

TEAM CANADA FUND-RAISING & LEGACY SUPPORT COMMITTEE
THE CANADIAN KENDO FEDERATION

Building a Team Canada Brand and Legacy to
create a Self-Sustaining Support Program.

Find Team Canada Kendo on Facebook!

BRYAN ASA
PAUL ERIC MARKO
CO-MANAGERS

| BRYAN.ASA@ROGERS.COM |
| PAULERIC_MARKO@ROGERS.COM |

(416) 705-7193
(647) 406-4461



December 1, 2011

c.c.: Hiro Okusa Sensei, President, CKF

SUBJECT: TEAM CANADA FUND-RAISING REPORT AND REQUEST

Dear CKF member:

Early this year the CKF Directors appointed an entirely new Team Canada Management Group to lead our 2012 effort to the World Kendo Championship next May in Novara, Italy. In addition to Men's Coach Matthew Raymond Sensei, Women's Coach Daisuke Hayashi Sensei and Team Manager David Mori Sensei, the CKF has appointed us (Bryan Asa and Paul Eric Marko) as Fund-Raising co-Managers. In our initial meeting with the CKF President and the Board Executives, we explained and received approval for our 'Fund-Raising and Legacy Support Committee'.

Our 5-year Vision:

- **Player / Team focus** will be training, not fund-raising
- **Funding** will be stable and continual
- A **Legacy Program** will bind together the 'Team Canada Phenomenon' by drawing on talent and contributions from the entire Kendo Community

Our **Mission Statement** will drive all our activities:

- **To Build a Team Canada Phenomenon and Legacy that will create a Self-Sustaining Support Program.**

We have attached our presentation to this year's General Meeting for your information that summarises our general vision. Please contact us if you have any questions on any particular point.

We believe that this plan has the best chance of ensuring Team Canada's past through a digital archive of its great achievements to date and its future through stable and sound finances. While the CKF has given us the mandate to enact this plan, Team Canada Management is aware that this is a job that will require the support of the entire CKF membership. The men and women of Team Canada are few, but they stand as the strong spear-head (or 'shinai point') of our national effort in facing the entire world. Their job is to prepare, train and fight; our job is to support them in every way possible because they are our Team Canada.

Our principal objectives at this time are short-term and long-term: (1) raising cash (from corporate sponsorships and from individual donors) to help pay for Team Canada 2012 expenses; (2) increase the public profile of Kendo in general and of Team Canada in particular in order to ensure a stable flow of funding for future Teams Canada. These 2 objectives are 2 sides of the same coin. Our legacy project is progressing slowly but surely with parallel efforts by the Legacy Committee on Facebook and the CKF website and the History Committee under Prof. Wakabayashi. If you have any bits of Kendo history or expertise in academia, marketing, documentation and time to donate, please contact us: we'll find you something to do!

On the cash side, we have made progress by re-securing sponsorships from the National Bank of Canada, e-bogu.com and Hitachi Canada. While we pursue other corporate sponsorships, we would like to make a direct appeal for donations from every CKF member in Canada. We have hesitated to make such an appeal in the past, but the reality of amateur sports funding (especially in the context of the current world financial crisis) is that we must look to all possible sources; we request, therefore, that each member of the CKF make a minimum individual donation of \$20 to Team Canada. With around 1,000 members in the

Team Canada major sponsors are the **National Bank of Canada** and **e-bogu.com, Inc.**
Les commanditaires principaux d'Équipe Canada sont **Banque Nationale du Canada** et **e-bogu.com, Inc.**



TEAM CANADA FUND-RAISING & LEGACY SUPPORT COMMITTEE
THE CANADIAN KENDO FEDERATION

“Building a Team Canada Brand and Legacy
to create a Self-Sustaining Support Program.”

Find Team Canada Kendo on Facebook!



1 DECEMBER 2011

CKF, we hope to raise at least \$20,000 through this appeal to you. Please make your donation via the dedicated CKF webpage:

<http://kendo-canada.com/donations.html>



We sincerely hope that Team Canada can count on your generosity.

Sincerely,

Bryan Asa, co-Manager

Paul Eric Marko, co-Manager

Encl: “Team Canada 2012 ... and beyond”, CKF General Meeting, July 2011, Team Canada Fund-Raising and Legacy Support Committee (Bryan Asa | Paul Eric Marko, co-Managers)

Here are your Team Canada members (with the balance of the Men’s roster still TBA):

Women’s Team

Tania Delage
Akiko Fukushima
Misato Hamanaka
Man-san Ma
Maya Taguchi
Hanaca Yamada
Bree Yang

Dojo

McGill Kendo
Vancouver Kendo
UBC Kendo
U of Guelph Kendo
Renfrew Dojo
Vancouver Kendo
Jung Ko Kendo

Men’s Team

Suguru Asaoka
Tuan Anh Hoang
Shigemitsu Kamata

Dojo

Youshinkan
McGill Kendo
Etobicoke Kendo

BRYAN ASA
PAUL ERIC MARKO

| BRYAN.ASA@ROGERS.COM
| PAULERIC_MARKO@ROGERS.COM

| (416)705-7193
| (647) 406-4461