



HOCKEY  
ALBERTA  
FOUNDATION  
**2013**  
ANNUAL  
REPORT





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**Vision:** Investing in leadership growth opportunities through hockey in Alberta.

**Mission:** Creating a sustainable fund that enables us to;  
celebrate those before us...  
inspire those who lead us...  
share with those who need us.

## Message from the Chairperson



**Gary Seher**

Chairperson,  
Hockey Alberta Foundation



On behalf of the Hockey Alberta Foundation Board of Directors I would like to present the 2013 Annual Report.

The Hockey Alberta Foundation continues to be an active and significant supporter of Hockey in Alberta through our charitable mandate. We continue to invest in the leadership of the game in Alberta through the Future Leaders Scholarship Program and in fact have increased our Scholarships to include future leaders in the official's areas of the game. This year we made some major strides in growing our 551 Club initiative for Donors who want to give back to the game and receive charitable benefit. This club is unique to hockey in Alberta and we look forward to bringing on more members in the coming year and provide a forum for discussion on the future of the game each year.

We concluded a third year of the Every Kid Every community Project in which we were able to provide another \$40,000 to communities via the ASRPWF Donation fund to help kids who don't currently play the game of hockey get their first experiences.

This year the Hockey Alberta Foundation was the benefactor of funds raised at the Inaugural Glencross Roughstock Rodeo. The two-day event included a poker evening and rodeo day, which generated an astonishing \$196,000. The Hockey Alberta Foundation was fortunate enough to receive \$60,000, a substantial portion, with the remaining funds going to the Ronald McDonald House of Central Alberta. We are pleased that we will have the opportunity to be involved in this event again for 2013.

I would like to thank our Board of Directors for their continued support and dedication to the Foundation. Without the direction and leadership from this group, the Foundation would not have grown to what it has become today.

It's the generous contributions of donors and sponsors across Alberta that support the efforts of the Hockey Alberta Foundation. Through these supporters we continue to celebrate "Those before us...Those who lead us...Those who need us".

### 2012-2013 HOCKEY ALBERTA FOUNDATION BOARD OF DIRECTORS:

#### Chairman

Gary Seher – Red Deer, AB

#### Vice Chair

Bob Clark – Carstairs, AB

#### Secretary Treasurer

John Kosolowski – Edmonton, AB

#### Past Chair

George Kallay – Drumheller, AB

#### Directors

Bob Bartlett – Lethbridge, AB

Dennis Zukiwsky – Red Deer, AB

John Windwick – Edmonton, AB

Perry Cavanagh – Calgary, AB

### **The Hockey Alberta Foundation's Three Pillars:**

#### **Those before us...**

Celebrating the history of hockey in Alberta, the Alberta Hockey Hall of Fame which is housed within the Alberta Sports Hall of Fame and Museum is funded by the Hockey Alberta Foundation. Each year great achievers and builders of the game of hockey in Alberta are inducted into the Alberta Hockey Hall of Fame. The induction is held in collaboration with the Hockey Alberta Awards Gala at the Hockey Alberta AGM in June.

#### **Those who lead us...**

Investing in the development of great leaders for the future of the game and our communities in Alberta. The Hockey Alberta Foundation created the Future Leaders Scholarship program to provide support to young leaders in our province through Alberta universities and colleges. This scholarship program operates in alignment with Hockey Alberta's Future Leaders Development Program which focuses on coach and officiating development.

We strongly believe that establishing a stronger leadership network through education will serve the game of hockey and its communities for many years to come. This scholarship gives university and college students the opportunity to learn proper instruction, administration, leadership, technical and tactical skills in hockey and carry those skills into our communities.

#### **Those who need us...**

Encouraging growth and access to the game at a grass roots level in every community in Alberta. The Every Kid Every Community program was designed to provide opportunities for kids to get involved in hockey who aren't currently active in the game. This program will continue to promote community involvement and building partnerships and relationships to get youth active in the sport of hockey. Since the launch of the program in 2010 we have more than a dozen communities create new hockey programs for kids not currently playing.

Those  
before us...  
Those  
who lead us...  
Those  
who need us...



## Golf Classic



### 2012 HOCKEY ALBERTA FOUNDATION GOLF CLASSIC - PRESENTED BY ATB INVESTOR SERVICES

The 2012 Hockey Alberta Foundation Golf Classic was held on July 30th -31st, at Stewart Creek Golf Club in Canmore, Alberta. ATB Investor Services was back again as the presenting sponsor. The fundraising efforts were directed towards the Every Kid Every Community project for the second year. The tournament raised nearly \$60,000. At this two day event, participants enjoyed a reception, live entertainment, a silent and live auction and lots of great prizes, all at one of Alberta's top five golf courses! Thank you to all participants and sponsors for supporting this event and the Every Kid Every Community program.

#### Major Sponsors:

ATB Investor Services  
Hytech Production  
ATB Financialv  
Reebok  
RDC  
Ensign Energy  
Vada Capital  
Collins Barrow  
Western Wall printing  
Duncan and Craig LLP  
Care Industries  
CAC  
Sutterfund  
Bellstar Resorts  
Stewart Creek Golf & Country Club



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Through funds raised at the Hockey Alberta Foundation Golf Classic, the 551 Club, the Glencross Roughstock Invitational and the Government of Alberta's Community Spirit Grant, \$15,000 was directed through the ASRPWF to Hockey Alberta to support grassroots initiatives. Hockey Alberta chose to allocate the funds to

the Every Kid Every Community program to support new grassroots projects to get more kids involved in hockey.

"As an organization, giving these grants to programs that give directly back to kids, it's an amazing feeling," said Hockey Alberta Foundation Executive Director, Scott Robinson.



COMMUNITY	GROUP	FUNDING
Calgary	Boys & Girls Club of Calgary	\$5,000.00
Lloydminster	Lloydminster Minor Hockey	\$5,000.00
Airdrie	Muriel Clayton Middle School	\$5,000.00

Where the funding is going:

- Calgary Boys & Girls Club** - This is the second grant that the Boys and Girls Club of Calgary has received. Last year, the club implemented a ball hockey program throughout their seven Community Clubs. This year, the Boys and Girls Club of Calgary used the grant for gym rentals in order to continue the program. The money allowed them to schedule one practice and one game per week for nine weeks, ending in a tournament involving all seven Community Clubs.
- Lloydminster** – Lloydminster Minor Hockey implemented an Intro to Hockey program, offered to children four years of age and under who have never played the game of hockey before. Parents are able to have their children try the sport at little to no expense.

Children get one hour of ice time a week for 23 weeks where they are taught basic skating and hockey concepts by instructors. The children are also able to use skates, sticks and helmets that have been donated by their membership.

- Airdrie** – Muriel Clayton Middle School serves grade five and six students and in 2011, the school introduced Hockey Exploratory allowing students, regardless of experience or skill level, to participate in hockey.

Unfortunately, the rising costs of extra-curricular activities was making difficult for students to take part in the program. Thanks to the Every Kid, Every Community program, the school has been able to subsidize the costs of the program. The funds were used to transport students to and from the arena, equipment for those who are new to the game and for equipment upkeep.



## Alberta Hockey Hall of Fame



### ALBERTA HOCKEY HALL OF FAME

The Alberta Hockey Hall of Fame continues to operate within the Alberta Sports Hall of Fame and Museum in Red Deer. This gallery is an opportunity for us to showcase some of our provinces great accomplishments each year. Celebrating hockey history in Alberta is all about the people who have built our game to make it what it is today and the individuals and teams who have earned their spot in the Hall of Fame with their significant achievements.







### 2012 HOCKEY ALBERTA AWARDS GALA

On June 19, 2012 we were honoured to recognize Hockey Alberta Award Winners and the 2012 Alberta Hockey Hall of Fame Inductees as part of the Hockey Alberta Awards Gala. Two teams and four individuals were inducted as they have all been significant contributors to hockey in Alberta through their accomplishments and building the game.

Inductees included:

#### **Achievement Category**

- 1994 University of Lethbridge Pronghorns Men's Hockey Team – Lethbridge, AB
- 1984-85 NAIT Ooks Men's Hockey Team – Edmonton, AB
- Ross Perkins – Former Edmonton Oiler and amateur hockey coach – Tisdale, SK

#### **Builder Category**

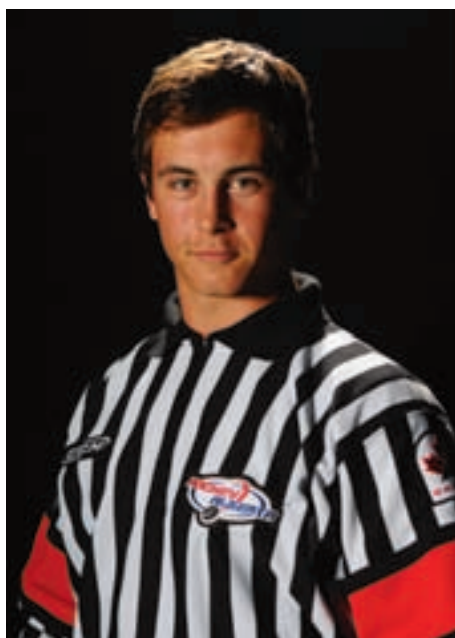
- Wally Popik – Past Hockey Alberta Referee-in-Chief – St. Albert, AB
- Allan Ferchuk – Red Deer College Kings – Red Deer, AB

#### **Pioneer Category:**

- George H. Harvie (Deceased) – Former AAHA President – Edmonton, AB

Thank you to our generous sponsors for supporting this event:

Hockey Alberta  
Investors Group  
Source for Sports  
Elite Sportswear



Brendan Balagus

## FUTURE LEADER SCHOLARSHIP WINNERS

In 2012 we were pleased to present Future Leaders scholarships to seven individuals. Hockey Alberta's Future Leaders Development program took place in a weekend camp in May, followed by a week long camp in July. From these camps, the exceptional leaders both on and off the ice were selected for \$1000 scholarships, with two of those individuals receiving the Distinguished Future Leaders Scholarships for an additional \$3000. The following individuals were the successful scholarship recipients:

FIRST NAME	LAST NAME	INSTITUTION	SCHOLARSHIP
Brett	Bartman	Univ. of Calgary	\$4000.00**
Drew	Nichol	Univ. of Alberta	\$4000.00**
JD	Terhart	Univ. of Alberta	\$1000.00
Duncan	MacKenzie	SAIT	\$2000.00*
Riana	Magee	Univ. of Alberta	\$1000.00
Amanda	Tapp	Univ. of Calgary	\$1000.00
J.P.	Szaszkiewicz	Univ. of Alberta	\$1000.00

\*\*Distinguished Leaders \*BLF Jim Sterling Memorial Award Recipient

## FUTURE LEADERS OFFICIATING SCHOLARSHIP PROGRAM

In 2012, we were pleased to present Future Leaders scholarships to four individuals.

The officials eligible for these scholarships are those who have gone through the Hockey Alberta programs (ATB Alberta Cup) and have been invited to the week long Development Camp in July.

The scholarships are based on evaluation at the camp and a post task assignment reflecting on their officiating development and their plans to give back at the local level. At the camp, the officials are evaluated based on quality of officiating, professionalism, and on and off ice training.

From these camps, the exceptional leaders both on and off the ice were selected for \$500 scholarships, with two of those individuals receiving the Distinguished Future Leaders Scholarships for an additional \$2000. The following individuals were the successful scholarship recipients:

FIRST NAME	LAST NAME	INSTITUTION	SCHOLARSHIP
Brendan	Balagus	SAIT	\$2,500.00**
Chris	Rebus	Univ. of Alberta	\$2,500.00**
Chris	Hunter	Univ. of Calgary	\$500.00
Kurtis	Eykelbosh	Univ. of Alberta	\$500.00

\*\*Distinguished Leaders

This past year, the Foundation continued the 551 Club. This club was created as an opportunity for donors to make a significant contribution to hockey in Alberta through the Foundation and also belong to a group who believe in the value and benefits of the game for all in Alberta.

Each member will donate \$551 per year for five years; \$500 of that donation is eligible for a tax receipt while \$51 is a membership fee. Funds donated by club members will be directed towards the Foundation's three pillars, the Alberta Hockey Hall of Fame, Future Leaders scholarships and the Every Kid Every Community project.

As of April 2013 the club has reached over 50 members.

551 Club events this year were held in Lethbridge, Red Deer, Calgary and Edmonton; where over 125 people joined in learning more about the Hockey Alberta Foundation, Hockey Alberta and projects both organizations are working for the future benefit of the game in Alberta.

**GOAL: 400 Members to pledge \$500 per year over five years.**

**400 x \$500 = \$200,000**

**\$200,000 x 5 years = \$1,000,000 raised.**



**You're Invited**

The 551 Club will be hosting a breakfast event at the Sheraton Hotel in Red Deer on Friday May 24 @ 7:30am

Special Guest Speakers for this event will be former Edmonton Oiler Jason Strudwick, and former Pittsburgh Penguin Rob Brown.

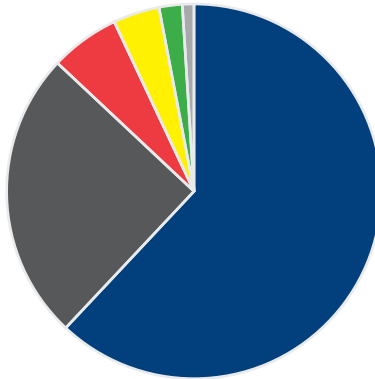
We hope that you will join us!

Please RSVP no later than May 16, 2013 to [vhoferd@hockeyalberta.ca](mailto:vhoferd@hockeyalberta.ca)

 [HOCKEYALBERTA.ca](http://HOCKEYALBERTA.ca)  

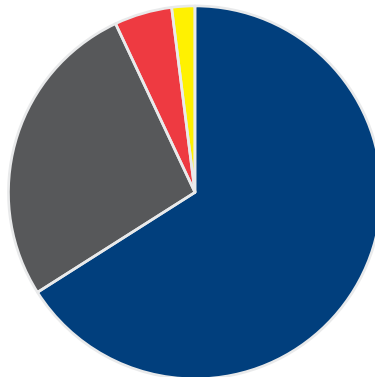
## REVENUE

- Special Events - 62%
- Other Donations - 25%
- Tax-Receipted Donations - 6%
- Interest - 4%
- Grants - 2%
- Other - 1%



## EXPENSE

- Events - 66%
- Administration - 27%
- Promotion & Communication - 5%
- Professional Fees - 2%



### FINANCIAL REPORT (year ending April 30th, 2013)

Revenue / Expenses	2012-2013
Operational Revenue	\$ 284,090
Operational Expense	\$163,057
Dispersements to Programs	\$55,000
Total Value Investments	\$389,815
Annual Return Investments	2.07 %



### Every Kid Every Community - \$40,000

The Every Kid Every Community Program will expand significantly this year directing funds to assist kids and communities in need to ensure they have access to our great game. We will be partnering with Curtis Glencross and his Rough Stock Rodeo Event to raise additional funds to support Every Kid Every Community projects and be working with local minor hockey associations across rural Alberta to ensure that kids of all abilities and backgrounds have access to a local hockey program with supporting grants.



### Future Leaders Development Program - \$35,000

Through Hockey Alberta's Future Leaders Program the Hockey Alberta Foundation identifies the best and brightest coaches and officials and rewards those with Scholarships Annually totally \$20,000. In addition the Hockey Alberta Foundation will be supporting the further development of the Future Leaders Program through targeted education and training of the next generation of Alberta's hockey leaders.



### Alberta Hockey Hall of Fame - \$20,000

In a partnership with the Alberta Sports Hall of Fame and Museum we will invest \$20,000 in the building of a special Display for the Alberta Hockey Hall of Fame Inductee's to honor and recognize the great contributions and achievements of the members in the Alberta Hockey Hall of Fame for the many more inductee's in the future.



\$95,000  
planned  
distribution  
to charitable  
programs in  
2013-14



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