



2019 REPORT



HOCKEY ALBERTA
FOUNDATION

EVERY KID EVERY COMMUNITY MAKING A DIFFERENCE

Every Kid Every Community (EKEC) was launched in 2011, with the goal of providing the gateway to play hockey for any child in Alberta interested in the sport.

Hockey Alberta and Hockey Alberta Foundation work together to help anyone in Alberta experience our sport for the first time.

Hockey Alberta Foundation is responsible for the fundraising. Funds are generated through special events such as the annual Golf Classic, Alberta Hockey Hall of Fame Awards Gala, and the Every Kid Every Community Speaker Series. Contributions also come from individuals, organizations and companies that have become a Teammate in the EKEC Donor Club, or have made EKEC their charity of choice, such as the Glencross Roughstock Rodeo and the Piper Creek Optimist Club.

Hockey Alberta assesses applications, and awards funding to assist amateur sports organizations, minor hockey organizations, youth and recreation groups with their event or project to help get local kids active in hockey. In 2018-19, a total of \$45,500 was disbursed through Player Assistance Grants and Program Grants.

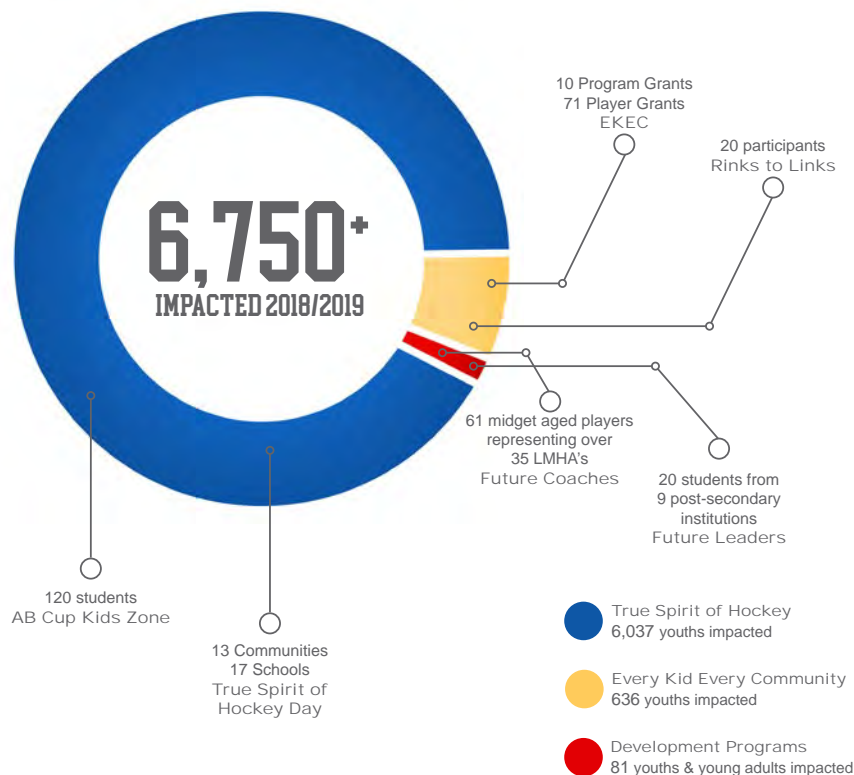
Program Grants are awarded for projects that create a new program or support an existing program designed to recruit new players to the game. Program Grants were provided to:

- Edmonton Adaptive Sports Association: Sledge Hockey program ice costs
- Warriors Youth Rec Hockey Team (Girouxville): Family Pond Hockey event
- Lethbridge Minor Hockey Association: Female program for new players
- Millwoods Hockey Association (Edmonton): Development sessions for new Canadians
- Thorsby Minor Hockey Association: Full board rink dividers
- Delia School: Hockey/skating program.
- 3C's Minor Hockey Association: All-girls ice sessions with female instructors
- Bruderheim Minor Sports: Rink dividers
- Wetaskiwin Minor Hockey: Female hockey program
- Paralympic Sports Association: Sledge Hockey camp

As well, funding is provided directly by the Hockey Alberta Foundation to several charitable groups, including: Sport Central, Comrie's Sports Bank, KidSport, HEROS Hockey and the Alberta Sports Hall of Fame and Museum.



EKEC INDIVIDUALS IMPACTED



Cheques presented to Sport Central, Comrie's Sport Bank and KidSport Alberta.



HOCKEY ALBERTA FOUNDATION

MESSAGE FROM FOUNDATION BOARD CHAIR

The Hockey Alberta Foundation invests in the game, kids, community, leaders and history in Alberta, and continues its work across Alberta's hockey communities through the Every Kid Every Community program.

Every Kid Every Community gives kids the chance to play hockey by eliminating barriers to their participation and by supporting the next generation of community leaders.

And over the years, we have made a difference. Funds generated through the Hockey Alberta Foundation have helped in training more than 300 future leaders and providing program grants for more than 200 new hockey initiatives in more than 100 communities. In total, we have contributed more than ONE MILLION DOLLARS in funding towards player fees and equipment, scholarships, and grassroots and mentorship programs.

Last year alone, we impacted more than 6,700 individuals through support to events such as True Spirit of Hockey Day, Future Leaders, Future Coaches, and the Alberta Cup Kids Zone.

The Kids Zone was a new event, where 120 students from three schools learned basic hockey skills from Hockey Alberta staff and volunteers. Some of the participating students had been in Canada for less than three months and spoke very little English. What a great way to attract new players!

But we can't do it without the support of our TEAMMATES - donors, sponsors, leaders and volunteers who help in communities across Alberta. The Hockey Alberta Foundation remains about YOU, our generous TEAMMATES so others can experience the great feeling of being involved in hockey.

To all donors, golf celebrities and participants we could not do our work without you.

As our work continues and the need for resources grows please consider the Hockey Alberta Foundation your TEAMMATE and your "Hockey Charity of Choice".

John Windwick
Chair, Board of Directors
Hockey Alberta Foundation

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MAKING A DIFFERENCE

GOLF AND GALA - \$129,000

The Every Kid Every Community program received \$129,000 from the Alberta Hockey Hall of Fame Awards Gala and Hockey Alberta Foundation Golf Classic, presented by ATB Wealth.

The three-day set of fundraising events in Canmore in July began with the AHHF Awards Gala at the Coast Hotel, with money raised for EKEC through a wine pull, silent auction, and live auction.

The 13th annual HAF Golf Classic, presented by ATB Wealth, was held at Silvertip Golf Course. The Talking Goalie once again withstood a barrage of shots from golfers throughout the day, raising \$8,700, with challengers supporting either the Calgary Flames or Edmonton Oilers. The Calgary Flames Foundation and the Edmonton Oilers Community Foundation each matched the amount raised in their name, bringing the total raised by the Talking Goalie to \$17,400. The Silvertip Charitable Foundation also donated \$25,000 back to Every Kid Every Community, while the Shaw Charity Classic Birdies for Kids program contributed \$10,000.

A special thank you to the Flames Foundation and Edmonton Oilers Community Foundation for their charity challenge contributions; the event's title sponsor, ATB Wealth; and key contributing sponsors Vada Capital, Pillar Capital Corp, Q2 Artificial Lift Services, ATB Financial, and the Gord Bamford Foundation.



Mark Giordano, Jordan Eberle and Rob Brown, with ATB's John Windwick – thanks for all your support of Every Kid Every Community.

thank you

ATB Wealth™

Calgary Flames Foundation, Edmonton Oilers Community Foundation, Q2 Artificial Lift Services, SILVERTIP Charitable Foundation, VADA CAPITAL, PILLAR CAPITAL CORP, RSM, FREEMAN, and others.

Auction Donors

APEX Distribution, ATB Financial, Banded Peak Brewing, Bellstar Resorts, Biera Edmonton Restaurant, BO's Bar & Grill Red Deer, Calgary Roughnecks, Calgary Flames Foundation, Canadian Brewhouse, Edmonton Oilers Community Foundation, ECHO NDE, Gary Seher, Glencross Roughstock Rodeo, Hockey Alberta, Iron Goat Canmore, Jerry Markham, Modern Gravity, Paddy's Brewbeque, Players Bench, Red Deer Discount Golf Center, Sauce Hockey, The Coast Hotel, Tool Shed Brewery



HOCKEY ALBERTA FOUNDATION

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Rinks to Links – introducing kids to hockey.



Curtis Glencross – thanks for your support of Every Kid Every Community.



Gord Bamford warmed up Hometown Hockey in Leduc with a generous donation.

RINKS TO LINKS

Hockey Alberta and the Hockey Alberta Foundation partnered with HEROS Hockey from Calgary for the 2019 Rinks to Links program.

The day started with a bus trip to Canmore, where the kids hit the driving range and putting green at Silvertip Golf Course, with a lesson from the course professionals. After lunch, the group travelled to the Canmore Recreation Centre, where they were treated to a tour of the Canmore Eagles' dressing room before hitting the ice for a one-hour on-ice session, with instruction from Hockey Alberta staff, and members of the Eagles coaching staff.

On behalf of all Rinks to Links participants, thanks to ATB Wealth, Silvertip Golf Course and the Canmore Eagles for their support.

2018 GLENCROSS ROUGHSTOCK EVENT

For the second consecutive year, the Glencross Invitational Charity Roughstock Event contributed \$190,000 to Every Kid Every Community and Ronald McDonald House Charities Central Alberta.

The August event, co-sponsored by ATB and Calgary Flames Foundation, included a sponsor-only poker tournament and the charity rodeo. The Hockey Alberta Foundation and Every Kid Every Community has been a beneficiary of the event since its inception.

In total, over the seven years of the Roughstock event, more than \$1.6 million has been raised. Curtis Glencross was joined by several event organizers at Ronald McDonald House to present cheques to the event beneficiaries.

GORD BAMFORD – HOMETOWN HOCKEY

A generous donation, on national television during Rogers Hometown Hockey, by the Gord Bamford Foundation to the Hockey Alberta Foundation provided the hot news during Rogers Hometown Hockey stop in Leduc.

Bamford was one of the special guests at the event, and he showed his love for the sport, and the kids who play hockey, in two ways. When Bamford took to the stage for a song, he was proudly sporting a Team Alberta jersey. Then, he presented a cheque for \$10,000 in support of the Every Kid Every Community program.

It was also a big weekend for female hockey in the province. The Alberta Female Hockey League (AFHL) Midget Elite Showcase saw all 12 teams in the Midget Elite division on the ice for a total of 18 games.

HOCKEY ALBERTA FOUNDATION

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EKEC SPEAKER SERIES

The Hockey Alberta Foundation hosted two stops on the Every Kid Every Community Speaker Series in 2018-19.

The first was held in Lethbridge in December with support from Kirk's Tirecraft, Lethbridge Hurricanes and ATB Wealth. The afternoon featured Lethbridge Bronco alumni Bryan Trottier and Brian Sutter. Trottier, a former New York Islander and Stanley Cup champion, shared stories with Sutter, the former St. Louis Blues captain, in a Hockey Hot Stove. The Lethbridge Hurricanes have also committed all proceeds from the chuck-a-puck contest during the game to the EKEC program.

Then, in February, in conjunction with Vegreville Minor Hockey and KidSport Vegreville, the Speaker Series visited Vegreville. The evening featured former NHL players Rob Brown and Jason Strudwick in a candid Hockey Hot Stove. All proceeds from the event went to Vegreville Minor Hockey, KidSport Vegreville and the Every Kid Every Community program.

BIRDIES FOR KIDS

The Hockey Alberta Foundation was accepted as a participating charity in the 2019 Birdies for Kids program. The 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.

TEAMMATES HELPING TEAMMATES

Two minor hockey teams in Alberta got the opportunity to see the Calgary Flames in action, and support the Every Kid Every Community Grant Program, through the Teammates Helping Teammates raffle. As part of the raffle, teams were encouraged to consider Every Kid Every Community as a charity of choice for their fundraising efforts. And for a \$100 donation, a team had a one in 50 chance to see the Flames.

PIPER CREEK OPTIMIST CLUB

The Hockey Alberta Foundation partnered with the Piper Creek Optimist Club of Red Deer for the third straight year to present the Battle of Alberta Fundraiser, benefiting the Every Kid Every Community program. In two years, the Battle of Alberta event has raised over \$40,000 for Every Kid Every Community, as well as \$8,000 for additional youth programs in Central Alberta.

The event was held at Bo's Bar and Grill in Red Deer, and included a Hockey Hot Stove with NHL alumni Curtis Glencross, Jamie Macoun, Brian McGrattan and Colin Patterson, along with hourly draw prizes, grand prizes of tickets to see the Edmonton Oilers vs the Calgary Flames, and a Westjet raffle prize.



Brian Trottier and Brian Sutter reminisce in Lethbridge.



Jason Strudwick and Rob Brown – tell tales in Vegreville.



Mike Civik, Jamie Macoun, Colin Patterson and Brian McGrattan share stories at the Battle of Alberta in Red Deer.

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Future Leaders hosted in Red Deer.



Future Leaders coaching development workshop in Red Deer.



HEROS Hockey – hosting Super HEROS

FUTURE LEADERS

Seven outstanding post-secondary students were chosen from the 2018 Future Leaders Development Program to receive the 2108 Future Leaders scholarship (valued at \$1,000), with two leaders receiving an additional \$3,000 for distinguished recognition.

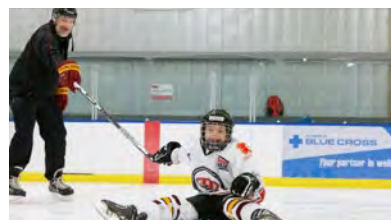
Name	Current School	Scholarship
Tyler Charlet	MacEwan University	\$1,000
Hayley Douglas	University of Windsor	\$1,000
Scott Ferguson	Red Deer College	\$1,000
Kaely McMurtry	Red Deer College	\$1,000
Brett Ponich	University of Alberta – Augustana Campus	\$4,000*
Ben Sowa	Concordia University	\$1,000
Jake Wozney	Red Deer College	\$4,000*

*Notes Distinguished Recipients

The Future Leader Development Program develops and trains post-secondary students in the area of coaching. Areas of focus include proper instruction, administration, leadership, technical and tactical skills in hockey, so that the future leaders can carry those skills into our communities. Following the Future Leader Development weekend, eight future leaders are invited to work with a Team Alberta U16 program. The provincial camp provides a second stage of coaching development in practice and game settings, along with an opportunity to work with Alberta's best athletes at the U16 level.

HEROS HOCKEY – SUPER HEROS

HEROS Hockey received \$5,000 in Program Grant funding and hosted its first Super HEROS program in Calgary, for youth with cognitive challenges, such as Autism and Down Syndrome. The program is the only one of its kind west of Ontario, and featured 21 boys and girls, ages 7-17 years. Participants rotate through four or five stations, each with a different short duration/ low intensity skill development opportunity. The focus is on fundamentals such as skating and puck skills through fun activities. In 2019-20, the program has doubled in size in Calgary, and added a new group in Edmonton.





DOUG MCKENZIE

William (Doug) McKenzie, a Life Member of Hockey Alberta, died on Tuesday, December 4, 2018 at the age of 94. Doug was involved with amateur hockey for more than seven decades – working at the local, regional, provincial and national levels. Among his numerous accolades, Doug received Hockey Alberta's President's Award in 1981, was named a Hockey Alberta Life Member in 1992, and was inducted into both the Alberta Hockey Hall of Fame (1989) and the Alberta Sports Hall of Fame (2009). As well, in 1993, the McKenzie Cup, awarded to the Alberta/British Columbia Senior AAA champion, was named in his honour.



JOHN JACOBS

John Jacobs, an Honoured Member of the Alberta Hockey Hall of Fame and a Life Member of the Hockey Alberta Referee Council, passed away on Thursday, May 30, 2019 at the age of 65. John's officiating career began in 1967. Over the course of his career, John obtained a Level 4L the highest ranking a linesman can achieve. He was the Chair of the North Central Zone Referees Committee for four seasons, followed by six seasons as Hockey Alberta's Referee Council Chair. He also served as a member of Hockey Alberta's Board of Directors, as the officials' representative. John received the Hockey Alberta's Hockey Development Award (2004), the Ernie Boruk Award (2008), and the Alberta Sport, Recreation, Parks & Wildlife Foundation Award (2008).



#HUMBOLDTSTRONG

On Friday, April 6, 2018, the hockey world suffered a tragic loss.

The Humboldt Broncos of the Saskatchewan Junior Hockey League were involved in a horrific bus crash.

Twenty-nine individuals were aboard the bus; more than half did not survive.

Twelve of those on the bus had hockey roots in Alberta.

Please keep everyone impacted by this crash in your thoughts.



THANK YOU TO OUR PARTNERS

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PREMIER



HOCKEY



PROGRAM & EVENT



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