

# 2025 IMPACT REPORT



Working every day to remove barriers and grow the game of hockey in Canada.





**\$18.3 MILLION  
IN FUNDING**

**distributed to communities in every  
Canadian province and territory  
through public and corporate  
fundraising campaigns.**

## PROVIDING SOLUTIONS TO ADDRESS:

### Cost of Entry

Registration fee subsidies and equipment donations to families and players across the nation.

### Gender Equity

Supporting hundreds of girls and women through skill development programs and financial support to build confidence from the learn-to-play level, to coaching and the National Women's Team.



### Underserved & Marginalized Communities

Supporting the development of public hockey facilities and accessible rinks, and providing registration subsidies and equipment to Black, Indigenous and racialized communities.





**12,829**  
**FAMILIES**

funded since 2020



**\$3.7+**  
**MILLION**

total invested in women and girls



**\$4.3**  
**MILLION**

in legacy funding to communities  
across the nation to help provide  
long-lasting access to the game  
of hockey.



**“GETTING AN ASSIST FROM HOCKEY CANADA HAS  
REALLY HELPED OUR FAMILY, AND WILL HELP YOURS.”**

-Michelle, Moose Jaw, SK

# 2025 Demographics

## Unmet needs

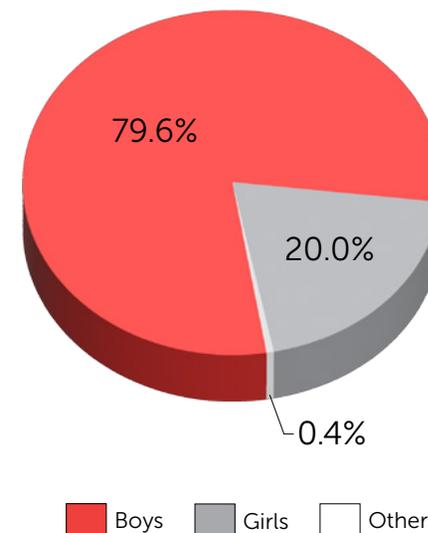
Every year, many children rely on the Assist Fund to help them participate in hockey. This season, demand was so high that in just 10 days we reached \$1 million, leaving many eligible families without support. As a result, children were unable to play the sport they love. The data below highlights the significant unmet need and underscores the urgent importance of expanding support so that no child is left on the sidelines.

Member	Unmet Assists
ON	261
AB	102
QC	84
NB	66
NS	60
MB	46
BC	35
SK	23
NL	10
NT	3
YT	1
<b>Total</b>	<b>691</b>

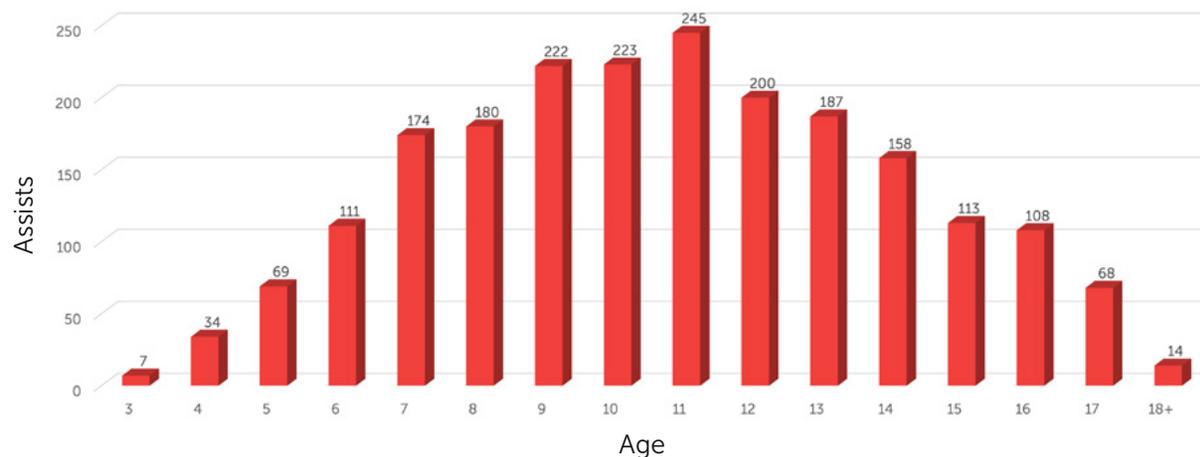
## Assists by Ethnicity

Gender Ethnicity/Race	Boy/Man Assists	Girl/Woman Assists	Non-Binary/Prefer Not to Say Assists	Total Assists
Black	33	12		45
Caucasian	983	235	1	1,219
Chinese	56	10		66
Filipino	9	1		10
Indigenous	193	78	2	273
Korean	26	5		31
Latin American	12	4		16
Multiple Races / Ethnicities	43	9		52
Prefer not to say	220	49	7	276
Prefer to self-describe	62	10		72
South Asian	16	2		18
Southeast Asian	11	3		14
West Asian, North African or Arab	17	4		21
<b>Total</b>	<b>1,681</b>	<b>422</b>	<b>10</b>	<b>2,113</b>

## Assists by Gender



## Assists by Age



- OUR PREMIER PROGRAMS -



Created in response to the financial strains many Canadian families were experiencing in 2020, the Hockey Canada Foundation Assist Fund provides registration-fee subsidies to help Canadian kids get in or stay in the game. The number of applications for funding has doubled in the past three years, proving that the need for assists is growing.

**12,829 FAMILIES ASSISTED**

**32% OF OUR FUNDING**

is received by Black, Indigenous and racialized youth



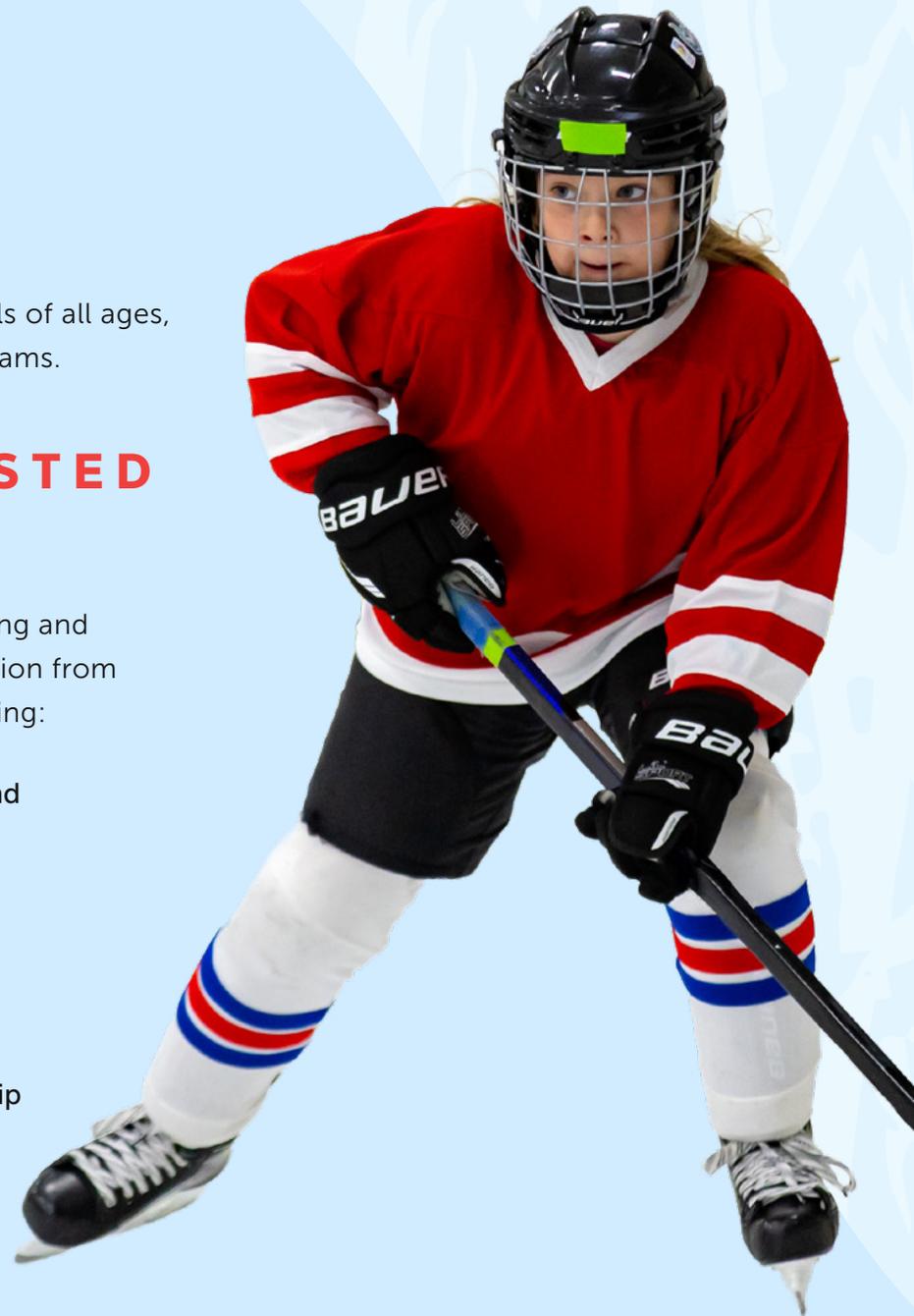
# HOCKEY IS HERS.

Each year, we support hundreds of women and girls of all ages, including coaches, officials and national teams.

**\$3.7 MILLION INVESTED**

Our programs and events focus on coaching and officiating skills, as well as growth and retention from the grassroots to national levels, including:

- IIHF World Girls' Ice Hockey Weekend
  - We Are Coaches
  - Creating Coaches
- Women & Girls Leadership Summit
- U18 Women's National Championship



## DREAMS COME TRUE

Established in 2006, the Hockey Canada Foundation's Dreams Come True program has provided financial support toward registration fees, the equipment and on-ice skill development for **more than 1,730 participants from families facing hardships.**





Beyond our premier programs, we provide funding toward initiatives that also support our key pillars of reducing cost of entry, building gender equity and delivering access to underserved and marginalized communities.

## **2024-25 GRANTS:**

**\$1,347,405**

Each year we contribute hundreds of thousands of dollars in grants to important programs, including:

### **IIHF World Girls' Ice Hockey Weekend - \$100,000**

The World Girls' Ice Hockey Weekend creates a national sense of community, which allows players, coaches, officials and fans to make their celebration of hockey something more. Anyone in Canada can register to host their own event that works to recruit, retain or engage Canadians in the sport of hockey.

### **We Are Coaches - \$93,000**

The We Are Coaches program was designed to increase the number of trained women coaches in Canada to provide mentors and role models for young participants.



### **Creating Coaches - \$100,000**

In partnership with U SPORTS, Creating Coaches provides student-athletes with the mentorship, resources and support system required to ensure their first coaching experience is positive and engaging, while also providing young girls with a role model and leader in hockey.



### **Women & Girls Leadership Summit - \$79,759**

Aims to unite stakeholders and promote increased participation and leadership opportunities for women and girls in hockey through shared best practices and collaboration across various streams.

### **NHL/NHLPA First Shift - \$250,000**

The First Shift program is designed to ensure a positive experience for new-to-hockey families, by providing children and families with the opportunity to try hockey in an affordable and fun way.

### **Non-Sanctioned Hockey - \$140,755**

This program focuses on understanding the market and the needs of our customers while ensuring alignment with our values and stakeholders. It includes reviewing regulations and updating the Canadian Development Model to create a clear player pathway from U7 to adult recreation. The goal is to make Hockey Canada the hockey delivery service of choice.

### **Gender Expression / Gender Identity Policy Improvement Training - \$30,000**

These education and training opportunities will help minor hockey associations across Canada create inclusion within their community surrounding gender identity topics.

### U18 Women's National Championship - \$500,000

The U18 Women's National Championship is an annual tournament showcasing the top under-18 women's hockey players in Canada. It serves as a crucial platform for player, coach, official and volunteer/administrator development. It also provides a scouting opportunity as the Championship features teams competing in a round-robin format followed by playoffs.

### Dreams Come True - \$53,891

Established in 2006, The Hockey Canada Foundation's Dreams Come True program has provided financial support toward registration fees, the equipment and on-ice skill development for more than 1,730 participants from families facing hardships.





The Hockey Canada Foundation understands the vital role of hockey in our country, and we are so proud to do our part to keep our game strong.

