



2015 ANNUAL REPORT TO THE COMMUNITY

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HOCKEY ALBERTA FOUNDATION MISSION AND VISION



VISION

IMPROVING THE QUALITY OF LIFE OF ALBERTANS THROUGH HOCKEY

MISSION

WE SUPPORT THE HOCKEY COMMUNITY IN ALBERTA BY CELEBRATING THOSE BEFORE US, INVESTING IN THOSE WHO LEAD US AND CONTRIBUTING TO THOSE WHO NEED US.

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HOCKEY ALBERTA FOUNDATION BOARD OF DIRECTORS AND STAFF



Chairman
John Winwick
Edmonton



Vice Chair
Dennis Zukiwsky
Red Deer



Secretary Treasurer
John Kosolowski
Edmonton



Past Chair
Gary Seher
Red Deer



Director
Bob Bartlett
Lethbridge



Director
Bob Clark
Carstairs



Director
Chris Turchansky
Edmonton



Director
Jim Hewitt
Didsbury



Director
Lorne Radbourne
Grande Prairie



Director
Perry Cavanagh
Calgary



Director
Rob Kerr
Calgary



HA Representative
Rob Litwinski
Executive Director
Red Deer



HA Foundation Staff
Scott Robinson
Executive Director
Red Deer



HA Foundation Staff
Danielle Nystrom
Manager
Red Deer

MESSAGE FROM BOARD CHAIRMAN JOHN WINDWICK

2014 was a good year for the Hockey Alberta Foundation, full of change and progress. We welcomed new staff and new Board members, grew our community presence with new partners and continue to build on existing relationships across the province.

We remain an active and significant supporter of hockey in Alberta through our charitable mandate, focusing on the communities to where we give; the champions and builders, the leaders and the future generations. From the evolution of our Alberta Hockey Hall of Fame Gala to a standalone event, to our ongoing investment in the leadership of the game through the Future Leaders Scholarship Program and our persistent growth in our grants dispersed through the Every Kid Every Community Program.

In 2014 we distributed over \$90,000 in program and player assistance grants to groups across the province through our Every Kid Every Community program alone. Another \$30,000 was invested in the future leaders of our game through Hockey Alberta Future Leaders Development Program support and scholarships. Eleven coaches and officials received post-secondary scholarships because of their past, current and hopefully future contribution and commitment to being a leader in the game.

The Hockey Alberta Foundation has been fortunate enough to be the charity of choice for a number of significant contributors again in 2014, including the Glencross Roughstock Rodeo, the ATB Financial Classic PGA Pro Am and Quinn's Energy Group. A total of over \$200,000 was received for Every Kid Every Community from these donors and many others this year. Over \$175,000 of this total was raised through events alone. We are so thankful for each of our donors, large and small, as every single dollar can make a positive impact.



Our success is in the numbers, the communities, groups and individuals we can positively impact. With the economic transition in the province, the increase in new Canadian families who call Alberta home and the financial struggles amongst families that exist, we are confident the need for support will continue to rise. With the ongoing support of our donors, partners, Board and volunteers, the Hockey Alberta Foundation is ready for the challenges, changes and growth ahead in 2015.



COMMUNITIES WHERE WE GIVE

CHAMPIONS AND BUILDERS

LEADERS

FUTURE GENERATIONS

CHAMPIONS AND BUILDERS

CHAMPION

[cham-pee-uh n]

to act as champion of; defend; support:
to champion a cause.
first among all contestants or competitors.

BUILDER

[bil-der]

to establish, increase, or strengthen (often followed by up):
to mold, form, or create:
to increase or develop toward a maximum, as of intensity, tempo, or magnitude

ALBERTA HOCKEY HALL OF FAME AWARDS GALLERY

We dedicate funds annually to operate and maintain the Alberta Hockey Hall of Fame (AHHF) Gallery. We want to ensure the champions and builders who shaped the game of hockey in Alberta are acknowledged, and that their legacy grows and is not forgotten for future generations.

The AHHF Gallery - which officially opened on November 19, 2005 - is a place where we can reflect on the strength, passion, wisdom and leadership of those champions and builders in our communities.

Each year, individuals and teams are selected and honoured with induction into the AHHF. It is within the AHHF Gallery that items from the induction class such as trophies, medallions, artifacts and stories are displayed for the year.

The AHHF Gallery is located in the Alberta Sport Hall of Fame and Museum, a facility dedicated to the preservation and education of the rich history of hockey and all sport in our communities throughout Alberta.



Early in 2015, we gave the AHHF Gallery a **\$13,000** facelift! With a new splash of paint, a slick new floor and some rearranging we brought new life into the space. In June, we will look to transform the gallery again to acknowledge the newest group of champions and builders when we officially welcome the 2015 AHHF Inductees.

Each year we will continue to honour and celebrate the champions and builders of our game through our ongoing support and contribution to the AHHF Gallery. In 2015 - 2016 we are committing another **\$10,000** to the inductee display and other maintenance.

INDUCTEES TO DATE

- 1982** - Art Potter, Sid Hall, Jarvis Miller, Russ Carroll
- 1983** - Frank Solowan, Gill Bellavance, Stu Peppard
- 1984** - J.J. Kryczka
- 1985** - Ike Lawrence, Ray Brault
- 1986** - James McAdie, Merv Helton, Bud Reynolds
- 1987** - Jack Setters, Gord Mills
- 1988** - Dick Hollen, Orest Korbutt
- 1989** - George Hughes, Doug Mackenzie, George Hardy
- 1990** - Leo Harrold, Cec Swanson
- 1991** - Ken Craig, Ernie Boruk, Russ Barnes, John Kelly
- 1992** - Murray Copot
- 1993** - Don Gannon
- 1994** - Vern Paul, Jim Tindall
- 1998** - Jim Forsythe
- 2002** - Bruce Atchison
- 2004** - Dave Cranston, Ron Panchyshyn
- 2005** - Ray Marsh
- 2006** - Marv Bird, Clare Drake, Malcolm (Mac) Macleod, Eileen Yewchuk, 1985 Edmonton Chimos
- 2007** - Reginald H. Brown, Don Gatto, Dale Henwood, Roger Otteson, Suzanne Triance-Wright, 1950 & 52 Edmonton Mercurys, 1999 Stony Plain Eagles

- 2008** - Alex Kaleta, Judy Colpitts, 1965-66 Drumheller Miners, 1950-51 Lethbridge Maple Leafs, Glen Hall, George McCorry, Howard Wurban
- 2009** - Dave Duchak, Dave Ganley, Don Dillon, Ed Chynoweth, 1974-75 Camrose Lutheran College Vikings, 1962-63 Edmonton Oil Kings, John L. Gibson
- 2010** - Jack Evans, 1977-78 & 78-79 & 79-80 U of A Golden Bears, 1970-71 Red Deer Rustlers, Anne Hayden, Bob Bartlett, Edmonton Journal/Calgary Herald
- 2011** - David Manning, 1976-77 & 78-79 & 79-80 Red Deer College Kings, 1999-00 U of A Pandas, Roger Bourbonnais, Loretta Normandeau, Leo Wurtz, Northlands
- 2012** - Allan Ferchuk, 1994 University of Lethbridge Pronghorns Men's Hockey Team, 1984-85 NAIT Oaks Men's Hockey Team, Wally Popik, Ross Perkins, George H. Harvie
- 2013** - Don Phelps, John Jacobs, Rick Polutnik, 1947-48 Edmonton Flyers, 1980-81 SAIT Trojans Men's Hockey Team
- 2014** - Bill Moores, Jim Fleming, Gord Hira, LeRoy Johnson, 1994 Olds Grizzlies
- 2015** - Ken Babey, Al Hamilton, George Kallay, Lanny McDonald, 1979-80 Red Deer Rustlers



LEADERSHIP

[lee-der-ship]

the position or function of a leader;
a person who guides or directs a group; ability to lead;
an act or instance of leading;
guidance; direction;

FUTURE LEADERS SCHOLARSHIP PROGRAM

Since the Future Leaders Scholarship program was established in 1998, we have invested annually in the development of great leaders for the future of the game and our communities in Alberta.

The scholarship program operates in alignment with Hockey Alberta's Future Leaders Development Program, which focuses on educating and training our post-secondary student coaches to be strong and effective on-ice leaders.

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

After 17 years, we have contributed over **\$350,000** to the Future Leaders Development and Scholarship Program which has seen more than 300 students participate and more than **\$180,000** in scholarships awarded.

RECIPIENTS

In 2014-2015 we distributed over \$30,000 in program support to Hockey Alberta and scholarships to 10 post-secondary students who demonstrated commitment to the game through leadership and skill development in the areas of coaching and officiating. Of the 10, two were recipients of additional funding, achieving distinguished status, for going over and above the expectations of the program.

OFFICIALS

Warren Bragg
Matthew Wass

COACHES

Chris Collins
Sam Waterfield
Brett Wold**
Sherri Bowles**
Tanika Dawson
Jordy Jones
Mitchell Maxwell
Cason Machacek

** Denotes Distinguished Status



2015-2016 WE ARE AGAIN COMMITTING ANOTHER
\$30,000
TO THE FUTURE LEADERS PROGRAM AND SCHOLARSHIPS.

FUTURE GENERATIONS

[fyoo-cher]

pertaining to or connected with time to come:

[jen-uh-rey-shuh n]

a group of individuals, most of whom are the same approximate age, having similar ideas, problems, attitudes, etc.

SINCE THE LAUNCH OF EVERY KID EVERY COMMUNITY IN 2011 MORE THAN \$205 000 HAS BEEN DISTRIBUTED TO GROUPS ACROSS THE PROVINCE.

THE FUNDS USED IN SUPPORT OF PROGRAMS AND INDIVIDUALS HAD AN IMPACT ON 30 COMMUNITIES

AND MORE THAN 2000 KIDS

EVERY KID EVERY COMMUNITY

Through this focused effort, we will continue to positively impact future generations.

EKEC was created to encourage development and access to the game at a grass roots level for every kid in every community in Alberta, not just today, but for future generations.

By accessing EKEC funding, communities have the ability to get kids active in the sport of hockey through the establishment of local community programs and promotional events that meet the needs of increasingly diverse groups of stakeholders and participants.

In 2014-15, we awarded more than **\$90,000** in program and player assistance grants through the Every Kid Every Community program. These funds reached more than

11 different communities with an impact on over **450** kids.

"We increased our enrollment by over 10%. THANK YOU again for your support" - Lacombe MHA



ALLOCATION OF FUNDS

Group

- Cochrane Minor Hockey
- Cold Lake Minor Hockey Association
- Delburne
- Football Hockey Link Society
- Grande Prairie Minor Hockey
- Jasper Minor Sports
- Lacombe Minor Hockey
- Raymond Minor Hockey Association
- Boys and Girls Club Calgary
- Rocky Minor Hockey
- Red Deer Minor Hockey
- Hockey Alberta

TOTAL AMOUNT FUNDED

\$90,000

TOTAL # of KID's

450

"So EXCITING to see immigrant children & families get involved in & develop a LOVE for HOCKEY!" - Football Hockey Link



WHAT'S HAPPENING

ALBERTA HOCKEY HALL OF FAME

EKEC SPEAKER SERIES

HAF GOLF CLASSIC

AHHF AWARDS GALA

Presented by the Hockey Alberta Foundation in partnership with Hockey Alberta, the Alberta Hockey Hall of Fame Gala (formerly the Hockey Alberta Awards Gala) will be hosting the 9th annual event recognizing our Alberta Hockey Hall of Fame Inductees.

The AHHF has been inducting the pioneers, builders and achievers of Hockey in Alberta since 1982. However, it wasn't until 2005 that the AHHF Gallery officially opened, and in 2006 the first AHHF Awards Gala event recognizing the inductees was held.

Each year we look to honour a minimum of four individuals and one team as inductees into the AHHF based on their past and current contributions to the game of hockey in Alberta.

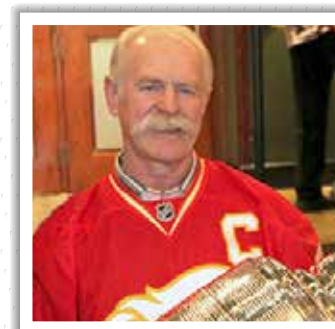
In 2015, we are honored to be inducting Ken Babey, Al Hamilton, George Kallay, Lanny McDonald and the 1979-80 Red Deer Rustlers. Each inductee brings a unique story and history as their contribution and connection to the game of hockey in Alberta.

The evening gala, previously held in Red Deer, Edmonton and for the first time in Canmore, also serves as a fundraiser for the Every Kid Every Community program. To date funds raised at the gala through sponsorship, ticket sales, donations and silent auctions totals over **\$120,000.**

As new inductees are recognized annually at the event we are fortunate to continue to receive ongoing support through returning donors and guests. We are looking forward to the continued success at the 2015 AHHF Awards Gala and beyond.



Ken Babey - is well-known as Canada's winningest post-secondary level hockey coach with Calgary's SAIT Trojans at SAIT Polytechnic in the Alberta Colleges Athletic Conference (ACAC). 27 seasons as head coach; 534 regular and post season victories; 16 ACAC career coaching records including seven ACAC Coach of the Year awards, most first place finishes, and most championships.



Lanny McDonald - was one of the most popular members of the Calgary Flames, enjoyed a 16-year career in the National Hockey League, won the Stanley Cup in 1989 with the Flames, and was enshrined in the Hockey Hall of Fame in 1992.



George Kallay - for more than two decades, he has been committed to athlete development as a player, parent, referee, volunteer, and executive member with Hockey Alberta, the Hockey Alberta Foundation and Hockey Canada.



Al Hamilton - born in Flin Flon, Manitoba, and is an Honoured Member of the Manitoba Hockey Hall of Fame. But his name is synonymous with hockey in and around Edmonton. As a player, Hamilton reached the pinnacle of junior hockey, bridged the National Hockey League and the World Hockey Association with the Edmonton Oilers, and represented Canada internationally.



1979-80 Red Deer Rustlers

The 1979-80 Red Deer Rustlers captured the franchise's second Centennial Cup championship as the best Junior A team in the country. (*Deceased)

Goaltenders:
Rory Delouise, Brian Ford, Darryl (Tiger) Pierce

Defence:
Darrell Anholt, Joe Cunningham, Glenn Johanneson, Darren McKay, Randy Moller, Roger Pierce

Forwards:
Bob Bedier, Bill Blanchard, Darwin Casebeer, Garth Hildebrandt, Ray Houle*, Gord Ing, Ivan Krook, Ron Pierce, Doug Rigler, Brent Sutter, Rich Sutter, Ron Sutter, Tony Wozney

Staff:
Coach, John Chapman; Manager, Graham Parsons; Trainer, Terry Sexsmith; Statistician, Kim Marsh; Equipment Manager, Cliff Bailey*; Team Doctor, Dr. John McLuhan*; and President Alf Cadman

HOCKEY ALBERTA FOUNDATION GOLF CLASSIC



Annually at the end of July, the Hockey Alberta Foundation Golf Classic is held at Stewart Creek Golf Club in the majestic setting of Canmore, Alberta.

The backdrop of the Rocky Mountains that surround the town and Stewart Creek Golf Club is the perfect scene for a memorable experience.

The two day event brings Hockey Alberta Foundation sponsors together with NHL draft picks, current players, alumni and coaches to enjoy a social evening reception including live entertainment, a silent and live auction, food and drinks followed by a day on the links.

Some of the most notable past and present celebrities include:
Ray Bennett , Zach Boychuk, Kyle Brodziak, Joe Colborne, Mel Davidson, Jordan Eberle, Mark Giordano, Curtis Glencross, Thomas Hickey, Ken Hitchcok, Carla McLeod, Billy Peters, Carey Price and Mason Raymond.

2015 marks the 10th anniversary of the Hockey Alberta Foundation Golf Classic event and the fifth year that we will be raising funds for the Every Kid Every Community Program. It is through the dedication and commitment of our loyal returning sponsors that we are able to raise significant funds annually for the cause. One of the most notable and long standing sponsors is our presenting sponsor, ATB Investor Services who will be returning for a tenth consecutive year in that role.



With the support of our Golf Classic sponsors and partners we have helped us raise over **\$550,000** for the Every Kid Every Community program in just 10 years, including the over **\$60,000** that was generated in 2014. We look forward to continued growth at this event and hope to see you next July in Canmore!

PRESENTING SPONSOR

ATB Investor Services™

RECEPTION

HyTech Production Ltd.

FIRST TEE GIFT SPONSOR

Taylormade/ Adidas

BBQ

QUINN'S ENERGY
Group of Companies

REGISTRATION

V | Vada
Capital

ADDITIONAL SPONSORS AND SUPPORTERS

ATB Financial, Bellstar Resorts, CAC, Gatorade, Hockey Alberta, Care Industries, Calgary Flames & Stewart Creek Golf Club, Flames Foundation For Life, Carscallen Tek Plumbing & Heating, LLP, Collins Barrow, Edmonton Oilers United Cycle, Western Alumni, Elite Sportswear, Hockey League

EVERY KID EVERY COMMUNITY SPEAKER SERIES



In seeking out a new and creative way to spread our message about the Every Kid Every Community (EKEC) Program and engage grassroots hockey supporters in communities across Alberta, we created the Every Kid Every Community (EKEC) Speaker Series pilot project.

In December 2014 we ran the EKEC Speaker Series in the two test communities of Calgary and Grande Prairie.

Through our partnership with ATB Financial we brought former Edmonton Oiler and TSN Radio Host, Jason Strudwick along with TSN Hockey Analyst, Jamie McLennan as entertainment for the lunch event in Grande Prairie. While in Calgary, it was our relationship with the Calgary Flames that we were fortunate enough to have Calgary Flames General Manager, Brad Treliving as our guest speaker.

ATB Investor Services™



We were elated with the community support and engagement we received in both. A combined total of **\$30,000** was raised through ticket, table, sponsorship and auction donations. Of the money raised a portion remains in the local community to support the mandates of the Every Kid Every Community Program.

In Grande Prairie, Grande Prairie Minor Hockey Association in a partnership with Hockey Alberta Regional Centre Northwest, Grande Prairie Athletic Club and the Grande Prairie Storm along with the Bauer First Shift program are using the Every Kid Every Community funding to run a NEW Try-Hockey Program. The 30 participants will receive brand new equipment to keep, off ice training and on ice skills and instruction.



We look forward to growing this event in 2015-2016, seeking out 4 new Alberta communities interested in partnering with us to host an Every Kid Every Community Speaker Series.



MAKING AN IMPACT

OUR SUPPORTERS

BY THE NUMBERS

THE ROAD AHEAD

OUR SUPPORTERS

HOCKEY ALBERTA FOUNDATION GOLF CLASSIC

ATB Investor Services™

- Bellstar Resorts
- CAC
- Care Industries
- Calgary Flames
- Carscallen LLP
- Collins Barrow
- Edmonton Oilers Alumni
- Elite Sportswear
- Flames Foundation for Life
- Gatorade
- Hockey Alberta
- Hytech Production
- Quinn's Energy Service
- Stewart Creek Golf Club
- Tek Plumbing & Heating
- United Cycle
- Western Hockey League

EVERY KID EVERY COMMUNITY RINKS TO LINKS

ATB Financial™

Calgary Flames, Canmore Eagles, CCM/Reebok, Gatorade, Hockey Alberta, Sport Central, Stewart Creek Golf Club, Traxx Coachlines Ltd., United Cycle



DONORS

Don Allen, Anonymous, Anonymous, Bob Bartlett, Calgary Flames, Canadian Online Giving Foundation, Perry Cavanagh, Bob Clark, Terry Cowie, In Honour of Jim and Sheila Davidson, Don Gatto, Dean Hengel, Jim Hewitt, Fred Horbay, Wes Horman, John Kosolowski, Loren Krukowski, Lethbridge Athletic Assoc., Lethbridge Athletic Assoc., Line X

EVERY KID EVERY COMMUNITY SPEAKER SERIES CALGARY AND GRANDE PRAIRIE

ATB Investor Services™

- 1819470 AB LTD
- Bairsto & Associates
- Bonnett's Energy Corp.
- Brogan Safety Supply
- Calgary Flames
- Carscallen LLP
- Custom Cellular
- Ernie's Sports Experts
- Grande Prairie Airport
- Grande Prairie Fire Fighters Charitable Foundation
- Grande Prairie Place Enterprises
- GPAC
- Henley Investigations
- Hockey Calgary
- Homewise Electric
- Kelly McLeod
- Lorne Radbourne
- Norlan Chrysler
- Nustafia Recreation Inc
- Painless Oilfield Services
- Patrick Coristine
- RBC Dominion Services
- Rentco
- Rocky Mountain Equipment
- Scheuvhagie Popek & Associates
- Servus Credit Union
- Something Borrowed
- The Academy
- Tiresmith
- Vada Capital

DONORS

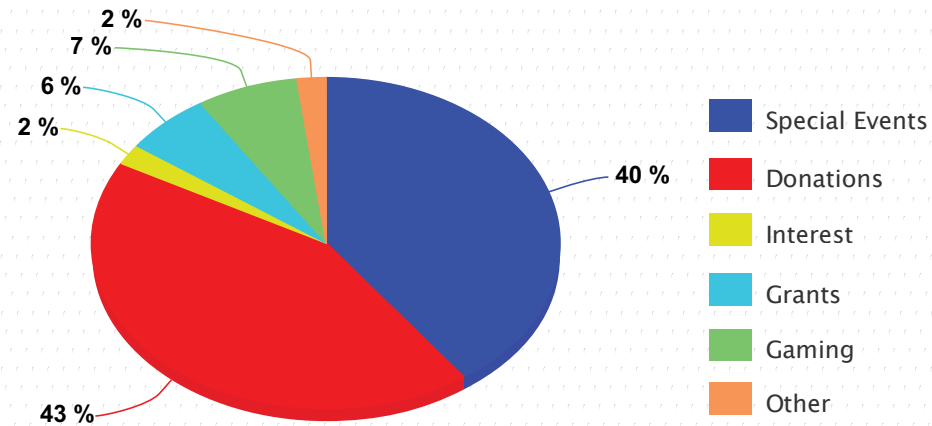
Derek Loomer, Dave Manning, Jackie Mawer, Gary Mills, Peter Neufeld, Darcy Notland, Chuck O'Neill, Phil Pattison, Pearce May and Associates, Cory Renfrew, Gary Seher, Dave Sevalrud, Gord Sherven, Rory Stasiuk, Rotary District 5630, Byron Smith, Sport Calgary, Telus, White Ice (1995) Ltd., Howard Wurban, Fran Zinger, Dennis Zukiwsky

MAJOR CONTRIBUTORS

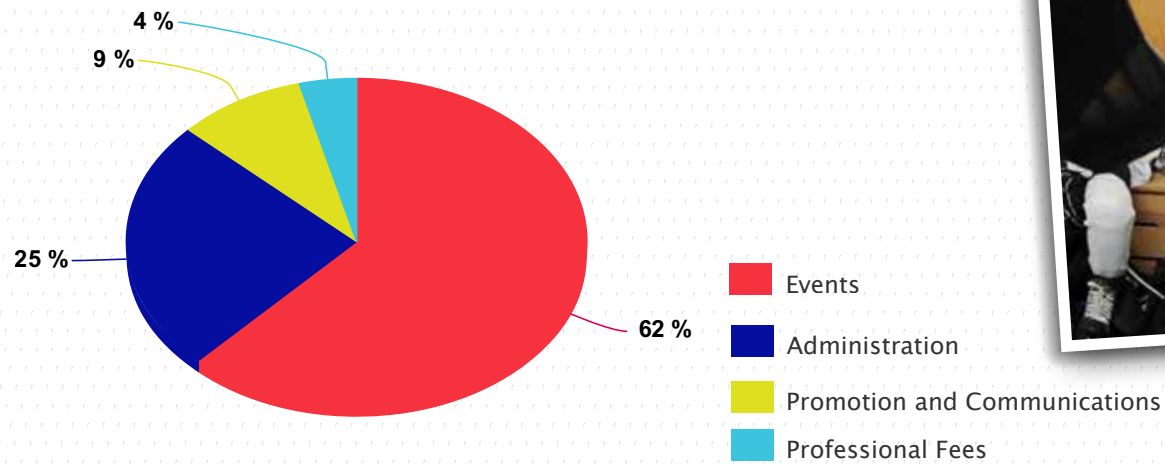


BY THE NUMBERS

REVENUE 2014 - 2015

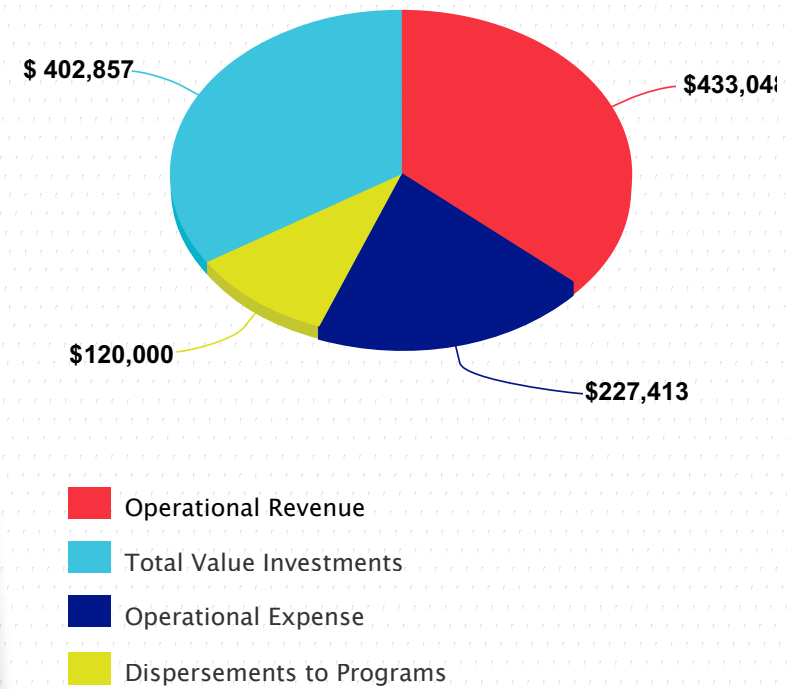


EXPENSES 2014 - 2015



FINANCIAL STATEMENT

YEAR ENDING APRIL 30, 2015



THE ROAD AHEAD

As we focus on the growth of funding to the Every Kid Every Community program through our events, generous sponsors, partners and donors we continue our commitment to invest in and support our communities of champions & builders, leaders and future generations!

2015 - 2016

PLANNED DISPERSEMENTS

CHAMPIONS AND BUILDERS

ALBERTA HOCKEY HALL OF FAME GALLERY

\$10,000

LEADERS

FUTURE LEADERS SCHOLARSHIP PROGRAM

\$30,000

FUTURE GENERATIONS

EVERY KID EVERY COMMUNITY - \$55,000

SPORTS CENTRAL - \$25,000

**TOTAL
\$120,000**

YOUR SUPPORT

In 2015-2016 we will be launching a new Every Kid Every Community Donors Program. We want our existing and new donors to feel a part of something bigger and better! With flexible options in terms of support and engagement we hope you will consider supporting our cause, investing in Alberta's champions & builders, leaders and future generations.

We encourage you to visit our website www.hockeyalbertafoundation.ca for more information on events, programming and the launch of the new donors program.



THANK YOU TO OUR SPONSORS AND PARTNERS

SPONSORS

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Group of Companies

PARTNERS

SPORTCENTRAL
Equipment for kids in need since 1991





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