



HOCKEY IS
HERS.



HOCKEYCANADA.CA/FOUNDATION

HOCKEY IS HERS

An overview of our three-year, \$3 million commitment to encourage girls to get involved with hockey, develop our coaches and support our national women's teams.

CANADA'S GAME BELONGS TO ALL CANADIANS.

GIRLS & WOMEN IN HOCKEY

The lessons, the connections, the lifelong impact.

Girls who play hockey grow into strong and empowered women who use what they learn on and off the ice to shape their communities.

While the girls of today are prepared to shape the world of tomorrow, today's women are influencing the creation of sustainable sports at an unprecedented rate.

THE MOMENTUM IS BUILDING.



"Women have long been a crucial piece of the mosaic that is Canadian hockey. While we are proud of the intangibles the game offers to better the women who play it, we must also recognize the benefits they bring in raising hockey to a higher level. This is especially true behind the bench, where increasing the number of women coaches will provide role models for young girls, keep them in the game and increase the likelihood of staying involved as coaches themselves when their playing days are done."

- Tom Renney
CEO, Hockey Canada

GIRLS GROW WITH HOCKEY

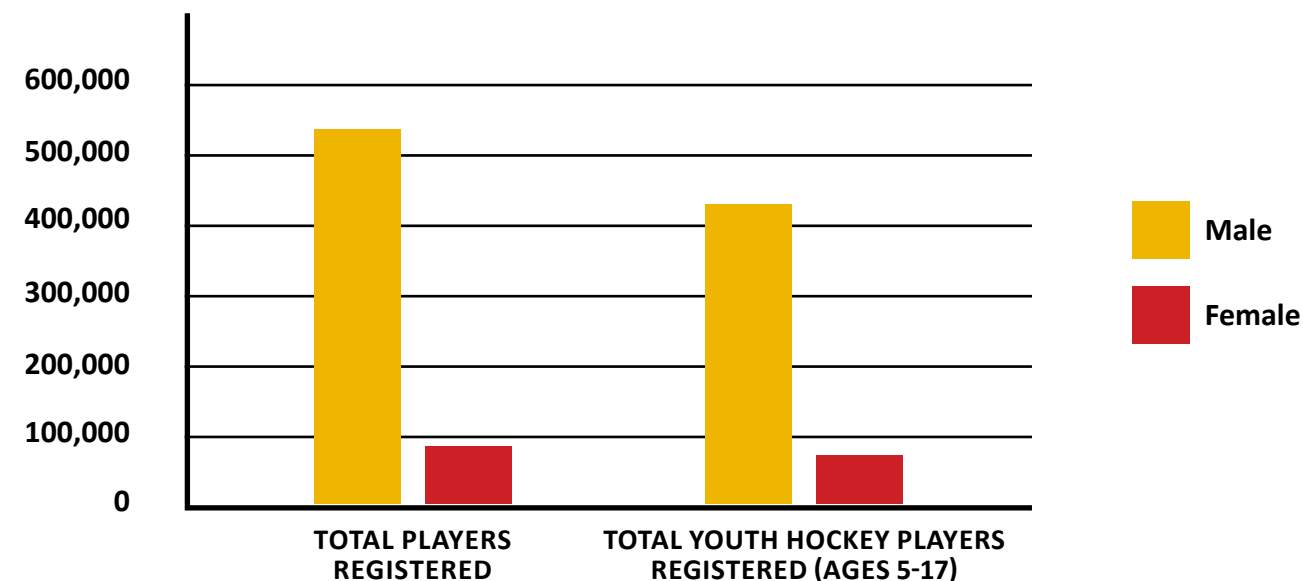
Hockey helps girls develop the core skills required for a healthy and successful life. A strong work ethic, an appetite for collaboration and the ability to maintain perseverance are all dramatically encouraged by participation in the sport.

Girls who play the game reap these benefits on and off the ice. Girls involved in sports see better academic outcomes than those who aren't, and 94% of women who hold C-suite positions participated in sports in their youth.

Hockey helps girls realize what they're capable of when they set their minds to a goal. Girls and women who play sports are also likely to develop a positive self-image, and experience overall improvements on their health and well-being.

Women who play hockey pass the benefits on by raising healthy and active children, and inspiring their friends and family to get moving. Empowered women empower communities. Equity isn't just the moral choice, it's the smart one.

**HOCKEY CANADA REGISTRATION
2017-2018 SEASON**



RECRUITMENT & **RETENTION**

Good things happen when girls get in the game. Girls gain personal confidence as they develop strength and skills that will help them excel on the ice. However, they also share those benefits off the ice – by inspiring little sisters, motivating best friends and supporting teammates. Girls on the ice also create a healthier and more equitable sport that invites players of all genders to get involved. **Girls grow when they play hockey, and hockey grows when girls play.**

NHL/NHLPA **FIRST SHIFT**

A six-week introductory program that creates a fun, safe and accessible environment where children ages 6 to 10 can learn the basics of the game.

\$250,000 FOR 20 ADDITIONAL ALL-GIRLS PROGRAMS

- ◆ The program includes a full set of fitted head-to-toe Bauer equipment and six on-ice trial sessions that occur at a consistent time and location to help parents work the program into their weekly schedules.
- ◆ Additional funding would allow us to develop an additional 20 First Shift programs that would extend hockey to approximately 900 more girls across the country.



ESSO FUN DAYS

An all-ages introduction to hockey that comes at no cost to its participants.

\$75,000 TO HOST AN ADDITIONAL 80 PROGRAMS

- ◆ The focus of the program is to introduce hockey in a fun, positive and non-threatening environment.
- ◆ The program can be formed as a one-day event or a six-week course, depending on the specific needs of the association it is operating in.
- ◆ Additional funding would allow us to develop an additional 80 Fun Days that could reach as many as 2,200 more girls and women across the country.

DREAMS COME TRUE

Designed to support families in need so financial circumstances are never a barrier to participation in hockey.

\$40,000/EVENT FOR ALL-GIRLS DREAM COME TRUE

- ◆ The program teaches children crucial leadership skills, and provides a safe space for kids to play and express themselves through physical activity.
- ◆ Provides fitted head-to-toe equipment for income-qualified girls (identified through local MHAs and partnerships with social agencies).
- ◆ Subsidizes registration, equipment and on-ice session fees, so children can continue their hockey journey after the program.
- ◆ Sessions are limited to 30 children in order to maximize benefits and ensure a personalized experience for all participants.



COACHING

Girls in hockey need women in hockey. Women in coaching encourage girls to be brave and have an opinion, and the result is a generation of girls that are unstoppable and know it. Hockey teaches the basic skills needed to excel in any avenue of life, and girls learn them best from other girls and women. Women in coaching encourage girls to start and stay with hockey so they gain an advantage on and off the ice throughout life.

	2008	2013	2018
Coaches (Women)	9,600 (8.4%)	6,990 (7.1%)	3,934 (4.3%)
Participants (Girls & Women)	77,461	87,230	83,711
Coach to Player Ratio	1 to 8	1 to 12.5	1 to 21.3
Coaches (Men)	104,147 (91.6%)	91,228 (92.9%)	88,054 (95.7%)
Participants (Boys & Men)	480,656	573,922	542,379
Coach to Player Ratio	1 to 4.5	1 to 5.8	1 to 6.1

\$65,000/YEAR WOMEN MASTER COACH SUMMIT

The Women Master Coach Summit will gather coaching leaders for a collaborative and educational weekend in central Canada. The program will provide a platform for women to:

- ◆ Gain a thorough understanding of the program and their individualized pathway for the upcoming year.
- ◆ Learn rare mentorship tactics from influential coaches across multiple sports and countries.
- ◆ Discuss challenges and opportunities surrounding women's leadership in hockey.
- ◆ Develop a network of leaders with the shared goal of growing the game.



NATIONAL TEAMS

Women who pursue the game to its highest levels and play for national teams represent Canada and its values of dedication, commitment and integrity. They serve as role models to girls who see them as evidence of a viable and beneficial future in the game. But most importantly, they demonstrate that Canada's game belongs to all Canadians.

STRENGTH & CONDITIONING CAMP: \$150,000/YEAR

- ◆ High-performance strength conditioning for athletes, and professional development of training staff.

SENIOR LEADERS WORKSHOP: \$50,000/YEAR

- ◆ Off-ice development of leaders that includes workshops, symposiums and speaking engagements that focus on accountability, leadership philosophy and skill development strategies.

POSITION-SPECIFIC CAMPS: \$100,000/YEAR

- ◆ High-performance training camps that focus on specific roles and positions in the game.

RE-INTRODUCTION OF GOALIE CAMP: \$115,000/YEAR

- ◆ Goalie camp combines senior and youth athletes in a multi-day camp that teaches the nuances of goaltending technique.



WHEN YOU DONATE, **SHE PLAYS ON**

The growth of the game is driven by donors who support Hockey Canada, providing the resources we need to keep extending the game of hockey to the girls and women of Canada.

To achieve our goal of making hockey more accessible and equitable than ever before, we need your support.

When you make a donation to Hockey Is Hers, you support girls and their families across Canada, and take action to help shape a more confident and healthy future generation of Canadian girls and women.

Learn more about how you can support the girls and women of our country by contacting the Hockey Canada Foundation.



DONNA IAMPIERI, EXECUTIVE DIRECTOR

416-548-7288
diampieri@hockeycanada.ca
HockeyCanada.ca/Foundation

HCF VISION

Uniting Canadians through hockey – one person, one community, one country.

HCF MISSION

Preserve, nurture and strengthen the bond between Canadians and hockey.