



# Hockey Matters

**HCF VISION**  
Uniting Canadians through hockey – one person, one community, one country.

**HCF MISSION**  
Preserve, nurture and strengthen the bond between Canadians and hockey.

## ENABLE

Removing barriers to the game

## EDUCATE

Providing resources and tools to better equip kids, parents and coaches

## ENGAGE

Promoting nation-building, citizenship, mentorship and community involvement



**Message from Douglas O. Goss**  
O.C., AOE

From frozen ponds in northern communities to arenas filled with Canadians cheering on their favourite teams, hockey matters. It is a unifying passion for families with longstanding roots on this land and those who are new to this country – for all ages, genders, ethnicities and abilities.

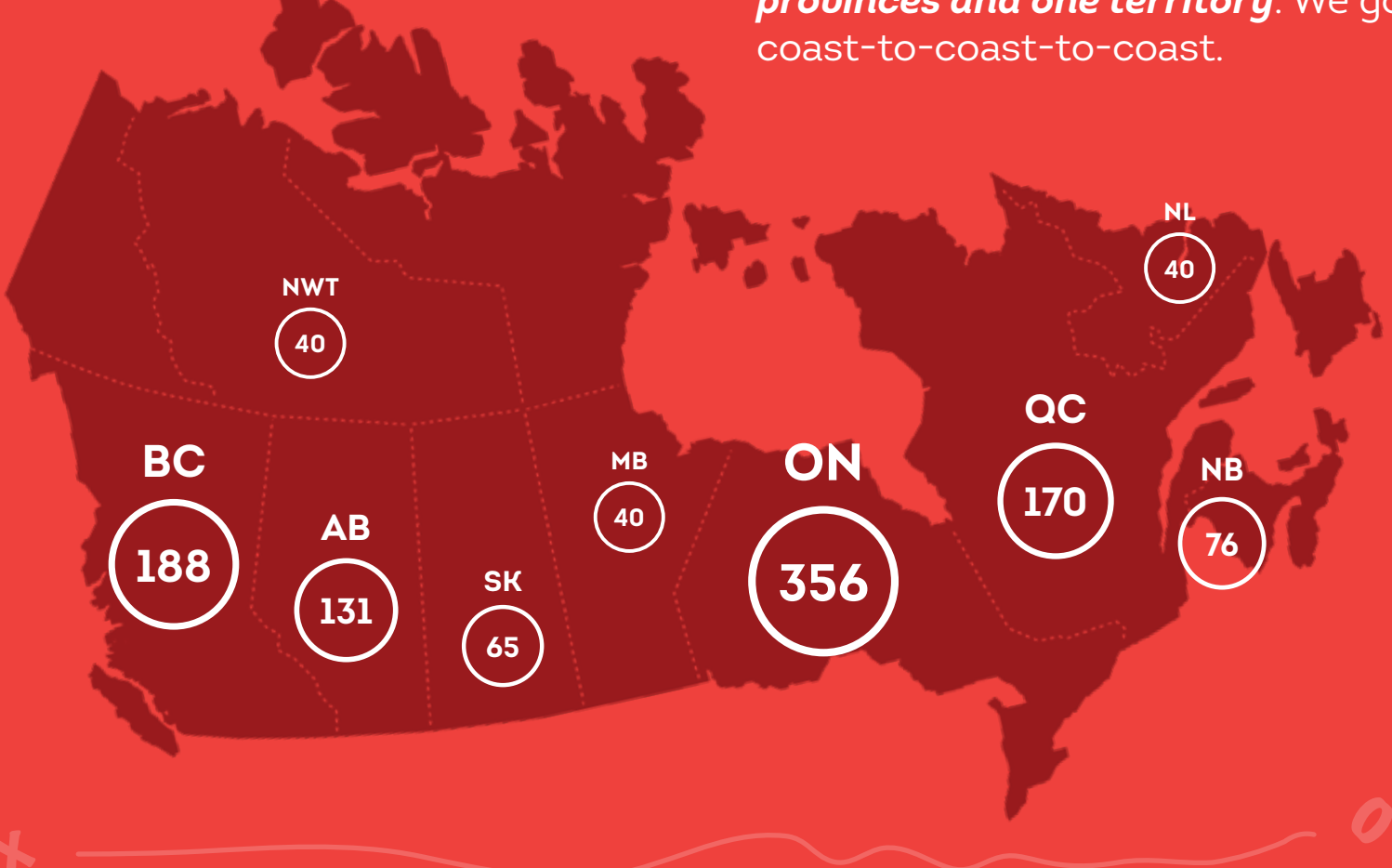
The Hockey Canada Foundation understands the vital role of hockey in our country. Our goal is to strengthen the bond between Canadians and hockey by identifying opportunities to enable, engage and educate players, coaches, fans and supporters of the game we all love.

The Foundation was established in 2000 as a registered non-profit agency to build secure, sustainable, long-term funding to support the development of the game and delivery of Hockey Canada programs. We are pleased to share this report on our priorities and progress toward our mission.

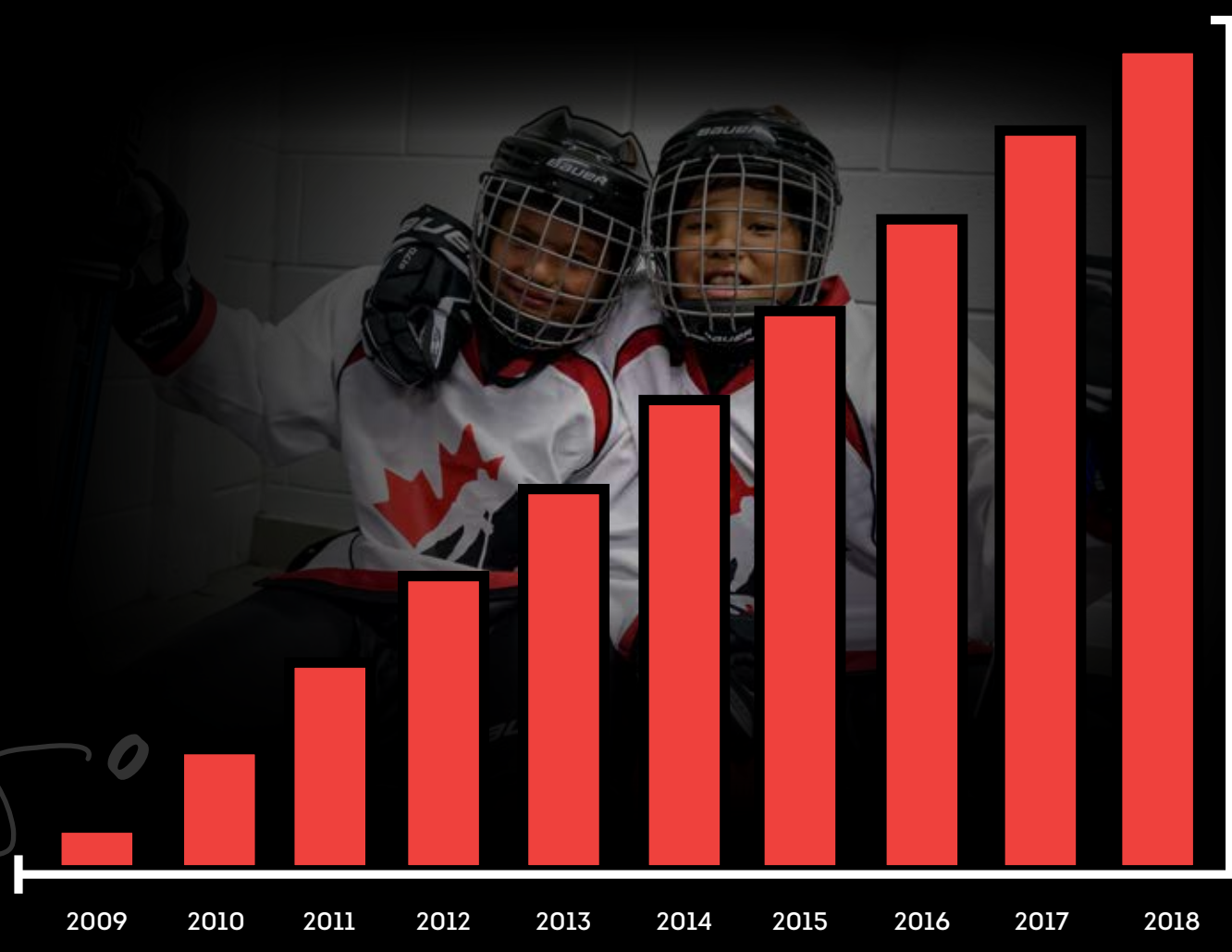
Chair,  
Hockey Canada  
Foundation

## All about assists

Our **Dreams Come True** program provides financial support for registration fees, equipment and on-ice skills clinics for families facing hardships. Since being established in 2006, Dreams Come True has provided support to **1,226 kids in 10 provinces and one territory**. We go coast-to-coast-to-coast.



**1,226** TOTAL # OF PARTICIPANTS TO DATE



## Going Top Shelf

The Foundation's Gala and Golf event brings together corporate and community sponsors to celebrate hockey in Canada, recognize new Distinguished Honourees to the Order of Hockey in Canada, and generate funds for the Foundation and the local hockey community.

Event revenue is shared with the host community, which has led to almost **\$4 million** in support for nine different host cities.

## The Starting Line-up

Since becoming an official charity in 2000, the Hockey Canada Foundation has donated **\$11.1 million to grassroots programs**, including a number of community-based initiatives that make it easier for Indigenous people, girls, new Canadians and athletes with physical challenges to experience the joy of hockey.

We support long-term initiatives like **The Big Play**, **The Canadian Tire First Shift** and **Dreams Come True**, as well as various skill- development programs.

As a player, coach and executive, I have had the opportunity to see – and experience – how hockey defines Canada and Canadians. We do more than play hockey. We live hockey. It is why I believe the work of the Hockey Canada Foundation is so important to the future of our game and our country. The Foundation has a vital role in ensuring that all people have the opportunity to be a part of the sport; to be a part of their communities; to be Canadian.



**Message from Tom Renney**

In my role with Hockey Canada, I see the passion for the sport in small-town rinks and big-city arenas. I also see the challenges that prevent some kids, families and communities from being a part of the game that we share from coast to coast to coast.

Chief Executive Officer,  
Hockey Canada

The Hockey Canada Foundation helps eliminate barriers to participation. The entire Hockey Canada family is proud of the work being done to make hockey possible for all Canadians. I encourage you to see the impact and lend your support.

## Be a Star



**Message from Donna Iampieri**

Hockey teaches us many things, including the value of an assist. It's one of the unique elements of our game. We recognize the playmakers. We celebrate the set-up. Even on the gamesheet, we respect the assist as much as the goal.

The growth and success of the Hockey Canada Foundation is driven by generous donors who provide the assists we need to achieve the goals of our organization. In turn, our Foundation becomes the playmaker in providing support to programs and initiatives that bring people together through hockey across Canada.

To achieve our goals, we need more assists. You can get on board with a "one-timer" or register for regular monthly "helpers."

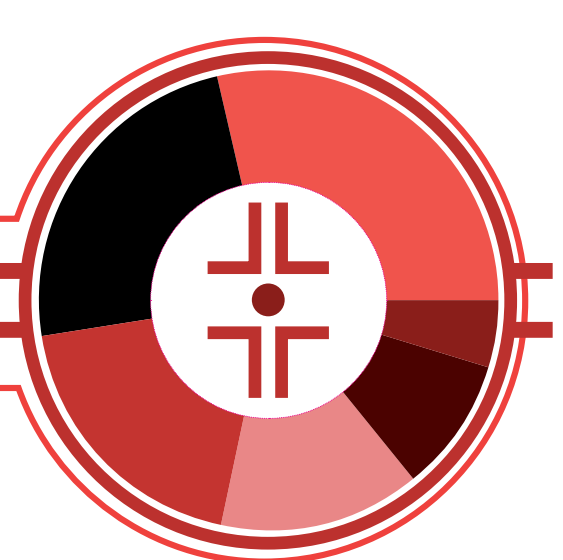
Learn more about the Foundation and how you can join our team at [HockeyCanada.ca/Foundation](http://HockeyCanada.ca/Foundation) or by contacting the Hockey Canada Foundation office.

Executive Director,  
Hockey Canada  
Foundation  
416-548-7288  
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## Puttin' the biscuit in the basket

Our goal is to increase revenue by attracting a larger base of donors across the country. We are investing in a number of outreach programs to connect with more Canadians and generate more support for Foundation programs.

**2017-2018**  
TOTAL  
**\$1,363,656**



### Women's Hockey

**\$1,445,443**

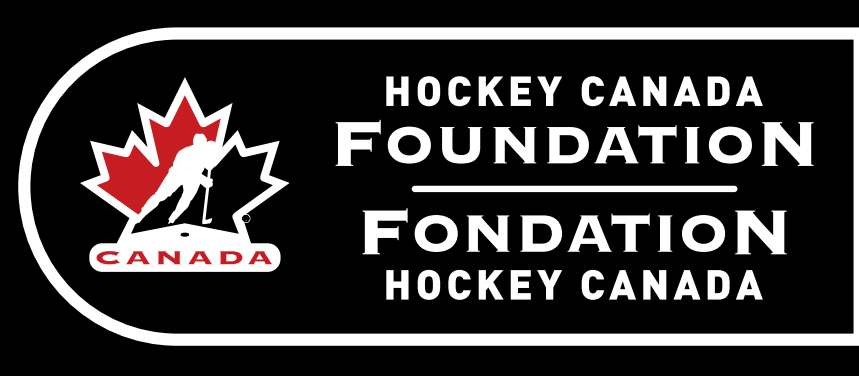
Since 2010, the Foundation has invested more than \$1.4 million to support and advocate for the growth of women's hockey in Canada.



### Para Hockey

**\$557,531**

The Foundation has provided more than \$557,000 to assist with coaching and development in the growing sport of para hockey.



The Foundation focuses on putting dollars where they have the greatest impact, while minimizing spending on administration. In 2017

**\$0.93**

of every dollar raised was invested in programming, demonstrating our commitment to efficiency and impact with dollars raised.