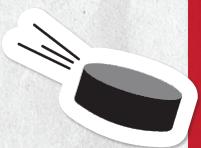




2024-25 Calgary Flames Foundation

# IMPACT REPORT



WARRIOR  
coverit



# The Calgary Flames Foundation

More than **\$6.6 million** was invested into southern Alberta charities and Calgary Flames Foundation programs during the 2024–25 season.

The Calgary Flames Foundation strives to improve the lives of Southern Albertans by supporting health and wellness, education, and grassroots sports. For over 40 years, we've remained committed to our mission of **Helping Kids Play and Prosper.**



RENFREW EDUCATIONAL SERVICES  
DONATION ANNOUNCEMENT



Over  
**\$6.6**  
million

**Donated to southern Alberta  
charities and programming  
through the Calgary Flames  
Foundation during the  
2024-2025 season.**



# BOARD OF DIRECTORS

## **Jeff McCaig**

CHAIRMAN,  
CALGARY FLAMES FOUNDATION

## **George Brookman**

PRESIDENT AND CHIEF EXECUTIVE OFFICER,  
WEST CANADIAN INDUSTRIES

## **Robert Hayes**

PRESIDENT AND CHIEF EXECUTIVE OFFICER,  
CALGARY SPORTS AND ENTERTAINMENT CORPORATION

## **Lorenzo DeCicco**

CHIEF OPERATING OFFICER,  
CALGARY SPORTS AND ENTERTAINMENT CORPORATION

## **Paul Kong**

CHIEF FINANCIAL OFFICER,  
CALGARY SPORTS AND ENTERTAINMENT CORPORATION

## **James Bagshaw**

MARKETING CONSULTANT

## **Shelley Nixon**

SENIOR VP AND GENERAL COUNSEL

## **Peter Hanlon**

ASSISTANT GENERAL MANAGER,  
CALGARY SPORTS AND ENTERTAINMENT CORPORATION

## **Jay McNeil**

PRESIDENT, CALGARY STAMPEDER FOOTBALL CLUB

## **John Hufnagel**

SPECIAL ADVISOR AND CONSULTANT, CALGARY STAMPEDER FOOTBALL CLUB

## **Karen Birss**

SENIOR VICE PRESIDENT, PRAIRIE REGION, SCOTIABANK

## **Ruth Peters**

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

## **Eda Libin**

VICE PRESIDENT, BALMON INVESTMENTS LTD.

## **Jamie Macoun**

MACOUN REAL ESTATE

## **Jameel Keshavjee**

PARTNER, CLIENT SERVICES, SLALOM

## **Candice Goudie**

EXECUTIVE DIRECTOR, CHARITABLE FOUNDATION AND COMMUNITY INVESTMENT,  
CALGARY SPORTS AND ENTERTAINMENT CORPORATION



# Charitable Disbursements and Programs

## Health + Wellness



About Face.....	\$5,000
Alberta Adolescent Recovery Centre .....	\$10,000
Alberta Animal Rescue Crew Society .....	\$5,000
Alberta Cancer Foundation .....	\$10,000
Alberta Children's Hospital Foundation .....	\$250,000
Alberta Lung Association .....	\$5,000
Alexandra Community Health Centre .....	\$15,000
ALS Society of Alberta .....	\$43,000
Best Buddies Canada.....	\$10,000
Brady's Foundation For Pediatric Palliative Care.....	\$25,000
Bright Lights For Africa Foundation.....	\$10,000
Brown Bagging For Calgary Kids.....	\$25,000
Calgary Counselling Centre .....	\$10,000
Calgary Food Bank .....	\$13,723
Calgary Mental Health Association .....	\$10,000
Calgary Military Family Resource Centre .....	\$12,500
Calgary Quest Children's Society .....	\$15,000
Canadian Red Cross.....	\$40,000
Canadian Tire Jumpstart Charities .....	\$15,000
Central Alberta Child Advocacy Centre .....	\$10,000
Central Alberta Outreach Centre .....	\$8,000
Diabetes Canada.....	\$10,000
Discovery House Family Violence Prevention Society .....	\$10,000
Distress Centre Calgary.....	\$10,050
Dreams Take Flight.....	\$5,000
Families of Alberta For Conductive Education .....	\$5,000
Fondation Cité de La Santé.....	\$50,000
Gordie Howe Centre For Alzheimer's Research Education Society ..	\$5,000
Governors of The University of Calgary .....	\$8,627
Helping Families Handle Cancer .....	\$25,000
Hope Air.....	\$5,000
Hull Services.....	\$20,000
I Can For Kids .....	\$15,000
Kids Cancer Care Foundation.....	\$220,750
Kids Play Youth Foundation.....	\$30,000
Kids Up Front.....	\$25,000
MADD Canada .....	\$98,681
Make A Wish Foundation .....	\$10,000
Making Changes Employment Association of Alberta .....	\$5,000
Mcman Youth, Family and Community Serv. Assn. Calgary .....	\$8,000
Nazem Kadri Foundation.....	\$25,000
Pacekids Society .....	\$50,000
Parachutes For Pets.....	\$21,000
Parks Foundation .....	\$1,750,000
PREP Society For Individuals With Down Syndrome .....	\$10,000
Priddis Community Association.....	\$25,000

Renfrew Education Services.....	\$350,000
Salvation Army .....	\$15,000
Siksika Health Services .....	\$12,052
Soup Sisters Broth Brothers Society.....	\$10,000
Spina Bifida and Hydrocephalus Association.....	\$10,000
Sport For Calgary Foundation .....	\$68,400
Step By Step Early Intervention Society.....	\$25,000
Support Our Troops .....	\$12,500
Teach To Grow Canada Foundation.....	\$5,000
The Central Alberta Women's Emergency Shelter Society .....	\$10,000
United Way of Calgary and Area.....	\$5,616
Variety Children's Charity of Alberta.....	\$35,000
Veterans Association Food Bank.....	\$12,500
Women's Center .....	\$19,658
Youth Centres of Calgary .....	\$21,040
Charitable Programs.....	\$100,991

**HEALTH + WELLNESS TOTAL** **\$3,732,088**

# Grassroots Sports



Blood Tribe Administration.....	\$12,052
Calgary Booster Club .....	\$25,000
Calgary Chinese Cultural Centre Association .....	\$5,000
Chiniki First Nation Band.....	\$12,052
City of Calgary.....	\$10,000
Connect Sport Canada .....	\$10,000
Goodstoney First Nation .....	\$12,052
Hockey Alberta Foundation .....	\$15,000
Honorarium.....	\$130,250
Kidsport Canada.....	\$422,403
Ozija Thiha Education Trust.....	\$12,052
Parks Foundation .....	\$550,000
Piikani Nation Administration.....	\$12,052
Southern Alberta Sports Bank .....	\$110,000
Special Olympic Alberta Association .....	\$21,000
Special Olympics Canada .....	\$55,000
The Calgary Foundation.....	\$10,000
Tsuut'Ina Nation .....	\$12,052
Vivo .....	\$30,000
YMCA Calgary.....	\$297,640

**GRASSROOTS SPORTS TOTAL** **\$1,763,605**

# Charitable Disbursements and Programs

## Education



Apple Schools Foundation .....	\$300,000
Calgary Board of Education.....	\$5,000
Calgary Public Library Foundation .....	\$10,000
Classroom Champions.....	\$128,250
Dare To Care Bully Prevention and Life Skills .....	\$5,000
Education Matters .....	\$8,291
Field of Poppies.....	\$7,500
Impact Society.....	\$30,000
Medicine Hat College .....	\$15,500
Mount Royal University Foundation .....	\$37,627
Mount Royal University Foundation .....	\$30,000
Olds College.....	\$12,500
Rainbow Literacy and Learning Society .....	\$8,000
Red Deer College.....	\$28,000
SAIT.....	\$31,000
The Educational Partnership Foundation .....	\$25,000
University of Calgary .....	\$31,000
<b>EDUCATION TOTAL</b>	<b>\$712,668</b>

## Grassroots Sports Teams



Honorariums.....	\$130,250
Community Donations .....	\$111,099
<b>INCLUSION PROGRAM TOTAL</b>	<b>\$241,349</b>

## Inclusion Program



Alberta Ballet Foundation .....	\$5,000
Alberta Sports and Recreation Association for the Blind .....	\$15,000
Calgary Sledge Hockey Association.....	\$25,000
Canada's Sports Hall of Fame.....	\$30,000
Golf Canada Foundation .....	\$10,000
HEROS .....	\$101,000
Opening Gaits Therapeutic Riding Society .....	\$10,000
Rocky Mountain Adaptive .....	\$10,000
Spirit North .....	\$25,000
Trellis Society for Community Impact.....	\$10,000
Umoja Community Mosaic .....	\$25,000

**INCLUSION PROGRAM TOTAL** **\$266,000**

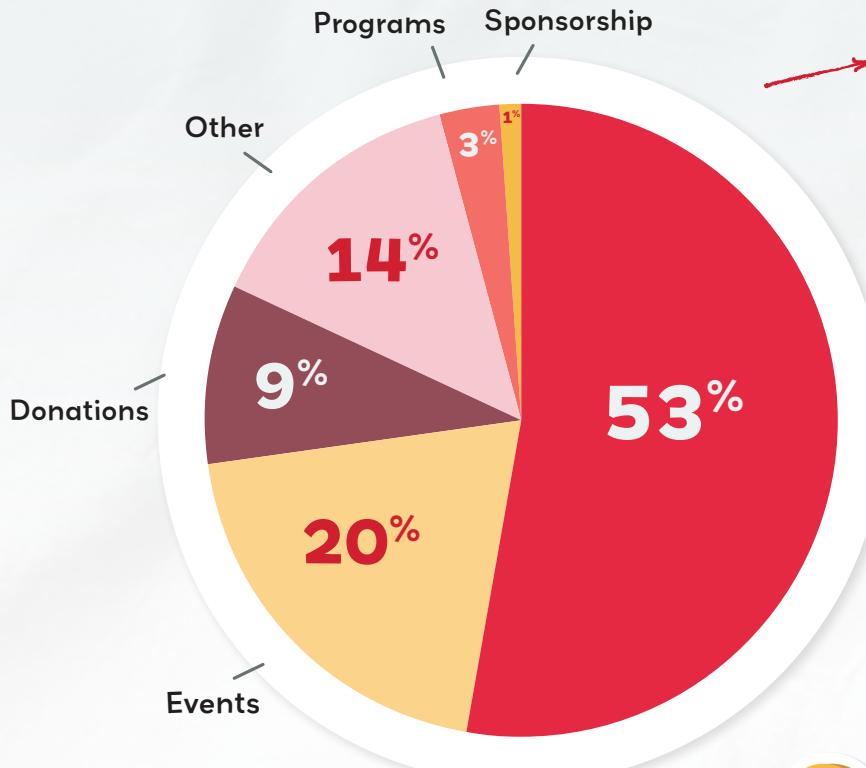
**Grand Total**  
**\$6,635,921**



# A Look at the Financials

Calgary Flames Foundation Financials  
for the year ended June 2025

## Revenue

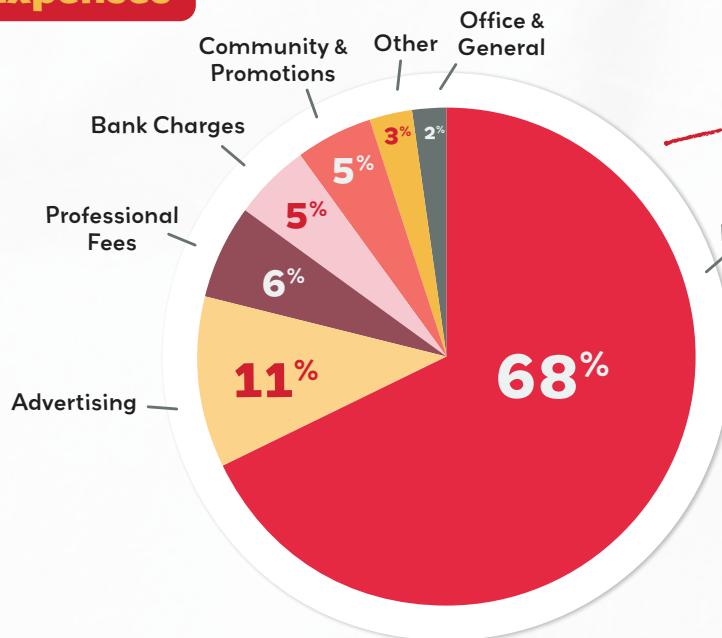


**Total Revenue:**  
**\$5,484,803**

50/50  
Proceeds



## Expenses



**Total Expenses:**  
**\$579,831**

Personnel





# Season's Highlights!



## Renfrew Educational Services

The Calgary Flames Foundation is proud to commit **\$1.5 million** to Renfrew Educational Services in support of their new 60,000 sq. ft. K-12 school for students with significant disabilities. This transformational project will help eliminate long waitlists, expand specialized resources, and create brighter futures for over 550 children and their families each year. The new Legacy School will feature classrooms, sensory and therapy rooms, and outdoor spaces designed to meet the diverse needs of its students, with an anticipated opening in 2027. This partnership reflects the Flames Foundation's ongoing commitment to enhancing health, education, and opportunity across southern Alberta.



## CGY Champs

CGY Champs presented by Desjardins Insurance is a free online health and wellness program for Calgary students from kindergarten to Grade 8. Powered by the Calgary Flames Foundation, the program delivers engaging, student-driven content that builds social and emotional learning (SEL) skills. Through fun activities and lessons in goal setting, leadership, and resilience, CGY Champs equips kids with tools that support their growth both in and out of the classroom.

## Calgary Flames Classroom Crew



Launched in 2024, the CGY Classroom Crew brings flag football and ball hockey into Calgary schools, reaching more than **2,600 students** in its pilot year thanks to the support from the NHL's Industry Growth Fund. Expanding to 20 schools in 2025–26, with an expected reach of more than **10,000 students**, each visit includes hands-on instruction, a certificate ceremony featuring a CSEC athlete, and leaves behind free equipment, allowing kids to continue building confidence, teamwork, and a love for the sport.



RENFREW EDUCATION SERVICES  
DONATION ANNOUNCEMENT



## Flames Rotary Sport Zones



The Calgary Flames Foundation, together with the Rotary Club of Calgary at Stampede Park, Rotary Club of Calgary Downtown, and Parks Foundation Calgary, are proud to bring Flames Rotary Sport Zones to communities across the city. These bright, all-season courts will serve as community hubs, offering no-cost programs such as Learn to Skate, Learn to Play, and ball hockey, with free equipment available. This will provide youth and families with greater access to recreation, activities, and connection year-round.

### Four Sport Zones Opening Around Calgary:

1. Pineridge (NE)
2. Sunalta (SW)
3. Crossroads (NE)
4. Last one to be announced soon!



FLAMES ROTARY SPORT ZONE  
DONATION ANNOUNCEMENT



CALGARY FLAMES CLASSROOM CREW



# ANNUAL PROGRAMS



# Grassroots Sports

## Jr. Flames

Presented by  FIREFLY SOLAR

The Jr. Flames Hockey Program, a partnership between the Calgary Flames Foundation, Flames Alumni, and Hockey Calgary, helps participants transition from introductory hockey to the next level. The eight-week program combines practices, formal games, and a special event at the Scotiabank Saddledome.



# Grassroots Sports

## Calgary Flames Sports Bank

The Calgary Flames Sports Bank provides free, gently used equipment to children from qualified families across Southern Alberta, covering more than 50 different sports and activities. While hockey gear is most common, the Sports Bank ensures youth have access to equipment for a wide range of sports.



**4,083**

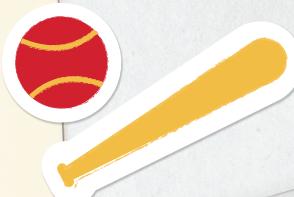
kids assisted

**17,748**

pieces of equipment distributed

**51**

sports supported



**541** participants

**\$373,426**

provided in financial assistance  
for registration fees

## Flames EvenStrength

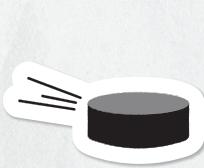
Since 1998, the Flames Even Strength Program has been working to remove barriers to hockey participation by providing financial assistance for registration fees in partnership with KidSport Calgary and Hockey Calgary.



# Grassroots Sports

## Flames First Shift

The Flames First Shift Program, run in partnership with the NHL and NHLPA, introduces children aged 6–10 to hockey through a low-cost entry program. Families receive a full set of Bauer equipment and six one-hour on-ice sessions, making the sport more accessible and welcoming to newcomers.



**405**  
participants

**320**  
of participants registered  
for Jr. Flames

**400** participants

**5** programs  
currently offered  
throughout the city

## Flames Try Hockey

In partnership with Hockey Calgary, the Flames Try Hockey Program offers a six-week series of one-hour sessions for families new to the sport. With equipment provided by Adrenaline Source for Sports, the program makes hockey more affordable and accessible throughout the city.



# Grassroots Sports

## HEROS / SuperHEROS

Hockey Reaching Out offers HEROS, SuperHEROS, and HEROS Ball Hockey programs in Calgary, using the game as a catalyst for at-risk youth. Supported through a multi-year partnership with the Flames Foundation and expanded with a new Ball Hockey program in collaboration with the First Nations Health Consortium, these initiatives provide free hockey and life skills programming to nearly 200 children each year.



**120**  
HEROS players in Calgary

**72**  
SuperHEROS in Calgary

**75**  
ball hockey players in  
Southern Alberta



## Post-Secondary Hockey

The Calgary Flames Foundation supports post-secondary hockey across Calgary and southern Alberta by funding operational costs and student-athlete scholarships. Partner institutions include the University of Calgary, Mount Royal University, SAIT, Red Deer Polytechnic, Olds College, Medicine Hat College, Lethbridge Polytechnic, and the University of Lethbridge.



UNIVERSITY OF  
CALGARY



MOUNT  
ROYAL  
UNIVERSITY



SAIT



Red Deer  
Polytechnic



OLDS COLLEGE  
OF AGRICULTURE & TECHNOLOGY



MEDICINE HAT  
COLLEGE



LETHBRIDGE  
POLYTECHNIC



University of  
Lethbridge

# Grassroots Sports

## Centre for Newcomers Learn to Skate

This program introduces newcomers to Canada to skating and hockey through a partnership with Hockey Calgary and the Centre for Newcomers.



## Calgary Flames Community House League

The Flames Community House League, run through Hockey Calgary, provides players with a consistent schedule of two games per week at a standardized cost, with no tournaments or travel required. Supported by the Calgary Flames Foundation, the league also benefits from resources such as half-ice boards.

**Over 1,100  
participants  
each season!**



**45**

kids participated in  
Learn to Skate and  
Try Hockey

FLAMES COMMUNITY  
HOUSE LEAGUE

## Lace Up for Newcomers Program

Over the last three years the Calgary Flames Foundation has teamed up with the YMCA to offer the Lace Up for Newcomers program supported by the NHL/NHLPA Industry Growth Fund. This program provides youth new to Canada with the opportunity to learn to skate and play ball hockey.

Number of Programs

**17**

Participants

**229**

# Health and Wellness



## Rotary/Flames House

Since opening in 2009, Rotary Flames House has been a place of comfort and care for children living with life-limiting and complex medical conditions. Offering respite, day programs, and end-of-life support in a warm, home-like setting, it provides families with strength and compassion during their most difficult times. The Calgary Flames Foundation is proud to have helped build this special home and to continue standing beside it through a lasting partnership.



**2,098**

total nights of stay

**11,244**

volunteer hours

**341**

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

**1,183**

counselling sessions

**110**

families who relied on grief support



**5,959**

grade 6 memberships

**38%** of all Calgary Grade 6 students are members of the program



**81%** reported

improvements in physical activity since joining

## Flames YMCA Grade 6 Program

The Flames YMCA Grade 6 Program offers free memberships and a range of diverse activities that help students stay active, build confidence, and develop leadership skills at a crucial stage in their lives. Since launching in 2014, it has grown to a record 5,959 Grade 6 members in 2024–25, supporting more than 43,000 youth over the past decade.



# Health and Wellness



## Kids Cancer Care Foundation + Camp Kindle

The Calgary Flames Foundation has long supported Kids Cancer Care, beginning with a \$1 million contribution to help build Camp Kindle, a retreat for children and families affected by cancer. This year, the Foundation added \$100,000 to upgrade and enhance the camp, while also supporting the PEER Program. This research-based exercise initiative helps ease the long-term effects of cancer and its treatments on children.

**kids**  
**cancer care**



**125**  
group sessions given through PEER

**251**  
1-on-1 sessions given

**351**  
Kids Cancer Care kids attended summer camps at Camp Kindle

**685**  
campers with medical conditions and/or mental health support got to experience the magic of Camp Kindle

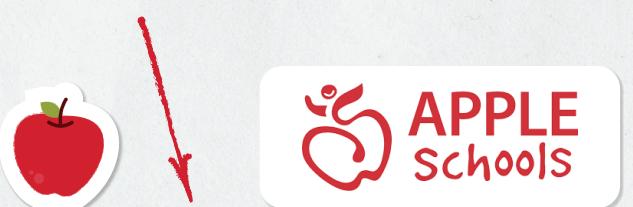


# Education



## APPLE Schools

The APPLE Schools Program, supported by the Calgary Flames Foundation, promotes healthy eating, physical activity, and mental well-being in four southern Alberta school communities. Each year, more than 1,300 students and 100 staff benefit from daily in-school support, building lifelong healthy habits.



**1,360**  
students benefited last year

**2,377**  
families were impacted

**35%** increase in  
daily activity for students

**1,994** students reached

**63** schools participated

**1,680** hours of learning

## Flames Future Goals

The Flames Future Goals – Hockey Scholar Program uses the game of hockey to teach STEM concepts through online learning and special events at the Scotiabank Saddledome. Blending sport and education creates fun, engaging opportunities for students across southern Alberta.

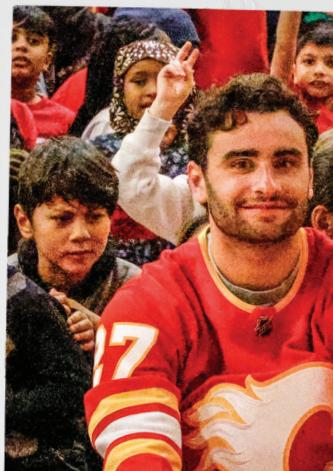
### Schools

#### Calgary Board of Education

- Douglas Harkness School
- Rundle School

#### Medicine Hat Public Schools:

- Ross Glenn School
- Vincent Massey School



# Education

## Reading...Give it a Shot!

Calgary Flames Reading...Give It A Shot! program motivates students to read by rewarding collected minutes with Flames players and Harvey the Hound hockey cards. Run in partnership with The Educational Partnership Foundation (TEPF), the program distributes thousands of collector's cards each year to encourage reading and help break down barriers to book ownership.

**Reading**  
...Give it a Shot!

**36,514**

students in Calgary  
participated in RGIS

**876,336**

collector's cards  
distributed to students

Over  
**1 Million**  
students' participation  
since inception!





CALGARY SPORTS AND ENTERTAINMENT CORPORATION

# INCLUSION PROGRAM

*Supporting diversity within our communities and the sports we love.*



The Calgary Flames Foundation is proud to announce a transformative \$2 million extension of the CSEC Inclusion Program, reinforcing its long-term commitment to advancing diversity, equity, and inclusion in sport.

Launched in August 2021 as a \$2 million, four-year initiative, the Inclusion Program focuses on four key areas: adapted sport, girls and women in sport, visible minorities, and the LGBTQ+ community. Since its inception, the Inclusion Program has now distributed more than \$2 million to Southern Alberta organizations, creating opportunities for underrepresented groups to experience and thrive in sport.

Through this ongoing investment, the CSEC Inclusion Program has directly impacted over 10,000 youth, helping to remove barriers, increase accessibility, and support inclusive environments across Calgary and southern Alberta. The program has funded new initiatives, strengthened existing programs, and built partnerships that harness the power of sport to foster belonging, confidence, and community. The additional \$2 million commitment extends this work through 2029, ensuring lasting impact for years to come.

**89**  
charities that have  
received an Inclusion  
Program grant

**10,036**  
kids impacted from  
Inclusion Program grants



# 2024-2025 CSEC Inclusion Program

## Partners

HEROS First Nations  
Opening Gaits  
Ringette for All  
Rocky Mountain Adaptive  
Two Wheel View  
YMCA Floor Hockey For Newcomers  
Calgary Adaptive Hub  
Calgary Sledge Hockey  
Dino Women's Volleyball Club  
South Asian Hockey  
Lacrossing Barriers  
Special Olympics Summer Games  
Golf Canada Foundation  
Spirit North  
Umoja Community Mosaic  
Alberta Sports and Recreation Association for the Blind  
Calgary Rage Women's Tackle Football  
Canada Sports Hall of Fame  
Trellis Society for Community Impact  
Alberta Ballet Foundation



# Fundraisers

## 43<sup>rd</sup> Annual Calgary Flames Celebrity Charity Golf Classic

Presented by **Scotiabank**



This year's Celebrity Charity Golf Classic raised \$365,000 thanks to your incredible support. 420 golfers teed off across 54 holes, joined by CSEC representatives, Flames players, alumni, management, and local celebrities.

## Calgary Flames Ambassadors' Celebrity Poker Tournament



This year's tournament raised a record-breaking \$610,000, with 440 participants joining the event. Thank you to everyone who helped make this important fundraiser such a success



## Calgary Flames Foundation 50/50 – presented by RE/MAX



The Calgary Flames Foundation 50/50, presented by RE/MAX, continued throughout every home and away game this season, and it wouldn't be possible without the incredible generosity of Albertans. Your support directly fuels the impact we're able to make across southern Alberta.



50/50



**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.**



2024-25 Calgary Flames Foundation impact report published by  
Calgary Sports and Entertainment Corporation

Design: Celene Stewart-Smith — Calgary Sports and Entertainment Corporation

Photography: Eric Boldt, Angela Burger, David Moll, Jenn Pierce, Gerry Thomas

Additional photography courtesy of:

Hockey Calgary, Kids Cancer Care Foundation, Rotary/Flames House, and YMCA Calgary



CALGARY FLAMES CLASSROOM CREW



MAYLAND HEIGHTS SCHOOL VISIT



For more information visit:

**CALGARYFLAMESFOUNDATION.COM**

 **FlamesFoundation**

 **@FlamesFoundation**

 **@FlamesFND**

