

# 2018-19 Impact Report



## VISION

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

## MISSION

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

## CHAMPIONING THE STRENGTH OF HOCKEY IN CANADA

Hockey Canada is Canada's largest team where we play, teach, plan, promote, coach, cheer and celebrate.

We believe in growing our game by focusing on what makes it so great – the fun, the diversity, the opportunities. The memories and the fulfillment of hockey dreams.

Together, we can hockey happen in our communities, with bonds forged through friendships and a nation behind us. Together, we can make hockey **more**.



## STRATEGIC PRIORITIES

### ENABLE

Removing barriers to the game

### ENGAGE

Promoting nation-building, citizenship, mentorship and community involvement

### EDUCATE

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

[hockeycanada.ca/foundation](http://hockeycanada.ca/foundation)

PLEASE DONATE NOW

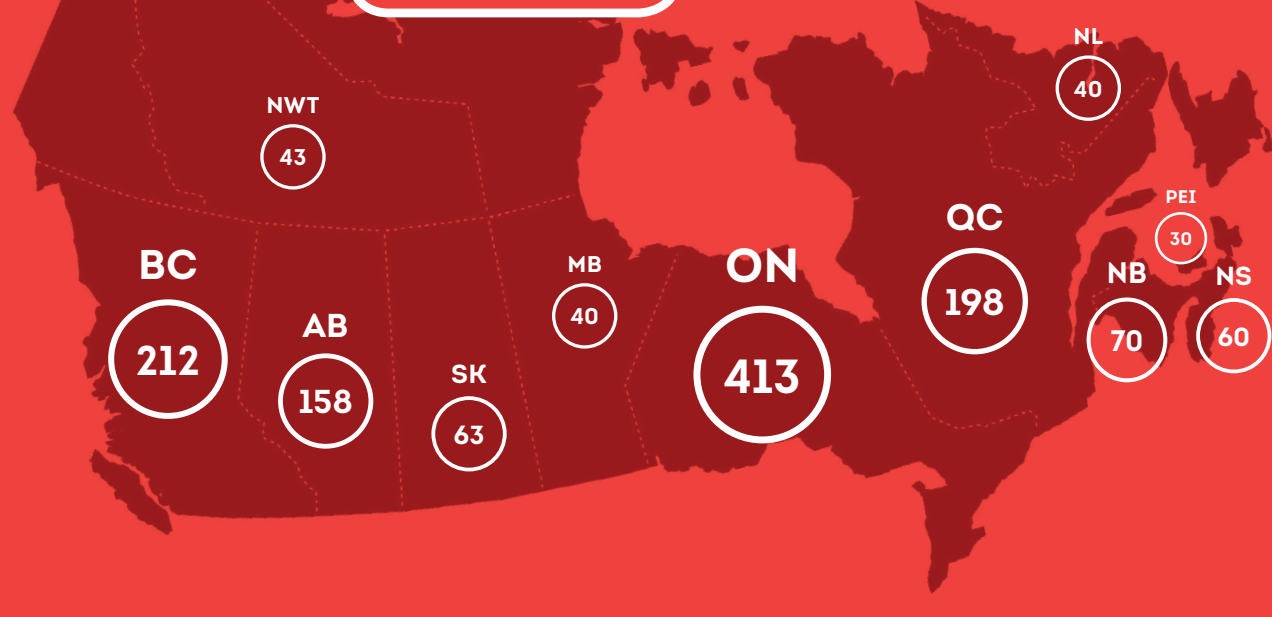


## All About Assists

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 **1,327 kids** in **10 provinces and one territory**. We go coast to coast to coast.

1,327

TOTAL # OF PARTICIPANTS TO DATE



## Girls and Women In Hockey

\$1,829,811

Since 2010, the Foundation has invested more than \$1.8 million to support and advocate for the growth of women's hockey in Canada.

Introducing **HOCKEY IS HERS**, our \$3 million commitment to encourage girls to get involved with hockey, develop our female coaches and support our national women's teams.

The lessons, the connections, the lifelong impact.

**CANADA'S GAME BELONGS TO ALL CANADIANS.**

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

**THE MOMENTUM IS BUILDING.**

## Para Hockey

\$620,121

The Foundation has provided more than \$620,000 to assist with coaching and development in the growing sport of para hockey.



## Puttin' the Biscuit in the Basket

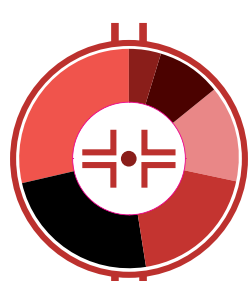
Our goal is to increase revenue by attracting a larger base of donors across the country. We are investing in a number of outreach programs to connect with more Canadians and generate more support for the Foundation.

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

In 2018  
\$0.80

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

### 2018-2019 TOTAL



\$1,423,532

\$743,297	GALA & GOLF
\$304,742	MAJOR GIFTS
\$214,814	CORPORATE
\$87,590	THIRD-PARTY EVENTS
\$42,035	EBAY AUCTIONS
\$31,054	TEAM CANADA ALUMNI ASSOCIATION

\$13M

to grassroots programs since inception

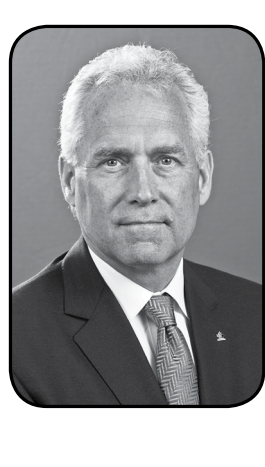
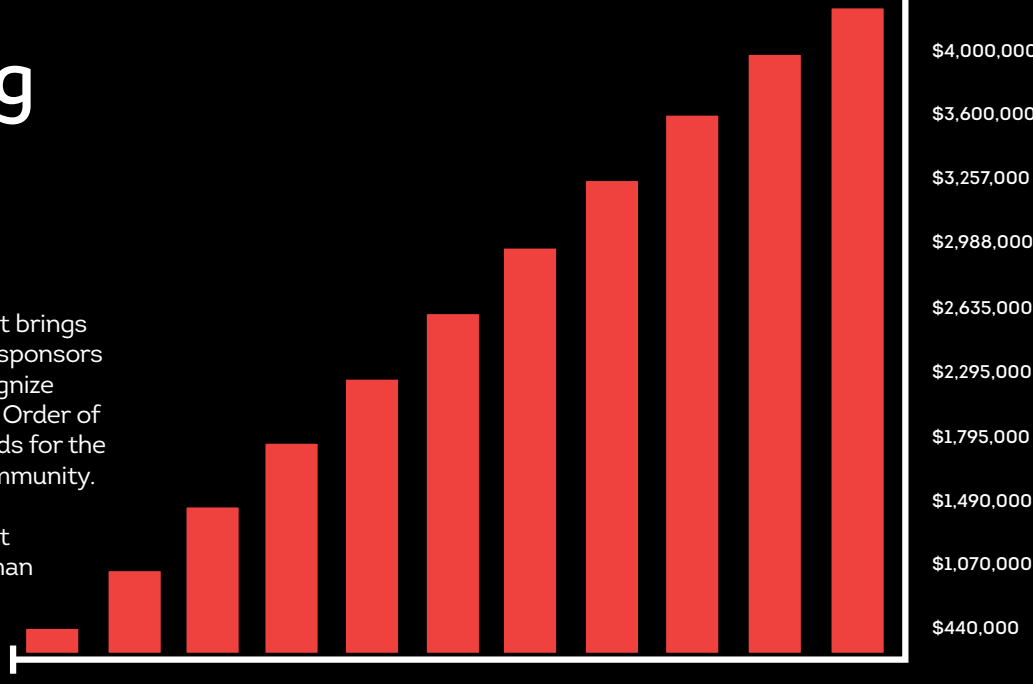
## Going Top Shelf

Since becoming an official charity in 2000, the Hockey Canada Foundation has donated over **\$13 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.

## The Starting Line-up

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 more than **\$4 million** in support for host cities.



### Message from Tom Renney

Chief Executive Officer, Hockey Canada

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.

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.

The Hockey Canada Foundation helps eliminate barriers to participation, and the Hockey is Hers initiative is shining the light on our commitment to the growth and development of the female game. 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 to lend your support.



### Message from Douglas O. Goss

Q.C., A.O.E

Chair, Hockey Canada Foundation

From coast to coast to coast, from British Columbia to Nunavut to Newfoundland & Labrador, hockey matters. Our game is what unifies us as Canadians, whether we have longstanding roots in this country, or we are new to Canada – it is 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 and fans. This includes initiatives like Hockey is Hers, our commitment to getting more girls and women onto the ice and into our game.

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.



### Message from Donna Iampieri

Executive Director, Hockey Canada Foundation  
416-548-7288  
diampieri@hockeycanada.ca

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, including the Hockey is Hers initiative and our commitment to growing the female game at every level, in every corner of the country.

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 to make regular monthly helpers.

Learn more about the Foundation and how you can join our team at **HockeyCanada.ca/Foundation** or by contacting the Hockey Canada Foundation office.

PLEASE DONATE NOW