



Hockey Education
Reaching Out Society

2022 IMPACT REPORT



THE HEROS MISSION

To use the game of ice hockey to teach life skills and empower marginalized youth.

Hockey Education Reaching Out Society (HEROS) is a volunteer driven charity that uses the game of ice hockey to teach life skills and empower Canada's marginalized youth. We provide free programs to youth of all backgrounds from grade four through post-secondary.

Hockey is what drives our players, but we measure our success both on and off the ice. To help our participants achieve their dreams beyond hockey we provide a variety of learning and development opportunities. HEROS programs support a player's life journey by focusing on the four core HEROS behaviours: Listening, Respect, Discipline and Having Fun. These core values give players the tools they need to navigate the challenges they face in their day-to-day lives and allow them to translate on-ice lessons into off-ice success.

By participating in HEROS, players build important relationships with their dedicated volunteer mentors, as well as their HEROS teammates. They are given access to additional sport training, personal and educational development opportunities, and post-secondary exploration, all while enjoying the thrill of playing hockey.

HEROS is committed to the long-term investment in our players and helping them find their own unique vision of success. Together, with our volunteers, donors and sponsors, we're building something **bigger than hockey.**



HEROS BOARD MEMBERS

Casey McCawley, Board Chair

Kevin Klippenstein, Treasurer

Barbara Aidelbaum

Jonathan Carter

Harnarayan Singh

Pam Ryan



MARKING HERO'S 23RD SEASON

BUILDING MOMENTUM

A Message from our Chair & Executive Director

It feels great to be back on track this season; from catching up with old friends and welcoming new ones to providing new programming in communities that needed it the most. HEROS has been experiencing an incredible bounce-back season after more than two years of uncertainty.

We have lots to celebrate this year. HEROS players were invited to participate in the Willie O'Ree All-Star weekend in Boston, we were able to return to Belfast for the 13th year of HEROS International, the Hockey in the Harbour Gala was held for the first time in two years, and we welcomed more than 50 new HEROS and SuperHEROS into our community with two brand new programs in Winnipeg and Victoria.

Of course, that's not to say this season hasn't had its challenges. We had to make the difficult decision to postpone the launch of two new SuperHEROS chapters in Saskatoon and Central Alberta, as well as the re-launch of programs in Montreal. Volunteer recruitment has become increasingly difficult for the entire non-profit industry and the rising cost of resources has made us adapt our budgets for upcoming seasons.

Despite those challenges, in 2022, we saw HEROS rebuild and take important steps to become a more resilient and adaptive organization. Accomplishments that were only made possible thanks to the kindness and dedication from the HEROS community.

Thanks to you, we're becoming a more inclusive organization, finding new ways to adapt to the needs of the players we serve and are reaching more and more young people every year.

We're so grateful to have you on our team as we move towards our goal of providing young people from coast to coast, to coast, with everything they need to find success on and off the ice.

On behalf of our Board of Directors and the rest of the team at HEROS, thank you for your continued support.



A handwritten signature in blue ink that reads "Casey McCawley".

Casey McCawley
Board Chair



A handwritten signature in black ink that reads "Kevin Hodgson".

Kevin Hodgson
Executive Director

MESSAGE FROM OUR FOUNDER

A little over 20 years ago I had the dream of using hockey to make a positive impact on the life of just one young person, the same way hockey had an impact on me. As I think back to that first camp – those first HEROS – I can't believe where this journey has taken us.

Since 2000, we've seen more than 17,000 young people don the HEROS jersey. Our goal for the coming seasons is to expand our programming to welcome even more HEROS and SuperHEROS teammates in both current HEROS cities and brand-new communities. We also want to continue the work we're doing to become a stronger, more inclusive organization, where truly everyone can have the chance to play, learn and grow through the game of hockey.

Now, with 2022 in the rear-view, I'm looking ahead to a few special milestones. September 2024 will be the start of our 25th season, and with our anticipated growth, the hope is we'll have served a total of 20,000 HEROS before the end of the 2024-2025 season! It's a big goal, and it will take each one of us in the HEROS community working together to get it done.

Over the past 23 years, the amazing support from our community has allowed us to accomplish so much, and we know we wouldn't be here without you. So, to our board members who are helping take HEROS in bold new directions, our volunteer mentors who ensure our players have friendly, encouraging faces to welcome them back to the rink each week, and our partners and donors who give us the resources we need to support our players on and off the ice, I say thank you. Thank you for your generosity, your kindness and your commitment to helping provide HEROS players across Canada with an opportunity to find their own unique vision of success.

Thank you, for being heroes for our HEROS.

I'm so grateful to have you with us as we move forward into this exciting time of growth. Together, we're going to make it possible for every young person across Canada to say, "I am a hockey player".

Sincerely,



Norm Flynn
Founder & President



"At HEROS I learned that trying new things can lead you to something good. You just have to keep trying. Don't give up. If you keep trying, you'll become a superstar."

– Zaynab, HEROS Future Star

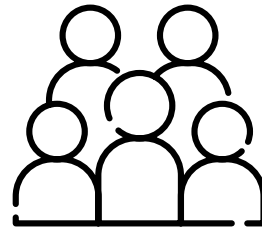


2022: YOUR IMPACT



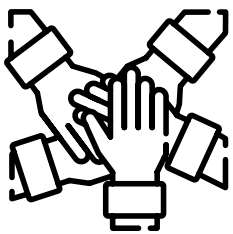
768

players on the
ice each week



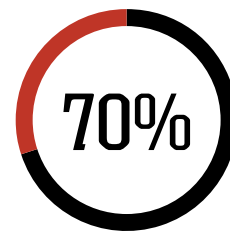
175

SuperHEROS in
5 communities



10,000+

volunteer hours



70%

of HEROS players
identified as BIPOC



Nearly

1/3

of HEROS players
identified as female



More than

3000 lbs

of healthy
snacks provided



Over

\$50,000

in HEROS scholarships
awarded

OUR PROGRAMS



Victoria
Vancouver/Lower Mainland
Surrey
Calgary
Central Alberta (Blackfalds/Red Deer)*
Edmonton

Saskatoon*
Regina
Winnipeg
Toronto
Ottawa
Montreal*

*Programs postponed until 2023 – 2024 season.



"To be a hero means to be kind to everyone, to help anyone you see struggling. It means you have the awesome opportunity to skate and learn to play hockey with amazing people."

— Jordan, HEROS All-Star

FINANCIALS JAN – DEC 2022

Total Revenue

Jan – Dec 2022

\$967.7K

Sponsorship Revenue

\$438.9K

Fundraising Revenue

\$528.8K

Total Expenses

Jan – Dec 2022

\$727.8K

Charitable Activities

\$667.4K

Management and Administration

\$60.4K



Full financial statements for 2021-2022 fiscal year (September – August) can be found on our website at heroshockey.com.

2022 – 2023 SUPPORTERS

As a volunteer driven charity, HEROS relies on the kindness and generosity of national corporations, local businesses and individual donors to help remove the barriers keeping children and youth from accessing sport. Thanks to our dedicated donors and sponsors, young people across the country now have the opportunity with HEROS to play, learn and grow using the game of hockey, developing crucial on- and off-ice skills and relationships that will help guide them as they navigate their life journey. Thank you!

The Team Captain National Presenting Sponsor:



Top Shelf Partners:



Home Ice Partners:



Playmakers:



Teammates:



Community Partners:



Donors:

\$25,000 +

ATB Financial
Dennis Ewasiuk and Anne Dobbie
TELUS Friendly Future Foundation

\$10,000 - \$24,999

Baytex
Confidence Management Ltd.
Dustin and Nicole Tersigni
Brian and Dawn Hodgson
New Haven Mortgage Corporation
Park Place Foundation
Rogers Communications
The Belmont Foundation

\$5,000 - \$9,999

Aikenhead Family Community Foundation
Murray and Joyce Fox
Dennis Hewitt
Justin PS Mooney Professional Corp
LiUNA Local 1611 – Labourers Advancement Fund
Normand and Laura Lamarche Family Foundation
PKM Charitable Trust
S.S. Invitational Golf Tournament
The Calgary Foundation

\$2,500 - \$4,999

Affinity Credit Union
Gord and Patricia Coli
Michael Cormack
Stephen Custeau
Cathryn Hunter
Kildonan MCC Community Assistance Centre Inc.
Joseph and Carla LaLeggia
Chad McCormick
Norwex Foundation For a Brighter Future Inc
St. James Canucks - Sturgeon Heights
The Coaches Site



\$1,000 - \$2,499

Adamantia Developments Ltd
Barb and Martin Aidelbaum
Claire Angus
Terence Batke
Christopher Bennett
Gregory Bowden
Rebecca and Eric Brewer
C. Johnson Investments Inc.
Jonathan Carter
Divitiae Resources Ltd.
Thomas Hansmann
Adam Hayman
Wayne Hayman
Richard Helm
Shawn Hittle
Ignite Management
Impact Hockey Development
Igor Kazakov
Le Vieux Pin Winery
Ernst Lieb
Lucent Quay Consulting Inc.
M and S Trading Enterprises
McCann World Group Canada Inc
Travis McPherson
Andre Nowakowski
Daria O'Neill
Allison Quinton
Saskatchewan Government Insurance
The Boston Pride
Thod Investments Ltd.
Matthew Wallace
Mark Weninger

2022 IN REVIEW



“Shipping up to Boston”

April — Four HEROS players attended the NHL Willie O’Ree All Star Weekend in Boston, receiving invitations in recognition of outstanding service in their community and their dedication to school and the HEROS Program. They shared the ice with more than 50 other young people from 15 organizations across North America, participating in activities and games, and attending a Boston Bruins hockey game, where they met NHL players, professionals and Mr. O’Ree. One highlight was attending a tour of

Harvard University, where players had meaningful discussions about what they wanted to pursue as they approach post-secondary education. The tour made attending university, even one as prestigious as xsharvard, feel within their reach. One HERO said, “I can see myself here. This is not as intimidating as I thought.” Simple acts of inclusion and encouragement have shown these HEROS a world of opportunity they may have thought impossible. That’s the power of sport. That’s the power of HEROS.

Jane and Finch HEROS have a Highlight Year

June — It was an incredible year for HEROS in the Jane and Finch chapter, where seven Future Stars graduated into the All-Stars program, taking on mentorship roles for their younger HEROS teammates. The chapter had the highest graduation rate of any HEROS program across Canada, with three graduates moving on to pursue a post-secondary education. Thanks to their work ethic and dedication to HEROS, the three graduates qualified for the Treavel Jackson HEROS Bursary and will receive \$1,000 per academic year to help with education expenses. As we like to say, “Once a HERO, always a HERO.” We’re thrilled to have these graduates in the HEROS family as they enter this exciting new stage of life.



13 Years of HEROS International

August — HEROS returned to Belfast, Northern Ireland after two years away for HEROS International, where nearly 50 young people experienced a brand-new sport and developed off-ice life skills. HEROS International is a six-month program that aims to bridge cultural divides within communities using the game of hockey. Players learn empathy, understanding and respect for their peers, and play using equipment shipped from Canada, including from the NHLPA Goals and Dreams fund. In its 13th season, HEROS

International has become one of the largest sport-based cross-cultural initiatives, hosting young people from Ireland, Northern Ireland and Scotland, as well as displaced youth from Ukraine currently living in these HEROS communities.

Hockey in the Harbour

September — After a two-year hiatus, the Hockey in the Harbour gala made its return, with more than 200 guests coming together to celebrate, socialize and be heroes for our HEROS. The event was hosted in North Vancouver on September 15th and brought together HEROS supporters as they dressed in their best and made meaningful contributions to help youth across the country. Our keynote speakers captivated the crowd: Kiera, a HERO who was named the City of Vancouver's 2022 Indigenous Valedictorian, along with SuperHERO Noah and his mom Karen, shared their personal experiences and the positive impact that HEROS programs have had on their lives. Thanks to the dedicated support of all our amazing sponsors, donors and volunteers, this year's event raised over \$150,000 for HEROS programs throughout Canada. A special thank you goes out to our Hockey in the Harbour planning committee for making this event possible: Galen Aker, Kirsty Dick, Tanya Hayes, Casey McCawley, Josh Mickelson.



Welcoming New Teammates

September — This season, HEROS added brand new programs in Victoria and Winnipeg. These programs provided 30 new Future Stars and 24 SuperHEROS with the chance to meet new friends, develop life-skills, have compassionate mentors and experience all the fun and excitement of playing on a hockey team. This wouldn't be possible without the incredible support of HEROS volunteers, donors, ambassadors and community partners. The HEROS community's kindness and dedication allows us to rebuild programs still affected from the previous three years and seek more

opportunities to expand HEROS programming to communities that need it the most. We look forward to welcoming more HEROS and SuperHEROS players to the team in 2023!

Giving Tuesday

November — Each year on the Tuesday after American Thanksgiving, compassionate organizations and individuals make incredible contributions to charities like HEROS in observation of Giving Tuesday. This year, long-time supporters of HEROS, the Platinum Jets, decided to contribute in a big way. Comprised of friends that grew up together in Winnipeg, the Platinum Jets have raised over \$100,000 for the city's HEROS programs since 2009. To help HEROS hit our goal of raising \$20,000 on Giving Tuesday 2022, the Platinum Jets generously offered to match every gift made. We saw incredible support from the entire HEROS community, and when the Platinum Jets heard we were just shy of that milestone, they made an additional donation that helped us surpass our goal, raising a total of \$20,308. Without dedicated support like this, HEROS wouldn't be able to serve nearly 800 young people this season. We thank the Platinum Jets for their commitment to community and to the hundreds of young people they've allowed to experience the joy of playing hockey.





Hockey Education Reaching Out Society

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To donate, volunteer and learn more, visit HEROShockey.com today!