



Hockey 4 Youth Impact Report

2015 - 2018



Hockey 4 Youth
(Let Kids Play Foundation)
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Letter from the Executive Director

August 31, 2019

When I look at the picture below - of the first Hockey 4 Youth group from Marc Garneau Collegiate in 2015 - could I have seen what the road ahead was? Could I have known that we would expand every year and now operate 1 Montreal & 5 Toronto programs in support of almost 200 new Canadian (newcomer) and high-priority youth per season? Could I have foreseen that we would still be around to witness the high school graduation of the newcomer youth pictured below who are originally from Syria, Afghanistan, Pakistan, India, Tanzania, Ethiopia and Somalia? Just like a game of hockey, time has moved quickly and we have become a team along side our youth.



Time is an interesting concept. I can remember one of the first times that I stepped onto the ice as a six year old growing up in Vancouver. I remember quite vividly falling and getting back up. I can recall some of the great times I spent with my teammates and coaches and some of the fun games we played in. There were also some challenging times, like the time I fractured my ankle in a game or the times I faced racial taunts. This is part of my hockey story. Being the son of refugee parents, I was fortunate, even though we didn't have the means, to play hockey for 21 years. In addition, I had a great support system around me. Hockey helped me feel included.

When I look at the picture above, I also see it through the lens of time. I remember the time I spent with these young people, the first time each one stepped onto the ice, the elation they felt, the fear they overcame when falling, the perseverance they showed when getting back up and the commitment they made to trying a game that was new to them. They are who I was as a six year old back in Vancouver. No matter how much time has passed, I along with all of the youth pictured in this report and in our program have something in common, "We Are Hockey!"

Letter from the Executive Director

No matter where they go in this world, I have told them that "[they] will always be hockey players." It will give each one of them the opportunity to open doors in the future.

Just as most of our youth received help to arrive in Canada, so our journey parallels theirs. With the help of donors both individual and corporate, partners such as government, other non-profit organizations and charitable foundations, high school teachers, administrators, dedicated volunteers and board members we have been able to support more newcomer and high-priority girls and boys every year. In April 2019, we held our largest year end Hockey Celebration and Tournament. We had 100 youth participate in a day to celebrate their achievements and to meet Hockey 4 Youth students from other Toronto communities. We aim to continue growing, to continue fostering social inclusion on and off the ice and to continue providing youth with an entry point to playing Canada's game of hockey.



We - our youth and I - are forever grateful to YOU for all of your past and future support! To conclude, I've recently rekindled my love for writing poetry and as such, I've written a short poem using "hockey terminology" to sum up how I feel.

We got our name in conversation with a friend;
We went from All Star Hockey to Hockey 4 Youth to mark
a beginning not an end;
The concept was always to "assist" newcomer & high-
priority youth by fostering social inclusion;
"Starting" a charitable foundation from scratch was not an
illusion;
I knew the road would be long like a "rink", but I didn't
want to "stop";
Now we are "skating fast and shooting to the top";
For "goals are meant to be scored through hard work on
and off the ice";
That's why we developed the T.E.A.C.H. program to keep
learning precise;
In the "heat of the battle" during the cold of winter;

Our youth "roll their hockey bags" to the rink because
they are "not quitters";
For "periods 1, 2 and 3, they skate" and they learn;
"To pass, shoot, and score", a "celly" is theirs to earn;
We are helping them feel connected to Canada amongst
other things;
In life we encourage them to chase and earn their
"championship ring";
As we continue our "power play" to grow and expand;
We know there are more newcomer & high-priority youth
to support in this land;
So with a thank you and a "lift of the Cup," I say with
pride;
I am grateful to have you on this inspiring "hockey" ride!

Overview: Who We Are

Hockey 4 Youth is a grassroots charitable organization that fosters **social inclusion** for newcomer and high-priority Canadian youth (ages 13-19) through our FREE **ice hockey** and life-skills **T.E.A.C.H.** program.

WHAT IS SOCIAL INCLUSION?

The process of improving the terms on which individuals and groups take part in society—improving the ability, opportunity, and dignity of those disadvantaged on the basis of their identity (The World Bank).



For newcomer & high-priority youth, social inclusion is a necessary prerequisite to feeling a sense of belonging in their communities. They require a range of programs, services & cultural experiences to connect them to their communities. In order to empower newcomer & high-priority youth to prosper in Canada, Hockey 4 Youth provides them with an opportunity to play ice hockey at **no cost**, in addition to life skills development through our T.E.A.C.H. program.



According to the Institute of Canadian Citizenship, while **71% of newcomer Canadians express a desire to play hockey, only 1% will have the opportunity.** This is due to:

- gender, culture & financial barriers
- lack of entry point into minor hockey

Since 2015, Hockey 4 Youth has grown to 6 programs between Toronto and Montreal. Our impact data after participation in the program is positive:

93%

of youth reported satisfaction with the Hockey 4 Youth program

81%

of youth feel determined and committed to goals they set out

86%

of youth feel further connected to the world around them

82%

of youth feel they can participate in any group

Hockey 4 Youth (H4Y): By the Numbers

Since we piloted our program in 2015, Hockey 4 Youth has continued to grow. In business, they call it the start of the hockey stick curve. Here is a brief glimpse into more impact!

295

YOUTH SERVED

Since 2015, H4Y has served newcomer & high-priority youth in 1 Montreal and 5 Toronto high schools.

30

COUNTRIES OF ORIGIN

H4Y newcomer youth represent 25 countries of origin including: Syria, Afghanistan, Brazil, Jamaica, the Philippines and Vietnam!

80%

FEEL SOCIALLY INCLUDED

Following participation, 80% of H4Y participants report an increased sense of social inclusion.



H4Y Programs: On The Ice

A cornerstone of Hockey 4 Youth programming is learning how to skate and play ice hockey. We use hockey as the foundation for social inclusion and also focus on:

- A commitment to positive mental and physical health as well as an active lifestyle
- Developing transferable skills such as teamwork, collaboration and self-confidence
- Building a sense of community, camaraderie and inclusiveness

These outcomes align with the T.E.A.C.H. program vertical of **Healthy, Active Living**.



Our Program Model

Hockey 4 Youth provides an 18 week on-ice program that operates from October to April. H4Y provides all equipment on loan to students at no cost and recruits volunteers (including university level hockey players) to coach. At the end of the season, all Hockey 4 Youth students participate in a mini hockey tournament and celebration. We recognize our youth by handing out medals and the prestigious Willie O'Ree Awards for perseverance and a commitment to health, school and hockey.

91%

OF H4Y STUDENTS

felt further satisfied with their mental and physical health after completing the program.

69%

OF CANADIAN NEWCOMERS

who play sports within the first three years believe it helps them learn about Canadian culture.

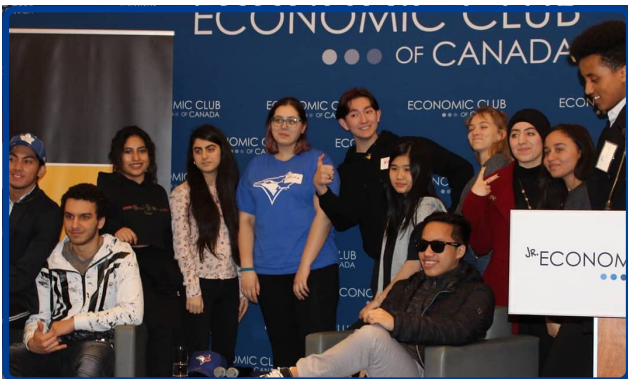
Institute of Canadian Citizenship

H4Y Programs: Off The Ice

Newcomer and high-priority youth can often be at a disadvantage due to their limited social network, language deficits, financial barriers and lack of access to career & education pathway planning. As such, H4Y offers the **cost-free** T.E.A.C.H. program which emphasizes skill development and enables students to maximize their potential and overcome barriers. We focus on 5 verticals:

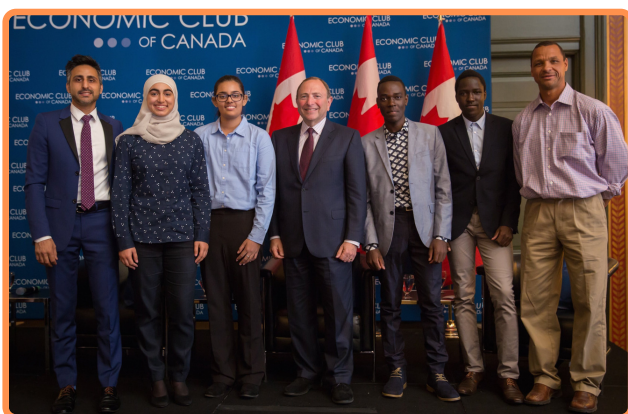
-  Technology
-  Entrepreneurship
-  Arts
-  Community Giving
-  Healthy, Active Living

Each component is a personal development opportunity for our H4Y students. They are designed to prepare them for future education and employment choices. Here is a snapshot of the incredible experiential learning opportunities Hockey 4 Youth has offered to our youth.



JR. ECONOMIC CLUB OF CANADA

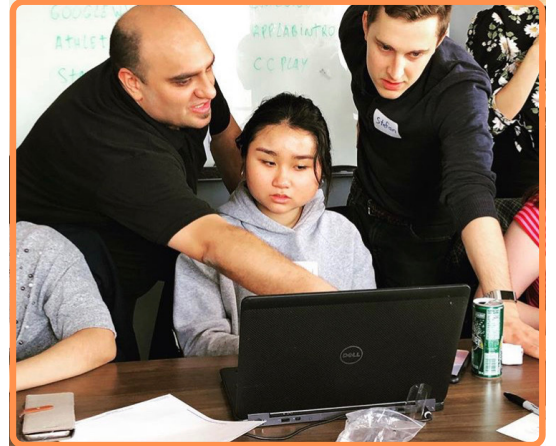
In September 2016, three Hockey 4 Youth newcomer youth (Faustin from Tanzania, Srinidhi from India and Aya from the Middle East) spoke about their introduction to hockey and the impact it had on them. They were able to share their stories in the presence of 100 people including NHL Commissioner, Gary Bettman, NHLPA Executive Director, Donald Fehr, and Head of adidas Hockey, Dan Near.



Since 2016, the Junior Economic Club of Canada has provided **financial literacy training** through their **Day on Bay program**. To date, **125** youth in Toronto have participated in this program.

H4Y Programs: Off The Ice

Slalom Consulting has been a supporter of Hockey 4 Youth since early 2018. As part of their "Hackathon for Good," employees pitched a hockey app that could serve as an all in one tool for students. A panel of Slalom clients selected the app idea as the winner. Slalom held their first giveback through The Hour of Code where our youth got a chance to learn how to code, create games and tour the Slalom office.



Javeria (from Pakistan) & Fadila (from Syria) attended the Hockey is Her event by She's 4 Sports at the Hockey Hall of Fame.



They got a chance to meet NHL Executive Vice President Kim Davis and hear from an all-female panel consisting of players, coaches and hockey executives. They also met legendary hockey broadcaster Ron MacLean who said: "You become a Canadian citizen twice; once when you get your citizenship and the second time when you learn how to play hockey."

Since 2016, Hockey 4 Youth students have been encouraged to share their personal stories with us, at events and with the media. Our Executive Director, who is media trained, has provided support to all youth who have spoken with media. H4Y has been covered on CTV News Toronto & CTV News Channel, CBC News & CBC Radio in Toronto, Global News Toronto, Metroland Media, City News Toronto and Radio Canada in Montreal.

15 media stories about Hockey
4 Youth since 2016



Donor Impact

The success of Hockey 4 Youth is due to the incredible support of our donors, from personal to corporate, to charitable foundation partners. Together, our donors have enabled H4Y to:

- Foster social inclusion for our newcomer & high-priority girls and boys
- Provide new equipment on loan to our newcomer youth
- Rent ice time after school for hockey practices and for our year end tournament
- Offer impactful (and sometimes once in a lifetime) experiential learning opportunities
- Continue growing and supporting more newcomer & high-priority youth

Cassandra Andrade-Arezes

In honour of her late father Henry Andrade, Cassandra & her fiancé Daniel, chose to make a donation to Hockey 4 Youth on their wedding day. Mr. Andrade was an avid Maple Leafs fan, even converting his garage into the "Andrade ACC." This project took almost two months to complete and shows how dedicated of a hockey fan he was. Cassandra explains, that her dad would stay up until 4am on weekends facing off against his homemade life-size cut-out of James Reimer.

A hockey coach for many years, Mr. Andrade was extremely proud of his family, hockey and the Leafs. We are so grateful to the Andrade-Arezes family for choosing Hockey 4 Youth in honour of such a wonderful man, father and hockey fan.

“ Up until 2 weeks before his sudden passing (Friday, September 6, 2013), [my dad] was playing hockey. Since he was a huge hockey fan, it only [made] sense to donate to a charity that supports hockey & children.

- Cassandra Andrade-Arezes



Donor Impact



Maple Leaf Sports and Entertainment Foundation

Maple Leaf Sports and Entertainment Foundation (MLSE) has been a partner of Hockey 4 Youth since spring 2017. They have supported our newcomer youth by giving Hockey 4 Youth the ability to purchase new hockey equipment (which is loaned out to students every year). They have also provided our youth with an opportunity to attend Toronto Maple Leafs games so that our youth can witness the best professional hockey in the world.

With MLSE Foundation at our side, we have been able to grow our programming footprint in Toronto. We now serve five high schools in five priority neighbourhoods (Rexdale, the Annex, Regent Park, Thorncliffe/Flemingdon Park & Malvern). Moezine Hasham, our Exec Director, has participated in professional development opportunities at MLSE Launchpad and also facilitated a session at the Researcher and Practitioner Symposium. We are grateful for their continued support!



“ Our Community Grants are an opportunity for MLSE Foundation to partner with inspiring organizations who support the physical and mental well-being of children and youth through sport. Hockey 4 Youth’s commitment to providing newcomer youth with an opportunity to play hockey at no cost creates pathways for success both on and off the ice. **MLSE Foundation is proud to support the work of Hockey 4 Youth.**

- Kendra Kerr, Community Investment Officer, MLSE Foundation



Donor Impact

Canadian Tire Jumpstart Charities

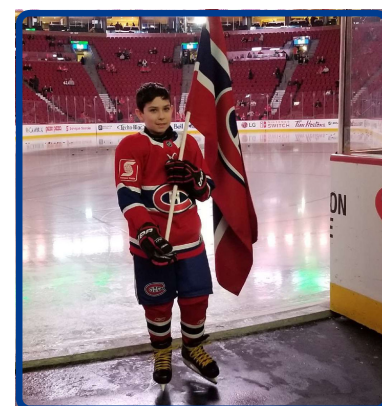
Canadian Tire Jumpstart Charities is dedicated to “empowering every kid to play” for the proven benefits to self-esteem, social skills and academics. A perfect match for Hockey 4 Youth and our holistic approach to social inclusion, Canadian Tire Jumpstart Charities has been a generous partner since 2017.



Hockey 4 Youth has been able to acquire new equipment through Sport Chek and Canadian Tire. In addition, our students have attended Montreal Canadiens and Toronto Maple Leafs games as well as events with the Toronto Furries women’s hockey team and Mayor John Tory. One of our Montreal youth, Massimo, was given the opportunity to be the flag bearer/skater at a Canadiens game.

“Canadian Tire Jumpstart Charities is dedicated to helping kids overcome barriers to sport and recreation, and **we are extremely proud to support Hockey 4 Youth’s program in Montreal.** Setting the benchmark for community development programs in the city, Hockey 4 Youth gives kids the chance to play and provides them with an opportunity to follow their dreams, both on and off the ice.

- Magalie Lafrenière, Directrice régionale, l’Ouest du Québec



Donor Impact

StubHub Foundation

StubHub

StubHub Foundation supported Hockey 4 Youth in the 2017-2018 season to celebrate diversity in hockey. Through employee engagement, StubHub Foundation created special activations for our youth that had a profound impact on them. In October 2017, Fatima Al Ali - UAE Women's Hockey Assistant Captain and viral twitter sensation - skated with 30 girls and boys from Marc Garneau Collegiate. In April 2018, at our year-end tournament, StubHub Foundation brought NHL Diversity Ambassador, Hockey Hall of Famer and the first black NHL Player, Mr. Willie O'Ree, to visit our youth. His story of persevering through racism and overcoming disability was inspiring. Finally, they assisted us in redesigning our logo. Thanks StubHub Foundation!



Calgary Foundation

In 2018, with the support of The Calgary Foundation's Daryl K. Seaman Canadian Hockey Fund, Hockey 4 Youth was able to expand to a fifth neighbourhood (Rexdale) in the northwest part of Toronto. The legacy of Mr. Seaman, who was the original owner of the Calgary Flames, lives through this fund, in which amateur sports initiatives across Canada are supported.



The Rexdale Hockey Project has helped 30 newcomer youth in this high priority in risk neighbourhood. We will engage 30 more youth in the 2019-2020 season. A big Thank You to The Calgary Foundation and the Darryl K. Seaman Hockey Fund for supporting Hockey 4 Youth!

Volunteer Impact

Hockey 4 Youth would not be successful without assistance from the community. Our volunteers create impact by making our youth feel supported, both on and off the ice. They play the role of coach, mentor, community champion, intern and board member. We are grateful for their continuous support and we want to take this time to thank all of our current and past volunteers and board members for their contributions. They are helping Hockey 4 Youth by ensuring that #TheOnlyBarrierShouldBeTheBoards.



40

VOLUNTEERS PER YEAR

On average, 40 members of the community volunteer with us every year. These include university students, teachers from our partner high schools, hockey athletes and other career professionals.

1,800

MINUTES PER YEAR

A Hockey 4 Youth volunteer dedicates an average of 1,800 minutes each year in support our newcomer and high-priority youth -- a sign of dedication and commitment to giving back.

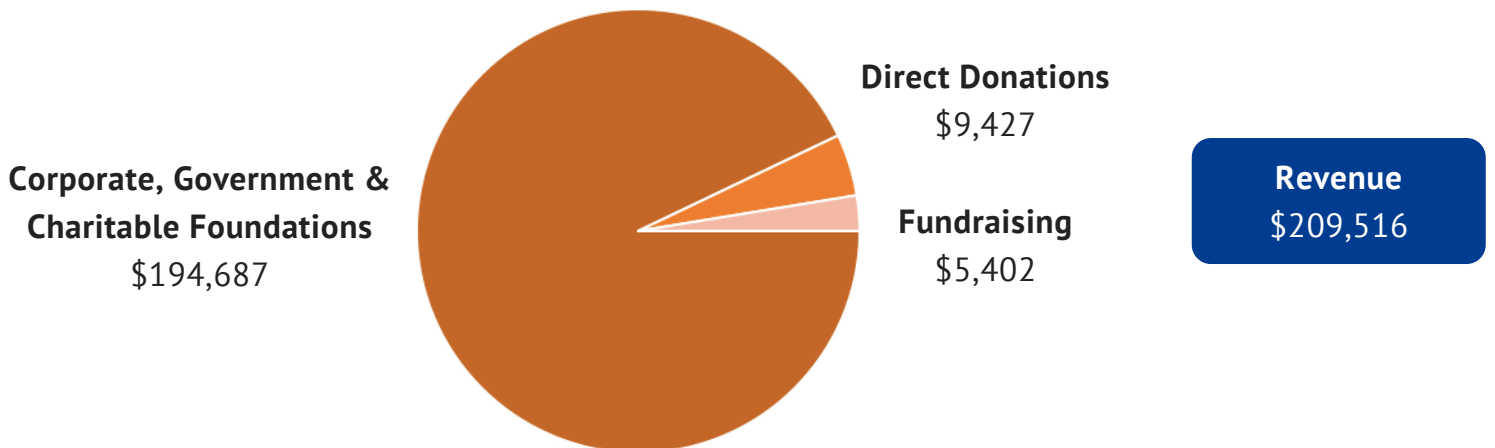
“ *This has been a great experience for the ESL students at my school. I look forward to the continuation of the program! The students and I appreciate your kindness and enthusiasm.*
- Dan Mahoney, Teacher, Jarvis Collegiate

”

The Financials

Below is an overview of Hockey 4 Youth revenues and expenses from inception through July 31, 2018. Due to a change in our fiscal year, reporting on financial information will now be from August 1st to July 31st. Most of our revenue is spent on program costs such as ice time, hockey equipment, transportation and experiential learning field trips (T.E.A.C.H. program).

Revenues



Expenses & Net Assets

Up to July 31, 2018:

Expenses
\$148,489

Net Assets
\$57,117

Did you know?

29% of H4Y revenues are spent on purchasing new hockey equipment for our programs.

The Future

Where do we **SKATE** from here? A note from Moezine Hasham:

Since our pilot season in 2015, we have grown rapidly. To use a hockey analogy, I feel like we are still in the **first period**. Hockey 4 Youth will continue operating five programs in Toronto and one program in Montreal. This puts our enrolment for the 2019 - 2020 season at almost **200** girls and boys.

Will Hockey 4 Youth grow to serve another city?

That's our goal and it *may* happen in the 2019 - 2020 season!

Will we grow our staff beyond one full time person?

Since Hockey 4 Youth can't continue to grow programming without dedicated support, this is our intention for the near future.

Will we create a new generation of socially included adults who love hockey?

This certainly has been the case so far. As I said in my "Letter from the Executive Director," no matter where our youth go in the world, they will always be hockey players!

How do we get to the **second period**?

We need your continued support! We need you as our teammates so that you can "**assist**" our youth in scoring more "**goals**"! Tell your friends, family, hockey and sports communities that we exist and that we need their support so we can help more newcomer and high-priority youth through free hockey and life skills programming.

On this note, **Hockey 4 Youth will be hosting our first fundraiser on Giving Tuesday (December 3, 2019) called "The Big Shiny"!** This unique 24 Hour Hockey Game will have approximately 200 players skating in support of our mission.





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Hockey 4 Youth (Let Kids Play Foundation) is a registered Canadian charity 839107018RR0001

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