



Hockey Education Reaching Out Society

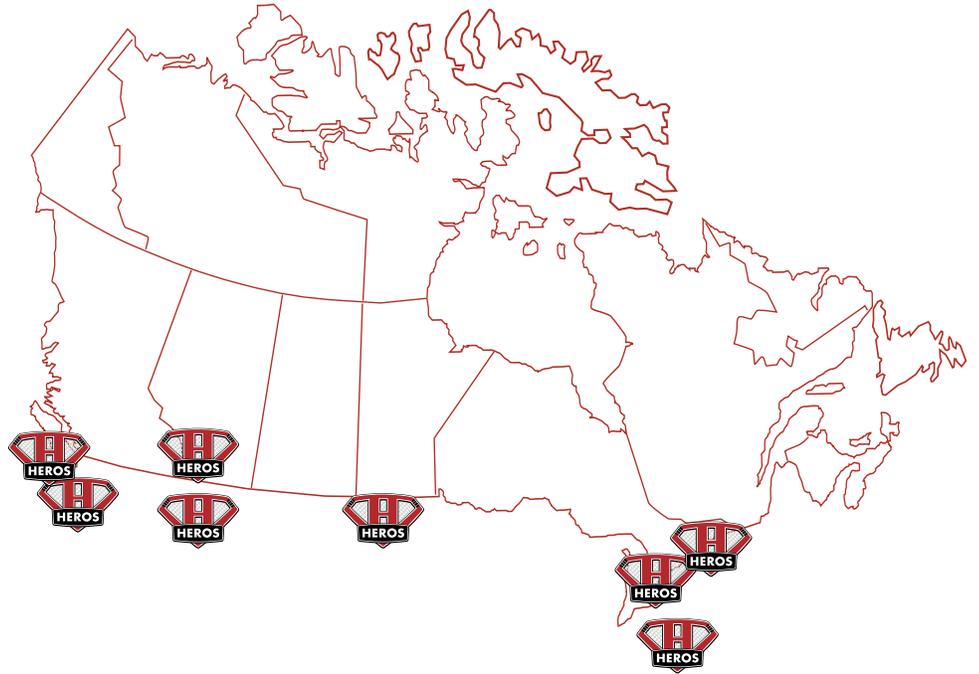
2012-13 Annual Report





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2012-13

OUR COMMITMENT
TO EMPOWERING
CHILDREN

Letter from the Chairman and Executive Director:

Hockey Education Reaching Out Society (HEROS) has had an exciting year to add to our great history. While continuing to empower young people and teaching life skills through the sport of ice hockey, we have continued to expand, offering more opportunities to engage, educate and inspire Canada's most at risk young people.

Starting the year off with a brand new program is always exciting. This year, Ottawa opened the arena doors up for 36 children who will gain life experiences and lessons while learning to play hockey. Across the rest of the country over 450 other participants took to the ice during our weekly ice sessions in one of our 14 programs in eight Canadian cities. This spring, we were thrilled to invite our volunteer core from across the country to a Volunteer Summit in Kananaskis, Alberta. HEROS recognizes that without our dedicated volunteers, our programming would merely be a dream. With their time, skills and hard work, HEROS programs come to life week in and week out. Tapping in on their collective skills and experiences, our volunteers provided vital information to help the growth of HEROS for years to come.

This year was a year of expansion for HEROS on the business front as well. HEROS acquired OneMillionSkates.com, a dynamic online lifestyle magazine dedicated to passionate, on-the-go minor hockey families. One Million Skates features inspiring editorial content, practical lifestyle information and unique tools and resources to help players, families, coaches, associations and communities experience the most rewarding hockey experience possible. HEROS' goal is to expand our efforts to connect the greater hockey community while empowering all youth through the game of ice hockey.

You will notice that the HEROS look has changed slightly, this had been done with the intention of keeping our brand up to date and in line with the strategic goals of our organization which always centres around empowering Canada's youth and using the game of hockey to teach life skills to our participants.

As always, HEROS wouldn't be where it is today without the kind support of our partners, donors and volunteers. Thank you for your continued generosity. With your help, we truly are able to change the lives of young people.



Terron Falk
Chairman of the Board

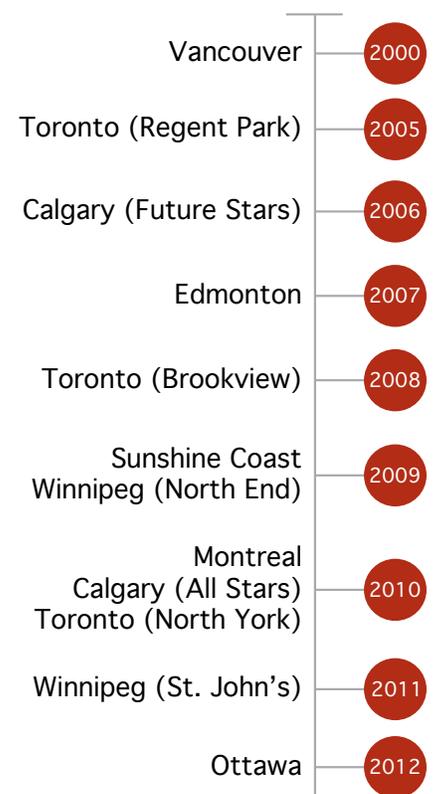


Norm Flynn
Founder and Executive Director



BOARD OF DIRECTORS

Terron Falk, *Chairman*
Casey McCawley, *Director & Treasurer**
Barb Aidelbaum, *Director**
Iriss Gibbons, *Director**
Susan Hall, *Director*
Peter Irving, *Director*
**Denotes Co-Founders*



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HEROS Partners



Founding Patrons
**Wood Gundy
at Park Place**



Jumpstart
Giving kids a sporting chance.

*John Heimbecker
& Family*



Calgary

Calgary Board of Education
Calgary Flames
Education Matters
Hockey Calgary

Edmonton

Boys and Girls Clubs and Big Brothers Big Sisters of Edmonton and Area
Edmonton Public Schools
Kinsmen Club University of Alberta
Edmonton Minor Hockey

Toronto

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

Montréal

Ahuntsic-cartierville Montreal
Braves Ahuntsic
Hockey Experts Rockland

Winnipeg

FWS Group
John Pollard
Platinum Jets
Winnipeg School Division
Parrish & Heimbecker

Vancouver & Sunshine Coast

Face of Today
Face the World Foundation
Jim & Terry Tompkins
Sunshine Coast School District
Ted & Patricia Hirst
The Coaches Site
Vancouver Police Department
Vancouver School Board
Vancouver Fire and Rescue
Brittania Community Centre



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Financial Report

CONDENSED STATEMENT OF FINANCIAL POSITION

Assets	Aug 31, 2013
Current Assets	179,946
Capital Assets	99,927
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	\$280,673
Liabilities	
Current Liabilities	7,768
Net Assets	261,397
	<hr/>
	\$280,673

CONDENSED STATEMENT OF OPERATIONS

For the period ending	Aug 31, 2013
Revenues	
Donations	253,045
Other	37,594
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	\$290,639
Expenditures	
Professional Fees	15,661
Program operational costs	424,064
Administration	180,056
Sundry	9,468
Transportation, conferences and tournaments	28,270
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	\$657,522
Excess revenues over expenditures	(\$362,747)

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.



"Stick with hockey and sport. You can't go wrong. Your life will be complete, healthy and safe!"

— His Excellency the Right Honourable,
David Johnston
C.C., C.M.M., C.O.M., C.D.
Governor General of Canada



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HEROS Outcomes

HEROS continues to capture data that measures the growth of our participants. With Resiliency Canada, we are able to measure “immeasurable” changes in our participants’ personal growth. Through an age-appropriate self-survey completed before and after the season, we are able to determine in which areas our participants have seen growth, stayed consistent, or which have decreased which is not unusual during a time of great transition in the lives of young people. Through our research, HEROS has the ability to adjust programming to better suit the needs of our participants, giving them even greater opportunities for success.



Within each of the core competencies, several components are measured that indicate whether the individual or group’s competency is a significant challenge, a moderate challenge, a moderate strength or a significant strength. During the 2012-13 season, the survey was distributed throughout each Canadian program.

The Future Stars participants (ages 9-13) showed an average increase of over 14%, with an increase to “significant strength” in five of the ten measured core competencies. The All Stars (ages 14-17) showed an average increase of over 10%, with each of their six measured categories ending as a “significant strength”.

The results indicate that participants are growing in a range of areas, all of which are more closely associated with off-ice personal development in addition to their growth found in on-ice skills. Positive results such as these are the byproduct of the individual participant’s hard work, as well as the volunteers who are providing valuable and effective mentorship.

FUTURE STARS		
Core Competency	% Change	Ending Competency
Adaptability	6	Significant Strength
Agency & Responsibility	-4	Significant Strength
Emotional Competence	15	Moderate Strength
Managing Ambiguity	0	Significant Strength
Moral Directedness	-6	Significant Strength
Passion	17	Significant Strength
Persistence	1	Significant Strength
Self-concept	4	Significant Strength
Social Connectedness	-3	Significant Strength
Strength Based Aptitude	10	Significant Strength

ALL STARS		
Core Competency	% Change	Ending Competency
Commitment to Learning	-2	Significant Strength
Community Cohesiveness	1	Significant Strength
Family Support & Expectation	2	Significant Strength
Peer Relationship & Influence	2	Significant Strength
Self-concept	-2	Significant Strength
Self-control	0	Significant Strength

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HEROS Success

Although all HEROS participants have compelling stories filled with resiliency and determination, in 2014, we are pleased to celebrate one family from Calgary who have inspired many.

Looking at the picture today, you'd never know that Nick and Joey have grown up in a single parent family of four with a disabled younger brother and a family income of just \$12,000. Joey is in his second year at Mount Royal University and Nick is the first Canadian to receive the NHL Thurgood Marshall Scholarship for the completion of a Kinesiology Degree at the University of Calgary; an accomplished family by many standards.

Nick was referred to HEROS when it opened in Calgary in the Fall of 2006. Though he naturally succeeded academically, Nick's teachers were concerned about his self-esteem, social skills and overall lack of self-confidence. He had trouble looking people in the eye, was very quiet, did not stick up for himself and generally was having a lot of difficulty establishing an identity.

From the first day in HEROS Nick had significant family support. His mother and older brother Joey attended and watched every week. Nick's mom, the lone parent in the family, worked full time but was able to arrange her schedule to be at the arena each week and Joey would walk across the street from Junior High to cheer Nick on. Joey always wanted to help and evolved into the Equipment Manager for the program; always knowing where to find replacement parts, equipment, and such from the storage shed and running across the parking lot a dozen times a session to the shed to make sure all the kids had what they needed.

Joey shared many similar personality traits with Nick, being socially nervous and lacking confidence. He also did well in school, but unlike Nick who came by it fairly naturally and easily Joey had to work very hard to succeed. By virtue of his role as Equipment Manager, Joey had lots of time for one-to-one interactions with the Volunteer Mentors who guided and supported him in identifying his strengths, interests and goals. This led him to the wrestling team where he was a member of during high school, achieving success and more importantly beginning to build a group of friends and confidence.

With the help of the work that HEROS does, this family has more confidence to take on everything that life has to offer them. With a positive future ahead of both Nick and Joey, they have truly worked for their reward and continue to inspire HEROS' staff, volunteers and participants. They are the true examples that HEROS success stories are found off of the ice, in the classroom and in our communities.



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"I am excited to be a part of the HEROS program again this season. I am a strong believer of using sport and hockey as a tool for development."

*— Jay Bouwmeester,
HEROS Athlete Spokesperson*



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heroshockey.com

Hockey Education Reaching out Society (HEROS) is a federally registered non-profit organization founded in 1999, committed to empowering children through ice hockey. The premise of HEROS is to use the game of hockey as a catalyst to attract youth to a program offering support for education, self-esteem building and life skills training. Programs focus on boys and girls of diverse ethnicity from economically challenged neighborhoods. The programs are conducted in an environment of fun and safety where each child is considered to be a HERO. The Annual Report is published once per year by HEROS. All material is copyright, or used with permission as indicated. Charitable registration number 877195610RR0001.