

Over \$4.9 Million donated to

southern Alberta charities and through Calgary Flames Foundation programming during the 2022-23 season.





The Calgary Flames Foundation strives to

improve the lives of southern Albertans through the support of health and wellness, education, and grassroots sports. For over 40 years the Calgary Flames Foundation has been working to help kids play and prosper.

> Over \$60 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 2022-2023 Impact Report.

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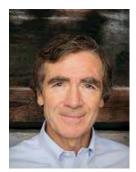
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EXECUTIVE DIRECTOR, CHARITABLE FOUNDATIONS & COMMUNITY INVESTMENT, CALGARY SPORTS AND ENTERTAINMENT CORPORATION

Letter from Jeff McCaig



JEFF McCAIG

When the original ownership group brought the Flames to Calgary in 1980, they came with a goal and a responsibility. The goal was simple: to win the Stanley Cup. The responsibility was arguably more important and more difficult: to improve the quality of life of the people in this community.

Nine years later, the Calgary Flames achieved their goal, hoisting the Stanley Cup on May 25, 1989. Unlike the first goal which was achieved relatively quickly, the responsibility of improving the lives of Calgarians has been an ongoing endeavor for more than 40 years.

Over the course of those decades the Calgary Flames Foundation has donated over \$60 million to charities in southern Alberta. Working closely with other charitable partners, the Calgary Flames Foundation has supported health and wellness, education, and grassroots sports development, all causes the foundation considers of the utmost importance. However, the Calgary Flames Foundation has not embarked on their mission alone. We extend our sincerest gratitude to the dedicated hockey fans and citizens of our beautiful city of Calgary and our province of Alberta. Every individual that purchased a 50/50 ticket, participated in one of our fundraising events, made a personal donation or volunteered some of their time helped support our mission. As a result of your kindness, last season, charities across southern Alberta received \$4.9 million.

We are committed to ensuring transparency and accountability within the Calgary Flames Foundation and as a valued supporter we want to keep you informed about the progress and results of our initiatives. Therefore, we hope you take the time to read this year's Impact Report and share in our pride of the lasting difference we have made in our community.

With thanks,

JEFF McCAIG CHAIRMAN CALGARY FLAMES FOUNDATION

CHAIRMAN CALGARY FLAMES FOUNDATION

Charitable Disbursements + Programs



Airdrie Food Bank	\$50,000
Alberta Cancer Foundation	\$5,000
Alberta Children Hospital Foundation	\$275,000
Alexandra Community Health Centre	^{\$} 25,000
ALS Society of Alberta	^{\$} 66,488
Arthritis Society Canada	\$25,000
Big Brothers Big Sisters Society of Calgary and Area	^{\$} 25,000
Breakfast Club of Canada	^{\$} 20,000
Breaking Free Foundation	^{\$} 25,000
Brown Bagging for Calgary's Kids	^{\$} 50,000
Bullying Ends Here	^{\$} 10,000
Calgary Chinese Cultural Centre Association	^{\$} 23,500
Calgary Counselling Centre	^{\$} 12,500
Calgary Drop In & Rehab Centre	^{\$} 20,000
Calgary Firefighters Burn Treatment Society	^{\$} 10,000
Calgary Interfaith Food Bank Society	.\$100,000
Calgary Meals on Wheels	\$30,000
Calgary Military Family Resource Centre	^{\$} 12,500
Canadian Mental Health Association—Calgary Region	^{\$} 16,991
Canadian Red Cross	^{\$} 50,000
Canadian Red Cross Society	^{\$} 25,000
CARYA	^{\$} 10,000
Community Kitchen Program of Calgary Society	\$ 20,000
Deaf and Hard of Hearing Services Calgary Region Society .	^{\$} 25,000
Dreams Take Flight	^{\$} 10,000
I Can for Kids	\$20,000
I Challenge Diabetes	^{\$} 7,810
Inn from the Cold	\$50,000
lyahrhe Nakoda Food Bank Society	^{\$} 25,000
Kids Cancer Care Foundation of Alberta	\$80,000
Kids Up Front	\$25,000
Kindred Connections Society	\$25,000
Lethbridge Food Bank	
Luna Child and Youth Advocacy Centre	
Make-A-Wish Foundation Canada	\$20,000
Making Changes Employment Association Of Alberta	
Mamas For Mamas	^{\$} 25,000

HEALTH + WELLNESS TOTAL	\$2,442,262
Youquest Young Onset Dementia Association	^{\$} 10,000
Women In Need Society of Calgary	
Wellspring Alberta	\$25,000
Veterans Association Food Bank	^{\$} 30,891
University of Calgary	^{\$} 94,000
Trellis Society For Community Impact	\$25,000
Tourette OCD Alberta Network	^{\$} 10,000
The Homes For Heroes Foundation	\$30,891
The Alex	\$20,000
The Alberta Adolescent Recovery Centre	^{\$} 10,000
Support Our Troops	\$43,391
Step By Step Early Intervention Society	\$25,000
Spina Bifida and Hydrocephalus Association of Southern Alberta	\$25,000
Society For Autism Support And Services	^{\$} 12,800
Shock Trauma Air Rescue Service Foundation	
Ronald McDonald House	^{\$} 10,500
Robb Nash	^{\$} 10,000
Renfrew Educational Services Society	\$25,000
Red Deer Meals On Wheels	\$10,000
Red Deer Food Bank	
Providence Child Development Society	^{\$} 10,000
Project Warmth Society Of Alberta	\$25,000
Prep Society for Individuals with Down Syndrome	\$10,000
Parks Foundation	\$400,000
Parkinson Association Of Alberta	^{\$} 10,000
Pacific Assistance Dogs Society	\$15,000
Pacekids Society for Children with Special Needs	^{\$} 10,000
NStep	^{\$} 10,000
National accessARTS Centre	^{\$} 10,000
Mustard Seed Street Ministry	\$20,000
Medicine Hat and District Food Bank (1992) Assn	\$50,000

Foundation

Charitable Disbursements Programs continued...



Grassroots Sports



Boys and Girls Clubs of the Foothills	\$10,000
Calgary Flames Sports Bank	^{\$} 100,000
Canadian-Ukraine Federation	\$25,000
Dino Women's Volleyball Club	\$4,000
Hockey Alberta Foundation	\$47,500
Kids Play Youth Foundation	^{\$} 10,000
KidSport Canada	\$343,580
Mount Royal Cougars	\$20,000
Mount Royal University Foundation	\$66,563
Olds College	\$10,000
Parks Foundation	\$427.000

Red Deer College Foundation	^{\$} 20,000
SAIT Trojans	^{\$} 20,000
Société de la Petite Enfance et de la Famille du Sud de L'Alberta	^{\$} 10,000
Special Olympics	^{\$} 135,000
Sport for Calgary Foundation	^{\$} 15,000
TELUS Spark	^{\$} 10,000
The Calgary Young Men's Christian Association (YMCA)	\$250,000
University of Calgary	^{\$} 45,563
GRASSROOTS SPORTS TOTAL	^{\$} 1,569,206

Education



Education Matters	^{\$} 18,641
Friends of the Canadian Museum for Human Rights	\$ 25,000
Impact Society	\$50,000
Ladd Foundation	^{\$} 37,500
Lethbridge College	\$3,000
Lethbridge University	\$3,000
Medicine Hat College	\$3,000
Mount Royal University Foundation	^{\$} 4,000

Inclusion Program Partnerships

 Amp Legacy Foundation
 \$33,117

 Bridges Social Development
 \$25,000

 CADS Calgary
 \$25,000

EDUCATION TOTAL	^{\$} 241,641
University of Calgary	\$6,000
The Educational Partnership Foundation	\$30,000
The Apple Schools Foundation	\$50,000
St. Mary's University	^{\$} 2,500
Southern Alberta Institute of Technology	\$6,000
Red Deer College	\$3,000



INCLUSION PROGRAM PARTNERSHIPS TOTAL	\$329,777
Variety Children's Charity of Alberta	\$35,000
The Salvation Army	^{\$} 25,000
Spirit North	\$30,000
Rocky Mountain Adaptive	^{\$} 25,000
Hockey Education Reaching Out Society (HEROS)	\$80,000

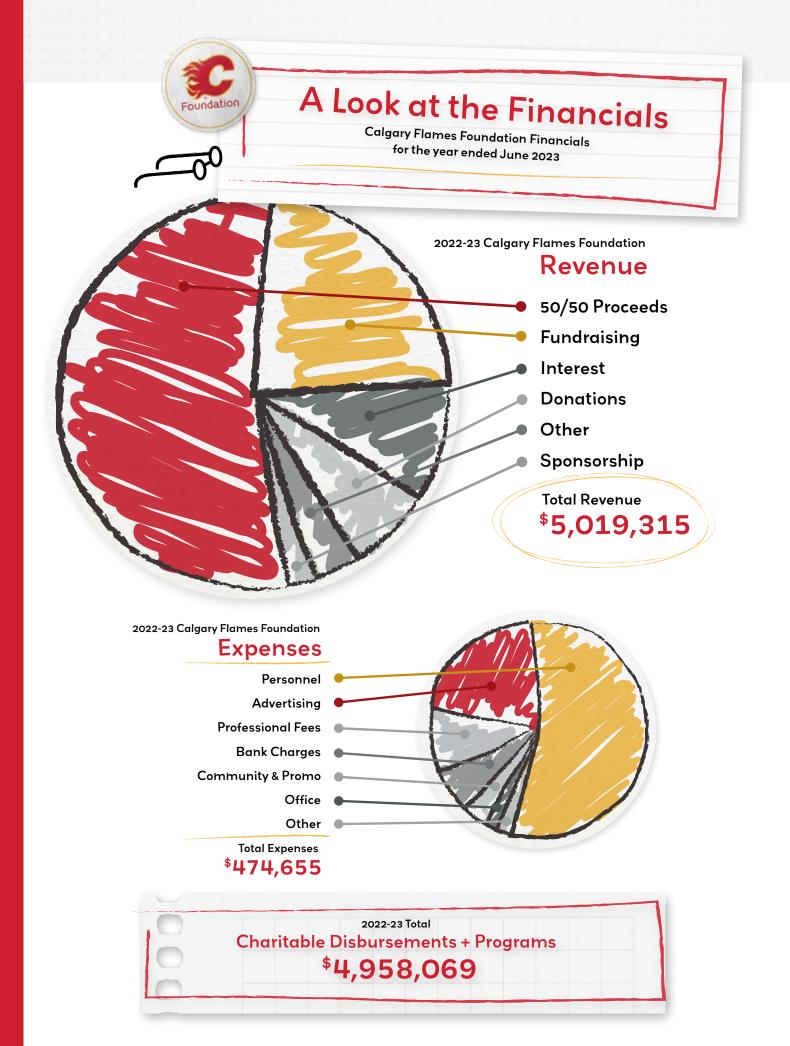
Honorariums

Canada's Sports Hall of Fame

Honorariums.....

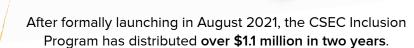
....\$375,183





Calgary Sports and Entertainment Corporation Inclusion Program

CALGARY SPORTS AND ENTERTAINMENT CORPORATION



RØGRAM

Foundatio

The Inclusion Program is a **\$2 million commitment** through the Calgary Flames Foundation to support inclusion, diversity, and equity in sport. The CSEC Inclusion Program prioritizes greater inclusion and access to sport for BIPOC individuals, people with disabilities, women and girls and the LGBTQ+ community.



CSEC Inclusion Program Partners

Flames PX3 Roller-Sled Program Adrenaline Fastball Association—Girls Softball Camp BeYOUTH • Black Girl Hockey Club Scholarships Bridges Social Development • Canadian Adaptive Snowsports Calgary Black Chambers Scholarships Calgary RAGE Womens Football—Recruitment Camp Canada's Sports Hall of Fame • Canadian Hall of Fame Centre For Newcomers • Families of Alberta for Conductive Education • Fast and Female Mentorship Program HEROS/SuperHEROS • Immigrant Services Calgary Jr. Flames Program • KidSport Calgary—D&I Educational Program Midlandvale Community—Accessible Skate Shack Post-Secondary BIPOC Scholarships • Rocky Mountain Adaptive Sports Centre • Siksika Nation Flames Outdoor Rink Special Olympics Canada • Spirit North Movement Matters Sundance/Parks Foundation • Tennis Alberta-Girls Learn to Play Camp • The Alberta Sports and Recreation Association for the Blind • The Immigrant Education Society Wellness Hut UMOJA Community Mosaic • Variety—The Children's Charity of Alberta-Volt Hockey • Vivo • YMCA Floor Hockey for Newcomers

CSEC Inclusion Program Impact

Over \$1 Million invested in local sport inclusion programs

1,022 participants in programs supported

471 participants added as a result of Calgary Flames Foundation funding



PX3 ROLLER SLED PROGRAM

Inclusion Program Feature

Roller-Sled Fun—The Flames PX3 Roller-Sled Program

PX3 Roller-Sled Program

In partnership with the PX3 AMP Flames Hockey team, the Flames PX3 Roller-Sled program is dedicated to educating and empowering the community on the power of adaptive sports and activities for individuals with physical disabilities.





PX3 ROLLER SLED PROGRAM

In 2022-23: 5 roller-sled clinics were each run 5 times

150+ youth from the Kids Cancer Care Foundation and the Calgary Police Foundation attended

66 One girl did not want to come to the session that day because she was feeling unwell due to the side effects of her cancer and treatment. However, her parent insisted and she came.

At the end of the session, this 10-year-old girl had a big smile on her face and was asking how she could get involved in the sport. **??**

Carolina Chamorro Vina
 KIDS CANCER CARE PEER PROGRAM SPECIALIST

Calgary Flames Foundation Annual Programs

The Calgary Flames Foundation continues to support and work with groups in southern Alberta to support annual commitments made to marquee programs.



Health + Wellness

FLAMES SLEDGE HOCKEY



Pillar Feature Story

Calgary Flames Foundation makes \$1.25 Million gift in support of Rotary/Flames House—a long-standing partnership benefitting those most precious.

Rotary/Flames House

The Rotary Flames House opened as Alberta's sole pediatric hospice in 2009. This welcoming residence offers essential respite and end-of-life care to children with life-limiting and complex medical conditions, along with tailored day programs.

The Calgary Flames Foundation has consistently supported the hospice, not only by funding its initial construction but also by maintaining a long-standing partnership.



Last year at the Rotary/Flames House there were:





466

counselling

sessions

1,039

volunteer hours

207 families who

relied on grief support

255

admissions for respite. end-of-life care or symptom care

⁶⁶ We truly understand that Thea could not have held on and lived so fully and so joyfully without the remarkable care she received from the team at the Rotary Flames House. Somehow they made the unimaginable beautiful. **

- Lesley Roelofsen THEA'S MOM



32,500+ Memberships

for all nine years the program has run

In 2022-23:

5,320 Grade 6 Memberships

86[%]

of members had never had a YMCA membership before

79[°]

of members identified that they were more active since joining



With the Calgary Flames Foundation support:

109

kids reaped the rewards of regular exercise at Peer

355

kids experienced the magic of Camp Kindle

183

kids and parents enjoyed precious family time at Camp Kindle Family Camps





Flames YMCA Grade 6 Program

Grade 6 students in Calgary are eligible for a complimentary one-year YMCA Membership and access to its programs. No application is required; students can simply visit their local YMCA branch to access their free YMCA membership.

⁴⁴ The YMCA Calgary Flames Grade 6 Membership is an amazing and very important part of staying active. The Membership gives many opportunities to participate in sports and activities they wouldn't be able to otherwise. Keeping things affordable and accessible is key. We are very fortunate to have this program and wonderful program directors. ⁹⁹

– Grade 6 member





camp kindle

Kids Cancer Care Foundation Peer Program + Camp Kindle

After providing a **\$1 MILLION donation** to help build a camp for youth and families affected by cancer, called Camp Kindle, the Calgary Flames Foundation partnered with Kids Cancer Care to support and grow the PEER Program. The program works with youth who are experiencing the side effects of aggressive cancer treatments using movement therapy.

Grassroots Sports

Removing Barriers, Providing Support and Facilitating Access

Recreational Space Projects:





WEST CONFEDERATION PARK PUMP TRACK

Pillar Feature Story GIFT TO THE COMMUNITY Five Recreational Spaces to Benefit Calgarians

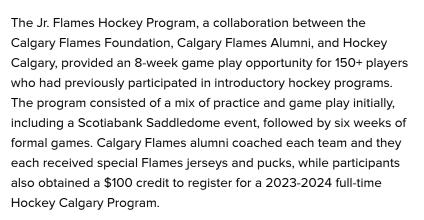
The Calgary Flames Foundation announced a significant donation to five recreational spaces in Calgary in partnership with the Parks Foundation Calgary. \$400,000 is directed to the Parks Foundation to support three bicycle pump tracks and two community revitalization projects.

This donation to five much needed and highly utilized recreational spaces in Calgary communities will serve people of all ages.





Jr. Flames



⁶⁶ Thank you for all the opportunities these kids have had in your program! It has all totally blown us away. The Saddledome experience was just the icing on the cake. My son loved every minute of it! I couldn't be more impressed with First Shift and now this Flames Jr program, and now our (late bloomer) kid is totally hooked on hockey and can't wait to play U-13 next year! **

Parent





Flames **EvenStrength**

We want to make sure every family who wants to play hockey is able to participate. The Flames EvenStrength Program has provided financial assistance for registration fees for Calgary and southern Alberta hockey players since 1998.

In 2022-23:

281 Jr. Flames players

73[%] of Jr. Flames players joined after attending

the Flames First Shift program

400+

volunteer hours to coach and ref Jr. Flames participants



In 2022-23 Flames EvenStrength impacted:

447 participants with

\$310,605 in financial assistance

for registration fees



Flames Community House 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 inter-regional play. The Calgary Flames Foundation has also provided half ice boards and jerseys for all Hockey Calgary Novice teams.

In 2022-23: **1,216** House League players



CALGARY FLAMES SPORTS BANK



We are entering our third year with Calgary Flames sponsored house league. As newcomers to Canada, we wanted our son to experience Ice Hockey, but we didn't want to commit to the league as our schedules are crazy. We were pleasantly surprised with the efficiency and organization in the house league.

The regularly scheduled games and practices were well run and parents seemed relaxed and involved. House league has opened our eyes to a new sport, one that we now enjoy and look forward to. As well as watching our son learning to play hockey we have learned the rules and now watch the amazing Calgary Flames whenever we can. Thank you for this amazing league. We will be back as long as we can. **??**

- Tammy PARENT



Calgary Flames Sports Bank

Contributing 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.

66 The Calgary Flames Sports Bank made me & my son feel very comfortable and valued. I could have cried at the generosity of this program. It is my 9-year-olds first year playing hockey and this would not be possible without the Flames EvenStrength Program or the Calgary Flames Sports Bank! **

pieces of

- Shara L. PARENT

13,086 In 2022-23:

3,292 youth fitted

equipment for sports distributed equipment



Hockey Alberta Foundation 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.





HOCKEY ALBERTA FOUNDATION EVERY KID EVERY COMMUNITY



PARKDALE ACCESSIBLE ODR

Accessible Spaces

I cannot understate the value of the programs to the players. We have some participants come from more than an hour and half away each week to play.

Playing in a facility that was built purposefully for this demographic has brought excitement and the weekly sled hockey program is great for Parkdale and Calgary. It draws people to the community and shows what these athletes are capable of. Hopefully people see this rink and it being used by the sled hockey group will be moved to build more accessible rinks in the future. **??**

– Para Ice Hockey Nights Program





HEROS and SuperHEROS

Four full HEROS hockey and SuperHEROS programs are supported by the Calgary Flames Foundation. 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.

In 2022-23:



HEROS players in Calgary



SuperHEROS players in Calgary





I don't know where I would be without HEROS. They gave me the opportunity to learn and play hockey when I couldn't. They gave me a place to go when I was struggling. They taught me so much about respect and responsibility that I never even considered.

- Jordan HEROS ALL STAR

44 Parents love this program because it gives us a chance to be hockey parents, to see our children enjoy themselves and get to play the game.

For me, I didn't know if Lincoln would ever play hockey, but now we get to go every week. SuperHEROS has become a father-son activity that we look forward to every week. ??

- Lance SUPERHEROS PARENT



Red Deer Polytech

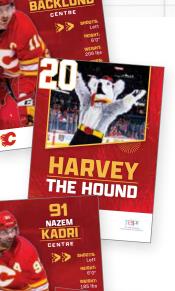


Post-Secondary Hockey

The Calgary Flames Foundation provides funding for Calgary and southern Alberta post-secondary hockey team operational costs and scholarships to the following: University of Calgary, Mount Royal University, SAIT, Red Deer College, Olds College, and Medicine Hat College.

Education

The Calgary Flames Foundation educational initiatives are designed to enhance literacy within educational institutions, to actively encourage healthy lifestyles and to offer enriching STEM-focused curricula in school settings and online.



Pillar Feature Story Flames Visit Local Schools in Support of Educational Programs

Flames players Dillon Dube, Walker Duer, MacKenzie Weegar, Noah Hanifin and Dennis Gilbert visited over 500 students from marginalized schools in Calgary through the *Reading...Give It A Shot!* and the *Flames@School presented by Desjardins programs.*



In 2022-23: **45,720** student participants **1,905** books for kids distributed

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IE HOUN

Reading...Give it a Shot!

Last season marked the 25th season of the Calgary Flames 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 and Harvey the Hound hockey cards. The Education Partnership Foundation (TEPF) distributed 45,720 Calgary Flames Reading...Give it a Shot! collector cards last season, with the objective of breaking down barriers for children to own books and to incentivize children to read more.



Flames Future Goals

The Flames Future Goals Hockey Scholar program aims to utilize the connection between STEM and hockey to provide an enjoyable and impactful learning journey. Through events at the Scotiabank Saddledome and online activities, Flames Future Goals offers engaging opportunities in southern Alberta.

In 2022-23:

57 schools registered

2,100 students in southern Alberta impacted

3,143+ hours of learning



In 2022-23 across Canada: **135,000** student participants

475

schools registered

2,063 teachers enrolled



44 It taught me new things I didn't know about hockey, and it made me interested in how much math was used the sport I love! **99**

– Future Goals Learner



Flames@School

PRESENTED BY Desjardins

Flames@School, presented by Desjardins Insurance, 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!



Fundraisers

Connecting with the community to create meaningful change.



\$260,000+ raised thanks to

your support

Calgary Flames Celebrity Charity Golf Classic

PRESENTED BY Scotiabank.

Thank you to the 400 golfers, volunteers, donors, and Flames players, staff and alumni, that supported this year's Flames Celebrity Charity Golf Classic presented by Scotiabank.



Calgary Flames Foundation 50/50

PRESENTED BY **RE/MAX**

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—your generous support makes our impact in southern Alberta possible! Local amateur and grassroots sport teams and organizations are also provided the opportunity to raise funds with concourse raffle ticket sales.



MIKAEL BACKLUND AT THE CALGARY FLAMES GELEBNITY CHARITY GOLF CLASSIC



I WANT TO THANK

the Flames organization for all they do for the community with their many programs in place, you guys Rock Go Flames Goll will be taking some of my winnings to donate to charities within Calgary. Always good to give back no matter what, and then spend a little on myself as well-].

Kevin CALGARY FLAMES FOUNDATION RE/MAX 50/50 DRAW

Buy your 50/50 ticket and watch the jackpot grow at CalgaryFlames.com/505 Sales open from 9 AM to 11 PM MST



RASMUS ANDERSSON AT THE CALGARY FLAMES CELEBRITY CHARITY POKER TOURNAMENT



16th Annual Calgary Flames Ambassadors' Celebrity Poker Tournament

It was back and it was big!

This year's event was held at the Deerfoot Inn and Casino with a record attendance of 425 people, we thank you for your support to raise funds for the southern Alberta community.

\$425,000 raised thanks to your support





CHEQUE PRESENTATION AT THE CALGARY FLAME. CELEBRITY CHARITY POKER TOURNAMENT

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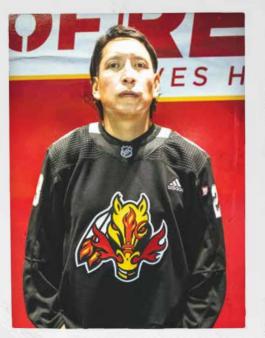
Charity Jersey Auctions

Last season, the Calgary Flames Foundation collaborated with organizations in southern Alberta to generate funds by auctioning unique jerseys that were worn and signed by Flames players.

These jerseys included:

\$110,000 raised thanks to your support



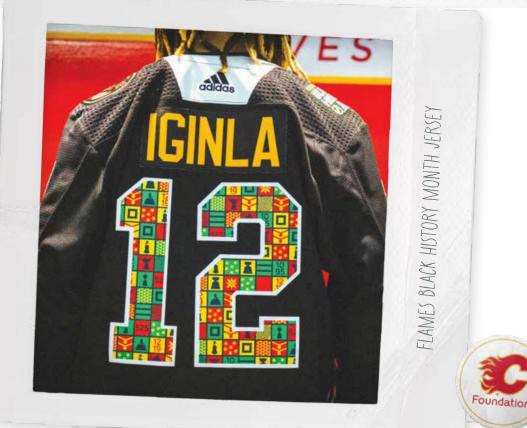


FLAMES INDIGENOUS CELEBRATION JERSEY

Flames Indigenous Celebration Jersey: designed with Chiefs and Representatives from the Treaty 7 First Nations, proceeds benefited local programming in all 7 nations. Flames NHL Hockey Fights Cancer Jersey: proceeds were directed to southern Alberta charities in the fight against cancer.



Flames PRIDE Celebration Jersey: designed by local Calgary artist from the LGBTQ+ community, Megan Parker, proceeds supported the CSEC Inclusion Program partner, YOU CAN PLAY Organization.



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.



2022-23 CALGARY FLAMES FOUNDATION IMPACT REPORT PUBLISHED BY CALGARY SPORTS AND ENTERTAINMENT CORPORATION

DESIGN: KIMBERLEY COLONNA—CALGARY SPORTS AND ENTERTAINMENT CORPORATION

ILLUSTRATIONS: CELENE STEWART-SMITH—CALGARY SPORTS AND ENTERTAINMENT CORPORATION

PHOTOGRAPHY: ERIC BOLDT, ANGELA BURGER, BRETT HOLMES, BRET KENWORTHY, TERENCE LEUNG, JENN PIERCE, MARK SHANNON AND GERRY THOMAS

ADDITIONAL PHOTOGRAPHY COURTESY OF: THE CITY OF CALGARY, HEROS, HOCKEY ALBERTA, KIDS CANCER CARE FOUNDATION. MOUNT ROYAL UNIVERSITY, ROTARY/FLAMES HOUSE AND YMCA CALGARY

