



Hockey Education Reaching Out Society
Le Hockey et l'Éducation sont de Réels Outils Sociaux

2010–11 ANNUAL REPORT



1	Introduction	7	Winnipeg
2	Program Coordinators	8, 9	Toronto
3	HEROS Champions	10	Montréal
4	Sunshine Coast	11	Edmonton
5	Vancouver	12	Financials
6	Calgary		



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2010-11

OUR COMMITMENT TO EMPOWERING CHILDREN

The Hockey Education Reaching Out Society (HEROS) is a charitable organization committed to empowering children through ice hockey. HEROS works with girls and boys of diverse ethnicity from socio-economically challenged neighbourhoods across Canada. HEROS focuses on four fundamental behaviours: listening, respect, discipline & fun.



Report from our Chairman and Executive Director:

This year was an extremely successful one for HEROS. Our programs flourished and we provided no-cost mentor based hockey programming to over 500 children in 11 programs throughout 7 cities across Canada. HEROS partnered with Resiliency Initiatives Canada to collect data including socio-economic information and how the children are developing as a result of our programming. To date, we know that children participating in our program feel a stronger sense of connection to positive role models and that they have an increased ability make positive choices. We are excited to share that our program expanded to Montréal, our first French site, and to our new North York/Etobicoke site in Toronto. We also expanded to include an All Star Program in Calgary geared towards kids finishing junior high and transitioning into high school. We are very pleased to announce that in 2010, five of our former HEROS and current mentors are on college/university scholarship. Our programs consistency, routine and reliability create safe and stable environments for our children to grow while reflecting their diversity and assets. We feel that these children are our true 'heroes.'

Our success is a result of our dedicated volunteers and mentors who use their expertise to far exceed our goals. We would like to thank all volunteers and mentors for their commitment to the HEROS program — you are the backbone of our work. The success of 2010/2011 would not have been possible without the support of our sponsors and generous donors. To our sponsors, we extend our heartfelt thanks. Finally, we would like to express our gratitude to our volunteer directors who bring great enthusiasm, passion and ideas to our organization. As we continue on to 2011/2012 and the ambitious goals we have set for ourselves, we feel confident in our ability to serve even more children. We are proud to report to you on our collective accomplishments.

Terron Falk,
Chairman

Norm Flynn,
Executive Director

BOARD OF DIRECTORS

TERRON FALK, CHAIRMAN
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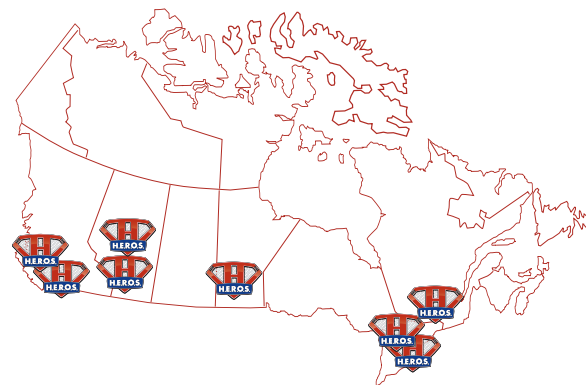
HEROS TIMELINE

1999	VANCOUVER
2005	TORONTO (REGENT PARK)
2006	CALGARY (FUTURE STARS)
2007	EDMONTON
2008	TORONTO (BROOKVIEW)
2009	SUNSHINE COAST
2009	WINNIPEG (NORTH END)
2010	CALGARY (ALL STARS)
2010	MONTREAL
2010	TORONTO (NORTH YORK)
2011	WINNIPEG (ST. JOHN'S)
2012	OTTAWA

2010-11

PROGRAM COORDINATORS

Our programs need support and coordination to make sure our Hockey Education Reaching Out Society children have the best experience possible. Often known as the first to arrive and last to leave, coordinating equipment, logistics and communication, here are your 2010–2011 HEROS program coordinators:



SUNSHINE COAST

KELLY BOUTILIER

"This is my second year with HEROS. As I learn more about HEROS, I see a great program and LOVE being a part of it. I love to see kids who have been given very little have the opportunity to be a part of something much bigger. It is hard work at times to make each week fun for every child, but that is what HEROS is all about!" Kelly is a bookkeeper in Sechelt.

VANCOUVER

CARLOS BORGES

"I've been involved with HEROS (along with my little brother) as a HERO, then a mentor and now as a coordinator! Giving back to HEROS is an incredible source of pride for me. I continue to be mentored by Norm and Terron every week and am so thankful. I enjoy helping develop future leaders and teaching how to selflessly give to our community!" Carlos works for a design company and at Douglas College. "My favourite team is Detroit and Milan Lucic."

CALGARY

KEVIN HODGSON,

NANCY BILODEAU-COGGER

Kevin and Nancy have been with HEROS for six years. "There are many reasons why we love HEROS. Being involved in HEROS, is like being in family." Both Kevin and Nancy work at Aspen Family & Community Network Society. "Our favourite team and player? There are so many — so, it's the HEROS!"

EDMONTON

MARK MILNER

I have been with HEROS for 5 years, since the program in Edmonton began. It has been extremely rewarding to see the positive impact the program has had on our kids; and their families. We have experienced first hand the impact our Calgary–Edmonton friendship tournament has had in bringing families together through the HEROS program. The tournament provides our kids and their families with a lasting, positive experience that will stay with them for a lifetime. The opportunity to travel and foster friendships with kids from another city has had a long-lasting impact on our kids. Many of them maintain these friendships throughout the entire year.

WINNIPEG

DENISE SKRUMEDA

Denise has been with HEROS for three years. "One of our kids was having a hard time with peer pressure and wasn't sure if he wanted to be in the program. I took him aside for a talk about how he was doing and if I could help. He said 'yes' and he's now in his 3rd year. He's never missed a week and always comes with a huge smile, hugs for all and asks us all how we're doing!" Denise is a counselor at Marymount School and a Mom of three. "My favourite team is Vancouver, and Roberto Luongo would be my rock star!"

TORONTO

MOEZINE HASHAM,

DIRECTOR OF PROGRAMS, EASTERN CANADA

"My favourite memory is HEROS and NHL stars on ice doing drills together at the NHLPA Ben and Jerry's Ice Cream Launch. Favourite hockey team is the Canucks, and PK Subban and Ryan Miller are my favourite players!"

LINDA BASSO

"My favourite memory was seeing Davin, our Cambodian new Canadian, learning how to skate before learning how to speak English. She has taught me how people around the world can communicate to one another and work as a team through sports, especially through the game of hockey." Linda is a stay at home mother of two sporty kids. Her favourite hockey team is the one her son plays on and he's also her favourite player!"

MONTREAL

MOEZINE HASHAM,

MARTIN LONGCHAMPS

Martin has been with HEROS since 2010. The first on-ice session was with Willie O'Ree. "It was a great start. That's always an inspiration and a motivation for me to see their smiles during an ice session. I have two favorite teams: Sens and the Bruins! My favorite players are Sydney Crosby and Jonathan Toews." Martin is the principal buyer for Societe d'energie de la Baie James/Hydro Quebec.

HEROS Champions

Thank you to our national and regional sponsors. Your continued support truly helps us make the Hockey Education Reaching Out Society program possible.

VANCOUVER & SUNSHINE COAST

Noah Yelizarov Memorial • The Coaches Site
Vancouver Police Department • Vancouver School Board
Sunshine Coast School District • Face of Today

TORONTO

Stephen Marshall Foundation • Chris Lewis Classic
PEAC School for Elite Athletes • Regent Park Children's Foundation
Toronto Police Service • Toronto District School Board
Greenwood College • Canlan Ice Sports-York

CALGARY

Aspen • Calgary Flames • Professional Skate Service
Calgary Board of Education • Jay Bouwmeester

WINNIPEG

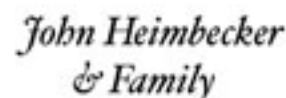
Platinum Jets • FWS Group • Bob Williams
John Pollard • John McGoey • Winnipeg School Division

MONTREAL

Braves Ahuntsic • Hockey Experts Rockland
Ahuntsic-Cartierville Montréal • École Sophie-Barat
Commission Scolaire de Montréal

EDMONTON

Boys and Girls Club Big Brothers Big Sisters of Edmonton and Area
Rotary Club of Edmonton Northeast • Sport Central
Servus Credit Union • Edmonton Public Schools
University of Alberta Golden Bears and Panda Varsity Hockey



GIRLS 37% BOYS 63%

LIVING WITH ONE PARENT OR OTHER FAMILY MEMBERS 44%

IDENTIFIED AS ETHNIC MINORITY 50% ... 18% ABORIGINAL

Sunshine Coast



Photo courtesy Ian Jacques/Coast Reporter

"For one or two students, this program is the one thing that they have to look forward to each week. These students have nothing else in their life that is solely for them."

*Cathy McCubbin, Principal
Kinnikinnick Elementary*

On the Sunshine Coast, we have 25 kids in our HEROS program as well as six high school junior mentors and mentors. The kids come from five different elementary schools including Kinnikinnick, NDVR (Alternative School), Cedar Grove, Gibsons and Langdale and two different high schools, Chatelech and Elphinstone. Eighteen students returned for their 2nd year and seven students were new to the program this season. We also have four adult leaders this year. Two of us started last season and two are new this season. All of our practices take place in the Gibsons and Area Community Centre, a facility that is just three years old. Being from two different small towns, the majority of our kids need to be transported by bus 25 minutes each week to and from the facility. I love to see the excitement on each face each week as gear is located, put on and the skates hit the ice. The energy level in the building multiplies exponentially and the mentors and leaders spring into action.

"In May 2011, we went into Vancouver to join with them for their year end party. This was the first time we had joined with another HEROS group. The kids were ecstatic! It was a very long day for the kids with the bus picking everyone up from school around 11:30 a.m. and not returning again until midnight. We had to take the ferry from Langdale to Horse-shoe Bay. We drove into Vancouver as a convoy because we needed two other vehicles apart from the bus and found Britannia School (eventually). The kids played some indoor soccer before heading to the restaurant

where the banquet was held. When they walked in the faces said it all — many "ooohhh aaahhh's and they were all quite impressed they were allowed to sit separate from the few parents who were able to join us. There were some friends made, and promises that we would be back maybe for a game of hockey! While waiting for the last ferry home, I asked some of the kids what was the best part of the day the resounding answer, which was followed by a very contented sigh was, 'The WHOLE day!'" Kelly, HEROS Coordinator.

We hear things like ...

"I like meeting new friends, learning to skate and seeing the mentors."

"I like seeing everyone and having fun!"

"I've learned to do my best."

"HEROS teaches you to play hockey so you're prepared to play with a real team."

"It's fun!"

"I like everything about HEROS."

"I like the fact that we get to go on the ice coming from the west coast this is not an every winter experience!!"

"I'm sweating! This, from one young boy who apparently had never sweated before!"

GIRLS 25% BOYS 75%

LIVING WITH ONE PARENT OR OTHER FAMILY MEMBERS 55%

IDENTIFIED AS ETHNIC MINORITY 73%

Vancouver

HEROS Vancouver meets every Tuesday at Britannia arena in East Vancouver. Children from three schools — Strathcona, Britannia and Seymour — are joined by former HEROS mentors and volunteer coaches. In November 2010, thirty nine Vancouver HEROS participated in the CIBC Miracle Skate session at UBC with players from the Thunderbird hockey team. Former NHL star and beloved Canuck, Trevor Linden was a special surprise guest. He spoke to the kids and coached them through various drills. The HEROS children were also given a tour of the athletic facility and gained valuable insight into the balance of education and sport.

Our commitment to education has always been a priority and we are proud to announce that 5 post-secondary scholarships have been awarded to HEROS mentors. The week of July 6th, 2011 marked the 12th annual HEROS Summer Hockey Camp. Members of the Vancouver Police Department coached the HEROS children every afternoon along with volunteers. This year we had 47 children participate.

Proud HEROS Mom Cheryl Robinson, four-year HERO Mom to Malia (12 years old), Shae (10 years old) and Jayden (8 years old) says: “I first heard about HEROS from other families, that it was a program where kids got to try hockey, that it was a good program and that we didn’t need to worry about equipment. I don’t actually think Malia would have suggested or joined hockey without having first tried at school. It was through this that her teacher Justin

signed her up for HEROS. She’s now 12 years old, has played for three years and is so proud of being a girl playing hockey. The opportunities have been incredible for her from the hockey skills camp to Canucks games and the awards dinner. There’s a core group of girls that she’s gotten to know through the program and she’s made friends from other schools in the program because they are all HEROS.”

This has made families stronger too — helping each other out and expanding our supports. The mentors and leaders know all the kids and cheer them on, acting as positive leaders. “It’s great that Malia knows them on and off the ice. This really builds up their self esteem.”

Malia’s now the youngest on her basket ball team at the Native Friendship Centre and president of Cedar Kids — a business through Junior Achievement. HEROS builds confidence that makes kids feel important and extra special. Malia’s two youngest brothers Shae (10 years old) and Jayden (8 years old) are now playing hockey too! In fact, Jayden was the youngest HERO this past year. “We also really appreciate the assistance that HEROS has given for Jayden to join Minor Hockey and all the other extra attention. Malia already knows that she’ll one day be a mentor and won’t hesitate to give back to those HEROS.” You’ll often find Malia’s grandpa Martin at the rink cheering and he exclaims “It’s the best thing to happen to my grandkids. It keeps them busy and it’s the reason they’re so good in school!”



“I love the HEROS program. It gives the kids something to look forward to. It’s about creating lifelong friends ... discipline, dedication, teamwork, organization, and hard work ... The mentors and volunteers are so awesome and caring.”

*— Ellen Barton, Mom to Michaela,
a three year HERO*

GIRLS 33% BOYS 67%

LIVING WITH ONE PARENT OR OTHER FAMILY MEMBERS 42%

IDENTIFIED AS ETHNIC MINORITY 73% ... 21% WEST INDIAN AND 15% AFRICAN



Toronto

Regent Park HEROS hosts 32 children from Market Lane Public School, Duke of York/Regent Park Public School, Rose Avenue Public School and Sprucecourt Public School. They practice every Monday from October to mid-March. The children from Market Lane, Duke of York, Sprucecourt and Rose Avenue meet at Moss Park Arena with their teachers. Brookview HEROS sees 36 children from Brookview Middle School gather every Tuesday from October to mid-March. The kids and teachers take a school bus to and from Canlan Ice Sports-York which is located on the campus of York University. North York HEROS has 32 HEROS from Oakdale Park Middle School & The Elms Public School. The kids and teachers take a school bus to and from Canlan Ice Sports-York and practice every Wednesday from October to mid-March.

On January 15th, 2011, 37 children from the Toronto programs participated in a special trip to Air Canada Centre courtesy of the Forzani Group. The HEROS arrived at the ACC to watch the Toronto Maple Leafs and Calgary Flames practice. The HEROS then skated in a one-hour clinic with special guest coach Darryl Sittler. After practice, the HEROS visited the Hockey Hall of Fame and then returned to the ACC to watch the hockey game from a gondola suite. For most of the HEROS this marked their first trip to see a NHL hockey game.

HEROS is affiliated with the National Hockey League through (NHL) Hockey is For Everyone initiative. As such, ten HEROS girls and boys from Calgary, Edmonton, Winnipeg,

Toronto and Montréal attended the NHL's Willie O'Ree Skills Weekend in Buffalo in March 2011. The HEROS girls (Alexandra, Cindy & Jenna) and boys (Alexandre, Dustin, Bailey, Jorden, Michael, Rakin, Tyrell) played ice hockey alongside 25 girls and boys from across the United States of America. HEROS had the opportunity to watch the Buffalo Sabres practice, get autographs and take pictures including Canadian born defenseman Tyler Myers and long time former Calgary Flame Jordan Leopold. HEROS participated in an NHL hockey skills clinic with Mike Smith who is the head of Hockey Development for the league and former NHL Stanley Cup champion goalie, Dominik Hasek. The clinic included drills followed by competitive skills which included hardest shot, most accurate shooter and fastest skater. The HEROS were taken on a guided tour of Canisius College, a post-secondary institution with a rich tradition of ice hockey and education. On Saturday night the festivities continued with the HEROS attending the Buffalo Sabres-Atlanta Thrashers game. Four of the HEROS were selected to participate in an intermission shoot out during the Sabres game on Saturday night. Jordan P. from Calgary was the only participant to score; a goal he celebrated with a hurricane fist pump as the spotlight shined on him. After the game the HEROS were treated to a visit from Atlanta Thrasher players Anthony Stewart and Evander Kane. The weekend culminated with a chance to play a game at the HSBC Arena in Buffalo. Many exciting memories were created for the HEROS over the course of the weekend and it is something they won't soon forget.

"HEROS accepts everyone as family and gives us confidence."

Angel, 1 year HERO



HERO KHAI MITCHELL NGYUEN
(REGENT PARK HEROS):

“Khai was in his third and final year in the program. He was one of the more accomplished skill players on the team and this showed on weekly basis. In January 2011, HEROS was invited to the Air Canada Centre to partake in a unique activity; including a skate at the ACC, a visit to the Hockey Hall of Fame and finally a chance to watch a hockey game (Leafs vs. Flames). A couple of weeks later I received a call from Greg Schell, Hockey Development at the Toronto Maple Leafs. They wanted to give one of our HEROS an opportunity to skate on their own during the intermission of a game and at the same time raise money for HEROS. Khai was selected for this amazing opportunity. Accompanied by his mom, Khai went down to the ACC. He was given a special change room and took the ice. The TML mascot was out on the ice with Khai and he had a chance to shoot pucks valued at \$50 each for HEROS. His mom was on the bench taking pictures and cheering him on! Khai put 13 pucks in the net and raised \$650 for HEROS. When I spoke with him after the event, he said he was nervous at first but once he got out there and scored his first goal, he felt more confident and just continued to score!” *Moe Hasham, HEROS Coordinator.*



HERO ALEXANDRA JOSEPH
(NORTH YORK HEROS):

“Alexandra was in her first year at HEROS and certainly was a natural athlete; however skating in general and ice hockey was new to her. She was progressing along beautifully and was selected to participate in the Willie O’Ree Skills Weekend in March 2011. Three weeks before the camp, Alexandra was participating in a regular practice scrimmage when she collided with a group of players and fell awkwardly. She unfortunately ended up with a fractured wrist and her participation in the weekend was in doubt. Her doctors told her parents that it would be close to 3 weeks before they could perform another x-ray and to be safe they decided to cast her arm up. While she was casted up she attended all of the practices and volunteered off the ice and supported her HEROS teammate. As we approached the skills weekend, her cast was removed and she received the all clear from her doctors. Alexandra participated in the weekend and loved it! She skated with players from all over North America and being only one of a handful of girls did a tremendous job representing HEROS.” *Moe Hasham, HEROS Coordinator.*

HERO THOMAS PEATE
(BROOKVIEW HEROS)

“Thomas was not a kid who fit in. He always seemed at odds with his peers. He had trouble getting along with other students and teachers. Thomas was constantly in my office for fighting and arguing with others. He was struggling to fit in and find connection. When he first got on the ice with HEROS, he had a tough time skating, shooting and stopping. In the beginning, he spent a lot of time on the ice! He persevered and worked hard. His skating skills developed along with his self-esteem. As he gained confidence he started to develop relationships with his peers. By the end of the first year, Thomas was a totally different kid. You wouldn’t have recognized him as the same kid from the beginning of the year. He was getting along with everyone and had become a popular student. In fact, he had become a leader. He became a member of our best and brightest group of our students. He was brimming with confidence and self-esteem. It was this confidence from HEROS that allowed him to develop relationships that only three years earlier he could not. He finally fit in.” *Mark Babiy, Brookview Vice Principal 2005 2011 .*

GIRLS 16% BOYS 84%

LIVING WITH ONE PARENT OR OTHER FAMILY MEMBERS 52%

IDENTIFIED AS ETHNIC MINORITY 55%



Calgary

HEROS Calgary served nearly 70 kids from 16 schools in two programs: the Future Stars (grades 4-7) and the All Stars (Grade 8 & above). This was the first season we were able to offer two distinct programs, and that allowed us to start a brand new group of 32 kids in the fall (that number grew as the year progressed) in the Future Stars program — nearly all of whom had never skated before. From our very first group of 32 HEROS in 2006, 23 remained as well as a few more who joined us along the way and in consultation with them we designed the All Stars program that challenges them more both on and off the ice, and provides them a chance to become leaders at home, school, and in the community.

Some of the highlights for the year for our Future Stars activities such as the CIBC Miracle Skate at the Southern Alberta Institute of Technology, where our kids had the chance to share the ice with SAIT Trojan players and CIBC volunteers. It also gave them a chance to spend time on a college campus and sparked an interest in educational goals for many of our kids. There were trips to Flames games hosted by our favorite NHL player, #4 Jay Bouwmeester of the Flames who supported our kids this year, as well as the on-ice TELUS Shootouts during the intermission of Flames/Oilers games.

Our All Stars had the opportunity to take on the Bow Valley Bantam Flames in a two game series this season — going undefeated and making new friends felt good. The All Stars volunteered in two different com-

munity programs and the Davis LLP holiday party was very much in the spirit of giving rather than receiving. Our All Stars participated in a healthy cooking class. Finally three of our All Stars represented Calgary at the Annual Willie O'Ree weekend in Buffalo.

This was an exciting year for the program volunteers in Calgary. We had got used to our kids being older, their voices changing, and their interests broadening. The arrival of nearly 40 younger kids reminded us where we all started back in 2006 and we are re-energized imagining this group of new HEROS becoming All Stars in a few years.

"There are many reasons why I love HEROS. It's like being in family. The mentors feel like older brothers. The other kids are always smiling and laughing, there is never a time you see anyone sad. You can always count on the mentors to help with your equipment, but the biggest thing is the way they make you feel so special. HEROS taught me many things: Listening, Respect, Discipline, and of course, Fun. If I was never involved in HEROS I would have never learned how to skate, play hockey or become a role model. HEROS has changed my life forever. Hopefully when I'm older I want to try and give back, and help them like they helped me." Mo E. has been with HEROS for five years. This is his first year playing minor hockey and he was named team captain.

"... This program has made such a difference for our students and their families ... We see a significant reduction in suspensions, and an increase in their attendance. These students have become leaders."

*Cyndi McNiven, Principal,
Cappy Smart School, Calgary*

GIRLS 21% BOYS 79%

LIVING WITH ONE PARENT OR OTHER FAMILY MEMBERS 63%

IDENTIFIED AS ETHNIC MINORITY 80% ... 36% ABORIGINAL AND 23% MÉTIS

Winnipeg

Winnipeg HEROS has a proud nine girls and 32 boys with a growing waiting list. We have three main schools in the north end of Winnipeg which each school has about six to nine students in the program; these schools are Niji Mahkwa, William Whyte and Champlain. We also have four students at River Elm which come each week with Tim our on-ice instructor. The rest of the students come from our Marymount program and come from many schools in Winnipeg; they live in foster homes or group homes all over Winnipeg. We practice at the Pioneer Arena located in the heart of the north end of Winnipeg. This year we were able to incorporate having a bus pick up and drop off our kids who come from the three main schools.

We have a new skater this year whose brother was in our program last year. On our first on ice practice the kids had a scrimmage in the last 15 minutes and our little Jadon — who is our smallest skater — worked so hard to skate and he scored the first goal. All the kids and his brothers were so proud of him he skated back to the bench with such a huge smile on his face. After a few minutes had gone by one of our sponsors, John Heimbecker, who is often on the ice with the kids, had skated over to Jadon and asked him “Was that your first goal?” Jadon replied “Yes!” John later asked me to give him his last name and that he was going to take the puck with him. After a couple of weeks John came back to the rink and after the practice gave Jadon the puck he scored his first

goal with ... with the date of the goal printed on it. Jadon was so excited and so very proud.

Another special event for our HEROS last year was our pre-fit and kick off with special guest Willie O'Ree, who helped size the kids with the equipment and talk to them about his experiences as a hockey player. Other special events would be our Christmas and end of the season dinners, with a full course home cooked meal for HEROS, families, and volunteers — this has made a huge difference as more and more we see families come out to watch at the rink. Bailey was chosen to go to the Willie O'Ree all star weekend and he was so excited to be able to meet others from all over who are in the same program. Also being able to fly and stay in a hotel with others was an experience for him that he will never forget.

Volunteers that start with the program are so surprised what we offer and how the HEROS are so close to all the volunteers on ice and off. Not only do we just see the kids once a week for an hour but we have many skilled volunteers, from school teachers to counselors who specialize in behaviors. When some of the kids are having a hard time or get frustrated they know that we are there to just talk to or help them.

We are proud to have created such a safe and caring environment for our HEROS!



“Parents are so happy as it gives an opportunity for a child to be part of a program to learn how to skate and play hockey and have positive role models.”

Denise, Winnipeg Coordinator

GIRLS 23% BOYS 77%

IDENTIFIED AS ETHNIC MINORITY 73% ... 38% LATIN-AMERICAN



"I love HEROS! Hockey is a great way to learn teamwork, cooperation and it's lots of fun!"

Isabel, HEROS Mentor since Summer 2010 program

Montréal

HEROS launched its 10th national program and first French initiative in Montréal in September 2011. Children participate from L'école Sophie Barat at Aréna Ahuntsic. The HEROS walk to the arena and practice each Thursday, from October to mid-March from 11:30 a.m. – 1:00 p.m. The majority of the girls and boys we worked with this year were new immigrants from northern Mexico and other Central and South American countries. On February 6, 2011, seven HEROS attended their first Montréal Canadiens hockey game. The children were selected based on their efforts in school and on the ice. The HEROS and three coaches were hosted in a suite with family members of Martin Brodeur of the New Jersey Devils. These HEROS children had an amazing and memorable experience!

Hilari Garcia is a new immigrant and new to hockey. She is an avid Canadiens fan and hesitated skating. Her first practice was spent holding onto the top ledge of the boards and walking around the rink getting comfortable on her feet. She learned a lot from coach Gagnon — so much that by mid-February she was participating in scrimmages. During one scrimmage, Hilari was on the ice going into the offensive zone to chase the puck away from the defenseman. While there was no intent, she delivered a text book body check, stole the puck and was left standing while the boy was on the ice! The amazing skills that she acquired (skating, shooting, passing, etc.) definitely showed during that practice.

HEROS a débuté son 10^e programme national et sa première initiative en français, à Montréal en septembre 2011. Les enfants de l'école Sophie Barat y participent à l'aréna Ahuntsic. Les HEROS marchent à l'aréna et pratique leurs habilités chaque vendredi de 11h30 à 13h, d'octobre à mi-mars. La majorité des garçons et des filles avec lesquels nous travaillons cette année sont des nouveaux immigrants natifs du nord de la Mexique et d'autres pays de l'Amérique Central et l'Amérique du Sud. Le 6 février 2011, sept HEROS sont allés à leur premier match de hockey des Canadiens de Montréal. Pour cette activité, les enfants ont été sélectionnés selon leurs efforts à l'école et sur la glace. Les HEROS et trois entraîneurs ont été accueillis dans une loge avec la parenté de Martin Brodeur, qui joue pour les New Jersey Devils. Les enfants de HEROS ont vécu une expérience incroyable et mémorable!

Hilari Garcia est une nouvelle immigrante et nouvelle joueuse de hockey. Elle est une supportrice inconditionnelle des Canadiens et elle hésitait beaucoup à pratiquer le patinage. À sa première pratique sur glace, elle a passé son temps à se tenir debout sur le long des rampes et petit-à-petit, elle est devenue très à l'aise sur la glace. Elle a appris beaucoup de l'entraîneur Gagnon et dès la mi-février, elle participait dans les jeux simulés et tous les exercices plus avancés sur glace. Durant un de ces entraînements, Hilari patinait dans la zone offensive, essayant de prendre la rondelle du défenseur. Sans intention délibérée, elle a pu faire une mise en échec parfaite et a volé la rondelle, tout en restant debout pendant que le garçon était encore assis sur la glace. Les habiletés qu'elle avait acquises (patiner, lancer, faire des passes, etc.) ont définitivement été remarquées durant cette pratique.

GIRLS 28% BOYS 72%

LIVING WITH ONE PARENT OR OTHER FAMILY MEMBERS 32%

IDENTIFIED AS ETHNIC MINORITY 46% ... 13% ABORIGINAL AND 13% MÉTIS

Edmonton

The HEROS Edmonton program is located in the Northeast area of the city along what is called the 118th corridor, an area comprising of a number of higher needs schools. We currently have 32 students enrolled in HEROS with the majority coming from Montrose, Abbott, Rundle Elementary and Lawton and Highlands Junior High school. As well we have a number of kids who have moved to other areas of the city, but have wanted to stay a part of HEROS and are driven every Wednesday by family and friends. The Edmonton team is picked up after school by bus and then brought to their neighbourhood Russ Barnes Arena. In the four years of operation the Edmonton chapter has been lucky to see so many kids who through this program were able to skate for the first time at our program, and over the years we have watched these kids who coming in knew nothing about hockey other than what they saw on television into great skaters and leaders.

This year we were able to celebrate a graduation of sorts as one of our HEROS; Juma enrolled in organized hockey through HEROS and made Tier One, something he would never have been able to do if not for our organization. We have also been an influence in the kids school life bringing the HEROS behaviours to the kids' everyday interaction, one student last year started the year off with a D average and upon being told that his marks needed to come up so that he could have more

options in life, he finished the year with all B's and A's. Last year through two TELUS sponsored events the kids also were able to partake in an intermission shootout at Rexall place during three Oilers games last year and also were given box seat tickets to three Oil King games. The HEROS girls and boys also had an opportunity to speak with TELUS representatives and Canadian Olympian Steve Podborski. While some of the HEROS may have visited Rexall Place before, none had ever participated in something so unique.

On top of this the kids were also given an amazing Christmas party through Davis LLP, in which the kids and their families celebrated the holidays together and were given some amazing Christmas gifts. As summer came around the kids were also given the chance to return to the University of Alberta Golden Bears hockey camp, which was an amazing opportunity for the kids to expand their on ice skills and off ice knowledge. The HEROS were able to see how hockey and education were intertwined through the experiences of the student athletes. This camp was made possible with the assistance of Servus Credit Union. The past year was filled with amazing opportunities and events and a team atmosphere that is second to none, and the reason we have so many returnee's this year and a large waitlist of kids itching to join.



"HEROS provides more than just hockey; it provides hope, friendship, problem solving, learning, fun and a sense of community for all involved"

*— Raelene Finlayson,
Principal Montrose School*



Financials

CONDENSED STATEMENT OF FINANCIAL POSITION

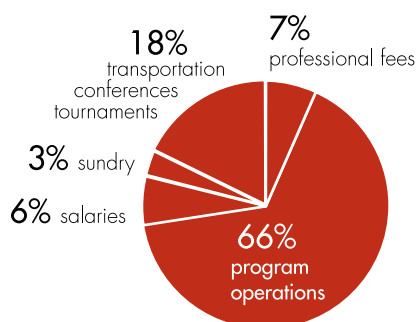
As At	Aug 31, 2011	Mar 31, 2011
Assets		
Current Assets	\$ 505,607	\$ 677,459
Capital Assets	92,737	34,316
	\$ 598,344	\$ 711,775
Liabilities		
Current Liabilities	\$ 6,812	\$ 6,767
Net Assets	591,532	705,008
	\$ 598,344	\$ 711,775

CONDENSED STATEMENT OF OPERATIONS

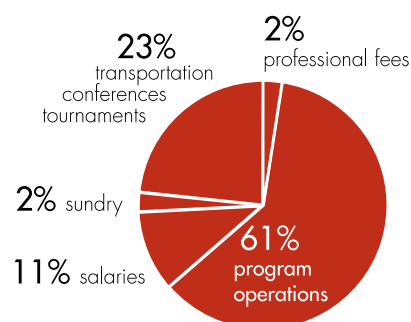
For the Period Ended	5 months Aug 31, 2011	12 months Mar 31, 2011
Revenues		
Donations	\$ 34,444	\$ 649,410
Other	66,488	22,302
	100,932	671,712
Expenditures		
Professional fees	\$ 14,263	\$ 9,638
Program operational costs	141,121	238,098
Salaries	13,738	41,329
Sundry	6,934	9,172
Transportation, conferences and tournaments	38,352	91,184
	214,408	389,421
(Deficiency) Excess of Revenues Over Expenditures	\$ (113,476)	\$ 282,291

EXPENDITURES

For the period ended
August 31, 2011 (5 months)



For the period ended
March 31, 2011 (12 months)



“HEROS is one of the best programs around; the difference it has made in my grandson’s life is remarkable and because of my belief in the program I became a volunteer and will be one for life.”

— Loreen Paull, Volunteer and Grandmother to two HERO’s

Basis of Presentation: The information contained in the condensed financial statements is in agreement with the related information in the complete audited financial statements. The condensed statements contain major subtotals and totals from the complete financial statements.





"I am excited to have been a part of HEROS this season. I am a strong believer of using sport and hockey as a tool for personal development, and proud to support their efforts in the programs across Canada."

— Jay Bouwmeester, Calgary Flames
HEROS Athlete Spokesperson

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Hockey Education Reaching Out Society
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