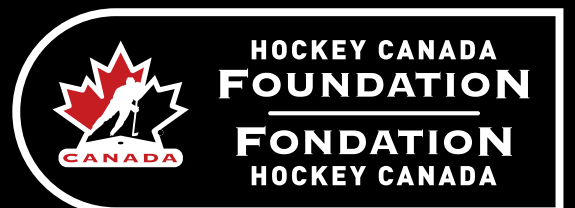




We play hockey  
for life

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“

Hockey had a tremendous impact on me growing up. It shaped my values for life.

Tom Renney

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Like so many Canadians, I was introduced to hockey as a young boy. The game has transformed me as a person, and for the past 27 years it has been the focus of my professional life. I first joined Hockey Canada in 1992, proud to coach Canada's National Men's Team. After coaching three NHL teams, I was named chief executive officer in 2014.

Traveling across our country, I see how hockey is an integral part of the fabric of Canada. It's who we are as Canadians and plays a major role in defining us to the rest of the world. That's why I believe that when you play hockey, you play it for life.

The Hockey Canada Foundation is on an important mission. I pledge my personal support and thank you for yours.

Tom Renney

*Chief Executive Officer  
Hockey Canada*

In Canada, hockey and our national identity go hand-in-hand. Skates, sticks, and pucks are just as much part of Canadiana as is the Maple Leaf.

I joined the Hockey Canada Foundation Board of Directors because I believe that hockey is about more than learning to skate, shoot, pass, and block shots. To Canadians, hockey is about teamwork, values, dedication, joy, and passion.

And I believe every Canadian should have the opportunity to participate in Canada's game.

As chair of the Hockey Canada Foundation, I am proud to take the lead that was set by my predecessors of sharing how hockey positively influences the lives of Canadians, and how we, as a Foundation, work to make opportunities available to all Canadians to be part of the game.

We can't do it without the generous support of donors and corporate partners. Please join me and my colleagues on the board to support Hockey Canada's mandate to grow the game from coast to coast to coast. We all play hockey for life.

Douglas Goss, Q.C., AOE

*Chair  
Hockey Canada Foundation*

“

No Canadian child should have to sit in the stands. Together, we can ensure all Canadian kids have access to our great game.

Douglas Goss

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# Hockey teaches us the things we really need to know in life

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## Hockey keeps kids on the ice and **on the right path**

Hockey is nothing short of a lifeline for many young Inuit in the Nunavik region of northern Quebec. Since the Nunavik Youth Hockey Development Program (NYHDP) was created by ex-NHLer and current Hockey Canada Foundation board member Joé Juneau in 2006, more than 1,000 young Canadians have started playing hockey. One of those is 16-year-old Siqua Munick, who beams as she shares: “Hockey means everything to me. I love this sport.” Thanks to the NYHDP, Siqua began playing as a seven-year-old and after working hard to improve her skills, is now captain of her Midget team.

Sadly, youth suicide is a serious issue in Nunavik communities. Siqua’s best friend took her own life in 2015. But hockey has helped her to go on past her personal tragedy – creating a real sense of hope and possibility. “When I’m on the ice, I don’t think about anything else. All I have in mind are my teammates and the game, and that I get better,” she says. “Hockey is the best part of my day.”

Joé explains: “Each village has local coaches and young people who participate in the NYHD program, and they all want to go to the regional tournaments.” Joé and those like him at the Hockey Canada Foundation are helping to instill values in young people like Siqua, including the importance of a positive attitude, being responsible, and forging their own identity.

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## Hockey builds diverse, yet **connected, communities**

When his family moved from China to Burnaby, B.C., in 2012, Xudong Mou encouraged his eight-year-old son Sirui to try hockey. “Hockey is a fast sport,” says Xudong. “I think Sirui likes the feeling of chasing the puck at high speed. I like his concentration and big smile when he plays.”

And as much as the rink has proven to be the perfect playground for his son, it has also afforded Xudong and his wife a community. When Sirui first started playing he would stand on the offensive side of the blue-line before he was supposed to. “One parent drew the playing surface on his iPad and patiently explained the offside rule to us,” says Xudong. “That triggered us to go to YouTube to learn all the hockey rules.” At games, Xudong and his wife sit with the other parents to cheer on their kids. “My spoken English isn’t very good, but I spend time with them mainly listening and practicing,” he says.

Xudong is happy his son has found a new sport to play, not only for how it has helped him absorb the Canadian culture, but also for the way it has brought Sirui more intangible benefits. “Hockey has enhanced his teamwork, spirit, and agility.”

“I like his concentration and big smile when he plays.”  
Xudong Mou”





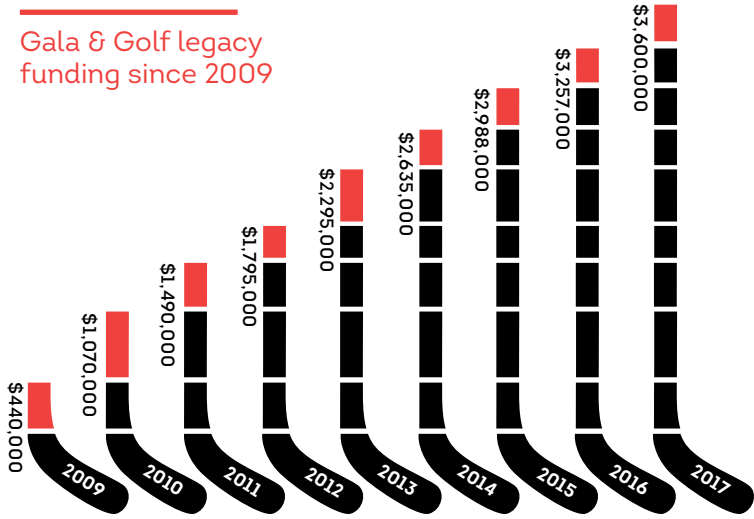
# Our mandate is to **grow the game at the grassroots level** in Canadian communities near and far

The Hockey Canada Foundation was founded in 2000, and is a registered non-profit that operates hand-in-hand with Hockey Canada to fulfill its mission. The HCF provides secure, sustainable, long-term funding to support the future development of the game through the delivery of a wide range of Hockey Canada programs.

The Foundation relies on donations to establish and grow a selection of endowment and general purpose funds to help ensure Canada remains at the forefront of developing and promoting amateur hockey. Canadians who want to give back to the game can do so knowing their gift will have an impact for generations to come. In partnership with its generous donors at fundraising events, the Hockey Canada Foundation has raised more than \$7.6 million, which includes \$3.6 in Gala & Golf legacy funding since 2009.

**\$3,600,000**

Gala & Golf legacy funding since 2009



2017

## **Saskatoon, Sask.** **\$333,000**

The legacy went to enabling and engaging participants through the funding of Initiation Program events and equipment in 10 northern communities, the contribution to construction of Merlis Belsher Place at the University of Saskatchewan, and the financial assistance to the Saskatoon Minor Hockey Association Memorial Cup Legacy Fund that assists families demonstrating financial need. Education about the game and Saskatchewan's contributions to hockey was supported through contribution to the Saskatchewan Hockey Hall of Fame's capital upgrades.

2016

## **Halifax, N.S.** **\$269,000**

Half of all net proceeds remained in Nova Scotia in support of legacy programming and projects with Hockey Nova Scotia's grow-the-game initiative: "Hockey is for All." This program is built to introduce hockey to black youth, new Canadians, Aboriginal youth, and special-needs hockey.

2015

## **Toronto, Ont.** **\$353,000**

A \$353,000 donation was part of the paralleled efforts with the MLSE Foundation to support active living, research and programming for Canadian inner-city youth. The Hockey Canada Foundation will also be a leading funding partner in the MLSE-led Sport For Development Centre in the heart of downtown Toronto.

2014

## **Vancouver, B.C.** **\$340,000**

Legacy funding benefited KidSport B.C., Athletics for Kids, and the Boys and Girls Clubs of South Coast B.C., ultimately creating greater opportunities for underprivileged kids to enjoy Canada's game. More than 300 minor hockey players in the Greater Vancouver area had their registration fees covered for the 2014-15 season.

2013

## **Calgary, Alta.** **\$500,000**

A donation of \$250,000 was made to assist families affected by flooding in southern Alberta. The funds were allocated to local minor hockey associations (MHAs) to offset registration fees, keeping players involved in the game. Another \$250,000 was allocated to KidSport Calgary, which makes sports more affordable for underprivileged youth.

2012

## **Toronto, Ont.** **\$305,000**

The legacy focus was on the outdoor rink in Regent Park, as part of a larger revitalization project focused on one of Toronto's most underserved urban communities. The initiative has benefitted those in the inner city of Toronto, providing the underprivileged with accessibility to a safe and well-maintained athletic environment.

2011

## **Ottawa, Ont.** **\$420,000**

The Hockey Canada Foundation, Ottawa Senators Foundation, and City of Ottawa partnered to construct the Rink of Dreams at Ottawa City Hall, which was a centrepiece for the 2013 IIHF Women's World Championship. It is open for skating between November and March, giving players more accessibility to the game, and serves as a year-round community space.

2010

## **Edmonton, Alta.** **\$630,000**

The Hockey Canada Foundation allocated \$400,000 to a community recreation facility; the funds supported one of the two rinks in the centre. In addition, the HCF matched an Edmonton Oilers Community Foundation grant of \$230,000 for the rink refurbishment projects of two inner-city Beverly communities.

2009

## **Montreal, Que.** **\$440,000**

The outdoor rink in Willibrord Park in the Verdun borough of Montreal was constructed as part of the Montreal Canadiens Children's Foundation's BLEU BLANC BOUGE program, with assistance from the Hockey Canada Foundation. The skating season lasts from November to March, while other sporting activities take over for the spring, summer, and fall months.

# Hockey teaches determination to **persevere through life's challenges**



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## Cederstrand's long road to Team Canada

A former member of the Red Deer Rebels of the Western Hockey League (WHL) and an aspiring firefighter, Chris Cederstrand's life took an unexpected turn when a construction accident claimed his right leg. Enduring years of phantom pain, nightmares and the inability to wear his prosthesis for more than an hour, Chris carried on with life as best he could.

Hockey has been nothing short of life-changing for Chris, helping him overcome significant personal challenges. In 2011, he attended the World Sledge Hockey Challenge in Calgary, where he saw para hockey played at an elite level. It inspired him, and within weeks Chris was in a sled for the first time with the Calgary Scorpions. After only a few months, he was noticed by Hockey Canada's development program.

"It's huge," Chris says. "After everything that's happened, to be able to put on that jersey ... there's not a lot of feelings like it." Following two seasons with the development team, Chris earned a spot on Canada's National Sledge Team in 2014-15, appearing in eight international games and earning a silver medal at the world championship, all while serving as a role model for us all.

“ I don't know where I'd be if I wasn't able to progress the way I have and get normalization back in my life.

Chris Cederstrand





“I learned so much from hockey that has influenced me as a teacher. It all comes back to a love of learning and a desire to help kids grow into their potential.

Andrew Rulli ”

## Coaching for **student success**

Andrew Rulli loved playing hockey when he was growing up. He loved the ritual of early morning practices and the lessons his coaches taught him. In school, Andrew’s schedule was filled with math and business classes to prepare for a future in finance, but he always felt he was meant to do something else. “I realized I wanted to work with young people, because youth is such a formative period and I was aware of how important certain people had been in my life – my coaches especially,” Andrew says.

A graduate of teacher’s college, Andrew now teaches in a Toronto community where at-risk students face social and economic challenges that hinder their ability

to focus on their studies. As a student-success teacher, one of Andrew’s roles is helping students make up missing credits so they can graduate. Remembering the leadership skills taught by his hockey coaches helped Andrew connect. “You have to be approachable and accessible, but you also have to be an adult. Kids need adults, guidance, structure, and encouragement.”

Just as his coaches respected the skill and talent that each player brought to a team, Andrew respects the unique abilities each student brings to the classroom. “I’d like to be the kind of person that people reflect back on and say it was important he was here.”







# Our strategic game plan to reach out and **expand our scope**

The Hockey Canada Foundation understands the dynamic role that hockey plays in teaching important life-lessons and instilling the values that make Canadians truly unique. Emerging trends and challenges affect participation in our national winter sport today.

Canada is becoming increasingly diverse and many new Canadians are not naturally drawn to the game. As technology pervades our lives, Canadians are becoming more sedentary and having fewer interpersonal interactions – giving kids the opportunity to play will get them active and allow them to be part of a team.

The HCF knows how to address these challenges. The Foundation has developed a bold plan for the future to ensure hockey remains a strong and vital element of Canadian culture.

Our plan begins with a vision of the critical role that hockey plays in Canadian society, and establishes Hockey Canada as the steward of the game, responsible for its continued vitality and growth.

## **Our Vision**

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

## **Our Mission**

The Hockey Canada Foundation preserves, nurtures, and strengthens the bond between Canadians and hockey.

## **Our Strategic Priorities**

To unite all Canadians and achieve our mission, the Hockey Canada Foundation is committed to three strategic priorities:

**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.

“

Hockey's greatest gifts are the life-lessons learned and the incredible people we meet along our journey. Hockey Canada serves as a pillar in this journey.

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Adam Graves

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## Hockey enables people from all walks of life to **play and grow**

Hockey Canada visits schools across the country to give new Canadians their first taste of hockey through floorball, a program funded by the Hockey Canada Foundation. “Floorball lets us bring hockey to the schools and create inclusive spaces where diverse children can play together,” says Taryn Barry, coordinator of coaching and player development at Hockey Canada. “We provide them with opportunities to have fun, to play, and to feel a connection to Canadian identity and culture.”

The HCF believes that anyone who wants to play hockey should be able to, and it’s with that in mind that the Foundation supports programs that eliminate barriers.

Since its establishment in 2007, the Dreams Come True program has gone coast to coast to coast, from Victoria to Charlottetown, and has reached more than 1,100 kids who wanted to play hockey but were unable due to socio-economic challenges.

Providing new equipment, covering registration costs, as well as access to ice time and trained coaches means that many from underprivileged communities get to experience Canada’s game first-hand. “By helping these kids realize their dream of playing hockey, we hope to inspire them to pursue other life goals,” says Donna Iampieri, executive director of the Hockey Canada Foundation.



## Leading the leaders: **educating hockey's role models**

As part of its role as the steward responsible for the growth and development of the game of hockey in Canada, it's critical that Hockey Canada provides appropriate education for sport leaders across the country. The HCF invests in Hockey Canada's delivery of hundreds of programs to make the game and the experience better for all participants — players, coaches, officials, MHA administrators, and parents.

By supporting the HCF, you can help us make sure that all Canadians — regardless of geography, gender, background or socio-economic status — have access to cornerstone programs developed and delivered through Hockey Canada.

### **Examples:**

The Initiation Program is designed to make a child's first contact with hockey a safe and positive experience in an atmosphere of fun and fair play.

As children progress through competitive hockey, Hockey Canada helps educate and administer national skills standards and testing.

We educate and certify volunteers to become coaches through the National Coaching Certification Program, building their tools and knowledge of the game so they can work more effectively with players.

Through Hockey Canada's work with Respect Group and the Respect in Sport Parent Program, we assist parents in setting reasonable expectations for their child, for the game, and for the volunteers who make it happen.

With Canada's success on the international stage, female hockey has grown by leaps and bounds. Hockey Canada's Guide to Female Hockey in Canada helps young girls realize their dream of being part of our beloved hockey legacy.

“

I have been very impressed with what the board has done already for the game, and I hope to help continue that legacy moving forward.

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Cassie Campbell-Pascall

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“

The residential school was not the place for me. But without hockey, I would have been back to the reserve, and it would have been a tough life.

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Fred Sasakamoose

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## Hockey engages **Canadians** for life

Fred Sasakamoose didn't record a point in 11 NHL games with the Chicago Blackhawks during the winter and spring of 1954. But it wasn't his on-ice performance that makes the story worth telling. It's what it took for him to get there.

The first indigenous player to reach the NHL, Fred spent nine years in a residential school in Duck Lake, Sask., before his hockey exploits caught the attention of scouts, earning him a spot with the Moose Jaw Canucks – where he was MVP of the Western Canada Hockey League in 1953-54 – and eventually an NHL contract.

For Fred, hockey quite simply saved his life. "I didn't think I belonged to the outside world; it was a difficult journey to try and adjust myself to society, but playing

junior hockey changed the world for me. It made me realize that it wasn't all bad out there."

After he retired, Fred returned home to Saskatchewan, serving six years as chief of the Ahtahkakoop Cree Nation. But his passion for hockey never left, nor did his passion to help aboriginal children through sport. He is an icon in the First Nations community, and uses that celebrity to help others strive for the same opportunities he had more than 60 years ago. "Before I close my eyes in this world, I would like to see the youth – my people – be part of great tournaments. I would like to witness my people dance and sparkle on the ice to make us proud as Indian people, so we can be a part of this game."

# Help us inject even more life into the **game of hockey** in **Canada**



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## The Foundation needs your financial support to **enable more Canadians to access hockey**

We have reached an influential time for the game and for our country. While Canada continues its success in international competition, there are kids and families missing out on the game for a host of reasons — from more sedentary lifestyles to new Canadians being unfamiliar with the sport. All Canadians should have the opportunity to benefit from the life-shaping impact hockey uniquely has to offer.

The Foundation needs your financial support to enable more Canadians to access hockey for the first time, to provide education and improve skill levels so that boys and girls are motivated to remain involved with the game into adulthood, and to engage more Canadians as fans and players in a game that teaches important life-skills and brings our diverse nation together.

Through the generosity of our donors we have been able to extend our reach to impact thousands of Canadians from coast to coast to coast.

Please join us by becoming a donor and be part of not only extending the life and vitality of Canada's most beloved sport, but the game-changing realities it delivers for children and communities all across this nation of ours.



## Partnering to give **all players** the opportunity to lace up

The Hockey Canada Foundation works with corporate partners to help ensure the game continues to grow. We do this by expanding our reach in places where hockey is not already ingrained in the community. Each partner shares the Foundation's vision and mission, and invests their own resources to deliver on our three strategic priorities.

Two of our signature partnership programs are The Big Play and Canadian Tire First Shift. In collaboration with Bauer Hockey, Canadian Tire, and Canadian Tire Jumpstart, these programs were established to help give kids a chance to play. The Foundation distributes new hockey equipment and conducts skills sessions for these young players, getting them on the ice and beyond their day-to-day reality.

“We want to see as many Canadians enjoying all that’s great about hockey – from supporting a healthy, active lifestyle, to the many life-skills learned from playing in a team environment,” says Tom Renney, CEO of Hockey Canada.

Together, our mission is to bring new families to hockey over the next 10 years with programs that are accessible and fun. To-date, The Big Play has reached 2,800 kids and Canadian Tire First Shift has seen more than 10,000 kids try hockey in hundreds of communities all across Canada. The faces of the kids participating in these programs say it all. We are grateful for the generosity of our donors and partners to make hockey a reality for so many.



## Invest in hockey for life

Bill Hay is a well-known Canadian, both for his play in the NHL and as a business and hockey leader. He served as president and COO of Hockey Canada and played an instrumental role in the merger of Hockey Canada and the Canadian Amateur Hockey Association. For his efforts, Bill was inducted into the Hockey Hall of Fame in 2015.

Hockey has been an important part of Bill's life and, like so many others, he is giving back to the game he loves by making a personal investment in the Bill Hay Future Leaders Program.

Bill is teaming with Hockey Canada and the Canadian Hockey League to provide internship positions for university and college graduates who are pursuing a

career in sports administration, program development, kinesiology, marketing, or communications.

"A large part of our mandate is to grow the game across Canada. To be successful, we need to have strong leaders in every facet of the game, and it's crucial that we invest in that talent just as we do in our programming," says Tom Renney, CEO of Hockey Canada.

Co-funded by the Hockey Canada Foundation, the internships are full-time, provide the selected applicants with valuable, hands-on experience, and will serve as a springboard to launch their careers. This program will have a catalytic impact, as it is helping to create hockey's future leaders.

“ The future of the game will be in the hands of some very capable young women and men who may get their start in the Future Leaders Program.

Bill Hay



# Leading for **the love of the game**

They are business leaders, former school teachers, Team Canada alumni, and hockey executives. Their professional lives have pulled them in different directions, but they are drawn together by a shared love for hockey, and a shared interest in keeping Canada's game strong.

The Hockey Canada Foundation Board of Directors are men and women who tirelessly give their time, energy, and expertise to guide the Foundation and drive its mission.

Regardless of their backgrounds, they are all Canadians who have been shaped by the game. Now it is their turn to give back. "Growing up playing hockey helped to instill in me core values, including respect, sportsmanship, and the importance of living an active and healthy lifestyle," says Jim Treliving. "Having the chance to instill these values to youth in the game today is one of the many reasons I continue to work with the Foundation."

While Team Canada chases gold on the international stage, the HCF board focuses on the grassroots, ensuring the next generation has the tools it needs to be better players and better Canadians, and has fun while they're doing it.

At the end of the day, the Hockey Canada Foundation Board of Directors is about something simple, yet more complex. It is, as Al Matthews succinctly puts it, about "the ability to provide young hockey players with opportunities they would not otherwise have to play the game and develop their skills."

"There is an amazing bond between our board members, who come from vastly different backgrounds with often no prior relationship with each other. That bond is a shared love for our game and our country, and a shared commitment to growing and sustaining the sport."

David Andrews

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