

2021-22 Annual Report





Calgary

Flames

Foundation



The Calgary Flames Foundation strives to improve the lives of southern Albertans through the support of health and wellness, education and grassroots sports.

Over \$55 million has been invested into southern Alberta communities since inception.

Thank you for your support of the Calgary Flames Foundation. We hope you take the time to review the Calgary Flames Foundation 2021-2022 Annual Report.



Year in Review

Over \$4 Million donated

to southern Alberta charities and through Calgary Flames Foundation programming during the 2021-22 season.

BOARD OF DIRECTORS

Jeffrey McCaig Chair, Calgary Flames Foundation

Alvin Libin Director, Calgary sports and entertainment corporation

John Bean President & CEO. CALGARY SPORTS AND ENTERTAINMENT CORPORATION

Cameron Olson CFO, CALGARY SPORTS AND ENTERTAINMENT CORPORATION

Tanya Eisener SENIOR VP, PRAIRIE REGION, SCOTIABANK

Jim Peplinski Chairman of Properly Investment Company

James Bagshaw MARKETING CONSULTANT

George Brookman PRESIDENT AND CEO, WEST CANADIAN INDUSTRIES

Ruth Peters PRESIDENT, BLACK DIAMOND LAND & CATTLE CO. ROCKY MOUNTAIN RANCHES, LTD.

Shane Kind PARTNER, HEAD OF LITIGATION & DISPUTE RESOLUTION PRACTICE GROUP, McLEOD LAW

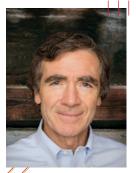
Peter Hanlon VP, COMMUNICATION, CALGARY SPORTS AND ENTERTAINMENT CORPORATION

Doug Mitchell NATIONAL CO-CHAIR, BORDEN LADNER GERVAIS LPP

John Hufnagel President & FOOTBALL CONSULTANT, CALGARY STAMPEDER FOOTBALL CLUB

Mike Franco VP, SALES, CUSTOMER SERVICE, TICKETING AND SUITES, CALGARY SPORTS AND ENTERTAINMENT CORPORATION

Candice Goudie/Kathryn Truscott EXECUTIVE DIRECTOR, CALGARY FLAMES FOUNDATION



JEFF McCAIG

We believe in the power of sport and the unique ability that sport has, to mobilize people and communities—the power to change lives.

The Calgary Flames Foundation continues its work to remove barriers to participation. The Foundation continues to invest in making hockey, sports and recreation more accessible to families in Calgary and surrounding areas through programs like: Flames EvenStrength, the Calgary Flames Equipment Bank, Flames Community Hockey League, Jr. Flames, HEROS and SuperHEROS, the CSEC Inclusion Program, and on-going support of KidSport Calgary, Hockey Calgary, and Hockey Alberta.

The Calgary Flames Foundation also takes pride in serving the broader community during challenging times. The Foundation has strongly supported community needs from local challenges like wildfires, historic flooding, a worldwide pandemic, and major humanitarian causes stemming from a war overseas. These social and environmental issues remind us to watch over and care for each other.

We would like to thank our donors, our event sponsors and each person who has purchased a 50/50 ticket at one of our games or online. You are truly making a

> difference for vulnerable children and families in our community. We encourage you to take some time to learn more about the funds distributed on your behalf by the Calgary Flames Foundation.

Yours in hockey,

JEFF McCAIG CALGARY FLAMES FOUNDATION

In addition to the financial support of various sport programming, the Calgary Flames Foundation has recently contributed:

\$1.25 million TOWARDS A RENEWED COMMITMENT

\$200,000

FOR A RENEWED COMMITMENT TO COMMUNITY RINKS AND PLAYGROUNDS IN CALGARY THROUGH THE PARKS FOUNDATION

FUNDS TO 100+ LOCAL CHARITIES

\$4.3 million

DURING THE 2021-22 SEASON, INCLUDING DONATIONS IN RESPONSE TO COMMUNITY NEEDS



Charitable Disbursements + Programs

HEALTH + WELLNESS

Hockey Hall of Fame	\$250,000
The Governors of the University of Alberta—	
#SnowyStrong	\$240,000
Alberta Children's Hospital Foundation	\$225,000
University of Calgary	\$108,945
Canadian Red Cross—	
Ukraine Emergency Efforts	^{\$} 102,500
Canadian UNICEF Committee—	\$400.000
Ukraine Emergency Efforts	
Immigrant Services Calgary	
University Hospital Foundation	
Kids Cancer Care Foundation of Alberta	·
University of Calgary	
University of Calgary—Libin Gala	
ALS Society of Alberta	\$49,003
Calgary Shaw Charity Classic Foundation	\$40,958
Homes for Heroes Foundation	\$39,901
Veterans Association Food Bank	\$39,901
VIVO for Healthier Generations Society	\$35,000
Alberta Animal Rescue Crew Society	\$25,000
Alberta Recreation and Parks Association	\$25,000
Brown Bagging for Calgary's Kids	\$25,000
Calgary Counselling Centre	\$25,000
Calgary Meals on Wheels	\$25,000
Canadian Mental Health Association—	
Medicine Hat	\$25,000
Canadian National Institute for the Blind	\$25,000
Central Alberta Outreach Centre	\$25,000
Distress Centre Calgary	^{\$} 25,000
Easter Seals Alberta	^{\$} 25,000
Helping Families Handle Cancer	^{\$} 25,000

Hull Services	\$25,000
Kids Help Phone	\$25,000
Terry Fox Foundation	\$25,000
The Canadian Mental Health Association	\$25,000
Women for Men's Health Breakfast Fundraiser	\$25,000
Pacekids Society for Children with Special Needs	\$23,500
Calgary Drop-In Centre	\$20,000
The Salvation Army— Alberta & Northern Territory Division	\$20,000
Two Wheel View	\$20,000
Cornerstone Youth Centre	\$15,500
Emma Maternity House	\$15,000
Calgary Military Family Resource Centre	\$12,500
Support Our Troops	\$12,500
Autism Aspergers Friendship Society of Calgary	\$10,500
Airdrie Food Bank	\$10,000
Calgary Immigrant Educational Society	\$10,000
Development Disabilities Resource Centre of Calgary	\$10,000
Gordie Howe C.A.R.E.S.	\$10,000
McMan Youth, Family & Community Services Association of Calgary	\$10,000
Mental Health Foundation of Alberta	
Oneball Charitable Cancer Organization	\$10,000
Sagesse Domestic Violence Prevention Society	\$10,000
Sheep River Health Trust	\$10,000
Southeastern Alberta Safety Alliance	\$10,000
Arusha Centre Society	\$10,000
The Backdoor A Youth Employment Society	\$10,000
The Centre— Centre for Mental Health & Addictions	\$10,000

Charitable Disbursements + Programs

UNICEF Canada	^{\$} 10,000
Ups and Downs—	
Calgary Down Syndrome Association	\$10,000
Mustard Seed Street Ministry	\$9,800
Calgary Between Friends Club	\$7,700
Alberta Council of Women's Shelters	\$7,264
Donations under \$5,000	\$6,555
Cerebral Palsy Association in Alberta	\$5,000
Field of Crosses	\$5,000
Synaptic Neuro Rehabilitation Centre	\$5,000
Calgary Foundation	\$3,000
Cochrane & Area Humane Society	\$2,400
Closer to Home	\$2,000
YW Calgary	\$1,200
Calgary Veterans Services Society	\$1,000
Canadian Tire Jumpstart Charities	\$500
Children's Cottage Society	^{\$} 215
HEALTH + WELLNESS TOTAL	^{\$} 2,244,946

ADDITIONAL DISBURSEMENTS

Programs	^{\$} 125,641
Honorariums\$	272,250

GRASSROOTS SPORTS

KidSport Calgary	\$306,500
Parks Foundation—	
Outdoor Rink, Playground Projects	\$280,000
YMCA Calgary	\$275,000
Southern Alberta Flames Sports Equipment Bank	^{\$} 123,314
Parks Foundation—	
Amateur Sports Teams	\$100,000
University of Calgary—	
Dinos Athletics and Hockey	\$85,772
Hockey Alberta Foundation	\$50,000
Play On Canada	\$25,000
The Lethbridge School Division—	
Accessible Playground	\$25,000
Calgary Canucks Hockey Team	\$20,000
Mount Royal University Cougars	\$20,000
Red Deer College Foundation	\$20,000
SAIT Trojans	
Special Olympics Alberta Association	
Olds College	\$10,000
Lethbridge University	\$3,000
Wolverine Flag Football	\$2,500
Paralympic Foundation of Canada	\$500
GRASSROOTS SPORTS TOTAL	\$1 381 586



Charitable Disbursements + Programs

EDUCATION

Impact Society	\$55,000
Red Deer Lions Club	
Education Matters	\$8,291
Mount Royal University Foundation Scholarships	\$7,000
SAIT Foundation Scholarships	\$6,000
Friends of the Canadian Museum for Human Rights	\$5,000
Prep Society for Individuals with Down Syndrome	\$5,000
The Educational Partnership Foundation	\$5,000
Lethbridge College	\$3,000
Red Deer College	\$3,000
Medicine Hat College	\$2,000
West Island College	\$2,000
EDUCATION TOTAL	\$126,291

CSEC INCLUSION PROGRAM PARTNERSHIPS

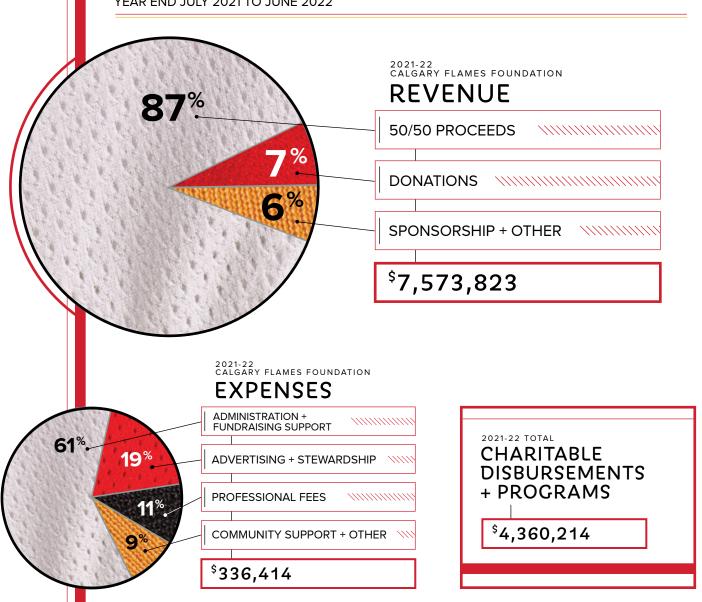
HEROS	\$70,000
Variety—The Children's Charity of Alberta—Volt Hockey	
Fast and Female Mentorship Program	\$25,000
UMOJA Community Mosaic	\$25,000
The Alberta Sports and Recreation Association for the Blind	\$20,000
Midlandvale Community—Accessible Skate Shack (Drumheller Lions Club)	\$10,000
Calgary Black Chambers Scholarships	\$7,500
Adrenaline Fastball Association—Girls Softball Camp	\$7,000
Canada's Sports Hall of Fame— Spirit Heroes Education Experience	\$5,000
Tennis Alberta — Girls Learn to Play Camp	\$5,000
INCLUSION PROGRAM PARTNERSHIPS TOTAL	\$209.500

GRAND TOTAL FOR CHARITABLE DISBURSEMENTS \$4,360,214



A Look at the Financials

CALGARY FLAMES FOUNDATION FINANCIALS YEAR END JULY 2021 TO JUNE 2022







Introducing the CSEC Inclusion Program A \$2 MILLION COMMITMENT TO SPORT INCLUSION



In September 2021, Calgary Sports and Entertainment Corporation (CSEC) and the Calgary Flames Foundation proudly introduced the creation of the CSEC Inclusion Program. This program is comprised of a \$2 million investment in sport inclusion through the Calgary Flames Foundation, along with the establishment of organizational and community partnerships and programs that promote inclusion.

CSEC values diversity, equity and inclusion by providing a welcoming environment internally and externally.

This inclusion fund includes a \$2 million commitment to support inclusion, diversity and equality in sport. The CSEC Inclusion Fund will foster greater inclusion and access to sport for BIPOC individuals, people with disabilities, women and girls and the LGBTQ+ community.

This strategy deploys funds to provide greater access, opportunities and inclusive environments, harnessing the power of sport to improve lives and support underrepresented and historically marginalized people.

Support of inclusion is, and will continue to be, a priority for CSEC teams and the Calgary Flames Foundation.





Inclusion Program Pillars:

DIVERSITY & EQUALITY—ACCESS TO SPORT FOR BIPOC PEOPLE

INDIGENOUS MENTORSHIP & INTERNSHIP PROGRAM



CSEC launched an internship and mentorship program for surrounding indigenous communities and students. The mentorship program provided indigenous youth and students' access to exclusive educational seminars hosted by CSEC departmental leaders on the business of sport and entertainment.

above CSEC Inclusion Program

CREATING INCLUSIVE SPACES

In addition to the two inclusive spaces the Calgary Flames Foundation helped open this year in Siksika Nation and a fully accessible outdoor rink in Parkdale, funding will continue to be provided to sport and recreational spaces in southern Alberta that stimulate inclusion among diverse populations and promote inclusive and accessible spaces.

Examples include:

- Outdoor rinks in indigenous communities
- Sport courts and play spaces for and in marginalized communities
- Inclusive and accessible outdoor rink and play spaces in Calgary communities in partnership with the Parks Foundation Calgary

INCLUSIVE SPACE HIGHLIGHT

CALGARY FLAMES OUTDOOR RINK IN SIKSIKA NATION

The Calgary Flames Foundation teamed up with Siksika Health to provide funding for an outdoor rink in Siksika Nation. The Calgary Flames Outdoor Rink serves a population of over 4,000 people with six schools in the area and is the first outdoor rink in Siksika Nation. Siksika Health Services provides comprehensive health and wellness services to Siksika Nation members and surrounding communities. Siksika Health Services' friendship with the Calgary Sports and Entertainment Corporation has resulted in programming and events such as the 'Every Child Matters' Calgary Hitmen Game.



On behalf of Siksika Nation, I would like to extend a special 'Thank You' to the Calgary Flames Foundation for their generous contribution to Siksika Nation.

We have worked diligently to build relationships with organizations such as the Calgary Flames Foundation to create mutually beneficial collaborations. Siksika has many young athletes who love participating in sports, but often don't have the means or opportunities to do so. We look forward to developing more collaborative efforts on a go-forward basis and continuing our excellent working relationship.

- Nioksskaistamik CHIEF OURAY CROWFOOT OF SIKSIKA NATION



DIVERSITY & EQUALITY—ACCESS TO SPORT FOR BIPOC PEOPLE

EXTENSION OF CSEC SCHOLARSHIP PROGRAM—CALGARY BLACK CHAMBERS CALGARY SPORTS & ENTERTAINMENT GROUP ATHLETIC ACHIEVEMENT SCHOLARSHIPS

The Calgary Flames Foundation currently provides scholarships at Calgary post-secondary institutions to BIPOC student athletes.

This is also paired with an annual investment in the Calgary Black Chambers Scholarship Program awarded with the goal of supporting and promoting the academic achievements of Calgary's Black students.

SPIRIT NORTH PARTNERSHIP— MOVEMENT MATTERS

This partnership with Spirit North supporting the program Movement Matters will promote mental and physical health through sport and play for southern Alberta's Indigenous children and youth.

CALGARY FLAMES LACE UP FOR NEWCOMERS HOCKEY PROGRAM

This floor hockey program runs once a week at YMCAs across Calgary in collaboration with the Centre for Newcomers and Trellis.

Youth between the ages of eight and 12 are encouraged to register for the program at no cost as an introduction to hockey and sport.

DIVERSITY & EQUALITY—ACCESS TO SPORT FOR BIPOC PEOPLE



BLACK GIRL HOCKEY CLUB— HOCKEY PROGRAMMING

The Black Girl Hockey Club provides education, scholarship opportunities and community spaces focused on providing Black girls access to hockey.

Calgary Flames Foundation funding will subsidize the costs of playing hockey for Black girls aged 9-18 years old.



CALGARY FLAMES SPORTS BANK

The Calgary Flames Sports Bank will continue to remove the barrier of accessing equipment by mobilizing the Sports Bank into marginalized, culturally diverse and indigenous communities in Calgary and southern Alberta.

UMOJA COMMUNITY MOSAIC

The Calgary Flames Foundation is proud to support Umoja Community Mosaic. Formerly Soccer Without Boundaries, this program was founded in 2010 as a drop-in soccer club to help immigrant and low-income children get involved in community. UMC has grown to an organization that provides sports and social opportunities to all.

THE IMMIGRANT EDUCATION SOCIETY CALGARY FLAMES WELLNESS HUT

The Immigrant Education Society Calgary Flames Wellness
Hut is a space that encourages individual mindfulness
practice in a holistic wellness space. The space will
support mental and physical wellness by offering an array
of services that can be booked, including group activities,
preventative mental health programs, yoga, music, qigong
and tai chi classes, psychoeducational sessions,
multi-sensory therapy and youth programs.



DIVERSITY & EQUALITY—ACCESS TO SPORT FOR BIPOC PEOPLE

INDIGENOUS SPORT HEROES EDUCATION EXPERIENCE

The Calgary Flames Foundation has supported Canada's Sports Hall of Fame and SAIT on the creation of an Indigenous Sport Heroes Education Experience.

This is a web based multi-media, interactive experience designed like chapters in a book.

The exhibit will share the stories of the 14 Indigenous Hall of Famers for kindergarten to grade 12 students available at no cost to teachers.









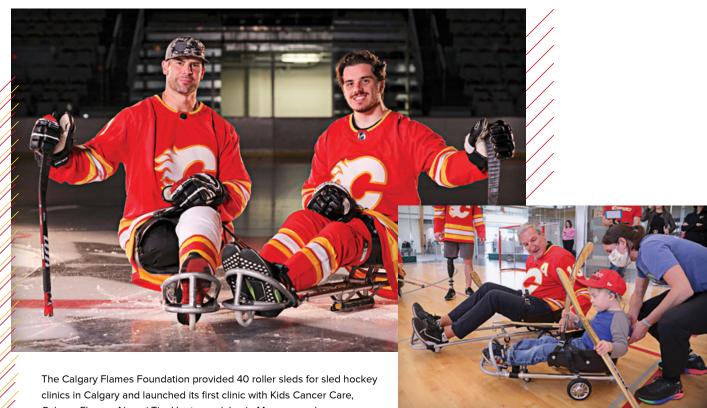
CALGARY HITMEN | SIKSIKA HEALTH SERVICES EVERY CHILD MATTERS GAME

The Calgary Hitmen and Siksika Health
Services host an annual Every Child Matters
Game which celebrates Blackfoot Culture,
promotes Indigenous role models in sport,
and highlights the importance of
sport in health and wellness.

above INDIGENOUS SPORT HEROES EDUCATION EXPERIENCE



LAUNCH OF CALGARY FLAMES PX3 ROLLER-SLED PROGRAM

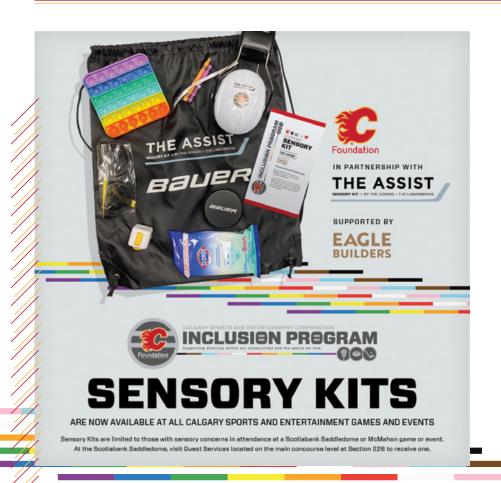


Calgary Flames Alumni Tim Hunter and Jamie Macoun, and Harvey the Hound in attendance.

These clinics are a combination of roller sled and on-ice sledge hockey clinics in partnership with PX3 AMP Sports Academy. The goal of the program is to encourage participation in adaptive sports and hockey among youth with existing or recently acquired physical disabilities.



SENSORY KIT PROGRAM



Sensory kits, designed to make
CSEC games and events more accessible
and inviting to children and people with
sensory challenges, will be available upon
request for no cost at McMahon Stadium
and the Scotiabank Saddledome.
These kits, for pickup at Guest Services
at each venue, can be accessed at all
Calgary Flames, Hitmen, Roughnecks,
Wranglers and Stampeders games
and events.

IN PARTNERSHIP WITH

THE ASSIST SENSORY KIT ** BY THE DOWDS + THE LABARBERAS

SUPPORTED BY





VOLT HOCKEY—CALGARY FLAMES DIVISION



The Calgary Flames Foundation partnered with Variety—the Children's Charity of Alberta Association to present the Calgary Flames Division of the Volt Hockey Program. Volt Hockey is an adaptive variation of hockey that has been designed for children and adults with complex disabilities to enable them to play hockey, a sport that at one time was untouchable for them.

Volt is played in a specially designed electric hockey sport chair for youth six years and up, with severe physical disabilities and limited upper body strength.

As a charity that supports children and youth living

with disabilities and specialized needs, we are thrilled
to partner with the Calgary Flames Foundation to
bring awareness of Volt hockey in our communities
and allow more people of all abilities to engage and
participate in sport.

With the unique design of the Volt hockey chair,

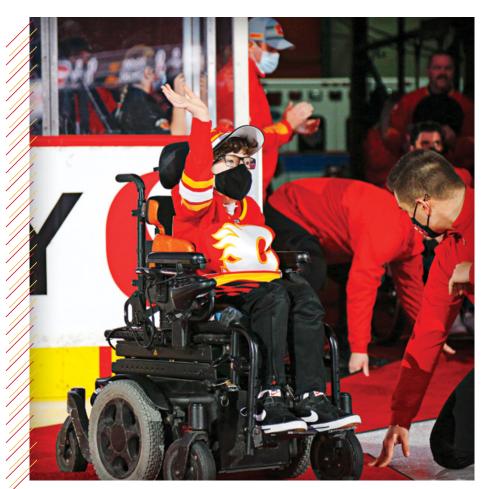
Volt eliminates barriers and levels the playing field in
sport for children and youth with disabilities. It is an
honour to work with the Calgary Flames Foundation
to make our communities more inclusive.

- Jana Hands
CEO OF VARIETY—THE CHILDREN'S CHARITY OF ALBERTA





THE POWER OF SPORT



On December 9, during the Calgary Flames Foundation themed hockey game, we welcomed Sawyer Mullay from the Flames Division of the Volt Hockey Program on the carpet for the anthem.

In addition, Sawyer spoke with Flames TV's Brendan Parker about how playing in this program has impacted his life positively and how adapted sport continues to break down barriers in accessibility:

66

I can be like other people around me who can walk, and I am not much different.

"

-Sawyer Mullay

above SAWYER MULLAY



ALBERTA SPORTS AND RECREATION ASSOCIATION FOR THE BLIND



Support has been provided by the Calgary Flames Foundation focused on physical education modules for children with visual impairments. This partnership will help create a resource that physical education teachers can access when they have students with visual impairments.

above OLIVIA, ALBERTA SPORTS AND RECREATION ASSOCIATION FOR THE BLIND



ACCESSIBILITY PROGRAM HIGHLIGHT

PARKDALE RINK— ALBERTA'S FIRST ACCESSIBLE OUTDOOR RINK OPENS





Parkdale Community Association, in partnership with the Calgary Flames Foundation, Parks Foundation, Sledge Hockey Calgary, and the City of Calgary and Government of Alberta, celebrated an exciting milestone with the opening of the first accessible outdoor rink in Alberta.

After winter construction, the Parkdale Community Association (PCA) has rebuilt its outdoor rink to make the facility more inclusive to the community, including sledge hockey players. The rink officially opened to the public in January of 2022.

above top CALGARY FLAMES ALUMNUS CURTIS GLENCROSS above bottom SPORTSNET ANNOUNCER HARNARAYAN SINGH



ACCESSIBILITY PROGRAM HIGHLIGHT

PARKDALE RINK— ALBERTA'S FIRST ACCESSIBLE OUTDOOR RINK OPENS



The Calgary Flames Foundation will continue to strive to support community programming that

advances accessibility and inclusion

in Calgary.

- Jeff McCaig
CHAIR- CALGARY FLAMES FOUNDATION

We are excited to reach this major milestone
with our partners and funders. The Parkdale
community has set a new standard for
recreational facilities: one that is inclusive
and accessible for everyone.

-Amanda Affonso

PRESIDENT-PARKDALE COMMUNITY ASSOCIATION



Alberta's sledge hockey players now have more opportunities to practice, which will allow the team to get better and become more competitive.

-Alan Halbert
PRESIDENT-CALGARY SLEDGE HOCKEY ASSOCIATION



GIRLS AND WOMENS INITIATIVES

PROFESSIONAL WOMEN'S HOCKEY PLAYER ASSOCIATION PARTNERSHIP



The Calgary Flames and Calgary Flames
Foundation are proud to partner with the
Professional Women's Hockey Player
Association (PWHPA) on a variety of programs
and also supported the May 2021 PWHPA
Secret Dream Gap Tour in Calgary.

above CALGARY FLAMES PLAYER DEVELOPMENT/GRASSROOTS HOCKEY COORDINATOR REBECCA JOHNSTON



GIRLS AND WOMENS INITIATIVES PROGRAM HIGHLIGHT—FLAMES FIRST SHIFT

CALGARY FLAMES FIRST SHIFT PROGRAM FOR GIRLS







The NHL's Calgary Flames NHLPA First Shift Girls program is designed to ensure a positive experience for new-to-hockey girls by offering a low-cost entry program to hockey.

My first coaching experience, a Timbit player looked up and said, "You're a girl!" as there were no other female coaches around. I am honored to be representing female players and coaches who love the sport of hockey.

Coaching hockey has been very rewarding and given me the opportunity to watch girls develop new skills, form friendships, and hopefully form their own love of the game. I encourage all female players to keep playing as long as possible and to give back to the sport by coaching.

-Margo Demerse

HOCKEY COACH-CALGARY FLAMES FIRST SHIFT GIRLS HOCKEY

9 9



GIRLS AND WOMENS INITIATIVES



above CALGARY STAMPEDERS GIRLS FLAG FOOTBALL PROGRAM

SHE CAN PLAY TENNIS AND LEADERSHIP PROGRAM

SHE CAN PLAY is an all-girls tennis and leadership program to increase female participation in the sport of tennis in Alberta. SHE CAN PLAY Girls Tennis and Leadership Program is an entirely female-led program in partnership with the Alberta Tennis Centre.

INTERNATIONAL WOMEN'S DAY (IWD)

Through the Calgary Flames IWD activations, the Calgary Flames amplify female leaders in sport and business. Each year the Calgary Flames provide mentorship opportunities for women and celebrate girls and women in our community.

FAST AND FEMALE

Fast and Female fosters lasting involvement in sports for young girls.

Fast and Female provides opportunities for powerful connection with REAL (Relatable, Empowered, Active Leaders) Role Models from within the girls' communities.

The Calgary Flames Foundation has partnered with Fast and Female on hosting events for girls in Calgary.



LGBTQ+ COMMUNITY INITIATIVES

YOU CAN PLAY



Our partnership with You Can Play will support educational resources for CSEC teams along with a unique interactive educational experience for young athletes in football, lacrosse and hockey.

The You Can Play Project works to ensure the safety and inclusion for all who participate in sports, including LGBTQ+ athletes, coaches and fans. This partnership supports the fight for fairness in the locker room and sport spaces everywhere.



above left CALGARY FLAMES PLAYER MATTHEW PHILLIPS AT THE CALGARY PRIDE PARADE above right HARVEY THE HOUND AT THE CALGARY PRIDE PARADE following page KIDS CANCER CARE PEER PROGRAM







FLAMES YMCA GRADE 6 PROGRAM





Open to every and any grade 6 student in Calgary, children can go to their local YMCA branch and receive a FREE one-year YMCA membership with access to YMCA programming. All you need to do is show up with proof of age.

No application necessary.



FLAMES/YMCA GRADE 6 PROGRAM HIGHLIGHTS

We are new to Canada...[so] have been trying to meet new people...[I] come here every day.

"

-Grade 6 Member



[The grade 6 participants] have found a role model in the young facilitators.

-Parent

[My Grade 6 Membership was] when I started meeting friends on my own at the YMCA and I continue to do that.

-Grade 6 Member Alumnus

25,000+

CUMULATIVE TOTAL
MEMBERSHIPS FOR ALL EIGHT
YEARS OF THE FLAMES/YMCA
GRADE 6 PROGRAM

IN 2021-22:

3,904

GRADE 6 PARTICIPANTS

83%

OF GRADE 6 MEMBER SURVEY
PARTICIPANTS RANKED THE MEMBERSHIP
AS EXTREMELY OR VERY IMPORTANT
TO THEIR WELLNESS

99%

THINK IT IS IMPORTANT THE PROGRAM CONTINUES FOR FUTURE COHORTS



ROTARY/FLAMES HOUSE





A LONG-STANDING PARTNERSHIP BENEFITING THOSE MOST PRECIOUS

In 2006 the Calgary Flames Foundation and Rotary Clubs of Calgary pledged to raise \$2.5 million to help build the Rotary/ Flames House. After opening southern Alberta's first free-standing youth hospice, the Calgary Flames Foundation donates annually to provide support of operational costs and respite programming.

IN 2021-22:

1,568

TOTAL NIGHTS STAY AT ROTARY/FLAMES HOUSE

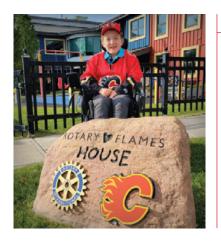
OF THESE NIGHTS OF STAY:

 $277-{\scriptstyle {\sf WERE\ FOR\ RESPITE,\ END-OF-LIFE,\ OR\ SYMPTOM\ CARE}}$

 $251-{\scriptstyle {\rm WERE\ FOR\ FAMILIES\ WHO\ RELIED}}$



ROTARY/FLAMES HOUSE PROGRAM HIGHLIGHT



ROTARY/FLAMES HOUSE HAD:

4-5

CHILDREN PER DAY REQUIRING RESPITE CARE

DIFFERENT CHILDREN ACCESSING RESPITE CARE LAST YEAR

UNIQUE FAMILIES PARTICIPATING IN OUTPATIENT PROGRAMMING

JULIAN'S STORY

We can drop Julian off at Rotary/Flames House knowing he is in the hands of caring, highly-trained people who understand his medical needs and that he is in a place he truly loves to be.



While Julian may never be able to go to a regular camp for kids, this experience brings him the same joy and excitement. It is something he looks forward to months in advance and he feels at home there.

He loves these opportunities, and we know they wouldn't be possible without the incredible staff and the support of people in our community. We can't say thank you enough.

> -Megan PARENT OF ROTARY/FLAMES HOUSE PATIENT

Our Registered Nurses check in with families on a more personal level to see how the child is managing at school, for instance, and if they require any of our outpatient services.

> -Rachell Van Vliet PATIENT CARE MANAGER FOR ROTARY/FLAMES HOUSE



KIDS CANCER CARE PEER PROGRAM



WITH THE CALGARY FLAMES FOUNDATION SUPPORT, IN 2022 IT WAS POSSIBLE FOR:

57 YOUTH TO JOIN IN-PERSON SESSIONS

18 YOUTH TO JOIN ONLINE SESSIONS





After providing a **\$1 MILLION donation** to help build a camp for youth and families affected by cancer, the Calgary Flames Foundation partnered with Kids Cancer Care to create the Flames PEER Program.

The program works with youth who are experiencing the side effects of aggressive cancer treatments using movement therapy.

"PEER has been essential for my son in getting active and socialized. His hospital stay was very isolating as he was high risk and had to keep away from others which was heartbreaking. When he was finally able to be around other kids, he didn't know what to do and would just watch them in fascination. PEER got him interacting and playing instead of watching from the sidelines.

It's been an amazing transformation!"

- PARENT OF 6-YEAR-OLD SURVIVOR OF ACUTE LYMPHOCYTIC LEUKEMIA

The PEER exercise program has helped my daughter regain
the strength and coordination that she lost during treatment.
Watching her smiling and having fun playing with other teens
is something I couldn't picture when she finished treatment
and now it brings me so much happiness."

- PARENT OF 14-YEAR-OLD SURVIVOR OF ACUTE MYELOID LEUKEMIA



KIDS CANCER CARE CAMP KINDLE







Designed for kids affected by cancer, Camp Kindle meets the needs of the whole family at each stage of a cancer journey from diagnosis to treatment. The camp's staff and volunteers are fully qualified and trained to meet the unique needs of young people affected by cancer.

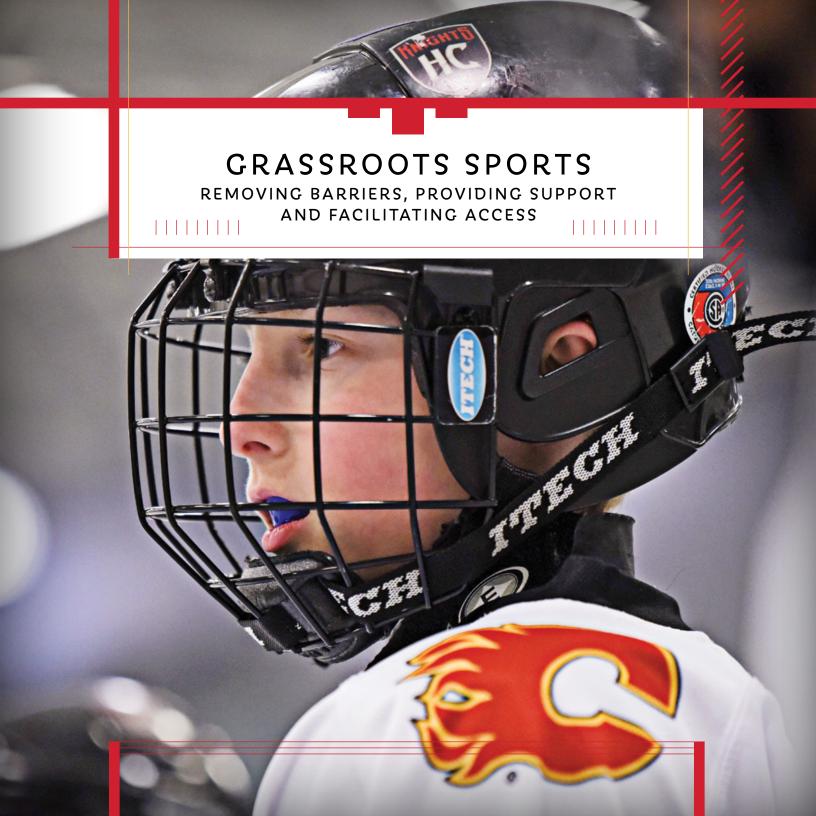
The Calgary Flames Foundation made a \$1 MILLION commitment to help build the Kids Cancer Care Foundation's Camp Kindle, and continues to raise funds to fulfill this commitment.

WITH THE CALGARY FLAMES FOUNDATION SUPPORT, IN 2022 IT WAS POSSIBLE FOR:

583

CHILDREN, TEENS AND PARENTS TO ATTEND KIDS CANCER CARE'S YEAR ROUND CAMP PROGRAMS







INTRODUCING THE NEW JR. FLAMES PROGRAM



IN 2021-22:

150+

KIDS PARTICIPATED IN THE IR. FLAMES PROGRAM



In April 2022, the Calgary Flames Foundation, the Calgary Flames Alumni and Hockey Calgary partnered to offer the Jr. Flames Hockey Program.

The 8-week game play program opened to over 150 players who have graduated from a try hockey program, like the Flames First Shift Program, or at minimum had basic skating and hockey skills.

Thanks to Hockey Calgary, each participant also received a \$100 credit towards their registration to a full-time Hockey Calgary Program for the 2022-2023 season.

The Jr. Flames program is designed:

- For U9, U11, and U13 players
- To continue to develop basic hockey skills that allow them to have fun and experience success in a full-time program
- · To start to learn the rules of the game
- To increase their initial involvement to help give players a more formal hockey experience



JR. FLAMES PROGRAM HIGHLIGHT— THE KIDS HAVE GAME!





above JR. FLAMES

On April 27, 2022, over 150 Jr. Flames Program hockey players were welcomed onto Scotiabank Saddledome ice for a session with Flames Alumni Rhett Warrener and Krys Kolanos plus Harvey The Hound as Head Coaches.

We found the Jr. Flames program fantastic and my son loved every minute of it. As a mom who knows nothing about hockey, I didn't know where to start, and this program gave us so much info and such a great intro into hockey for my son.

This program is affordable and a great first step to finding out if hockey is for your child.

The coaches and Flames Alumni all do this for the love of the game and make it fun and enjoyable for every kid.

110% recommend this program for every kid, hockey fan or not."

- PARENT OF CHILD PARTICIPANT



EVENSTRENGTH





For any family who may require financial assistance to play hockey—we want to make sure every family who wants to play hockey—is!

The Flames EvenStrength Program provides financial assistance for registration fees for Calgary and southern Alberta hockey players.

IN 2021-22 EVENSTRENGTH SERVED:

433

\$300,955



FLAMES COMMUNITY HOUSE LEAGUE





HOCKEY LEAGUE

The Flames Community House League is a Hockey Calgary league in which teams play a set schedule twice a week, have a standardized fee, no tournaments and all inter-regional play. The Calgary Flames Foundation has also provided half ice boards and jerseys for all Hockey Calgary Novice teams through the Flames Novice Program.

IN 2021-22:

1,050+

COMMUNITY HOUSE LEAGUE PLAYERS





CALGARY FLAMES SPORTS BANK





The Calgary Flames Sports Bank continues to contribute to making sure youth have access to equipment for all sports.

The Calgary Flames Sports Bank provides sports equipment and supplies for over 20 different sports and activities.

IN 2021-22:

3,300+
YOUTH FITTED WITH SPORTS EQUIPMENT

It means so much to me to have help getting my kids excited about sports and being active. They were thrilled to have beautiful new baseball gloves and a ball that wasn't too hard!

They spent hours learning to catch and practicing using the bat. I wouldn't have been able to afford all this fun equipment on my own. We are so grateful for your generosity and thoughtfulness after such a hard year!

Thank you SO much!

"Although my son enjoys basketball and soccer at school, I haven't seen him pick up a hockey stick since he was 5. He's been playing "hockey" with the dog almost daily. Both kids also had fun teaching the dog how to catch the frisbee. Thank you very much!"

"

- PARENT

- PARENT



HOCKEY ALBERTA EVERY KID EVERY COMMUNITY



The Calgary Flames Foundation donates to rural Alberta locations, through the Hockey Alberta Foundation Every Kid Every Community program, supporting rural communities with hockey needs.

The goal is to provide every child in Alberta the opportunity to play hockey, have fun, and in many cases, experience the sport for the first time.

IN 2021-22 THE EVERY KID EVERY COMMUNITY PROGRAM SERVED: 80+ communities

6+ FEMALE INITIATIVES

16+ INDIGENOUS COMMUNITIES







HEROS AND SUPERHEROS



The community that SuperHEROS has formed has been incredible—
we all feel like we belong. That is rare for a special needs family.

The incredible opportunities that SuperHEROS provide are so special;
my kiddo has skated at the Saddledome! One of kiddo's friends had
practice at Max Bell just before our practice and Lanny McDonald and
Colin Patterson were there for our kids. The other kid told EVERYONE
and my kid was a neighborhood star! I like that each of the Calgary
teams has different ages and skill levels; usually special needs are
grouped with 'like', be it age (7-10 year olds) or all Down Syndrome or
autism, etc. I love the diversity of our teams and the opportunity our
kids have to interact and learn from each player.

- PARENT

Four full HEROS hockey and SuperHEROS programs are being supported by the Calgary Flames Foundation again this year.

HEROS is using hockey as a catalyst for at-risk youth and SuperHEROS is Calgary's first on ice program for youth with cognitive and physical challenges.

TOTAL PARTICIPANTS:

80 KIDS IN HEROS

70
KIDS IN SUPERHEROS

Coming from an extreme hockey family, our son is an extreme hockey fan. Lives for the game. We didn't think he would ever get the chance to play and that he would just have to settle for being a fan of his dad and brothers. This program has given him the world. The opportunity to be a part of a team of his own is more than words can describe. Come hockey season, he is still everyone's biggest fan, but now we get the chance to be his biggest fans as well.

It's changed our lives!

- PARENT



POST-SECONDARY HOCKEY



The Calgary Flames Foundation provides funding for Calgary post-secondary hockey teams as well as southern Alberta post-secondary teams: Mount Royal University, University of Calgary and SAIT.

Additionally, the Calgary Flames Foundation provides scholarships for rural post-secondary institutions: Red Deer College, Lethbridge College, Medicine Hat College and the University of Lethbridge receive annual scholarships.















Flames education programs are open for registration in Calgary schools. This includes the Flames Reading...Give it a Shot! and Harvey's Little Readers in partnership with The Education Partnership Foundation (TEPF). These programs promote literacy in schools.

The Calgary Flames Foundation is also proud to be involved in both the NHL Future Goals program, and the Flames@School program presented by Desjardins Insurance. These programs promote healthy lifestyles and constructive STEM-based curriculum in schools.





READING...GIVE IT A SHOT!



Réading ...Give it a Shot!

We are proud to have marked the 25th season of the Reading...Give It A Shot! program. The results of the program have improved annually, showing up to 96% of the enrolled students have reported an improved motivation to read by collecting reading minutes in exchange for Flames hockey cards.

The Calgary Flames cards were
very motivating for my students.

One of our ELL students who
was reluctant to read was
motivated by the cards and
started to try reading!

- TEACHER

96%

OF STUDENTS REPORTED IMPROVED READING



READING...GIVE IT A SHOT!



IN 2021-22:

1,228

TOTAL BOOKS DISTRIBUTED

 $1,228 - \frac{\text{CALGARY BOARD}}{\text{OF EDUCATION}}$

 $648-{\scriptstyle \tiny \begin{array}{c} \text{CALGARY CATHOLIC} \\ \text{school district} \end{array}}$



FLAMES FUTURE GOALS





Hockey Scholar is an online course that teaches science, technology, engineering and math (STEM) concepts using the exciting game of hockey as a learning vehicle.

This classroom tool is aligned to standards for students in grades 5-8 and covers topics such as how force includes the motion of a puck and how to calculate a player's speed.

Hockey Scholar is available to all schools at no cost!



My kids were so excited by the Calgary Flames connection—it was so amazing to see. My class is really enjoying this site. The science, math and compassion projects are a very valuable resource.

Your site is well organized, and the fluidity through each stage

of progress is streamlined for student success.

"

- CALGARY FLAMES FUTURE GOALS TEACHER



FLAMES FUTURE GOALS VITAL LABS EVENT



On April 13, 2022 EVERFI and the Calgary Flames Foundation hosted a virtual Vital Signs Lab for more than 959 students from 29 different schools. Students learned about measuring heart rates and then participated in a Q&A with Flames TV Host Brendan Parker and Calgary Flames Alumnus Mason Raymond.

Additionally, the Flames pre-recorded an exercise and heart rate activity video with Strength and Conditioning Coach Rick Davis.

BECAUSE OF OUR PARTNERSHIP:

4,298+

STUDENTS ACCESSED STEM EDUCATION THROUGH HOCKEY

90%

INCREASE IN KNOWLEDGE OF STEM TOPICS

87

SCHOOLS ACCESSED THE FLAMES FUTURE GOALS PROGRAM

6,066+

The Grade 5/6 and 3/4 classes at

Arrowwood School really enjoyed
the Zoom. They were excited to
be able to ask questions and have

Mason answer!

-Kim Booth





FLAMES@SCHOOL

PRESENTED BY





Presented by Desjardins Insurance, Flames@School focuses on health and wellness of students, and is a resource for both teachers and students.

The curriculum-based assets are an exciting 'inside look' at Flames players that aims to motivate, educate and inspire students to make healthy decisions and be active.

> Dive into the wealth of resources available at FlamesAtSchool.com!

My school community is not familiar with hockey. This was a great introduction and lessons on community and Canadian culture. Taught them

how to be a Flames fan!"

- TEACHER

- TEACHER

became fans of the game

IN 2021-22:

120,000+

STUDENT REACH

258

TOTAL ENROLLED **TEACHERS**

458

SCHOOLS REGISTERED

258

NEWLY ENROLLED TEACHERS

above CALGARY FLAMES PLAYER DILLON DUBE







40™ ANNUAL CALGARY FLAMES CELEBRITY CHARITY GOLF CLASSIC



IN 2020-21:

\$143,000+

RAISED THANKS TO YOUR SUPPORT





left. CALGARY FLAMES ALUMNUS LANNY McDONALD; top right. TOURNAMENT PARTICIPANT; bottom right. TOURNAMENT PARTICIPANTS; opposite page. CALGARY FLAMES PLAYER JACOB MARKSTROM.





40[™] ANNUAL CALGARY FLAMES CELEBRITY CHARITY GOLF CLASSIC EVENT PARTNERS

Air Canada

Alberta Dodge Dealers

ATB Financial

BD&P LLP

Calculated Structured Designs Inc

CANA Construction

Canada Dry Motts

Coca-Cola Bottling Company

Cottonwood Golf Club

Country Hills Toyota

Cowboys

Crystal Creek Homes

Dialog Design

FM Systems

Global Calgary

Golf Town

Grey Eagle Resort & Casino

High Performance Coatings

Hockey Canada

Italian Centre Shop

J Vair

Labatt

Mayfair Diagnostics

Norton Rose Fulbright

Postmedia

Remington Corporation

Rileys

Scotiabank

Shane Homes

Skip the Dishes

South by Southwest Wines

Sysco

TELUS

The Top Dog Store

Ticketmaster

Tom's House of Pizza

Truman Insurance

Western Energy Services

Woodridge Ford

WorleyParsons Cord





CALGARY FLAMES FOUNDATION 50/50 PRESENTED BY REMAX





The Calgary Flames Foundation 50/50 program, presented by RE/MAX, offers local amateur and grassroot sports organizations the opportunity to raise funds for their organization and the Calgary Flames Foundation.

Thanks to the generous support of Albertans, the Calgary Flames Foundation 50/50 program presented by RE/MAX ran during all home and away Calgary Flames games with over \$7 million raised for southern Alberta charities last season. Your generous support made this impact possible!

50/50 WINNER TESTIMONIAL

IN 2021-22:

\$7,000,000+

RAISED THANKS TO YOUR SUPPORT



CALGARY FLAMES FOUNDATION 50/50 PRESENTED BY RE/MAX





above SUPPORT FOR UKRAINE

above THE VETERANS ASSOCIATION



A LOOK BACK AT THE SEASON



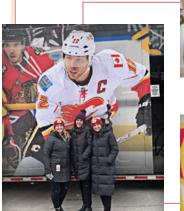
CSEC Inclusion Program and the Calgary Hitmen alumnus Brent Dodginghorse host Lunch & Learn for CSEC staff and players to discuss Diversity in Sport —November 2021



CSEC Inclusion Program and Dr. David Legg host Lunch & Learn for CSEC staff and players to discuss Accessibility in Sport—December 2021



Calgary Flames Alumni Toy Drive



2022 Black History Month Mobile Tour



Calgary Flames Alumni volunteers at Brown Bagging for Calgary's Kids kitchen



Calgary Flames Alumni visit Variety—the Children's Charity of Alberta—Volt Hockey Flames Division Game



Calgary Flames player Mikael Backlund— Hockey Fights Cancer game—March 2022



Hockey Is For Everyone game hosts CSEC Inclusion Program leaders—March 2022



A LOOK BACK AT THE SEASON



unicef Canada—Ukraine Emergency Efforts



Immigrant Services Calgary—Ukraine Emergency Efforts



Canadian Red Cross—Ukraine Emergency Efforts



Flames Better Halves Coat Drive in support of the Salvation Army



Alberta's first Accessible Rink opens in Parkdale, Calgary—December 2021



\$240,000 donated to CAPTURE ALS #SnowyStrong
—December 2021



 $\begin{array}{c} \text{Inglewood Bicycle Pump Track supported by the Calgary Flames Foundation} \\ -\text{October 2022} \end{array}$



Calgary Flames Celebrity Charity Golf Tournament raises over \$141,000 for southern Alberta Charities





The Calgary Flames Foundation is proud to partner with southern Alberta communities with impactful programs and meaningful initiatives.

We thank you for your ongoing support.

