

Chuckanut Bay Athletic Association



2024 Club Update & Vision



From Our President

As we stride into a new era for our beloved club, I find myself both humbled and invigorated by the opportunity to share with you our vision for the future. Over the past years, Chuckanut Rugby has stood as a beacon of sportsmanship, passion, camaraderie, and respect. From the first team of WWU grads stepping onto the field as Chuckanut Bay Rugby to the grand celebration of our 50th anniversary last year, each milestone has been a testament to the passion and dedication of our members.

In the spirit of progress and inclusivity, we have embarked on a journey to redefine what it means to be Chuckanut Rugby. Our vision is not merely about goals or achievements; it is about embodying the values that have always set us apart.

Our vision deck, a culmination of our collective aspirations, reflects not only where we are but where we aim to be. It encapsulates the essence of our existing structure, celebrates our achievements, and outlines our progress towards building a world class facility. But more than that, it serves as a roadmap for our future endeavors.

At the heart of our vision lie our strategic pillars – communication, coaching, membership, fundraising, club offerings, and facilities. These pillars represent the cornerstone of our collective ambition, guiding us as we navigate the challenges and opportunities that lie ahead.

As your president, it is my solemn commitment to uphold the values that have defined Chuckanut Rugby for generations. Together, we will forge ahead, united in our pursuit of excellence and inclusivity. Our journey may be fraught with obstacles, but with your unwavering support and dedication, I am confident that we will emerge stronger and more resilient than ever before.

In closing, I extend my deepest gratitude to each and every member of our Chuckanut Rugby family. Your passion, your dedication, and your unwavering belief in our vision inspire us all to reach greater heights. Together, let us write the next chapter in the storied history of Chuckanut Rugby.



A handwritten signature in black ink, appearing to read 'Kellen Wiggins'.

Kellen Wiggins

CBAА PRESIDENT
JULY 2023 – JULY 2025

Thank You to Our Community

150+

Rugby Washington Registered
Youth & High School Players

40+

PNW Rugby Registered
Adult Players

40+

Social Chuckanut Bay
Rugby Club Members

75+

Dedicated On & Off
Field Volunteers

10+

Dedicated Board
& Committee Members

Countless

Donors &
Supporters

Thank You to Our Sponsors



Thank You to Our Members





Dennis Cairns Photography

Where We Are

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Adult

- (M) Geoducks Social
- (W) Mussels Social



CBAA Adult is a member of PNW Rugby which resides inside of USA Club Rugby, both sanctioned by USA Rugby. We also compete in friendlies across the border in Canada.

High School

- (B) Steamers Varsity
- (B) Steamers JV
- (G) Oysters Varsity



CBAA High School is a member of Rugby Washington which resides inside of USA Youth & High School, both sanctioned by USA Rugby

Youth

- (C) Littlenecks U6
- (C) Littlenecks U8
- (C) Littlenecks U10
- (C) Gapers U12
- (B) Razors U14
- (G) Razors U14



CBAA Youth is a member of Rugby Washington which resides inside of USA Youth & High School, both sanctioned by USA Rugby



Celebrating 50 Years of Chuckanut Bay Rugby

The 50th anniversary celebration of Chuckanut Rugby was a momentous occasion filled with nostalgia and pride. Members from across generations came together over a weekend to honor the rich history and legacy of the club.

The event featured family games, announcement of our club hall of fame and a gala dinner where past and present players shared anecdotes and celebrated shared experiences. It was a testament to the enduring spirit of Chuckanut Rugby and served as a reminder of the bonds that unite us as a rugby family.

**\$50,000
Raised**

50th Anniversary Celebration

[Learn more about the 2023 Hall of Fame Class](#)

Hall of Fame Class of 2023





Inaugural Youth Tournament

In June of 2023, Chuckanut Rugby hosted its inaugural Youth Can-Am 7s tournament, marking a significant milestone for the club. The event, specifically designed for high school teams, provided an excellent platform to showcase youth 7s rugby in the region.

With enthusiastic participation and spirited matches, the tournament was a resounding success, highlighting the talent and passion of young rugby players. Looking ahead, the club is excited about the prospect of continuing and expanding this event in the future, further nurturing youth rugby and fostering unity across borders.





44th Annual Can-Am 7s Tournament

Chuckanut Rugby proudly hosted the 44th annual Can-Am 7s tournament. This tournament marked a significant return to transnational rugby spirit as for the first time since COVID-19 we saw both Canadian and US clubs converging for a spirited day of fast-paced 7s rugby action.

Despite the challenges posed by the pandemic, the tournament served as a testament to our club's unique place in the region. As teams clashed on the field, old bonds were rekindled and new connections forged, epitomizing the shared passion for rugby.

The ongoing success of the Can-Am 7s underscored the resilience of the rugby community and set the stage for future editions.



Board Members

Executive Board Members

2 Year Max Term with Fiscal Calendar

Kellen Wiggins

PRESIDENT

Micah Bartlett

VICE PRESIDENT

Jaynie Gablehouse

TREASURER

Open Position OPEN

SECRETARY

RJ Salasky

DIRECTOR OF MEDICAL

Appointments

1 Year Max Term with Fiscal Calendar

Todd Vasey

CAPITAL PROGRAM DIRECTOR

Open Position OPEN

DIRECTOR OF COACHING

Gordon Henry

DIRECTOR OF COACHING
(Non-Tackle)

Mollie Gandy

VOLUNTEER COORDINATOR

Financial Update: Last 5 Years

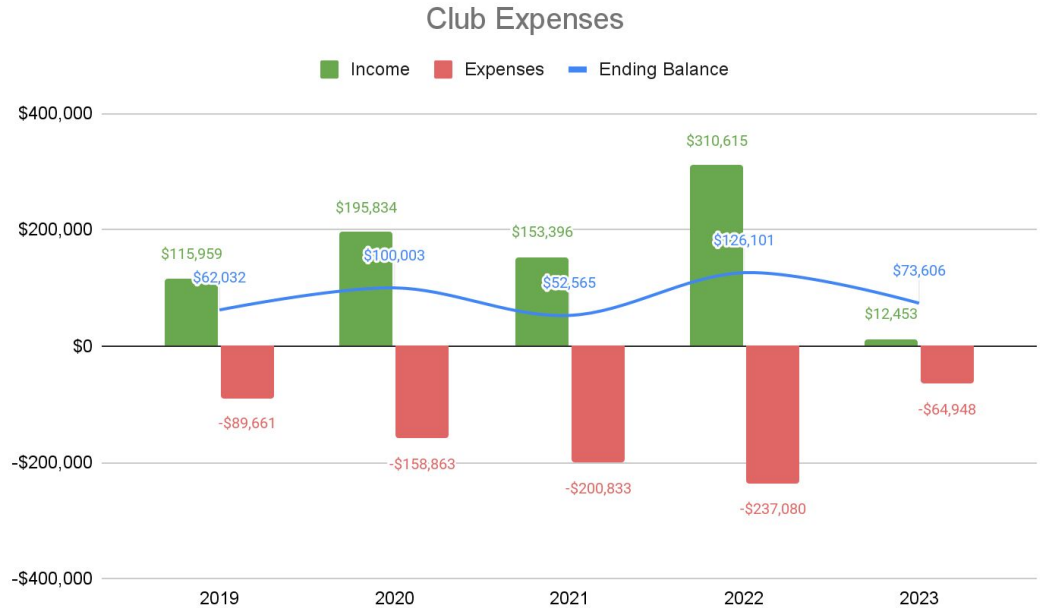
Income and Expenses Fluctuations: There are noticeable fluctuations in both income and expenses over the past five years. While income has varied, expenses have also seen significant fluctuations, resulting in fluctuating net balances.

Capital Investment Impact: The increase in expenses in recent years, particularly attributed to funding the capital improvement agenda, reflects the club's focus on infrastructure development and long-term growth. These investments are crucial for enhancing facilities and club operations.

Stability in Funds Available: Despite fluctuations in net balances, the availability of funds has been stable over the years. This suggests effective management of resources to maintain a healthy financial position, even amidst varying income and expenses.

Income Sources: The main sources of income seem to be player dues and general donations. Diversifying income streams could provide more stability and sustainability in funding club activities and projects.

Financial Planning: The club's financial planning is forward-looking, with efforts to secure funding for future phases of development and invest in marketing to bolster community engagement and support.



Financial Update: Last 5 Years

WHERE WE ARE

Aug 2023 – July 2024	
Starting Balance	\$126,100
Expenses	-\$64,948
Income	\$12,453
Net	-\$52,494
Funds Available	\$73,606

Aug 2022 – July 2023	
Starting Balance	\$52,566
Expenses	-\$237,080
Income	\$310,615
Net	\$73,535
Funds Available	\$126,101

Aug 2021 – July 2022	
Starting Balance	\$100,003
Expenses	-\$200,833
Income	\$153,396
Net	-\$47,437
Funds Available	\$52,565

Aug 2020 – July 2021	
Starting Balance	\$63,032
Expenses	-\$158,863
Income	\$195,834
Net	\$36,971
Funds Available	\$100,003

Aug 2019 – July 2020	
Starting Balance	\$36,735
Expenses	-\$89,661
Income	\$115,959
Net	\$26,297
Funds Available	\$62,032

deWilde Rugby & Polo Fields: Phase One & Two

WHERE WE ARE



Thank you, deWilde family, for the generous property donations in 2018.



Phase One – Funded and Completed March 2021

Field expansion plan focused on transferring ownership and evaluating the property for development potential.

Phase Two – Funded and Completed July 2022

Focused on enhancing the property through field grading, irrigation, hydroseeding, signage, and structural upgrades.



deWilde Rugby & Polo Fields: Phase Three

\$194,500 Raised

WHERE WE ARE

Phase 3 – 100% Funded as of March 2024

Project work to be completed by Summer 2024

This phase has been focused on further property improvements with the main project being the parking lot. More detailed information at www.dewilderugbyfields.com/phases



\$154,500

From The State of Washington's Capital Budget Allocation



Alicia Rule

Championed by Washington State Representative

CBA received state funding for Phase Three

This 'budget allocation' from the state of Washington covered:

- Parking lot materials and stormwater bioretention swales
- Access Gates for two entrance points

Additionally, we raised \$40,000 through straight donations or value in kind

These funds included:

- Vinyl fencing throughout the property
- Field 2 scoreboard
- Property equipment

Membership

Annual Membership

Annual Dues for the club at any level are \$100/year and contribute to operation costs & supporting the youth teams.

**Social
Members**
\$100/Year

41 Members

Lifetime Memberships

CBAA Century Club as of 2019

Current being collected for our facility development.
Sign up today at www.chuckanutrugby.com

- \$2,500 Captains Club
- \$1,000 First XV
- \$500 Second XV

[Become a Member Today](#)

Our Century Club Members

\$2,500 Captain's Club	\$1,000 First XV Club		\$500 Second XV Club
Preston Worth	Justin Smoak	Ryan Childers	Gary Wiggins
Craig Brown	Paul Horne	Murray Bracket	Charleen Wallace
Will Wheaton	Gerry Henson	Hoyt Gier	Ron Bonson
Kellen Wiggins	Tom Wigg	Paul Ketteridge	Marc Staiger
Neil Gardner	Milt Miller	Frank Merrill	Doug Seto
Mike Girton	Ray Gilbride	Bill Roberts	Susan Reece
Mike Smalley	Nick Vitalis	Scott & Peg Wendling	David DeYoung
Ron Lee	Steve Sullivan	Jack Wendling	Rob Walker
Todd Vasey	Joel Weisser	Pete Dawson	
	Ned Kennedy	Ed Steidle	
	Jeff Lombard	Jack McTaggart	

Where We Are Going by 2025



Dennis Cairns Photography

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Our 6 Pillars

WHERE WE ARE GOING BY 2025

Communication

- Internal
- Team
- Outreach



Coaching

- Framework
- Development
- Fulfillment



Membership

- Community
- Structure
- Growth



Club Programs/Offering

- Engagement
- Support
- Team Growth



Fundraising

- Events
- Relationships
- Leadership



Facility

- Maintenance
- Fundraising
- Development





Communication Goals

Internal communication - The goal of fostering a sense of connection and belonging among members through consistent communication and a unified brand voice is crucial. To achieve this, Chuckanut Rugby will focus on:

- Establishing a dedicated social media team tasked with posting regularly and engaging with members in alignment with the club's brand voice.
- Implementing strategies to ensure all members are informed about club activities, events, and updates through various channels, including social media, newsletters, and direct messaging

Community Outreach - Collaborating with local media and communities to promote the club externally is vital for attracting new members and supporters. To achieve this goal, Chuckanut Rugby will:

- Develop partnerships with local media outlets, community organizations, and businesses to increase visibility and reach within the community.
- Utilize social media platforms and other communication channels to actively engage with the local community, share club achievements, and promote upcoming events.
- Implement targeted outreach strategies to reach specific demographics or communities of interest and encourage their participation in club activities.

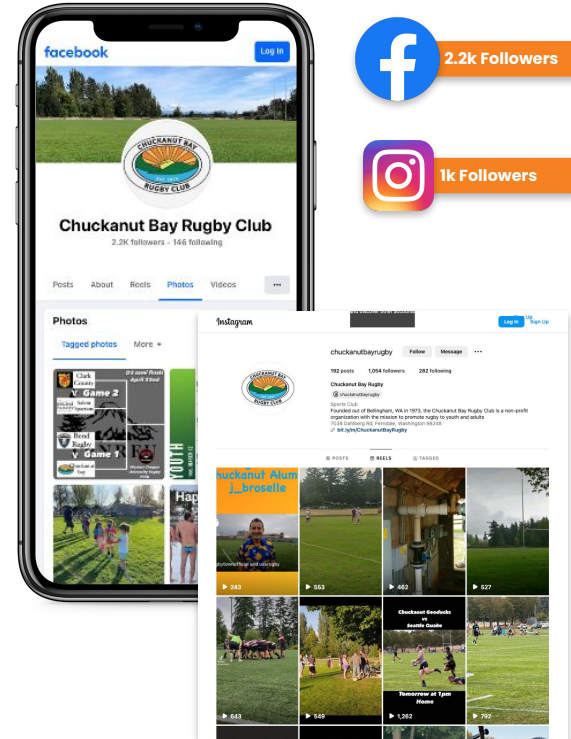


Communication Goals

WHERE WE ARE GOING BY 2025

Channel responsibilities – Clear delineation of responsibilities across communication channels is essential for efficient and effective communication. Chuckanut Rugby will:

- Assign specific responsibilities to team members or departments for managing different communication channels, such as social media, newsletters, and player/parent messaging.
- Ensure coordination and consistency in messaging across all channels to maintain a cohesive brand identity and enhance engagement with the target audience.





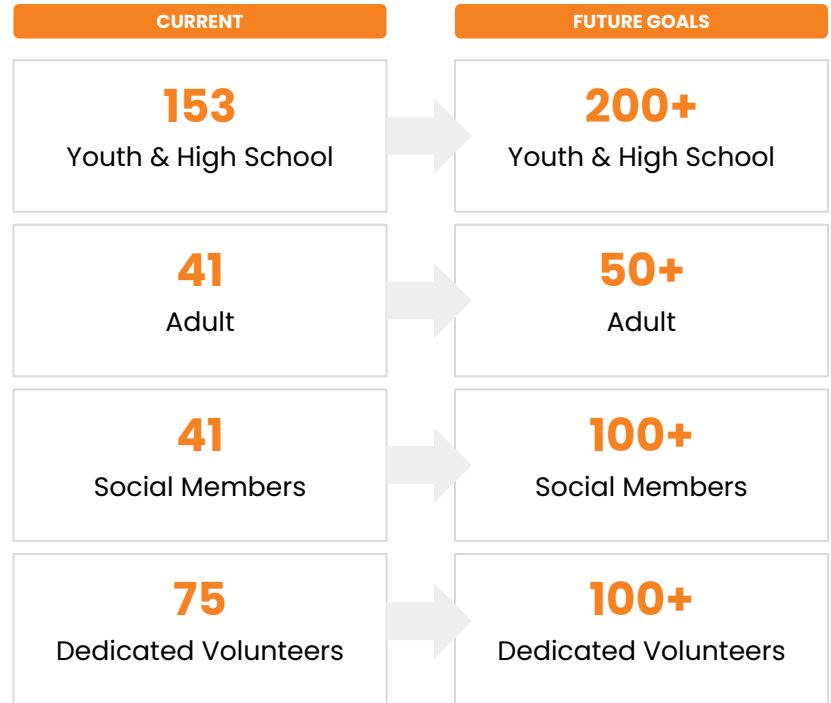
Membership Goals

WHERE WE ARE GOING BY 2025

Club Engagement with Community

Chuckanut Rugby aims to become an integral part of the broader community by focusing on inclusivity, outreach, and the belief that rugby serves as a unifying force. To achieve this:

- The club will prioritize initiatives that promote inclusivity and outreach, such as community events, youth programs, and partnerships with local organizations.
- By actively engaging with the community, Chuckanut Rugby can attract new players, social members, and volunteers, fostering a sense of belonging and participation among diverse groups.





Membership Goals

Club Membership Structure and Expectations

Establishing a clear membership structure, streamlined payment systems, and transparent expectations are essential for ensuring members understand their roles, responsibilities, and the value they bring to the club. Chuckanut Rugby will:

- Implement automated payment systems and clearly defined membership tiers to simplify the registration process and encourage active participation.
- Emphasize the importance of financial contributions and active involvement in club activities to reinforce the principle of collective responsibility for sustaining a thriving rugby community.
- Provide regular communication and resources to help members understand the benefits of membership and how they can contribute to the club's success.

Commitment to Girls+ and Women+

Recognizing the importance of promoting and supporting the growth of girls+ and women+ rugby, Chuckanut Rugby will:

- Develop targeted initiatives and programs to attract and retain female players at all levels, from youth to adult.
- Provide additional resources, coaching support, and promotional efforts to raise awareness and participation in girls+ and women+ rugby within the community.
- Collaborate with local schools, organizations, and governing bodies to create opportunities for girls+ and women+ rugby development and competition. Further support and promote for the growth of Girls+ and Women+ rugby.



Fundraising Goals

WHERE WE ARE GOING BY 2025

Quality Club Events

Chuckanut Rugby is dedicated to crafting high-quality events that not only serve as fundraising platforms but also create enduring memories for participants. These events aim to strike a balance between financial success and providing attendees with a remarkable experience. By diversifying event offerings and ensuring engaging activities, we seek to attract a broad spectrum of supporters and maximize both participation and enjoyment.

Donor Relationship Management

Enhancing our donor relationship management system is crucial to nurturing lasting connections with our supporters. CBAA is committed to implementing a comprehensive system that enables us to efficiently track, manage, and express gratitude to our donors. By maintaining organized records and expressing timely appreciation for their contributions, we aim to foster stronger bonds with our donor community and encourage continued support.





Fundraising Goals

WHERE WE ARE GOING BY 2025

Social/Fundraising Chair

The addition of a dedicated Social/Fundraising Chair underscores our commitment to expanding our fundraising efforts. This individual will play a pivotal role in identifying new event opportunities and establishing connections within the community. By actively seeking out events to participate in and represent the club, we aim to broaden our fundraising reach and cultivate new donor relationships.

Funding Goals

Chuckanut Rugby recognizes the importance of establishing clear and measurable targets to guide our fundraising endeavors. By setting specific goals, we provide a roadmap for our fundraising initiatives and inspire our community to rally behind our cause. These goals serve as benchmarks for success, motivating us to pursue innovative strategies and engage with our supporters to achieve our fundraising objectives.





Coaching Goals

Coaching Development

Chuckanut Rugby aims to invest in the growth and refinement of our coaches' skills and expertise through ongoing training, mentorship, and professional development opportunities.

Coaching Manual, Handbook, Documentation

Chuckanut Rugby is committed to develop a robust coaching manual, handbook, and documentation system. These valuable resources serve as foundational tools for our coaches, offering guidance, strategies, and best practices to enhance their coaching effectiveness.

Interview and Place Coaches

Chuckanut Rugby strives to match coaches with roles that align with their expertise and interests, and create a supportive and empowering environment where coaches can thrive and excel.





Club Offering Goals

Community & Club Engagement

Chuckanut Rugby is committed to enhancing community engagement through a variety of club events and activities. By fostering connections within the community, we aim to create a vibrant and inclusive club environment that welcomes individuals of all backgrounds and interests.

Opportunities support/database

Chuckanut Rugby recognizes the importance of providing support and resources to potential players, recruits, and coaches. By implementing a comprehensive support system and maintaining a database of opportunities, we aim to facilitate access to relevant information and foster growth within our rugby community.

Improved Planning Process

Chuckanut Rugby is dedicated to enhancing our planning processes for events, matches, tournaments, and other activities. By documenting these processes and establishing clear guidelines, we aim to streamline operations and ensure efficient coordination of club activities.

Try Rugby Days

Youth Summer Camps

International Tours & Hosting

Player Scholarships



Club Offering Goals

WHERE WE ARE GOING BY 2025

Team Growth

Chuckanut Rugby aims to expand the number of teams across Whatcom County and surrounding areas. By increasing our presence in local communities, we strive to provide more opportunities for individuals to participate in rugby and promote the growth of the sport.

Adult

- NEW** (M) Geoducks Competitive
- (M) Geoducks Development
- (W) Mussels Competitive
- NEW** (W) Mussels Development

High School

- (B) Steamers Varsity
- (B) Steamers JV
- (G) Oysters Varsity
- NEW** (G) Oysters JV

Youth

Whatcom County

- (C) Littlenecks U6
- (C) Littlenecks U8
- (C) Littlenecks U10
- (C) Gapers U12
- (B) Razors U14
- (G) Razors U14

Bellingham, WA

- NEW** (C) Littlenecks U6
- NEW** (C) Littlenecks U8
- NEW** (C) Littlenecks U10
- NEW** (C) Gapers U12
- NEW** (B) Razors U14
- NEW** (G) Razors U14



Facility Goals: Phase Four & Beyond

WHERE WE ARE GOING BY 2025

Launching Phase 4

At the time of writing this, discussions are underway to determine the best path forward for Phase 4. We have a lot of aspirations but need to determine the best next steps for this phase. For more detailed information on the next phase of this project, please visit the website at www.dewilderugbyfields.com/phases

State Funding

CBAA has secured another \$154,500 budget allocation from the state of Washington to help move this project further.



\$154,500

From The State of
Washington's Capital
Budget Allocation



Alicia Rule

Championed by
Washington State
Representative



How You Can Help?

Join the Board or Committee

WHERE WE ARE GOING BY 2025

Join the Board

8-10 Hours/Month

Take your involvement to the next level by joining the club's board of directors. As a board member, you'll have the opportunity to participate in decision-making processes, strategic planning, and fundraising efforts that shape the future of our club.

Commitment: Invest approximately 8-10 hours each month in board meetings, planning sessions, and fundraising activities. Your input and leadership will play a vital role in driving the club forward.

Join Leadership

Join a Committee

2-3 Hours/Month

Contribute your skills and expertise by joining one of our committees. Whether you're passionate about marketing, event planning, or community outreach, there's a place for you to make a difference.

Commitment: Dedicate a few hours each month to attend committee meetings, brainstorm ideas, and execute initiatives aimed at advancing the club's goals and objectives.

How You Can Help? Volunteer

WHERE WE ARE GOING BY 2025

Volunteer

Commitment Varies

Explore various volunteering opportunities within the club to support our ongoing initiatives and events. Whether it's assisting with game-day operations, organizing fundraising activities, or providing administrative support, there are plenty of ways to get involved and make a difference.

Benefits: Volunteering offers a chance to learn new skills, build connections within the community, and contribute to the success and growth of our club.

[Become a Volunteer](#)



How You Can Help? Become a Member

WHERE WE ARE GOING BY 2025

Annual Membership

Description: Join our community by becoming an annual member of the Chuckanut Bay Athletic Association (CBAA). Annual dues at any level are \$100/year, which directly contribute to covering operational costs and supporting our youth teams.

Benefits: As a member, you'll enjoy exclusive benefits, including special merchandise deals, game-day perks and the initial step towards eligibility for the CBAA Century Club, granting lifetime membership privileges.

Lifetime Membership (CBAA Century Club)

Currently being collected for our facility development

Captains Club

First XV

Second XV

[Become a Club Member](#)

Donate to the club through your annual membership



How You Can Help? Donate or Sponsor Your Organization

WHERE WE ARE GOING BY 2025

Donate to deWilde Rugby Fields

Description: Your contribution to deWilde Rugby Fields' improvement projects not only enhances our facilities but also showcases your brand to hundreds of local and international community members that shares our club culture of sportsmanship, teamwork, and community engagement.

Benefits of Sponsorship:

- Signage Opportunities: Display your brand prominently with signage options strategically placed throughout our facilities.
- Naming Rights: Secure naming rights for specific areas or features of the deWilde Rugby Fields, ensuring your brand is recognized and appreciated by all who visit.
- Sponsorship Listings: Receive acknowledgment and recognition as a valued supporter through sponsorship listings in our promotional materials and online platforms.

[Donate Today](#)



2023 Baboni Cup Victory vs Valley Kangaroos



Marketing & Fundraising Support

CBAA has been supported by two outside agencies to help us with overall marketing and fundraising support for the club & deWilde Fields. 100% of Madak's fees are covered by an outside donor, 33% of the fees for Sequoia are covered as well, providing a strong foundation to help CBAA move to the next level as a property & a club.

MADAK[®]

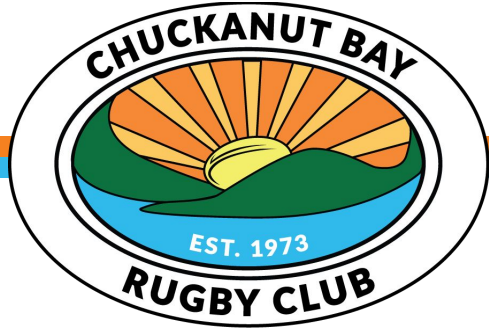
Digital marketing agency with strong connections to rugby organizations throughout the US has supported CBAA through strategic planning, administrative support, website development, promotional materials and fundraising assets including the identification of Sequoia as a fundraising partner.

In 2024, CBAA will receive a new club website that will bring all the effort together into one digital foundation to serve the club moving forward.



Sequoia Nonprofit Solutions provides planning and consulting services to facilitate fund acquisition for capital projects, operations and programming, supporting CBAA with state budget inclusion as well as development strategy and efforts.

In 2024, Sequoia will guide CBAA through the finalization of the budget allocation already secured and start to work on the next big state funding opportunity.



Thank You

chuckanutrugby.com

dewilderugbyfields.com

