Dear Waterloo United Families and Staff,

I’m proud to announce that Waterloo United is entering an exciting new chapter — one that renews our identity, strengthens our ties to Canadian soccer, and ensures we serve more players and families in our community, more meaningfully, than ever before.

Effective in our upcoming 2025/26 season, we will no longer continue our affiliation with the BVB International Academy brand. This decision marks a return to our roots, proudly re-embracing the Waterloo United name and deepening our commitment to player development right here at home.

This change comes at a pivotal time. As Canada prepares to host the FIFA World Cup in 2026 alongside Mexico and the United States and local interest continues to grow, we believe now is the time to fully invest in our own vision and support multiple development pathways for our athletes within our domestic soccer ecosystem.

While our previous affiliation brought moments to celebrate, it also came with challenges. At times, the BVB brand overshadowed what we’ve built at Waterloo United, and offered a single development route that reached only a small number of players. The fees associated with this affiliation were paid to outside organizations with funds that could have gone into our own club. Costs were projected to triple in the coming years, a growing expense that would have ultimately fallen on the families who support our club and made it harder to keep programming accessible for everyone. Now, we’re redirecting those resources where they belong: our own systems, our coaches, and our players.

Our renewed direction aligns more closely with Canada Soccer’s values and club licensing guidelines while creating more flexible and inclusive player pathways. Whether dreaming of playing for our National Teams or simply building confidence on the field, we want every player to feel supported and inspired. That’s the heart of Waterloo United.

We’re grateful for the opportunities the BVB affiliation has provided over the past four years. Looking ahead, we remain open to exploring future collaborations that complement our values and allow our club to access their unique development pathway.

You can expect exciting new brand, player development, and pathway development announcements coming very soon. If you have questions or feedback during this transition, please don’t hesitate to reach out to us at feedback@waterloounited.com.

Thank you for being a part of Waterloo United. We look forward to building this next chapter together. Focused. Driven. United.

Sincerely,

Michael Bournon

President, Board of Directors

Waterloo United