approve a code of conduct, financial policy, volunteer guidelines, liability waiver, privacy policy, and conflict resolution policy.	Organize quarterly volunteer appreciation events to enhance retention and morale.	Evaluate the effectiveness of organizational policies through an internal review.
Maintain and grow a core group of volunteers by aligning roles with their strengths and interests.	Formalize a mentorship program for volunteers to build leadership capacity.	Adjust policies and volunteer practices based on feedback and best practices.



Sports Access & Socialization

2025-2026	2026-2027	2027-2028
Increase participation in existing soccer, slow-pitch, and rugby programs by continuing to subsidize fees and provide equipment for existing and new participants.	Introduce a new sport based on community interest (e.g., ultimate frisbee or badminton).	Fund or provide volunteer support for at least one program outside of Yellowknife.
Launch a volleyball team in Yellowknife leagues by securing registration, recruiting players, and assigning volunteer coaches.	Host regular social events, such as team potlucks and skill-building clinics, to foster community connections.	

Partnerships

2025-2026	2026-2027	2027-2028
Build relationships with key organizations: <ul style="list-style-type: none">Continue collaborating with local sports leagues and recreation groups.Establish new connections with Sport North, Indigenous Sports Circle, and Ragged Riders Snowsports Society.	Deepen relationships with funders and policymakers by hosting a roundtable on equitable sports access.	Organize a community panel to discuss the importance of accessible sports and NTESA's impact.
	Collaborate with schools and youth groups to promote youth engagement in sports programs.	Explore opportunities to replicate or expand NTESA programs in other NWT communities through a feasibility study.



Finance and Fundraising

2025-2026	2026-2027	2027-2028
Establish NTESA's online presence by creating Facebook and Instagram pages.	Apply for at least three grants to secure funding for expanding programs.	Develop a three-year fundraising strategy focusing on donor engagement and sponsorships.
Begin grassroots fundraising efforts to support program expansion.	Launch a local fundraising campaign, including events and sponsorships, to increase financial support.	Celebrate NTESA's successes by hosting an annual recognition event for participants, volunteers, and partners.
Begin building a reserve for travel costs for expansion outside of Yellowknife, and any sport travel opportunities.		