

Meeting of the General Assembly of the International Cheer Union

a Texas non-profit corporation

Tuesday 22 April 2025

Orlando, Florida, USA

1. Meeting called to Order at 2:03 PM/14:03 EST

2. Welcome and Opening of Meeting - ICU Secretary General Karl Olson

- Welcomes everyone to the 2025 Annual General Meeting of the International Cheer Union
- Expresses appreciation to ICU President Webb; ICU Officers ICU National Federation Presidents, Vice Presidents, Secretary Generals and Officers; Distinguished Sport Officials; Invited Guests; Colleagues of the Sport of Cheer & the International Cheer Union
- Introduces the ICU Governing Council members and thanks the Council for their leadership and commitment to the sport on an ongoing basis
- Expresses appreciation to the ICU National Federations for their great work, as well as for the meetings over the past few days, as it is critical for the ICU National Federations from around the world to gather and address important issues for our sport
- The new expanded AGM agenda, providing more presentations to the Federations, assuring that all and timely issues are addressed for the benefit of our athletes, that have led to today's Annual General Meeting
- Highlights the excitement that is underway for the ICU Junior World and World Championships beginning the next day, and express appreciation to the ICU members for making this experience possible for the thousands of athletes who have gathered in Orlando in the past few days – for the sport's pinnacle event

3. Roll Call and Introduction of Invited Guests - ICU Secretary General Karl Olson

- Explains Membership Dues, Full and Provisional Membership status, highlights that ICU National Federation development continues, despite the delay of the pandemic a few years ago; however, recent momentum has been steady, and ICU is grateful for the ongoing efforts and achievements around the world
- 21 Provisional Members are in attendance – excellent attendance for ICU National Federations in development, 48 Full Members are present: 67 members total at today's AGM
- ICU has 69 Full Members, 48 are in good standing and all 48 are present - there is a quorum
- Voting process explanation

4. Approval of the 2024 AGM Minutes - ICU Secretary General Karl Olson

- References that the 2024 Minutes have been circulated and posted on-line for nearly a year; also available at continental breakout meetings for review. Acknowledges there has been no further discussion or feedback on the 2024 Minutes
- Asks, if there is no further discussion, for a motion to vote on:

“RESOLVED, that the April 2024 Annual General Meeting minutes are approved”

Action:

- Motion by Italy
- Seconded by Bulgaria
- VOTE: In Favor: 48 Opposed: 0 Abstention: 0
- Motion carries, the April 2024 Annual General Meeting minutes are approved

5. **Secretary General's Report - ICU Secretary General Karl Olson**

Expresses appreciation to everyone for their great work over the past year. The past year, since the last AGM in 2024, was very active and busy globally in education, recognition and events. High participation, more events returning to full capacity on all continents, record levels of education (in-person and on-line). It's good to be back! The Secretary General report is as follows:

a. **National Federation Recognition Achievements**

- Sport Ministry Recognition
 - Ecuador, Mali, the entire United Kingdom as a sport– including Scotland & Wales NSOs
- National Olympic Committee (NOC) Recognition
 - Brazil, Bulgaria, and Ecuador

b. **International World Games Association (IWGA)**

- ICU was admitted as a member of the IWGA/The World Games at the IWGA AGM in April 2024
- ICU realizes this is from the great work of our P.R. China member, China Cheerleading Association (CCA) and the CCA Director Mr. LI Yulin to have ICU added to The World Games 2025 Chengdu, China. Thank you to Mr. Li and the CCA team!
- Membership into the IWGA and The World Games certainly raises the status of the ICU and the Sport of Cheer in the world
- ICU conducted a very successful The World Games Series 2024 Hong Kong, China 11-13 October 2024; and excellent 1st time event with TWG/IWGA with the discipline of Pom Doubles- 10 National Teams/10 countries, with a live broadcast on the International Sports Broadcasting (ISB), in an Olympic fashion
- ICU thanks our member the Cheerleading Federation of Hong Kong, China (CFHK) for providing the volunteers and support – at TWG Series event
- ICU also thanks CCA and Mr. Li for the effort to add ICU to The World Games family but also for the support leading up to The World Games coming this August 2025. More to come in this report

c. **Overview of the past 12 Months- Events:**

- 2024 Junior World Championships (JWC) & World Cheerleading Championships (WCC)
 - This time last year: 24-26 April 2024, Orlando, USA
 - 60 Nations attended and over 4,000 athletes
 - Spectacular event in 2024 and can't wait for the upcoming days for the 2025 JWC/WCC!
- 2024 ICU International Cheerleading Cup (ICC)
 - The 2nd edition of the ICC was conducted during the World Championships Week in Orlando for Club teams qualified through ICU National Federations. An excellent opportunity for National Tams that are true club teams – to have a 2nd performance opportunity for teams
 - In addition to the ICC holding Cheerleading divisions in the ICU format, following the ICU scoresheet with ICU World Championships Judges; the ICC also has the Hip Hop and Pom Doubles Divisions, which are not available at the IASF Worlds. In 2025, Youth divisions for Team Hip Hop and Pom will be held – since this is not available at IASF

- The 2nd edition of the ICC welcomed 48 club teams from 25 countries – we look forward to the 3rd edition of the ICC this coming weekend
- 2024 ICU European Championships (28-30 June 2024, Oslofjord/Stokke, Norway)
 - The largest European Championships ever conducted at the beautiful Oslofjord Convention facility in Stokke Norway just south of Oslo
 - 23 nations in attendance, over 3,600 athletes
 - Tremendous viewership metrics on the Olympic Channel
 - A thank you to the Norway National Federation (NAIF), Richard, Thomas, Liv and the NAIF team for the incredible work, and the ECU, Aljaz, Tone, Ursula & the ECU Board for a wonderful event
- 2024 FISU World University Championships – Cheerleading (01-04 August 2024, Split, Croatia)
 - After a 6-year hiatus due to the pandemic, with the first and previous FISU event being held in Łódź, Poland in 2018, ICU was thrilled to return with the 2nd edition of the FISU World University Championships for Cheerleading that was held in beautiful Split, Croatia on 01-04 August 2024
 - This is a University National Team event, thirteen (13) nations competed there, with approximately 500 athletes
 - Smaller event, however, excellent talent displayed by all of the athletes – truly highlight the talent our sport has at the university level. A great promotion of the importance of academic achievement and sport
 - We thank Slavica Donkov, the ICU Croatia National Federation (HCS), and FISU’s local organizers for delivering a wonderful event for the athletes, coaches and National Federation delegates
- 2024 ICU Asian Championships (13-15 September 2024, Bali, Indonesia)
 - ICU Asian Championships returned to beautiful Bali, Indonesia
 - 10 countries attended with over 1,100 athletes
 - The event was held at Discovery Mall in Kuta, Bali - wonderful production for the event and a great experience for the athletes
 - Streamed on the Olympic Channel with a beautiful beachfront view, greatly highlighting Asia’s best teams
 - Thank you to Dian Angriani, the Indonesia Federation President, and her ICA team for delivery of a very successful ICU Asian Championships 2024
- 2024 ICU African Cheerleading Championships (21-22 September 2024, Cape Town, S Africa)
 - We are thrilled about the 2nd consecutive ICU African Championships, which shows the great development underway for our sport in the continent of Africa
 - Held in conjunction with the Majorettes World Championships, Cheer Teams from three (3) Africa Nations competed at this event, including Botswana, Nigeria and South Africa
 - ICU congratulates ICU Vice President and Councilmember for Africa, Wayne Oberem, and the entire SAMCA team for delivering a spectacular event, and for the great efforts to grow our sport throughout Africa
 - We look forward to the 3rd edition of the ICU African Championships coming to the “Ostrich Capital of the World” (jokes with Councilmember Oberem who corrects with “Ostrich Capital of Africa”) to be held in Oudtshoorn, South Africa. More to follow
- 2024 ICU Pan-American Championships & Copa America (27-29 Sept 2024, Ottawa, Canada)
 - Thank you to Cheer Canada President Krista Gerlich-Fitzgerald, Executive Director Joanna Low, and the entire Cheer Canada organizing team, with Chantal Canales Garcia ICU’s

Event Director, for conducting a very successful event for Club and National Teams in the Americas

- Originally planned for 2023 in Canada, we were thrilled to have the event in Canada's capital city of Ottawa in 2024, a beautiful city and venue—held in the world-class Shaw Centre- which highlighted the great talent of our athletes throughout the Americas
- Five nations competed (Chile, Ecuador, Mexico, USA and Canada), a smaller number of countries than previously; however, there was a large number of athletes (near 1,400), which led to a wonderful event. Of course, the talent level was spectacular – with some of the top teams in the world
- Thank you again to Cheer Canada for putting on a very successful ICU Pan-American Championships & Copa America 2024
- The World Games Series 2024 Hong Kong, China (11-13 October 2024, Hong Kong, China)
 - This was our 1st event with The World Games / IWGA, Pom Doubles, a newly added event to our calendar in April 2024 and a new qualifier for The World Games 2025 Chengdu
 - We qualified 10 countries by video entry (nearly 70 nations applied): Australia, Croatia, Ecuador, Finland, Greece, Mexico, Norway, Slovenia, USA and Hong Kong China- the host of the event
 - Mexico finished with the bronze, Australia with Silver, and the USA with Gold, and the USA qualified for TWG 2025 Chengdu
 - Looking to TWG 2025 Chengdu: Five (5) countries and six (6) teams have qualified to date including: Ukraine (European Champions), Japan (Asian Champions), Mexico (Pan-American Champions), USA (TWG Series Champions) and 2 teams from China via the China Open (Dec 2024) and the China National Champions (March 2025). We are looking to qualify the final 5 countries/teams at these World Championships
- 2024 ICU Cheerleading World Cup (22-24 November 2024, Seoul, Republic of Korea)
 - The 2nd Annual ICU Cheerleading World Cup 2024 took place from November 22–24, 2024, at the Olympic Park SK Stadium in Seoul, South Korea.
 - This prestigious event is designated for individual club teams featured Youth, Junior, and Senior age groups in both cheerleading and performance cheer divisions.
 - Nearly 20 nations with Cheerleading and Performance Cheer Club teams from 4 continents competed at the 2nd edition of the World Cup
 - Streamed on the Olympic Channel globally, the World Cup highlighted Club Teams from around the world, as we work to provide opportunities
 - We thank KCA and President Ivy Lee and the entire KCA team for a successful delivery of two editions of the ICU Cheerleading World Cup

d. Overview of the past 12 Months – Other Important Initiatives:

- **ICU Education**: Reviewed throughout the past few days. Within 2024, the ICU Education platform / LMS and in-person education sessions have been tremendously successful with wonderful reach: Over 3,000 coaches trained in 80+ countries
- **ICU Merchandise Platform**: Live since 2024, exciting merchandise selection, slight challenges with shipping costs in 2024, but solutions are underway. New products have been added in 2025. A wonderful branding and revenue opportunity for ICU
- **ICU Digital Assets and Media Relations continue to progress**: Obvious on all ICU social media, and on the ICU website and our App throughout 2024 and 2025. Although details of this progress have been reviewed these past few days during these meetings, you'll really notice these enhancements throughout these championships. This includes ICU's great Olympic

Channel partnership – for all ICU events. This is a major initiative for the ICU with more developments coming in 2025 and 2026, more to follow

- **Multi-Sport Games:** Always an important initiative for the ICU to be a major partner in the international sport ecosystem. ICU is thrilled to be part of the following Multi-Sport Games, and in discussion to apply for the Olympics Games and Olympic Family Multi-Sport Games as shown:
 - The World Games 2025 Chengdu: 15-16 August 2025, Chengdu, P.R. China
 - CSIT World Sport Games: 03-08 June 2025, Loutraki, Greece - being administered by ICU's Hellas Federation, HCF, a great opportunity for club teams at all levels
 - Special Olympics USA Games 2026 Minnesota: June 2026. Following a successful inaugural Special Olympics USA Games 2022 Orlando, thrilled to be in the 2026 edition with 15 other sports. A great opportunity to reach athletes with and without intellectual disabilities- at a very high-profile event. ICU is also in contact with Special Olympics for the Special Olympics World Games
 - 2026 FISU World University Championships (WUC) Cheerleading: This is not a multi-sport game per se; however, by holding successful FISU WUCs, it is a goal of ICU to eventually join a FISU Universiade/Summer Multi-Sport Games in the future. As mentioned, the 2024 FISU WUC in Croatia was tremendously successful (thank you to all), and ICU looks forward to the FISU WUC to be held in Gothenburg, Sweden 05-07 June 2026 – with ICU Sweden National Federation (SCF) as the host. We can't wait !
 - Olympic Games / Multi-Sport Games: Always major initiative of the ICU, efforts are always underway to join the Olympic Games and Youth Olympic Games. But also, the Olympic Family Continental and Regional Games, like the European, Asian, Pan-American, All African Games and Pacific Games and also the SEA Games, AIMAG, Commonwealth Games, Paralympic Games and more. ICU has been in contact with all bodies in this effort, and efforts will continue with involvement of respective ICU National Federations as well
- **International Sport Authorities:** ICU remains in great standing with the IOC, IWGA, ARISF, AIMS (our original SportAccord membership group), SportAccord, and FISU, CSIT, Special Olympics International, WADA and ITA. Thank you to Mike Jacki and Brad Guye for the great work on the ICU Anti-Doping program and with WADA

e. Looking Ahead: Events 2025

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| ● ICU Latin American Cheerleading Championships (LACC) | 31 May-01 June 2025 | Medellin, Colombia |
| ● CSIT World Sport Games (CSIT) | 03-08 June 2025 | Loutraki, Greece |
| ● ICU European Cheerleading Championships (EC) | 27-29 June 2025 | Ljubljana, Slovenia |
| ● ICU Africa Cheerleading Championships (AFCC) | 06 July 2025 | Oudtshoorn, S. Africa |
| ● The World Games 2025 Chengdu China (TWG) | 7-17/15-16 Aug 2025 | Chengdu, P.R. China |
| ● ICU Asian Cheerleading Championships (ACC) | 12-14 Sept 2025 | Bangkok, Thailand |

f. Membership Report

- 120 National Federations
- 1 New Applicant: Isle of Man (discussed in the breakout meetings)
- Overall, great news! National Federation rivalry issues are fewer and fewer – mostly domestic matters at this point

g. Important Initiatives for the ICU – as discussed in breakouts

- Sports Integrity
- Safeguarding
- World Anti-Doping Agency (WADA) & ICU's Anti-Doping Program

h. Main Goals and Objectives of next 12 months

- Continued Sport Development and National Federation Support
- Education
- Growth in Emerging Markets/Countries
- ICU Committee Development
- Media and Digital Development
- Rights and Television Rights opportunities
- High profile Major Championships world-wide
- Multi-Sport Events (Olympics, TWG, etc.)

In closing, Secretary General Olson thanks the ICU Membership for their commitment to the youth of the sport and the friendship to continue to promote the ICU and the Sport of Cheer globally. 2024 was a very active year, with a great start to 2025.

Concludes report, asks for any questions (*no questions*)

6. Reports of Standing Committees - ICU President Jeff Webb

Introduces the Reports of the ICU Standing Committees and expresses appreciation for the great work and progress of everyone involved, and for the meetings in the past few days, introduces each Committee representative to provide their report to General Assembly

For the Medical Commission (MC) report, ICU President Webb introduces ICU Medical Commission & Anti-Doping Chairperson Michael Jacki

a. Medical Commission

Michael Jacki, ICU Medical Commission & Anti-Doping Committee Chair

Expresses appreciation to ICU President Webb and appreciation to the ICU Family for more than 17 years or working together on this very important initiative. Welcomes everyone who is new this year to the ICU and looks forward to working together. Great meetings. The ICU Medical Commission update is as follows:

- Injury Data and Statistics: Care for the athletes is always paramount. From a statistics standpoint, the most common injury in our sport are ankle injuries, which is also the most common in other sports, including basketball, tennis, football/soccer, and many sports. Although prevention of all injuries is critical, the MC discussed the importance to also provide focus on prevention measures for the most common injuries, like ankle injuries to protect the wellbeing of our athletes, so they can perform their best, and maintain great health during and after their days of competition. The MC injury survey initiative has had its challenges, because clubs have privacy concerns; however, the MC is working on new ways for reporting that is more anonymous
- Concussion Protocols: An ongoing major discussion point for all sports. ICU already has some very sound concussion protocols enclosed in the World Championships and all ICUY Major Championships documents and encourages all National Federations to use this as a starting point as a reference, especially new National Federations, or for those who might not have

access to Concussion education within a country. Additionally, within ICU's new education platform, eTrainU, there is Concussion training available here, but all National Federations should reach out to the MC for assistance as needed, or within your own countries resources at the National Sport Authority (NSA) or National Olympic Committee (NOC) level

- ICU Anti-Doping Programme & WADA: Always an important MC topic, the ICU Anti-Doping programme & WADA update is as follows:
 - Standards and Compliance: As a Signatory of WADA since 2009 and perhaps not known to all of the ICU membership, ICU is required to complete a compliance WADA Questionnaire to WADA which is almost an ongoing process. The Questionnaire is basically a report of the activities of the ICU Anti-Doping Programme, for WADA to monitor our activities, which are extremely helpful, but yet challenging to be sure ICU and the Sport of Cheer always meet the standards of our obligations to Anti-Doping at the high-level expectations of WADA. This is another useful tool to help us all protect the clean athletes – with fairness and integrity of sport
 - National Federation Appreciation: Repeated often; a special thanks to all of the National Federations (NFs) as your collaboration over the years and for the ongoing development of the programme, which is helpful to ICU's compliance and successful implementation to the programme overall
 - A special thank you to Brad Guye. Many who know Brad, he is an important member of the ICU Anti-Doping effort and has years of experience with the United States Anti-Doping Agency (USADA) and also with the company Clearidium that assists many International Federations in this effort. Brad been of great assistance to the ICU and is here again for the World Championships and is an excellent resource for all ICU NFs
 - Therapeutic Use Exemptions (TUEs): For those who are familiar, the number of TUES for Cheer is exceptionally high in number, over 70 for these World Championships, and this increases for all of ICU's Major Championships world-wide. The good news is that this shows an exceptional commitment by our athletes and National Federations; however, the MC is working with WADA to find a way to alleviate to streamline this process for efficiency purposes, but while also maintaining the same quality in our fight to protect clean athletes. More to follow – especially with the new WADA Code coming soon
 - Education: Education continues to be the critical first step in the Anti-Doping effort. It is important to highlight that there are many WADA and ITA educational resources, with links available on the ICU and WADA websites, with an education platform ADeL. This training is a requirement for The World Games 2025 for Athletes and Coaches, with ICU expansion efforts being discussed. Coming soon on the new ICU educational portal, ICU will be adding the ADeL Anti-Doping education, which is free, to help reach more and more stakeholders in our sport – including entourage members as well
 - These Championships: As has been the case since the start of the World Championships, ICU will again be testing at the Junior World and World Championships, but also at the new ICU International Cheerleading Cup (ICC) that will be held in Orlando, days after the World Championships. As it's been conducted in the past, the Anti-Doping team will randomly but yet target athlete testing through the week, and we thank you again for your cooperation on this matter, as this is important to the integrity of all sport
- ICU – WADA Signatory / the 2027 Code: Every 6 years, WADA updates the WADA Code for enhanced effectiveness with ongoing global changes in technology and methods in the effort to protect clean athletes. Currently, now in 2025, Anti-Doping experts are drafting revisions

to the 2021 Code. Once this process is finalized by the end of 2025, as a signatory of WADA, ICU will draft an update to its Anti-Doping Rules and Regulations in compliance with the 2027 Code. Once this is completed, estimated to be by the end of 2026 with WADA's approval, ICU's new 2027 rules will be introduced for 01 January 2027. This is only an update, but this will be a significant focus for the next year

- Core Curriculum Questionnaire: For many years, collection of data has been a major project for the MC, as data is critical in order to provide helpful policies and guidelines to the ICU NFs, Coach, Athletes and Entourage members to enhance our successes to protect the athletes. As mentioned, the MC has experienced some challenges on collecting data – due to privacy concerns; however, a new approach is underway. Both from an anonymity standpoint, but also with a focus on the core activities or core curriculum engaged by our athletes, the Core Curriculum Questionnaire is an idea presented by the MC to collect more data. More to follow
- ICU Website: Many years of work of the MC already exists on the ICU website. As mentioned previously, sound advice already exists on Concussion protocols within the ICU documents that live on the ICU website. Additionally, more resources are already available – but will become even more expansive and accessible through the ICU education platforms, ICU website, ICU app – to help everyone to have the tools they need to protect the well-being at all levels, for our athletes

Expresses appreciation to the Medical Commission (MC) and to the AGM. Highlights the excitement of the added technology and expanding resources that will further enhance the MC efforts to assist all stakeholders. Looks forward to seeing everyone throughout the Championships week. (Concludes the presentation)

ICU President Webb thanks Mike Jacki for the ICU Medical Commission report, and introduces ICU Governing Council Athlete Representative David Lamont for the Athlete Commission (AC) report

b. ICU Athlete Commission

David Lamont, ICU Governing Council Athlete Representative

Expresses appreciation to ICU President Webb, the ICU Governing Council, National Federations, and the committees who met over the past few days. Enjoyed the meetings and the meeting of the Athlete Commission (AC) to promote the voice and interests of our athletes. Many important items were discussed, and the summary of the AC meeting is as follows:

- New Access Point on the ICU Website: An ongoing discussion of the AC, and certainly common to all sport, is the challenge to connect to and reach all athletes worldwide. The ICU website continues to be enhanced in its familiarity to the world on all continents, but also its presence and more importantly its functionality. The ICU website has and can contain even more significant content for athletes around the world to access, so they have a place to connect. We know that there are developing athletes and athlete programmes that need assistance in their efforts. The ICU website is a natural place for this to happen, to start a framework as a resource for all athletes. Discussions with the ICU Technology Director, Mo Duckworth, is underway – which will be a significant step for the athletes
- Big Brother/Big Sister Federation Programme: Even with an access point like the ICU website for athletes to connect, the AC discussed the idea of a Big Brother/Big Sister Federation Programme to provide more guidance and direction – for athletes new to our sport and their

respective Federations to connect with more experienced Federations and their athletes. For example, the Federation of my home country Jamaica successfully connected with Australia, to share ideas and information to expedite development – which can be as simple as sharing best practices from experience. Financial scholarships for athletes, for example, can be one idea, but the Big Brother/Big Sister idea can be as simple as sharing information, which is critical. This can assist athletes new to our sport in less developed areas get “out of their zones” and onto the bigger stage. I encourage all countries to “officially partner” with less developed countries- to encourage and support other newer and less developed Federations to benefit us all and to further expand the sport

- More Athlete Involvement in the ICU Meetings: From attending the ICU meetings with committee members who are National Federation officials, coaches, judges and different stakeholders of our sport, it is incredible to see that nearly all of these individuals are from our sport. They were or are former athletes which is critical for the future of our sport centered around “the athlete”. As we look to the future, the AC encourages more participation of current athletes, because in the same way that the current administration are former athletes, we’ll need the athletes of today to be the administration of the future. Like the committee members today, who are passionate about our sport today and its direction, the AC is committed and requests the help of everyone – to encourage the athletes of today to be involved in the ICU meetings. With current athletes partaking, this passion will continue, and the athletes will be equally inspired
- Summary: This concludes the report of the AC. We thank you for all that everyone does for the athletes – the reason we are all here. We trust these ideas taken into action will provide great benefit for the athletes and our sport worldwide. I will be around today, and around the World Championships week should any further contact or information be required. Thank you!

ICU President Webb thanks Councilmember Lamont for the Athlete Commission report, and introduces ICU Governing Councilmember and ICU Entourage Commission Chairperson Aljaz Britvic for the Entourage Commission report

c. Entourage Commission

Aljaz Britvic, Chairperson, ICU Entourage Commission

Expresses appreciation to ICU President Webb, and all committee members. Highlights a very productive ICU Entourage Commission (EC) meeting as this is a very important topic in all sports also to protect our athletes. The Entourage policies and activities this past year, as is noticeable for everyone who has registered and prepared for the World Championships this year. The ICU EC report is as follows:

- Safeguarding Procedure: Following a number of years of the Safeguarding Procedure underway for Coaches, Entourage Members and any individual permitted into the backstage area of the World Championships and ICU Events, this is an obvious item that is important for by the EC. The EC discussed the current procedure that is underway, to review the background check process itself, to see what options are available to all countries for continued credible enforcement. Additionally, the EC discussed possibilities to streamline the process, to make it simpler without losing its effectiveness - to always improve the process for all involved. Best practices are excellent starting points, and continued improvement of the Safeguarding Procedure is paramount for our sport

- Background Check Validity: The current system uses a combination of VISA approvals, credible 3rd party background checks, and National Federation approvals, which has been a great start. To be forever vigilant, the EC will continue to review the current system for improvement. Reviewing current processes and best practice examples, even at a National Federation level, is healthy - to assure validity of our Background Check procedures continually improves. Awareness of protection of private data is part of this – along with staying ahead of the enhancement of technologies in this effort to assure our Background check processes continue to be valid and effective
- Self-Reporting Systems: Responsibilities of Safeguarding for our athletes and enforcing ICU Entourage guidelines and regulations – is everyone’s responsibility. The athlete is why we are all here of course. With this, the ICU EC knows there are other methods of Self-Reporting Systems that exist, including “whistleblowing systems” which exists but we know that it has its limitations with potential athlete concerns of anonymity. We know that perhaps at a national level or with other sports, there are other systems that we can add for effectiveness or where we can improve our current systems in some way. The goal of the EC to identify and bring forward optimal systems to help us all do a better job. The EC is researching this to see if we can effectively implement other Self-Reporting Systems that work well for others - into the ICU Entourage framework. More to follow
- Statistical Data Gathering: As Safeguarding and Background check processes are fairly new and important developments in sport, we know that technologies and other factors continue to change, develop and improve as well. Additionally, there are different types of Entourage members, from Coaches to Team Medical Staff, Managers, Media, Choreographers, National Federation Officials, Family Members, etc., and the EC discussed the importance of collecting data to improve our systems. For example, what type of Entourage member sends in most Entourage clearance requests (in ranking order highest to lowest), what access is most important to each type, what is necessary for each type to do their job effectively etc. The EC believes this information will be important to improve these systems, and this is under discussion, with access to ever improving technology to assist in this process
- Summary: Great progress has been made throughout the past years on the Entourage project to best protect our athletes. But, as mentioned, many of these systems are new compared to an ever-changing landscape of technology and complexity. Therefore, it is always important to research all processes underway – to always find ways to improve. These are a few of the discussions underway by the EC in this regard, and there is always with more work to do. In summary, Entourage Commission is proud of the work underway to continue to place our athletes at the highest priority to protect their well-being. Chairperson Britvic asks the AGM for questions on the EC report (*no questions*)

ICU President Webb thanks Councilmember Britvic for the Entourage Commission report, and introduces ICU Ethics Committee Chairperson Michael Jacki for the Ethics Committee report

d. ICU Ethics Committee

Michael Jacki, ICU Ethics Committee Chairperson

Thanks ICU President Webb and expresses appreciation for the great work of the ICU Ethics Committee and reinforces Chairperson Britvic’s report that many great advancements have been made in our sport, with always more work to do. Highlights that the work of many committees

feed into the Ethics Committee as well, thanks everyone for their input and work. The summary of the Ethics Committee meeting is as follows:

- ICU Website: Encourages all of the ICU National Federations to spend time to study the ICU website, as years of work – not only of the Ethics Committee, but the other ICU committees live on the ICU website - and is an excellent resource and the website continues to improve in functionality on a continued basis. Every year, the Ethics Committee reviews all of ICU's ethics documents to be sure they are accurate and current, including documents such as the Governance Documents (ICU Statutes), Code of Ethics, Code of Conduct, Anti-Doping Rules and Resources, Safeguarding Documents, NDAs for ICU judges and officials, Behavioral and Protocol Documents are all available and can be of great assistance for NFs in their own governance within the own countries. Additionally, the IOC website is also an incredible resource as well
- Code of Conduct: Because people are people, a Code of Conduct is required and the ICU's Code of Conduct is a sample to use – and adjust for your country as needed, as a behavioral guideline for Federations to use – should a country need a reference. Certainly, each country's National Sport Authority (NSA) or National Olympic Committee (NOC) will have Code of Conduct templates for each country to use. However, ICU has a template if needed on the ICU website under "About the ICU". This is indeed critical for each country to have Code of Conduct to establish a standard of what is acceptable and not acceptable, with consequences for Coaches, Judges/Officials all Entourage Members, National Federation Officers, and even for athletes and parents of the athletes - as sportsmanship is crucial to the health of any sport, and to the Olympic movement
- Coaches/Judge Protocols: Credit is due where credit is due and the ICU Technical Committees have an excellent array of documents, including NDAs, Conflict of Interest Agreements, etc. to assure integrity of our Sport is upheld from a judging / officiating perspective. As a sport that is "judged" or officiated subjectively, this is incredibly important for the ICU and the Sport of Cheer. Credit to the ICU and the ICU Technical Committees for their leadership in this regard, as there is a great deal of respect for the integrity, fair play, and universality of the results of ICU competitions, and therefore the quality of the judging. For Coaches, in addition to the Code of Conduct, it is important for the Coaches to follow - not only at these World Championships, but all events, must follow all protocols of Safeguarding, and anything that is developed to protect the well-being of the athlete. Coaches are the Stewards of our Sport who have direct interactions with our athletes. Therefore, I encourage you, if not already, put into place the protocols not only for your Judges/Officials, but also your Coaches to put yourself in the best position for success. Always be open to ask for help, from other National Federations, or any of us on the committees – for templates of these frameworks which exist for your use, and are useful and important for the future of Cheer
- Policy on Abuse & Athlete Safety: Along these same lines, the ICU follows the IOC's Policy on Abuse & Athlete Safety. This is in line with the Safeguarding Framework which provides, updates, and enforces mandatory policies to prevent harassment and abuse during all events for our Sport. It defines standards of conduct, establishes reporting mechanisms, and defines the roles of Safeguarding Officers to ensure a safe, supportive environment for all athletes.
Key Components and Features include the following:
 - **Scope**: Covers all accredited participants, aiming to protect athletes' physical and mental well-being.

- **Reporting Mechanisms:** Provides clear, safe, and confidential avenues for reporting concerns during ICU Events, often involving ICU Safeguarding Officers and National Federation Welfare Officers.
- **Tools & Education:** The [IOC Safeguarding Toolkit](#) helps International Sport Federations (IFs), like the ICU, and National Olympic Committees (NOCs) implement their own policies.
- **Mental Health:** In alignment with [Olympic Agenda 2020+5](#), the Framework is supported by a comprehensive Mental Health Action Plan for elite athletes.
- **Alignment:** Updated to align with [IOC Code of Ethics](#) and disciplinary procedures.

The framework does not replace local laws but supplements them to ensure a consistent, high standard of protection across all events.

- **Gender, Gender Identity and Sex Variations in Sport:** The Ethics Committee also discussed this matter in significant detail, as we receive many questions and this is indeed a very fluid issue in sport. As mentioned, the Ethics Committee will take time to study the developments on this topic at the Olympic Games and international level, but also to review the policies of other International Sport Federations (IFs) to establish the best policy and guidelines for the ICU. The Sport of Cheer is lucky in many respects in this regard in that a vast majority of the ICU divisions welcome all genders, gender identities and sex variations. The Cheerleading All-Female divisions, which is one division of seven divisions (Cheerleading and Performance Cheer) within each age group is the only division that may have a request for an ICU policy review on this matter, and the Ethics Committee will take a closer look at this, while also studying policies of other IFs and those of the Olympic Games
- **Social Media:** The Ethics Committee discussed this to a great extent, as Social Media is becoming more prevalent and invasive in life and in sport. Unfortunately, this is a positive and a negative situation, and the Ethics Committee understands that this has been a topic of this AGM, and the Ethics Committee is studying the Social Media Policies of the IOC, and is reviewing this to be ahead of the power of social media to maximize its benefits for our sport while minimizing the potential downsides – if this is not addressed. For example, the promotion of our sport on social media is phenomenal which is perhaps a strength for our sport, as our athletes are perhaps more social media savvy than other sports. However, it is becoming more and more common, for example, that there is abuse of athletes from the general public (a mistake in a routine for example) that transcends to posts on social media – even derogatory comments on young athletes, which is a problem not only for Cheer but all sports. However, there are best practices we can use to establish guidelines for coaches, entourage members, judges/officials (already underway), even National Federations to optimize social media benefits and minimize the downside of social media. This is an enormous topic, and the Ethics Committee is committed to assist you and the ICU on this matter
- **IOC Policies & Protocols:** Reflective of the Social Media discussion, the ICU Ethics Committee is very aware that for any emerging topics or issue we may have for the ICU, this is also an issue for other sports. We will always review the IOC's policies, and will adopt these of course, but for these Policies and Protocols to be the most effective for our sport, we know we must adjust these to best address any emerging issues for the Sport of Cheer. It is not a “once size fits all” scenario, we know, but we are grateful for the guidance of the IOC, and the ICU Ethics Committee will be forever vigilant to be ahead of emerging issues – and we are thankful for the leadership of the IOC in this regard

- Jurisdictional Authority: Final topic of discussion from the Ethics Committee. Please be aware that you, as the ICU National Federation for your country – have the jurisdictional authority and responsibility to manage the integrity of our sport in your country- but within the rules of the ICU, IOC and your local NSA, NOC and laws of your county. Certainly, the IOC and ICU, as well as your NSAs and NOCs can provide the tools for you, and we all remain available to advise and guide, but ultimately it is your responsibility to effectively manage the sport in your country. I and the entire ICU organization remain available to provide information, answer question – and help your National Federation to be a beacon of excellence of sport in your country. We are here to help!
- Ethics Committee Summary: In summary, as you can see, there are many important topics within the realm of Ethics and Integrity of Sport, and the ICU Ethics Committee is proud of the wonderful developments and tools we have to be on the same page to protect the integrity of sport and to protect our athletes. This is not easy as many Federations and organisations struggle with this challenge. Review and become familiar with all ICU ethics documents on the ICU website, contact me with any questions and thank you for all that you do for our great sport. Expresses appreciation for being part of the ICU for over 17 years, thanks Brad Guye for his contributions, honored to be involved with the ICU, and the many individuals for their contributions and expertise. Request for any questions (*no questions*)

ICU President Webb thanks Chairperson Jacki for the Ethics Committee report, and introduces ICU Technical Committee Performance Cheer Member Anne Achte for the Committee's report

e. ICU Technical Committee - Performance Cheer

Anne Achte, ICU Technical Committee Member

Committee Member Achte thanks ICU President Webb and the AGM for the opportunity to present the report of the ICU Performance Cheer Technical Committee (PCTC). Highlights the great achievement and honor of IOC recognition for ICU, and the pride of the great work of the ICU PCTC. The ICU PCTC Meeting summary as follows:

- The World Games: The ICU PCTC is beyond thrilled to be part of The World Games 2025 Chengdu China, as well as at The World Games Series Hong Kong China in October 2024. The discipline that was admitted into The World Games, as everyone knows, is Pom Doubles, or referred to as "Cheerleading Pom Doubles" in The World Games. Although this is a first step for the ICU and our Sport, the PCTC understands the importance for ICU to push for and work towards the inclusion of Team participation to best demonstrate our Sport to The World Games and global community. We look forward to Chengdu 2025, a huge milestone, but also to include teams into the programme in the future
- Novice Rules – Intermediate Rules: An exciting development! Similar to how Cheerleading has its skill levels (Novice, Intermediate, Premier) for safe and progressional development of Cheerleading in all countries, Performance Cheer (PC) is introducing 2 lower levels to compliment the level that is present at the World Championships, Continental Championships, World Cup etc. for Pom, Jazz, Hip Hop and High Kick. The current top level for all PC genres will be called "Premier" now, and the middle level will be called "Intermediate", and the lower level will be called "Novice", which is used already to some extent for Special Olympics athletes. However, and as an example, young children or athletes who are new to PC can start with the "Novice level" in any genre, and with satisfactory progression learning, can move to the "Intermediate level" (in any genre), then "Premier"

when ready. This is exciting for the global development of PC and the final draft of the rules for all levels is nearly complete. This will be introduced very soon - and will be part of the ICU Education programme as well.

- Music Selection: As many people know, music in routines has evolved or has unevolved, with the addition of too many voice overs and sound effects to routine music which sometimes unintentionally takes away from the routine and the incredible effort and skill of the athletes. In the same way, that bad words should not be used in routines – to protect the integrity of sport – and the overuse of voiceovers and sound effects also has a negative impact on performances and is already having a negative impact on musicality within the scoresheet for judging and on scoring for overall impact, which is significant. To assist teams and coaches, as well as to begin to curve this trend which hurts our sport and our appeal globally, the PCTC is providing guidelines, as discussed in the meetings, to reduce voice overs and sound effects in music
- Maintaining Category Definition in the Jazz Genre: Another unfortunate trend in the Jazz genre has been themes that have strayed away from uplifting and energetic performances which have been replaced with themes of anger and sadness. This was never part of the definition nor the intention of the Jazz genre in the ICU, and the PCTC agrees that a re-focus will be initiated to push Jazz teams to match the original Jazz definition. This was discussed in the meetings, with rule language to be added - and more to follow
- Less Focus on Skills not relevant to Genre: This might appear to be an exciting development to many; however, as PC has grown in popularity so has the pressure to rapidly increase the hip-over-head rotation skills within all genres of Performance Cheer. In many aspects, the increase in hip-over-head rotation skills has taken away from the original intent of each genre; therefore, the PCTC is recommending restrictions to limit the hip-over-head rotation skills within the rules
- Appropriate Costuming/Makeup and Stage Presence Relative to the Sport: This is not a new directive of course, since PC is indeed an ICU discipline steeped in creativity, as well as incredible athleticism and talent. However, often the PCTC must remind our sport community to portray a professional image of our sport, while also encouraging the creativity and fun that is within Performance Cheer. This is nothing new, but reminder guidelines will be added to help coaches to be aware of this trend that is common in Performance Cheer

This concludes the presentation by the ICU Technical Committee for Performance Cheer, Committee Member Achte asks for questions (*no questions*)

ICU President Webb thanks PCTC Committee Member Achte for the Performance Cheer Technical Committee report, and introduces ICU Technical Committee Chairperson Michael Cooper for his Committee's report

f. ICU Technical Committee - Cheerleading

Michael Cooper, ICU Technical Committee Chairperson

Chairperson Michael Cooper thanks ICU President Webb and Cheerleading Technical Committee (CHTC) for the successful discussions on many important topics, with recommendations included. Presents the TC Committee Meeting report as follows:

- Options for Grass-Roots Development of the Sport: As presented during the meetings, there are a number of options for grass-roots growth for ICU National Federations to initiate - and

this is true for both Cheerleading and Performance Cheer. In addition to utilizing the levels of Cheerleading (Novice to Premier Levels) to engage athletes of all ages and skill levels within grass-roots initiatives, other options include the Game Day competition format (reflective of the origin of Cheer) but also STUNT and/or simply engaging within sporting events within any country. The primary goal is grass-roots growth in all countries, and the ICU CHTC remains as a resource to assist any National Federation with this – which is available for both Cheerleading and Performance Cheer

- Online Education ICU: The ICU is thrilled on the successes of ICU's on-line training platforms that have been available, completely on-line (on the member365 platform), since the pandemic. With this success the ICU has upgraded to a new enhanced learning management system (LMS) platform, called eTrainU, and this new platform increases our functionality of language accessibility as well as quality and extension of content to benefit our end users, the coaches, judges/officials, and most importantly – the athletes
- Strengthening Congruence between ICU and IASF: We are thrilled that the ICU At-Large Councilmember representing the IASF, Dana Fielding, is on the ICU Cheerleading Technical Committee, and Dana is also the head of Rules and Standards for both ICU and IASF. This collaboration is critical, to assist with the effort to further align the rules for both the IASF and ICU to assist coaches, athletes, EPs and National Federations to be able to participate in both the ICU and IASF with rules and formats that are closer aligned. With decades of rule differentiation between School Cheerleading, University Cheerleading, All Star Cheerleading (non-USA and USA) and ICU National Team and ICU Club Cheerleading rules, this is no small project, but the ICU CHTC is pleased that discussions are underway for greater congruence between the ICU and IASF
- Game Day, STUNT, Non-Tumbling Division Information: As discussed in our breakout meetings and within this report, ICU has presented Game Day and STUNT as other excellent format options and tools for National Federations to grow our Sport in their countries. In addition to the presentations provided for Game Day and STUNT, information is provided on the ICU website, including instructional video tutorials and printed guidelines for National Federations to use within their own countries. Additionally, the ICU has introduced Non-Tumbling Divisions at the International Cheerleading Cup, coming this weekend, and at the ICU World Cup AND at the ICU Division 2 and Division World School Cheerleading Championships (ICU D2 WSCC and ICU D1 WSCC). For Non-Tumbling Divisions, the rules – per level are the same; however, no tumbling is allowed and the scoresheet is adjusted shifting more value/points from tumbling (0 points) to Stunts, Pyramids primarily; however, see the ICU website "Scoresheets" for exact values details for all levels We believe this will be another wonderful growth opportunity for countries.
- Creating New Opportunities for all Levels and Ages: This has been discussed many times at all meetings around the world, but the true purpose of the ICU is to provide opportunities to athletes of all ages and skill levels; and the ICU has been focused to provide events for ICU National Federations to engage, not just their best club teams, but ALL club teams at all ages and skill levels, to be able to join ICU International Competitions = athlete opportunities. Examples of this include, the ICU International Cheerleading Cup (ICC), the ICU Cheerleading World Cup- which is expanding to include all levels and ages, as well as events like the Copa Americana, Pacific Cup and so on. Through this, I encourage all ICU National Federations to not just focus on your more winning teams but take the holistic approach for all of your teams to provide them opportunities. Thank you

Cheerleading Technical Committee Chairperson Cooper concludes his presentation. Expresses his honor to serve on the committee, thanks for the committee members for their work, asks the AGM for questions (*no questions*)

ICU President Webb thanks CHTC Committee Chairperson Cooper for the Cheerleading Technical Committee report and introduces ICU Championships Committee Chairperson Tone Sparby for her Committee's report. ICU President Webb highlights the purpose of the Competition Committee and Chairperson Sparby's appointment is to standardize processes for all competitions, partner with hosts who are in the best financial and operational position to host ICU events, including optimal facilities, safety standards, infrastructure for event delivery reflective of ICU and ICU's National Federation standards. ICU events are our brand and the face of our sport. Based on her vast experience, congratulates Chairperson Sparby on her work and welcomes Chairperson Sparby for the report.

g. ICU Championships Committee

Tone Sparby, ICU Championships Committee Chair

Chairperson Sparby thanks ICU President Webb and the ICU. Expresses appreciation for the meetings and contributors to this effort to standardize the ICU Competition processes, and to select the best competition locations for optimized event delivery. Presents a number of high points to present, regarding the ICU Championships Committee:

- Contingency Plan: Often not discussed but should be part of all Competition meetings and agreements – is a contingency plan for all events, in case there can be an emergency. As a world of things can happen in the world at any point of time, this needs to be part of all of the event agreements, and the ICU needs to be prepared to address emergency situations with its events located on all continents. Other International Sport Federations have the same exposure; therefore, one point of the committee is to research best practices and duplicate these within all ICU event planning. A very important point that is being addressed now by the committee
- Safeguarding Procedures: As everyone knows, there is the Safeguarding system that is underway for these Championships, and it works for these Championships based in the United States, but a review is underway for what processes are best for Championships located in different countries and in different continents. It was previously mentioned the idea of streamlining this process while not negatively affecting the quality of the background check. This is all in consideration and we are reviewing this, to not re-create the wheel but to have a system that works for everyone and the ICU
- New Future Host Selection Procedure: This has been part of the committee discussions since the beginning to formalize a procedure to select future hosts that meet the requirements, as mentioned, to best assure all ICU events are of the best quality and experience for the athletes, and all stakeholders. We are testing this procedure in Europe now, for the next ICU European Championships, and once this is completed, we will share this with the ICU Governing Council and all of the ICU National Federations to be sure there is very fair and transparent selection process in place, that also addresses the needs of the ICU and our Sport
- Handbook – ICU International Cheerleading Events: This is a topic often discussed by ICU President Webb, to have an ICU Operations Handbook for all events, to assist our ICU Event hosts on all areas of preparation prior to the event, during the event, and following the event.

We have been meetings on this, there are many experts on this of course, including many that are here. We anticipate having a draft prepared for review and we trust this will be helpful for all ICU events

- ICU World Cup: We very much thank KCA, the ICU Korea Federation for hosting the 1st two editions of the ICU Cheerleading World Cup in 2023 and 2024. It was wonderful to introduce the concept of a club team global event and thank you to KCA to host these events. Currently, discussions are underway with the Greece National Federation, Hellenic Cheerleading Federation (HCF) to be a host in 2026. HCF is hosting the 2026 ICU Europe Doubles Championships and had hosted the ICU European Championships in 2022. More discussions are underway following the processes that I have discussed also discussed with the ICU Governing Council; however, we wanted to let the AGM know about this development and more details will be provided as soon as they are available. Thank you and thank you to the HCF for their great work on this to date
- Summary: As stated previously, it is an honour to be serving as the Chair of the ICU Championships Committee. Thank you, ICU President Webb, for the confidence for me in this role. I look forward to more dialogue with everyone and for our work to continuously progress the quality of ICU Championships around the world

ICU President Webb thanks Competition Committee Chairperson Sparby for her report, and introduces ICU Treasurer John Nichols for the Treasurer's report

7. Treasurer's Report- ICU Treasurer John Nichols

ICU Treasurer John Nichols thanks ICU President Webb for the introduction, expresses his appreciation to see the ICU National Federations in person, as the previous year the Treasurer's Report was presented by calling into the AGM, so it's great to be back in Florida and to see everyone. ICU Treasurer Nichols highlights that he will present the financials in slides in 3 parts: REVENUE, EXPENSES, and then REVENUE and EXPENSES with the NET. The Treasurer's Report is as follows:

a. ICU Financials Revenue (2024 Budget, 2024 Actual, 2025 Budget)

- Events
 - ICU World Championships: In the 2024 Budget, based on the 2023 Actual generated \$1.3 million in revenue for the ICU, which is ICU's primary revenue source as everyone knows. Unfortunately, the 2024 ICU World Championships only generated \$850,00, due to many reasons including some unusually large bills, which is very rare as well as an anomaly in the pricing of the 2024 Championships, under-estimating inflation, which led to the shortfall. For over 20 years, the gentleman managing the pricing has been very successful; however, ICU is now very involved in the process to assure this shortfall is not repeated, a new financial pricing model has been presented by Varsity Spirit, which will increase this number back to \$1 million in revenue for the ICU moving forward
 - Championships Rights Fees: Prior to the pandemic, ICU received a World Championships Rights Fee from the USASF which essentially disappeared during the pandemic; however, discussions have been underway to reinstate the Rights Fee as noted in the 2024 budget. For 2024, the Rights Fee was reinstated but based on the percentage of the International Division participation at the USASF/IASF event, which generated income of \$170,000, as noted in the 2024 Actual. Looking to 2025, we are working to reinstate the pre-pandemic Rights Fee as indicated in the 2025 Budget, also good news
- Education: Education has always been part of the ICU; it's in our DNA which we believe has been a major factor in the growth of Cheer globally. During the pandemic and out of

necessity, ICU invested heavily in on-line education training, also a requirement of the IOC, when the world had essentially stopped. Although great progress has been made in both our in-person and on-line education platforms, our 2024 estimate was higher than our 2024 actual, which was about half. However, Education is a significant revenue source and is growing, reflective of our \$183,000 revenue estimate budgeted for 2025. Despite an Education shortfall in 2024, we anticipate Education, which is growing to be a nice revenue category for the ICU in 2025 and in the future

- Administration: Now for some good news. Despite a number of shortcomings in 2024, in 2025, through the leadership of ICU President Webb we gained 2 new sponsorships. One with Varsity Spirit and the other with USA Cheer. With these additions, we are now looking at a 2025 Budgeted Revenue to reach \$2.2 million, a significant increase for 2025, which ended at \$1.3 million in 2024. Despite some challenging news from 2024, 2025 is looking quite positive with other pricing mechanisms in place to be confident with a \$2.2 million total in revenue for this year

b. ICU Financials Expenses (2024 Budget, 2024 Actual, 2025 Budget)

- Overview of Main Categories: With a review of ICU Main Categories of expenses in 2024 v the 2024 Budget, you'll notice that ICU did a nice job in pulling back on expenses adjusting to the revenue shortfall, generating a savings of a little more than \$300,000
- National Federation & Sport Development: With this, it was essential to pull back on the NF and Sport Development expense item and requesting for more reimbursement for ICU Staff traveling to on-site event locations which generated a savings of about \$160,000 which is part of the \$300,000 expense savings v Budget in 2024. Where we are now, we are conservatively budgeting this to be \$250,000 in 2025, which will align nicely for our budget proposal for 2025, using our on-line resources and expense reimbursement for this year

c. ICU Financials Net (2024 Budget, 2024 Actual, 2025 Budget)

- Overview: As you will notice, the challenges on the 2024 World Championships revenue primarily, we had a Net shortfall of \$461,100 but ICU was able to reduce expenses but yet to achieve its major objectives in 2024

d. ICU Financials 2025 Budget & Summary

- 2025 Budget: In summary, with the new financial modeling for the 2025 World Championships and with the addition of the ICU sponsorships that have been added, ICU is budgeted to generate revenue of \$2.2 million, \$1.8 million in expenses, placing ICU back to our target of \$400,000 net in review to end the year
- Summary: Despite the challenges, this is good news, and most important, ICU has been very active globally to continue excellent events, as you will see at the World Championships this week, and throughout the year, as well as achieving our Olympic objectives and support for the National Federations and our Sport throughout the world

ICU Treasurer John Nichols concludes the Treasurer's Report, thanks the General Assembly for their attention, and asks for any questions regarding the Treasurer's Report and the 2025 ICU Budget (*No questions or further discussion*)

e. Adoption of the ICU Financial Statements and Budget

ICU President Webb thanks Treasurer Nichols for the report. Comments on Treasurer Nichols report as a reminder to the AGM that no board members are compensated, all are volunteers. Expresses appreciation again for Treasurer Nichol's report. Highlights that this same report was

reviewed by the ICU Governing Council as well; however, approval is required by the ICU AGM in accordance with the ICU statute. Without further questions or discussion, ICU President Webb asks for a motion to approve the ICU Financial Statements and Budget

“RESOLVED, that the financial statements for year 2024, and the budget for 2025, as recommended for approval by the Governing Council, are accepted and approved”

Action:

- Discussion: No further discussion
- Motion by Brazil
- Seconded by Italy
- VOTE: In Favor: 47 Opposed: 0 Abstention: 1
- Motion carries, the financial statements for year 2024, and the budget for 2025 are accepted and approved

ICU President Webb thanks ICU Treasurer John Nichols for his work, and for his report, expresses appreciation to the ICU General Assembly as well

8. Delegation of Auditor Selection - ICU President Jeff Webb

ICU President Webb indicates that from a housekeeping perspective and per the request of ICU’s Counsel, Danika Mendrygal, the next agenda item is Delegation of Auditor Selection as part of required due diligence for the ICU. ICU President Webb asks for any questions or further discussion from the floor (*no questions or further discussion*), and asks for a motion to approve the Delegation of Auditor Selection

“RESOLVED, the General Assembly delegates to the Governing Council the authority to appoint ICU’s independent auditor”

Action:

- Discussion: No further discussion
- Motion by France
- Seconded by Austria
- VOTE: In Favor: 48 Opposed: 0 Abstention: 0
- Motion carries, the Delegation of Auditor Selection is accepted and approved

9. Membership - ICU President Jeff Webb

ICU President Webb acknowledges that the new Provisional Membership application for Isle of Man, for “Isle of Man Cheer (IOM Cheer)” has been presented by ICU Secretary General Olson, also has been discussed within the ICU breakout meetings. Indicates that as part of the ICU United Kingdom National Federation body, Isle of Man will remain a Provisional member and non-voting; but ICU is thrilled to welcome the athletes to the World Championships this week, and the Isle of Man National Federation delegates who are attending the AGM

“RESOLVED, as recommended by the Governing Council, the General Assembly approves admittance of Isle of Man as a Provisional Member Federation, effective at the close of the 2025 Annual General Meeting”

Action:

- Discussion: No further discussion
- Motion by Germany
- Seconded by Switzerland
- VOTE: In Favor: 48 Opposed: 0 Abstention: 0
- Motion carries, the admittance of Isle of Man as the newest Provisional Member Federation of the ICU is accepted and approved

ICU President Webb congratulates the Isle of Man National Federation delegates in attendance (*ICU AGM applause*). ICU Secretary Olson comments that this increases the ICU Membership to 121 National Federation members (*ICU AGM applause again*). Thanks and congratulates the IOM Cheer delegates for their work and for coming to the AGM for this important moment. Adds the ICU family looks forward to working together to grow the sport in Isle of Man and around the world, and wishes their athletes the best in competition at the World Championships this week

ICU President expresses appreciation to the ICU General Assembly and calls for a 10-minute break

TEN (10) MINUTE BREAK

10. World Championships Reminders - ICU Event Director Chantal Canales-Garcia

Welcomes the General Assembly back to their seats, and reviews reminders for the upcoming World Championships Event:

- Opening Ceremonies – Wednesday 23 April 2025
 - Junior World Championships Opening Ceremonies Rehearsal
 - o 8:45 AM in the AdventHealth Arena
 - o Each country in Junior / Youth Divisions to send 2 athlete representatives
 - Junior World Championships Welcome
 - o Only for Youth and Junior Athletes and Coaches
 - o Red wristbands
 - o The AdventHealth Arena
 - o Reporting time for team 10:00 am
 - o 10:30 am Junior World Championships Welcome
 - Opening Ceremonies Rehearsal
 - o 1:00 pm in the Arena
 - o Each country must send 2 athlete representatives
 - Opening Ceremonies
 - o Only for Senior and DSD Athletes and Coaches
 - o Blue wristbands
 - o The AdventHealth Arena
 - o Reporting Times for teams
 - 6:00-6:15 pm = Countries A-M to Northwest Pavillon
 - 6:15-6:30 pm = Countries N-Z to Northeast Pavillon
 - o Begins at 7:00 pm (doors for spectators open at 6:30 pm)
- Venue Updates
 - Federation Delegate Priority Seating – Arena

- Opening Ceremony on Wednesday in middle/center of floor
- Thursday/Friday in bleachers in front of judges' loft
- Additional Security Screening at ESPN Wide World of Sports
 - Please allow additional travel time for parking and security screening at the event
 - For Walt Disney World property rules and prohibited items, please visit DisneyWorld.com
- ICU App
 - All Championships updates will be sent through the ICU app and will include the following
 - Order of Competition
 - Block Schedule
 - Announcements
- Priority Viewing for Premier Division Finals
 - Friday Finals
 - Coed Premier & All Girl Premier
 - 125 tickets provided per team for priority viewing
 - These tickets will be distributed through the Head Coach of the respective team, when order for Finals is drawn
 - Prior entrance access into ESPN WWS is required as well as the team ticket for Priority Viewing is required. All others must sit in general seating

ICU Event Director Canales-Garcia thanks the AGM for their attention on details of the World Championships, expresses the excitement that is emulating from the athletes and coaches, and expresses appreciation to the ICU National Federations for their work to grow the Sport and these Championships (*World Championships video is shown*)

ICU Secretary General thanks ICU Event Director Chantal Canales-Garcias for her information about the rehearsals and important due diligence items for the National Federation delegates. Reinforces the comments about the excitement that is underway for the Championships starting in less than 24 hours. Introduces ICU President Webb for the President's Remarks

11. President's Remarks - ICU President Jeff Webb

ICU President Webb thanks Secretary General Olson, ICU President Webb takes the podium for the ICU President Remarks/Speech: "Progress through Solidarity" (Copy of Speech included at <https://cheerunion.org/about/assembly/>)

Upon completion of ICU President Webb's remarks, ICU Secretary General Olson thanks ICU President Webb for his life's work that life's missing that has created modern-day Cheerleading and Performance Cheer. Highlights for AGM members who may be new to the ICU, that President Webb was the individual who developed the concept of Cheerleading competition, Performance Cheer Competition, placing this on ESPN which was syndicated globally, as well as his work which added the athletic and safety components to Cheer which places us here- as one of the fastest and most popular sports in the world (*AGM applause*)

12. Proposals – ICU President Jeff Webb

ICU President Webb thanks the AGM and moves into the next items "Proposals", which were submitted in advance by ICU National Federations (NFs), sent out to the NFs prior to meeting here in Orlando, then presented at the ICU AGM Opening, and discussed within the Continental meetings –

with feedback provided to the ICU Governing Council (GC). The ICU GC Continental representatives provided NF feedback at the meeting last night. Based on the National Federation feedback and recommendations by the GC, a number of items will require AGM approval. There are ten (10) Proposal Topics and each one will be presented with recommended actions, some requiring AGM approval. The ten (10) Proposal Topics are as follows:

PROPOSAL TOPIC #1: Establish a framework for assistance to countries in need – mats and Cheer supplies

Action Proposed by Governing Council (Action 1): No action required. Governing Council approved the following resolution:

“ICU management will explore and encourage a process to make available mats, equipment, and similar supplies to national cheer federation with unmet needs.”

PROPOSED TOPIC #2: Establish parameters for ICU National Federations to approve international competitions

Action Proposed by Governing Council (Action 2.1): No action required. Governing Council approved the following resolution:

“To ensure safety, the proper environment, and integrity of sport, ICU recommends National Federations have the authority to approve athlete participation in international competitions, in compliance with and subject to their respective Sport Ministries/National Olympic Committees and applicable law, and subject to ICU review. All ICU-recognized events shall be recognized by the National Federations. ICU may adopt additional guidelines for National Federations.”

Additional Action Proposed by Governing Council (Action 2.2): General Assembly Approval of the following resolution:

“Pending the finalization of negotiations by ICU Management, the IASF/USASF Worlds are hereby recognized by ICU as the World Championship for the All-Star discipline of cheer. The Governing Council has the authority to revoke this recognition at its discretion.”

Action:

- Discussion: No further discussion
- Motion by Ecuador
- Seconded by Italy
- VOTE: In Favor: 47 Opposed: 0 Abstention: 1
- Motion carries, Additional Action Proposed by Governing Council (Action 2.2) regarding the IASF/USASF Worlds is accepted and approved

PROPOSED TOPIC #3: Alignment effort: IASF, ICU and others - rules, time of routine, ages

Action Proposed by Governing Council (Action 3): No action required. Governing Council approved the following resolution:

“ICU management will continue to explore closer alignment of rules with IASF and ICU and report back to the Governing Council in 2026.”

PROPOSED TOPIC #4: ICU Continental and World Championships consider additional divisions for competition

Action Proposed by Governing Council (Action 4): No action required. Governing Council approved the following resolution:

“ICU management will explore the concept and report back to the Governing Council in 2026.”

PROPOSED TOPIC #5: Establish ICU Continental Committees

Action Proposed by Governing Council (Action 5): General Assembly approval of the following proclamation:

“ICU will no longer recognize Continental Associations or Continental Federations, except those established as Continental Committees and recognized by ICU, and all previous proclamations to the contrary are superseded. No organization involving National Federations or National Federations’ members or representatives shall enact rules, policies, or procedures that conflict with those of the ICU or IOC. A Continental Committee shall only be recognized by ICU if its branding is consistent with ICU and subject to ICU review. ICU will propose additional guidance for Continental Committees as needed.”

Action:

- Discussion: No further discussion
- Motion by Israel
- Seconded by South Africa
- VOTE: In Favor: 48 Opposed: 0 Abstention: 0
- Motion carries, Action Proposed by Governing Council (Action 5) regarding ICU no longer recognizing Continental Associations or Continental Federations and instead recognizing Continental Committees within the guidelines provided is accepted and approved

PROPOSED TOPIC #6: Establish Sportsmanship rules for events and social media behavior

Actions Proposed by Governing Council (Action 6.1 and Action 6.2): General Assembly approval of the following proclamation:

- “6.1 ICU is aligned with the IOC and dedicated to maintaining the spirit and values of the Olympics, as outlined in the Olympic Charter, in social media spaces. ICU encourages respectful and on-topic discussions, free from offensive language and personal attacks.
- 6.2 ICU will research opportunities to encourage sportsmanship, including the possibility of creating an Athlete Code of Conduct.”

Action:

- Discussion: No further discussion
- Motion by Denmark
- Seconded by Slovakia
- VOTE: In Favor: 48 Opposed: 0 Abstention: 0
- Motion carries, Actions Proposed by Governing Council (Action 6.1 and Action 6.2) regarding establishing sportsmanship rules for events and social media behavior is accepted and approved

PROPOSED TOPIC #7: Discuss ICU dues by levels, based on athlete populations per country

Action Proposed by Governing Council (Action 7): No action required. Governing Council established a Membership Committee to explore a revised dues structure for approval by the Governing Council and General Assembly, for implementation in 2026.

Committee Members:

Ursula Hann – Austria

Rose Hernandez – Puerto Rico

Wayne Oberem – South Africa

Katarina Eriksson - Sweden

Dana Dear – Barbados

Diana Llano – Colombia

Edward Miles – Australia

Kanano Teramura – Japan

PROPOSED TOPIC #8: Draft an ICU event standards document as a guideline for National Federations and stakeholders

Action Proposed by Governing Council (Action 8): No action required. Governing Council approved the following resolution:

“The Governing Council recognizes that standards ensure statutory alignment within ICU and compliance with IOC Statutes and directives, as well as athlete protection. ICU currently applies its “General Safety Rules” under the “ICU Sport of Cheer Rules & Guidelines,” available on its website, to all events as standards and encourages National Federations to adopt these. ICU management will continue to explore the appropriate mechanisms to ensure the proper event standards.”

PROPOSED TOPIC (FROM 2024) #9: ICU Councilmember Eligibility

Action Proposed by Governing Council (Action 9): No action required. Governing Council approved the following resolution:

“ICU Governing Council adopts eligibility requirements for an individual to act as a Continental Region Councilmember: (i) such individual’s member federation must be in good standing in accordance with the ICU Statutes as of the annual General Assembly; and (ii) such individual’s member federation must have participated with a full team (not doubles) in the ICU Junior World Championships and World Championships within the past 3 years.”

PROPOSED TOPIC (FROM 2024) #10: ICU Councilmember - At-Large Athlete Representative Term Change

Action Proposed by Governing Council (Action 10): No action required. Governing Council will continue to explore a Statutes change.

President Webb thanks the ICU Annual General Assembly for their feedback and review of the 2025 Proposals during the breakout meetings and for their review and their votes on the ICU Governing Council Proposed Actions, as the work on these Proposed Topics will be beneficial for the Sport globally. Prior to moving onto the next agenda item, "Approvals", a housekeeping agenda item, ICU President Webb asks for any further discussion on the 2025 Proposals (*no further discussion*)

13. Approvals – ICU President Jeff Webb

President Webb continues to the next item, primarily for housekeeping purposes: The ratification of day-to-day administrative and operational actions conducted by the ICU Management, Executive Committee and Governing Council since the last Annual General Meeting, and shows the following slide:

"RATIFICATION OF ADMINISTRATIVE AND OPERATIONAL ACTIONS

ICU Management, Executive Committee, and Governing Council have advised the General Assembly, through various reports, of the administrative and operational actions on behalf of ICU since the General Assembly's last meeting and the General Assembly has had the opportunity to review such actions;

RESOLVED, that the General Assembly approves and ratifies the actions taken on behalf of ICU during such time period."

ICU President Webb asks for any questions or discussion from the General Assembly (*no further questions or discussion*), and asks for a motion from the floor

Action:

- Motion by South Africa
- Seconded by Bulgaria
- VOTE: In Favor: 48 Opposed: 0 Abstention: 0
- Motion carries, the General Assembly approves the Ratification of Administrative and Operational Actions

ICU President Webb expresses appreciation to the General Assembly for their vote and introduces the next agenda and a major initiative for the ICU in 2025: Sponsorships

14. Sponsorships – ICU President Jeff Webb

President Webb adds to comments made by ICU Treasurer John Nichols earlier in the AGM, confirming ICU's commitment to secure Sponsorship/Commercial Partnership opportunities as is common and healthy for International Sport Federations, and the ICU included.

For a number of years, the ICU has strived to secure sponsorship opportunities, greatly disrupted by the pandemic of course which was a challenging time for many companies and sports as well, However, after numerous discussions, preparations of Sponsorship Deck presentations, RFP (Request for Proposal) document submitted to consumer companies, and companies in the sport (also known as “Endemic Sponsors”) also shared with ICU’s members, ICU is proud to recently partner with Varsity Spirit as the “Official Apparel Sponsor of the ICU”.

As ICU’s first sponsorship and a long relationship with Varsity for anyone knowing my history, it is a very generous and significant partnership by Varsity Spirit confirming \$250,000 this year, and \$300,000 for the next years. ICU is pleased that the President of Varsity Spirit, Bill Seely, is here today and I have asked Bill to say a few words to the ICU General Assembly (*AGM applause*)

Bill Seely, President of Varsity Spirit: Expresses appreciation to ICU President Jeff Webb, ICU Secretary General Karl Olson, and the entire ICU Family, stating it is good to be here at the ICU General Assembly. Explains that he is often asked how long have you been doing this? Short answer is 40 years; however, has vivid memories of being a Cheerleader in college / university, being a staff member for UCA which is part of Varsity Spirit (“Varsity”) and listening to Jeff Webb, Varsity’s founder, talking about the company he started. People say today that Varsity is the largest company in Cheer, which is true. However, one of the things Jeff Webb said over and over again for all of the years I have known him, that the company goal was never to be the biggest, but it was to be the best. The best for ourselves and best for our teammates, which is the secret sauce to making everything and our Sport better. This immediately attracted me to the company and to Jeff’s life mission.

As Jeff has stated here, we want to create a sport that is broad-based and grassroots oriented, providing opportunities for as many people as possible to participate. Thinking back to 2009, ICU’s first World Championships for National Teams, it was a handful of countries competing – and now, seeing the ICU with 121 countries on all continents around the world, it is amazing to see this great sport of ours growing at an exponential rate. As I look around this room, it is obvious that the sport is organic and is growing from within – but with your leadership – just as Jeff has led this sport. Now, there are nearly a hundred officially recognized National Governing Bodies – you, providing vast opportunities for Cheer athletes to be part of this incredible movement. Varsity Spirit and I look forward to working alongside you and thank you Jeff Webb for founding and leading the ICU!

ICU President Webb thanks Varsity Spirit President Bill Seely (*AGM applause*), and moves onto the final agenda item: Awards

15. Awards – ICU President Jeff Webb

National Federation Achievement Award

ICU President Webb expresses his appreciation to all ICU National Federation members for their continued efforts and successes in growing our sport and providing exceptional opportunities to young people in their respective countries. The National Federation Achievement Award is designated to recognize ICU National Federations who contribute and succeed time and time again, some that people can easily see and some factors that are not known but are impactful. This ca

includes in the country's support and participation not only in the World Championships, but also Continental & Regional Championships, as well as events like the ICU World Cup & Continental Cups. Other factors include their commitment generating exceptional results / growth of our sport in their country, helping other National Federations as well, showing their commitment to our sport over time. This year there are 2 National Federation Achievement Award Winners:

- **Federación Mexicana de Porristas y Grupos de Animación (FMPGA) – Mexico**

Highlights: Always shows strong participation at all ICU events: Junior World and World Championships, ICC, World Cup, World Games, Pan-American Championships, always strong support and representation of Mexico. One of the 1st countries to join the ICU, and FMPGA is perhaps one of the oldest National Federations to have recognition, which FMPGA has had from the Sports Ministry for nearly 30 years. Always helpful to other Federations in the region as well. **Congratulations to 2025 National Federation Achievement Award Winner-FMPGA/Mexico!** *(AGM applause)*

FMPGA President Ricardo Marquez accepts the award and thanks ICU President Webb and the ICU for the 2025 National Federation Achievement Award with appreciation *(AGM Applause)*

- **Polski Związek Sportowy Cheerleadingu (PZSC) – Poland**

Highlights: Poland also always shows strong participation as well at all ICU events: Junior World and World Championships, ICC, World Cup in Korea – with a strong contingency, the ICU European Championships, always strong support and representation of Poland. Administers strong education programmes in Poland for its athletes, coaches and all stakeholders of the sport. Has been recognized by its National Olympic Committee (NOC) and Sports Ministry for a number of years as well and has rapid grassroots growth of our sport in Poland **Congratulations to 2025 National Federation Achievement Award Winner-PZSC/Poland!** *(AGM Applause)*

PZSC Vice President Sylwana Patlaszyńska accepts the award on behalf of the PZSC President and entire PZSC organization. Thanks ICU President Webb and the ICU for the 2025 National Federation Achievement Award with appreciation, and looks forward to more progress in the future *(AGM applause)*

Hein Verbruggen Award – ICU President Jeff Webb

ICU President Webb explains the background of the Hein Verbruggen Award. An award made in the honour of the former president of SportAccord, Hein Verbruggen, also the President of the International Cycling Federation (UCI) for many years. A true leader in Sport throughout the world and emphasizes that the ICU would not be where it is today without President Verbruggen's leadership, courage, dedication, and guidance. President Webb further explains the introduction of the award at the 2016 ICU General Assembly, and that President Verbruggen, who passed away in 2017, had full knowledge of this distinguished ICU award being presented on his behalf.

2025 Hein Verbruggen Recipient(s)

President Webb announces the 2025 Hein Verbruggen Award recipient: **CHANG “Kevin” Yu-Chuan / Kevin Chang from Chinese Taipei**

- A natural leader and a prestigious university professor which is his “real job”, Kevin played a key role in establishing the National Cheer Federation, the Chinese Taipei Cheerleading Association (CTCA) over 2 decades ago and has served in a leadership role in the National Federation ever since.
- He served first at the CTCA Secretary General for many years, leading the growth of our sport in Chinese Taipei but he also, and selflessly may I add, assisted other countries in their development of Cheer (Cheerleading and Performance Cheer), and was a major factor in the development of our sport throughout Asia – as Secretary General, he also played a major factor in having CTCA join the ICU
- After serving in the role of CTCA Secretary General for many years, Kevin was then elected as CTCA President and still serves in this role today.
- Looking back even further, Kevin was an athlete and coach for Team Chinese Taipei, giving him the full perspective from an athletes and coaches perspective – which we believe is the reason that the CTCA conducts itself always centered around the athlete, which has catapulted the grass roots growth of our sport in Chinese Taipei
- Kevin does stop there. He is also a World Championships judge since almost the beginning of the World Championships and certainly for all regional and national championships throughout Asia, and parts of the world. Day in and day out, he contributes his expertise – include to other emerging judges and officials at events world-wide
- In addition to tall of his work, he growth of the sport in Chinese Taipei, as everyone knows, Chinese Taipei excels in all divisions at the World Championships, Asian Championships and all events – including winning the World Championships Gold medal in the prestigious Coed Premier Division in 2015, a spectacular achievement; however, Chinese Taipei is almost always a medal contender in the Coed Premier Division but also does very well – in all events in both Cheerleading and Performance Cheer in various divisions
- Another highlight under Kevin’s leadership, is that Team Chinese Taipei all of their athletes and coaching staff, with all of their talent, are exceptional ambassadors for our sport. They truly exemplify the Olympic values of excellence, respect and friendship at every level – and if you know Kevin very well, that is exactly his personality and leadership style
- In 2018, Kevin was elected to the ICU Governing Council for North Asia, and continues to be an excellent contributor to the Council, providing sound advice at every step in all of our activities, including during our darkest days in the pandemic, and Kevin always provides advice and guidance from the perspective of the athletes, since he was an athlete who has raised through the ranks but never forgets about the athlete and ways to make our sport better and more inclusive every day.
- And a reminder – all of this while he fulfills his roles as a university professor and husband and father, and his daughter has also competed on the Chinese Taipei National Team, so it is all in the family of course
- Kevin has invested decades his life in developing and growing our Sport in Chinese Taipei, Asia and throughout the world. His impact on the Sport of Cheer & ICU world-wide is unmeasurable and we owe a deep gratitude to CHANG “Kevin” Yu-Chuan for the contributions he has made

RECIPIENT OF THE 2025 HEIN VERGRUGGEN AWARD: CHANG “KEVIN” YU-CHUAN

(Kevin Chang walks to the podium, while ICU General Assembly awards a standing ovation)

Kevin Chang: Expresses his deep appreciation and honour to ICU President Webb, the Governing Council and all of the ICU National Federations receive this award. Adds that is always the case he has deep appreciation on seeing the impact that the Sport of Cheer makes on young people, all people who are involved in the sport. When I started as an athlete, I had no idea on how this wonderful sport would grow benefiting thousands, if not millions of athletes, coaches and families involved in the sport. Beyond this, Olympic recognition, wow, that was something I never thought I would see, but I am proud and lucky to be part of this experience with everyone and everyone here, the ICU Family. It is always good to be here with everyone today, and to see the World Championships, with talent around the world always improving, and seeing the smiles, so many smiles on the faces of the athletes. Expresses appreciation to the AGM for this honour to receive this prestigious award

President Webb congratulates Kevin Chang– the 2025 recipients of the Hien Verbruggen Award, and thanks them for all they have done and continue to do for the Sport of Cheer, for the ICU and the athletes we all serve

16. Next Annual Meeting – ICU President Jeff Webb

President Webb highlights one final item of the 2025 ICU AGM, and this is to approve the dates for the AGM and World Championships in 2026. Asks the AGM to look to the screen for the proposed and final resolution of the meeting. Reads it, and without any objection or discussion, calls for a motion to approve:

2026 ANNUAL GENERAL MEETING AND WORLD CHAMPIONSHIPS WEEK

“RESOLVED, that, as recommended by the Executive Committee, the General Assembly approves the dates of 20-21 April 2026 for the 2026 ICU Annual General Meeting and 22-27 April 2026 for the 2026 ICU World Championships Week, both to be held in Orlando, Florida, USA”

Action:

- Discussion: No Discussion
- Motion by Sweden
- Seconded by Bulgaria
- VOTE: In Favor: 48 Opposed: 0 Abstention: 0
- Motion carries, the dates for the 2026 Annual General Assembly dates and 2026 ICU World Championships Week dates are approved

17. Adjournment – ICU President Jeff Webb

President Webb provides closing remarks. With no further business, the 2025 ICU Annual General Meeting is adjourned at 16:02/4:02PM (EST)

(Wishes everyone a wonderful Championships Week and asks for a group photograph)

Respectfully submitted,

Karl Olson
Secretary General

APPENDIX A

SUMMARY OF ATTENDANCE

Meeting of the General Assembly of the International Cheer Union

Tuesday 22 April 2025 Orlando, Florida, USA

The following voting Member Federations were in attendance:

- | | | |
|-------------------------|---------------------------------|-------------------------------|
| 1. Argentina (by proxy) | 18. Germany | 36. Poland |
| 2. Australia | 19. Greece/Hellas | 37. Puerto Rico |
| 3. Austria | 20. Hong Kong, China (by proxy) | 38. Singapore |
| 4. Barbados | 21. Hungary | 39. Slovakia |
| 5. Belgium | 22. India | 40. Slovenia |
| 6. Brazil | 23. Israel | 41. South Africa |
| 7. Bulgaria | 24. Italy | 42. Sweden |
| 8. Canada | 25. Japan | 43. Switzerland |
| 9. Chile | 26. Kazakhstan (by proxy) | 44. Thailand |
| 10. Chinese Taipei | 27. Korea (Rep. of) | 45. Trinidad and Tobago |
| 11. Croatia | 28. Malaysia | 46. Ukraine |
| 12. Czechia/Czech Rep | 29. Mexico | 47. United Kingdom |
| 13. Denmark | 30. Moldova | Includes: England, N. Ireland |
| 14. Ecuador | 31. Mongolia | Scotland, Wales, Anguilla |
| 15. Finland | 32. Netherlands | Gibraltar, Guernsey |
| 16. France (by proxy) | 33. Norway | 48. USA |
| Includes: French Guiana | 34. P.R. China | |
| 17. Georgia (by Proxy) | 35. Philippines | |

The following voting Member Federations were not in attendance:

1. Indonesia

The following non-voting Member Federations were in attendance:

- | | | |
|---------------------------|-----------------------|--------------------|
| 1. Bosnia and Herzegovina | 4. Estonia (by proxy) | 7. Peru (by proxy) |
| 2. Colombia | 5. Ireland (Rep. of) | 8. Spain |
| 3. Dominican Republic | 6. Jamaica | |

The following non-voting Member Federations were not in attendance:

- | | | |
|-------------|----------------|------------------------|
| 1. Bahamas | 5. Guatemala | 9. Panama |
| 2. Belarus | 6. Latvia | 10. Russian Federation |
| 3. Bolivia | 7. New Zealand | 11. Uzbekistan |
| 4. Botswana | 8. Nigeria | 12. Zimbabwe |

The following Provisional Federations were in attendance:

- | | | |
|---------------|----------------------|----------------------|
| 1. Costa Rica | 4. Monaco (by proxy) | 6. Romania |
| 2. Lithuania | 5. Pakistan | 7. Serbia (by proxy) |
| 3. Mali | | |

The following Provisional Federations were not in attendance:

- | | | |
|---------------------------|-----------------|---------------------------|
| 1. Armenia | 13. Honduras | 25. Saint Kitts and Nevis |
| 2. American Samoa | 14. Ivory Coast | 26. San Marino |
| 3. Azerbaijan | 15. Kenya | 27. Saudi Arabia |
| 4. British Virgin Islands | 16. Kyrgyzstan | 28. Sri Lanka |
| 5. Burundi | 17. Laos | 29. Suriname |

6. Cameroon
7. Cyprus
8. Egypt
9. El Salvador
10. Ghana
11. Guam
12. Haiti

18. Luxembourg
19. Macau, China
20. Montenegro
21. Morocco
22. Namibia
23. N. Macedonia
24. Rwanda

30. Tanzania
31. Uganda
32. UAE
33. Venezuela
34. Vietnam
35. Virgin Islands
36. Zambia

APPENDIX B

VOTING RECORD

Meeting of the General Assembly of the International Cheer Union
Tuesday 22 April 2025 Orlando, Florida, USA

4. Approval of the 2024 AGM Minutes

“RESOLVED, that the April 2024 Annual General Meeting minutes are approved”

- **VOTE:** In Favor: 48 (All) Opposed: 0 Abstention: 0
- Motion carries, the April 2024 Annual General Meeting minutes are approved

7.e Adoption of the ICU Financial Statement and Budget

“RESOLVED, that the financial statements for year 2024, and the budget for 2025 as recommended for approval by the Governing Council, are accepted and approved”

- **VOTE:** In Favor: 47 Opposed: 0 Abstention: 1 (United Kingdom)
- Motion carries, the financial statements for year 2024, and the budget for 2025 are accepted and approved

8. Delegation of Auditor Selection

“RESOLVED, the General Assembly delegates to the Governing Council the authority to appoint ICU’s independent auditor”

- **VOTE:** In Favor: 48 (All) Opposed: 0 Abstention: 0
- Motion carries, the General Assembly delegates to the Governing Council the authority to appoint ICU’s independent auditor

9. Membership: Isle of Man

“RESOLVED, as recommended by the Governing Council, the General Assembly approves admittance of Isle of Man as a Provisional Member Federation, effective at the close of the 2025 Annual General Meeting”

- **VOTE:** In Favor: 48 (All) Opposed: 0 Abstention: 0
- Motion carries, the admittance of Isle of Man as the newest Provisional Member Federation of the ICU is accepted and approved

12. Proposed Topic #2: Establish parameters for ICU National Federations to approve international competitions

Additional Action Proposed by Governing Council (Action 2.2):

“Pending the finalization of negotiations by ICU Management, the IASF/USASF Worlds are hereby recognized by ICU as the World Championship for the All-Star discipline of cheer. The Governing Council has the authority to revoke this recognition at its discretion.”

- **VOTE:** In Favor: 47 (All) Opposed: 0 Abstention: 1 (Trinidad & Tobago)
- Motion carries, Additional Action Proposed by Governing Council (Action 2.2) regarding the IASF/USASF Worlds is accepted and approved

12. Proposed Topic #5: Establish ICU Continental Committees

Additional Action Proposed by Governing Council (Action 5):

“ICU will no longer recognize Continental Associations or Continental Federations, except those established as Continental Committees and recognized by ICU, and all previous proclamations to the contrary are superseded. No organization involving National Federations or National Federations’ members or representatives shall enact rules, policies, or procedures that conflict with those of the ICU or IOC. A Continental Committee shall only be recognized by ICU if its branding is consistent with ICU and subject to ICU review. ICU will propose additional guidance for Continental Committees as needed.”

- **VOTE:** In Favor: 48 (All) Opposed: 0 Abstention: 0
- Motion carries, Action Proposed by Governing Council (Action 5) regarding ICU no longer recognizing Continental Associations or Continental Federations and instead recognizing Continental Committees within the guidelines provided is accepted and approved

12. Proposed Topic #6: Establish Sportsmanship rules for events and social media behavior

Additional Action Proposed by Governing Council (Actions 6.1 and Action 6.2):

“6.1 ICU is aligned with the IOC and dedicated to maintaining the spirit and values of the Olympics, as outlined in the Olympic Charter, in social media spaces. ICU encourages respectful and on-topic discussions, free from offensive language and personal attacks.

6.2 ICU will research opportunities to encourage sportsmanship, including the possibility of creating an Athlete Code of Conduct.”

- **VOTE:** In Favor: 48 (All) Opposed: 0 Abstention: 0
- Motion carries, Actions Proposed by Governing Council (Action 6.1 and Action 6.2) regarding establishing sportsmanship rules for events and social media behavior is accepted and approved

13. Approvals: Ratification of Administrative and Operational Actions

“ICU Management, Executive Committee, and Governing Council have advised the General Assembly, through various reports, of the administrative and operational actions on behalf of ICU since the General Assembly’s last meeting and the General Assembly has had the opportunity to review such actions;

RESOLVED, that the General Assembly approves and ratifies the actions taken on behalf of ICU during such time period.”

- **VOTE:** In Favor: 48 (All) Opposed: 0 Abstention: 0
- Motion carries, the General Assembly approves the Ratification of Administrative and Operational Actions

14. 2026 Annual General Meeting and World Championships Week

“RESOLVED, that, as recommended by the Executive Committee, the General Assembly approves the dates of 20-21 April 2026 for the 2026 ICU Annual General Meeting and 22-27 April 2026 for the 2026 ICU World Championships Week, both to be held in Orlando, Florida, USA”

- **VOTE:** In Favor: 48 (All) Opposed: 0 Abstention: 0
- Motion carries, the dates for the 2026 Annual General Assembly dates and 2026 ICU World Championships Week dates are approved