



2020

YEAR IN REVIEW

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PARTNERS & SPONSORS

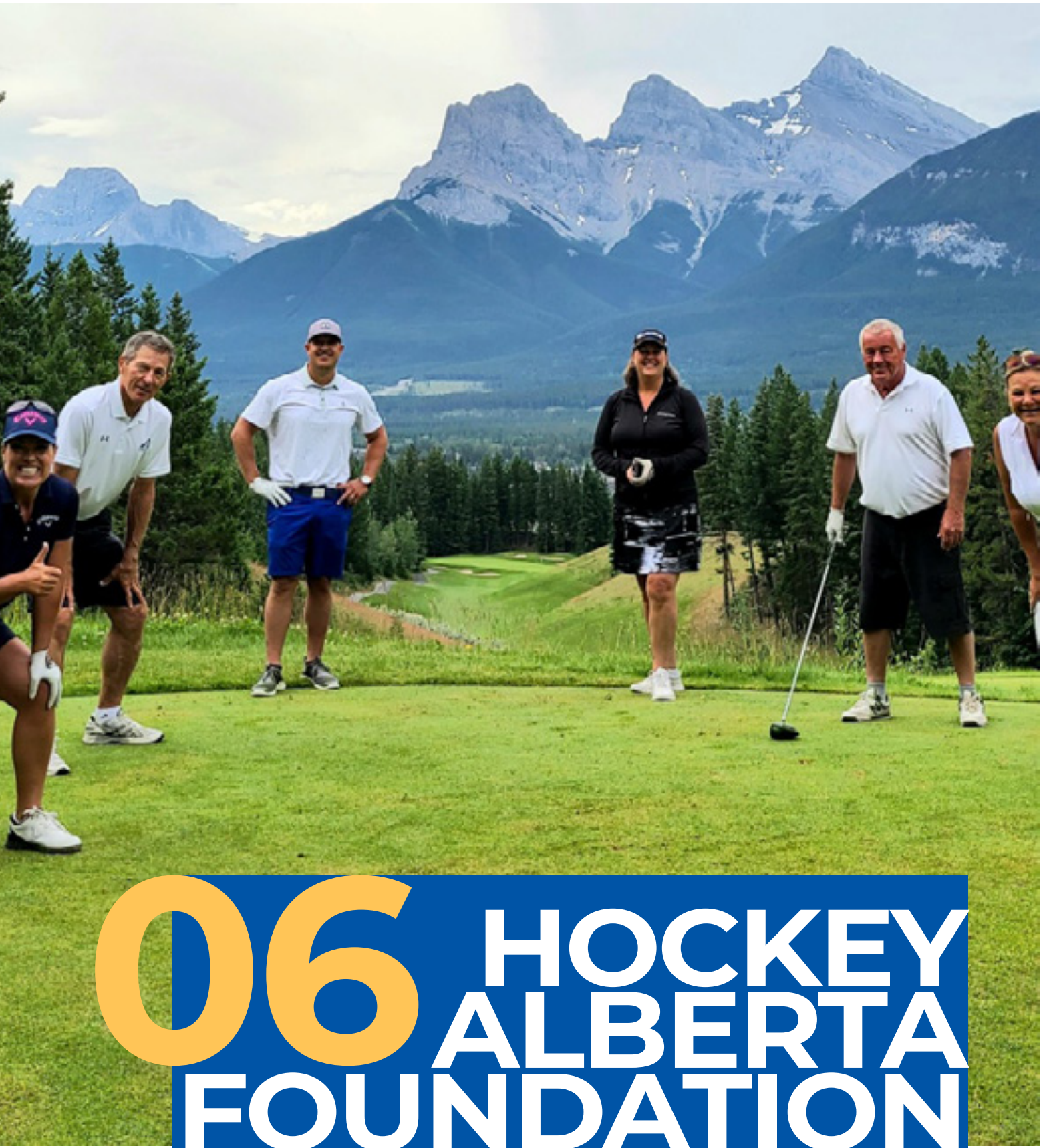
HOCKEY ALBERTA & THE HOCKEY ALBERTA FOUNDATION



Players Bench, Power Edge Pro, InStat, Coachmate, Best Western, Digitex, Vereburn Medical Supply, L.A.N.D Auto Group, Vada Capital.



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EKEC SPEAKER SERIES IN CANMORE

The Hockey Alberta Foundation, in conjunction with Canmore Minor Hockey and the Canmore Eagles, hosted an Every Kid Every Community (EKEC) Speaker Series to Canmore in February. The evening featured 2020 Alberta Hockey Hall of Fame inductee Jamie Macoun, honoured member Mike Rogers and former Calgary Flame Colin Patterson in a candid Hockey Hot Stove. All proceeds from the event will go towards Canmore Minor Hockey and the Every Kid Every Community program.

BYSTROM, LESLIE NAMED DISTINGUISHED FUTURE LEADERS

In March, Braden Bystrom and Jantzen Leslie were named distinguished Future Leaders as part of the 2019 Future Leader Development Program. Bystrom and Leslie were among the eight post-secondary students in the program, which saw them fill a role during the U16 Male & U16 Female Provincial Camps in Red Deer. Both were selected as distinguished future leaders for their leadership,

professionalism, enthusiasm and willingness to give back to the game of hockey. In addition to the original \$1,000 scholarship awarded to participants of the program, the two distinguished Future Leaders each receive an additional \$3,000 scholarship.

BATTLE OF ALBERTA RAISES \$22,000 FOR EKEC

The fourth annual Piper Creek Optimist Club of Red Deer's Battle of Alberta fundraiser was a major success, bringing in \$22,000 for the Hockey Alberta Foundation's Every Kid Every Community program, as well as other youth initiatives in Central Alberta.

The event was held in January at Bo's Bar and Grill in Red Deer. Former Calgary Flame and 2020 Alberta Hockey Hall of Fame inductee Jamie Macoun, and former Edmonton Oiler Dave Hunter served as the night's entertainment with a special hockey hot stove.

Major sponsors of this event were the Piper Creek Optimist Club of Red Deer, Bo's Bar and Grill, Edmonton Oilers Community Foundation, Calgary Flames Foundation, ATB Financial, ATB Investor Services, WestJet, the Molson Coors Brewing Company, MNP, Viking Projects Ltd, Vada Capital, Century 21 - Gavin Heintz, and Arrow Limousine.





NEW-LOOK GOLF CLASSIC RAISES \$25,000 FOR EKEC

The 15th year of the Hockey Alberta Foundation Golf Classic had a different look as 18 teams took the links at Silvertip Golf Resort in support of Every Kid Every Community. The 2020 event had COVID-19 safety protocols - including a restriction on golfers and using individual golf carts. Lisa Vlooswyk, the newest member of the Hockey Alberta Foundation Board, hosted a "Drive for Donations" competition for the participating teams, helping raise over \$7,100 for Every Kid Every Community. The total raised through Lisa's efforts on Hole 2 were matched through the Shaw Charity Classic Altalink Birdies for Kids Program. A silent auction also generated an additional \$8300. In total over \$25,000 was raised in the single day modified event.



LISA 'LONGBALL' VLOOSWYK JOINS HOCKEY ALBERTA FOUNDATION BOARD

Lisa Vlooswyk, otherwise known as "Lisa Longball" due to her status as an eight-time Canadian Long Drive Champion, joined the Hockey Alberta Foundation Board of Directors in 2020. She made her debut at the Golf Classic in Canmore, and helped raise \$7,100 through a "Drive for Donations" long-drive contest on the second hole.

Lisa currently competes on the Golf Channel's World Long Drive Association Tour, and finished as high as second in the world long drive championships. Lisa was the first woman to ever hit it the length of 3 ½ NFL football fields in competition and currently holds the Canadian Women's Long Drive record at 350 yards 2 feet 2 inches. In addition to her competitive career, Lisa is a Golf Journalist for several publications including Inside Golf Magazine and has had her own column in Golf Digest Canada. Lisa is a successful keynote Peak Performance Speaker at conferences and conventions, and runs her own Golf School for Women in Canada and the United States. Her entrepreneurial success was recognized when she was awarded the Bank of Montreal Celebrating Women award for Expansion and Growth in Small Business.

CALGARY FLAMES FOUNDATION DONATES ADDITIONAL \$50,000 TO EVERY KID EVERY COMMUNITY

The Calgary Flames Foundation announced that the Hockey Alberta Foundation Every Kid Every Community program would receive an additional \$50,000 donation in 2020. This donation is part of \$1 million in donations to southern Alberta charities, an extension of the Calgary Flames Foundation COVID-19 Community Support Program. This brings the total distributed through the Calgary Flames Foundation COVID-19 Community Support Program to \$2.4 million.

The mandate of the Calgary Flames Foundation is to improve the lives of southern Albertans through support of health and wellness, education and grassroots sports programs. Since the ownership group brought the team to Calgary in 1980 the Calgary Flames Foundation has injected millions into the community.



SHAW AND #CHIPINFORKIDS

The Hockey Alberta Foundation was accepted as a participating charity in the 2020 Birdies for Kids program, operated in conjunction with the Shaw Charity Classic golf tournament. This fundraising program is designed so that the Hockey Alberta Foundation will receive 100% of every donation accepted on its behalf and allows for additional funding of up to 50% of the original donations made. But with the Shaw Charity Classic cancelled in 2020 due to COVID-19, Shaw remained committed to continuing the tournament's legacy of giving through its #ChipinforKids campaign. By texting KIDS107 to 30333, individuals donated \$10 to help provide every child in Alberta the opportunity to play hockey. To make contributions go further, Shaw matched the donation, and then the Shaw Charity Classic added up to an additional 50 per cent of the matched total.





PAIRING UP WITH MAJOR LEAGUE SOCKS

Major League Socks is Pair[ing] up with the Hockey Alberta Foundation. When you use the code: HOCKEYALBERTA at checkout, Major League Socks will donate \$6 per pair back to the Hockey Alberta Foundation's Every Kid Every Community Program. With the impact of COVID-19 and the cancellation of in-person fundraising events, every dollar raised will go a long way to keep kids playing hockey across Alberta. Teams also had the opportunity to win a Zoom call with a Flames or Oilers player, with the team with the most pairs of socks sold earning the 30-minute call.



IIHF WORLD JUNIOR CHAMPIONSHIP 50/50

Hockey Canada, partnered with the Hockey Alberta Foundation, to help fans of the IIHF World Junior Championship in Alberta win bigger than ever with an online 50/50 draw during every World Juniors game day.

"The 50/50 draw is a tradition synonymous with live sports, and although fans will be enjoying the World Juniors from home this year, Hockey Canada, the Hockey Canada Foundation and the Hockey Alberta Foundation wanted to keep the tradition alive and ensure fans continue to have an enjoyable World Juniors experience," said Tim Leer, executive director of the Hockey Alberta Foundation.

The winners of each 50/50 draw will take home half of the pot, while the other half will be reinvested into grassroots hockey programs to help improve the quality of life of Albertans through hockey while supporting the local community.

\$230,000 IN COMMUNITY SUPPORT DISTRIBUTED

Over \$230,000 in funding was disbursed from the Hockey Alberta Foundation to support programming and partners in 2020. These disbursements included partner funding to Flames Sport Bank, HEROS hockey and Sport Central as well as hockey programming and player support in 11 communities across the province including – Airdrie, Beaver County, Clive, Calgary, Daysland/Forestburg, Edmonton, Red Deer, Sherwood Park, Sylvan Lake, Taber, Wetaskiwin.

It is through the support to these partners and communities that more than 11,700 kids gained access, equipment or financial resources to participate in a form hockey in 2020.





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