



2023-24 Calgary Flames Foundation
Impact Report



The Calgary Flames Foundation

The Calgary Flames Foundation strives to improve the lives of southern Albertans through the support of health and wellness, education, and grassroots sports. For over 40 years the Calgary Flames Foundation has been Helping Kids Play and Prosper.

Over \$64 million has been invested into southern Alberta communities since inception.

Thank you for your support of the Calgary Flames Foundation. We hope you take the time to review the Calgary Flames Foundation 2023-24 Impact Report.



PUMPKIN CARVING AT ALBERTA CHILDREN'S HOSPITAL



APPLE SCHOOLS FUELING HEALTHY FUTURES



PARACHUTES FOR PETS



JOHNNY'S ELITES

Over
\$**4.6**
million



donated to southern Alberta charities
and programming through the
Calgary Flames Foundation
during the 2023-24 season.





The Calgary Flames Foundation



APPLE SCHOOLS



HEROS



AMP ROLLER SLEDGE HOCKEY

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Charitable Disbursements + Programs

Health + Wellness



Alberta Association for Better Communities	\$2,500	I Can for Kids	\$25,000
Alberta Children's Hospital Foundation	\$270,000	I Challenge Diabetes	\$5,000
ALS Society of Alberta	\$188,000	Inn from the Cold	\$5,000
Asthma Canada	\$7,625	Kids Cancer Care Foundation	\$101,940
Autism Aspergers Friendship Society	\$10,000	Kids Up Front	\$25,000
Bearspaw First Nation	\$30,029	Made By Momma	\$5,000
Believe In The Gold	\$640	Magic of Christmas	\$2,500
Between Friends	\$5,000	Medicine Hat News Santa Claus Fund	\$5,000
Blood Tribe Administration	\$30,032	Muscular Dystrophy Canada	\$10,000
Breakfast Club of Canada	\$10,000	Mustard Seed	\$10,000
Breaking Free Foundation	\$15,000	Nazem Kadri Foundation	\$25,000
Brown Bagging for Calgary's Kids	\$35,000	NStep	\$5,000
Calgary Arts Development	\$5,000	Pacekids Programs	\$10,000
Calgary Counselling Centre	\$25,000	Parachutes for Pets	\$3,500
Calgary Humane Society	\$1,000	Parks Foundation Calgary	\$300,000
Calgary Interfaith Food Bank	\$5,400	Piikani Nation Administration	\$30,029
Calgary Military Family Resource Centre	\$12,500	Prep Society	\$10,000
Camp Quality Canada	\$5,000	Providence Child Development Society	\$5,000
Canadian Diabetes Association	\$10,000	Red Deer Regional Health Foundation	\$56,991
Canadian Mental Health Association	\$12,500	Redcliff Youth Centre	\$10,000
Canadian Museum for Human Rights	\$5,000	Rocky View School Division	\$25,000
Carya Society of Calgary	\$27,300	Ronald McDonald House	\$157,500
Central Alberta Child Advocacy Centre	\$15,000	Sagesse Domestic Violence Prevention	\$5,000
Childhood Cancer Canada Foundation	\$5,000	Salvation Army	\$60,000
Children's Cottage Society	\$25,000	Siksika Family Services	\$5,000
Chiniki First Nation Band	\$30,029	Siksika Health Services	\$30,032
Community Kitchen Program of Calgary	\$5,000	Spray Lakes Sawmills Recreation Park	\$25,000
Cornerstone Youth Centre	\$10,000	Support Our Troops	\$12,500
Developmental Disabilities Resource Centre	\$5,000	Terry Fox Foundation	\$25,000
Discovery House	\$10,000	The Homes For Heros Foundation	\$12,500
Distress Centre Calgary	\$25,000	The Safe Haven Foundation	\$10,000
Easter Seals Alberta	\$25,000	Tsuut'ina Nation	\$30,029
Embrace International Foundation	\$7,500	Tsuut'ina Nation Band	\$18,218
Epilepsy Association of Calgary	\$10,000	United Way of Calgary and Area	\$4,982
Goodstoney First Nation	\$30,029	Veterans Association Food Bank	\$12,500
Gordie Howe Cares	\$5,000	Wings of Hope for Africa	\$10,000
Habitat for Humanity	\$50	Wounded Warriors	\$10,000
Hospice Calgary	\$5,000	Youth Centres of Calgary	\$14,000
Hull Services	\$20,000	YWCA Calgary	\$12,000

HEALTH + WELLNESS TOTAL

\$2,074,355

CONTINUED ON NEXT PAGE

Charitable Disbursements + Programs



Grassroots Sports



Calgary Police Youth Foundation.....	\$32,500
Canadian Association Youth En Route.....	\$10,000
CUPS.....	\$25,000
Dino's Women's Volleyball Team.....	\$4,000
Hockey Alberta Foundation.....	\$7,500
KidSport Canada.....	\$391,570
Medicine Hat College.....	\$12,500
Mount Royal University Foundation.....	\$81,719
Office of the Councillors Hockey Event.....	\$7,500

Olds College.....	\$12,500
Parks Foundation Calgary.....	\$100,000
Red Deer Polytechnic.....	\$25,000
Southern Alberta Institute of Technology.....	\$25,000
Southern Alberta Sports Bank.....	\$100,000
Special Olympics Canada.....	\$270,000
Sport for Calgary Foundation.....	\$5,000
University of Calgary.....	\$81,719
YMCA Calgary.....	\$250,000

GRASSROOTS SPORTS TOTAL

\$1,441,508

Education



Apple Schools Foundation.....	\$300,000
Education Matters.....	\$8,291
Ladd Foundation.....	\$30,000
Lethbridge Polytechnic.....	\$3,000
Medicine Hat College.....	\$3,000
Mount Royal University Foundation.....	\$6,000
Red Deer Polytechnic.....	\$3,000

Renfrew Educational Services Foundation.....	\$25,000
Southern Alberta Institute of Technology.....	\$6,000
The Educational Partnership Foundation.....	\$30,000
University of British Columbia.....	\$5,000
University of Calgary.....	\$11,000
University of Lethbridge.....	\$3,000
West Island College.....	\$2,000

EDUCATION TOTAL

\$435,291

Inclusion Program Partnerships



Adaptable Outdoor Recreation Society.....	\$19,548
AMP Legacy Foundation.....	\$30,000
Calgary Cerebral Palsy Association.....	\$25,000
Canadian Association for Disabled Skiing (CADS).....	\$10,000
Cerebral Palsy Kids and Families.....	\$10,000
Fast and Female.....	
Supporting Women in Sports Foundation.....	\$10,000
Football Hockey Link Society.....	\$25,000
Hockey Education Reaching Out Society (HEROS).....	\$75,000

KidsPlay Youth Foundation.....	\$37,500
Paralympic Sport Association Medicine Hat Chapter.....	\$21,000
Skateboard Canada.....	\$2,500
Start2Finish.....	\$25,000
Straz Strong Foundation.....	\$20,000
The Calgary Foundation.....	\$25,000
Variety Children's Charity of Alberta.....	\$35,000
Vecova Centre for Disability Services and Research.....	\$25,000
Wheelchair Sports Association Alberta.....	\$5,000

INCLUSION PROGRAM PARTNERSHIPS TOTAL

\$400,548

Grassroots Sports Teams

Honorariums.....	\$206,425
Programs.....	\$112,547

GRASSROOTS SPORTS TEAMS TOTAL

\$318,972

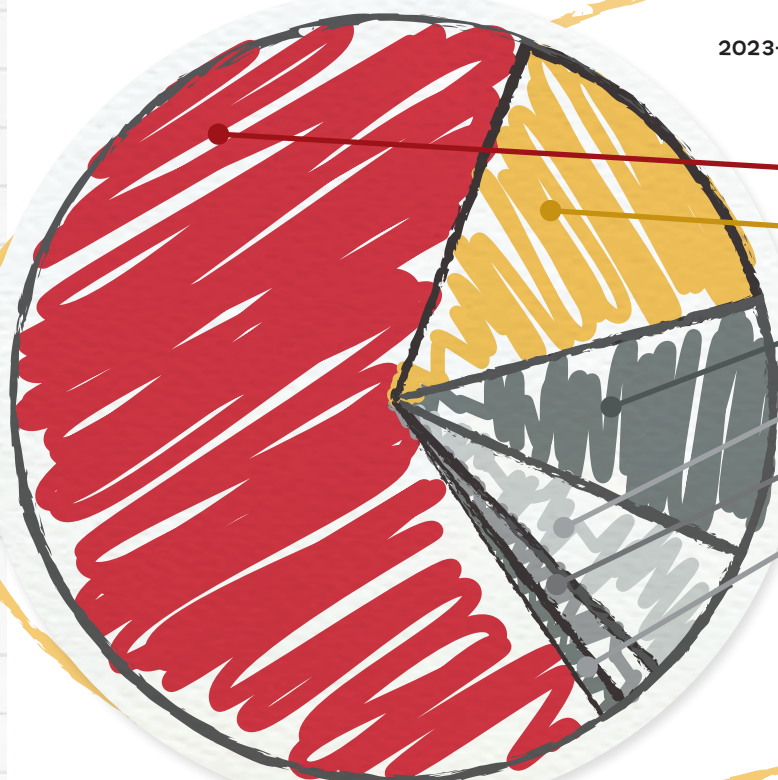


A Look at the Financials

Calgary Flames Foundation Financials
for the year ended June 2024

2023-24 Calgary Flames Foundation

Revenue



50/50 Proceeds 65%

Events 15%

Other 11%

Donations 6%

Fundraising 2%

Sponsorship 1%

Total Revenue
\$6,126,514

2023-24 Calgary Flames Foundation

Expenses



64% Personnel

15% Advertising

7% Other

6% Professional Fees

6% Bank Charges

2% Promotions

Total Expenses
\$531,533

2022-23 Total

Charitable Disbursements + Programs

\$4,670,674



CALGARY SPORTS AND ENTERTAINMENT CORPORATION

INCLUSION PROGRAM

Supporting diversity within our communities and the sports we love.



After formally launching in August 2021, the CSEC Inclusion Program has distributed **over \$1.6 million** in three years.

The Inclusion Program is a four-year **\$2 million commitment** through the Calgary Flames Foundation to support inclusion, diversity, and equality in sport.

The CSEC Inclusion Program prioritizes greater inclusion and access to sport for BIPOC individuals, people with disabilities, women and girls, and the LGBTQ+ community.

CSEC Inclusion Program Impact

Over **\$1.6 Million** invested in local sport inclusion programs

2,070 participants in programs supported

524 participants added as a result of Calgary Flames Foundation funding

CSEC Inclusion Program Partners



Adaptable Outdoor Recreation Society
AMP Legacy Foundation Of Canada
Black Girls Hockey Club
Calgary Cerebral Palsy Association
Calgary RAGE Womens Football
Canadian Association For Disabled Skiing
Fast And Female Supporting Women In Sport Foundation
Flames AMP Community Champs
Football Hockey Link Society
Hockey Education Reaching Out Society (HEROS)
KidsPlay Youth Foundation
Paralympic Sports Association Medicine Hat Chapter
Special Olympics Canada
Start2Finish
Straz Strong Foundation
The Calgary Foundation
Variety The Children's Charity Of Alberta
Vecova Centre For Disability Services And Research
Wheelchair Sports Association Alberta
YMCA Floor Hockey for Newcomers



SOUTH ASIAN CELEBRATION JERSEY



AMP ROLLER SLEDGE HOCKEY

Inclusion Program Feature



JOHNNY'S ELITES

Johnny's Elites



In partnership with Rebecca Johnston, the Calgary Flames Foundation, and Girls Hockey Calgary, Johnny's Elites Girls Hockey Camp is designed to help young female hockey players advance and promote their participation in sports.

Aimed at girls aged 11-12, the camp will focus on skill development both on and off the ice. Led by 3-time Olympic gold medalist Rebecca Johnston, the camp features on-ice instruction, dryland training, and classroom sessions with guest speakers on sport science, with an emphasis on keeping girls in sport.



JOHNNY'S ELITES



JOHNNY'S ELITES



Annual Programs



Health + Wellness



Rotary/Flames House



The Rotary/Flames House opened as Alberta's sole pediatric hospice in 2009.

This welcoming residence offers essential respite and end-of-life care to children with life-limiting and complex medical conditions, along with tailored day programs.

The Calgary Flames Foundation has consistently supported the hospice, not only by funding its initial construction but also by maintaining a long-standing partnership.



ROTARY/FLAMES HOUSE

Last year at the Rotary/Flames House there were:

2,296
total nights
of stay

7,498
volunteer
hours

306
admissions
for respite,
end-of-life
care or
symptom care

563
counselling
sessions

380
families who
relied on grief
support



Flames YMCA Grade 6 Program

Grade 6 students in Calgary are eligible for a complimentary one-year YMCA Membership and access to its programs.

No application is required; students can simply visit their local YMCA branch to access their free YMCA membership.



FLAMES YMCA GRADE 6 PROGRAM

37,900+ Memberships

for all nine years the program has run

In 2023-24:

5,465 Grade 6 Memberships

86% of members had never had a YMCA membership before

81% of members identified that they were more active since joining

“““

This membership has helped me do the sports I love.

– Grade 6 member



KIDS CANCER CARE PEER PROGRAM
+ CAMP KINDLE



With the Calgary Flames Foundation support:

96 kids reaped the rewards of regular exercise at PEER

450+ hours of therapeutic exercise

358 kids experienced the magic of Camp Kindle

Kids Cancer Care Peer Program + Camp Kindle

After providing a **\$1 MILLION** donation to help build a camp for youth and families affected by cancer, called Camp Kindle, the Calgary Flames Foundation partnered with Kids Cancer Care to support and grow the PEER Program.

The program works with youth who are experiencing the side effects of aggressive cancer treatments using movement therapy.



Grassroots Sports



Flames First Shift

The Flames First Shift Program, a collaboration between the NHL and NHLPA, is designed for families new to hockey with children aged 6 to 10 who have not previously been registered in minor hockey.

This initiative aims to make hockey more accessible and affordable, offering a practical introduction to the sport. Participants receive a comprehensive package that includes a full set of Bauer hockey equipment and six one-hour on-ice sessions for a subsidized fee.



FLAMES FIRST SHIFT



In 2023-24 Flames First Shift impacted:

360 participants

270+ of those participants
registered for Jr. Flames



FLAMES TRY HOCKEY

In 2023-24 Flames Try Hockey impacted:

120 participants

Flames Try Hockey

In partnership with Hockey Calgary, the Flames Try Hockey Programs will be offered citywide through the Hockey Calgary Association, with equipment provided by Adrenaline Source for Sports.

This program, designed for families new to hockey, features a six-week series of one-hour on-ice sessions, providing a comprehensive introduction to the sport. It aims to reduce costs and enhance accessibility for those new to hockey.



Jr. Flames

The Jr. Flames Hockey Program, a collaboration between the Calgary Flames Foundation, Calgary Flames Alumni, and Hockey Calgary, offered an 8-week opportunity for over 150 players who had previously participated in introductory hockey programs.

The program began with a mix of practice and gameplay, including a special event at the Scotiabank Saddledome, and continues with six weeks of formal games.

In 2023-24:

420 Jr. Flames players

75% of Jr. Flames players registered for a hockey program

900 volunteer hours to coach and ref Jr. Flames participants



JR. FLAMES



FLAMES COMMUNITY HOUSE LEAGUE

Flames Community House League

The Flames Community House League is a Hockey Calgary league in which teams play a set schedule twice a week, have a standardized fee, no tournaments and inter-regional play.

The Calgary Flames Foundation has also provided half ice boards and jerseys for all Hockey Calgary Novice teams.

In 2023-24:

1,049 House League players



Flames EvenStrength

We want to make sure every family who wants to play hockey is able to participate.

The Flames EvenStrength Program has provided financial assistance for registration fees for Calgary and southern Alberta hockey players since 1998.



FLAMES EVENSTRENGTH

In 2023-24 Flames EvenStrength impacted:

541 participants
\$373,426 in financial assistance
for registration fees



CALGARY FLAMES SPORTS BANK



Calgary Flames Sports Bank

Contributing to making sure youth have access to equipment for all sports.

The Calgary Flames Sports Bank provides sports equipment and supplies for over 20 different sports and activities.

In 2023-24: **16,668** pieces of
equipment distributed
3,737 youth fitted
for sports
equipment



HEROS and SuperHEROS

Four full HEROS hockey and SuperHEROS programs are supported by the Calgary Flames Foundation.

HEROS is using hockey as a catalyst for at-risk youth and SuperHEROS is Calgary's first on-ice program for youth with cognitive and physical challenges.



HEROS AND SUPERHEROS



In 2023-24:

102 HEROS players in Calgary

72 SuperHEROS players in Calgary

“

At HEROS I learned that trying new things can lead you to something good. You just have to keep trying and trust your teammates to help you.

– Zaynab HEROS PLAYER

”

Sometimes it can be hard finding other parents that understand our journey. But at SuperHEROS we can connect with other families going through the same challenges. Now we have a community, a support system.

– Tammy SUPERHEROS PARENT



POST-SECONDARY HOCKEY



Post-Secondary Hockey

The Calgary Flames Foundation provides funding for Calgary and southern Alberta post-secondary hockey teams operational costs and scholarships to the following: University of Calgary, Mount Royal University, SAIT, Red Deer Polytechnic, Olds College, Medicine Hat College, Lethbridge Polytechnic and Lethbridge University.

Education



Reading...Give it a Shot!

Last season marked the 26th season of the Calgary Flames Reading...Give it a Shot! program, a literacy initiative that allows participants to earn collector cards based on the number of minutes spent reading.

The objective of the program is to break down barriers for children to own books and incentivize children to read more.



RÉADING
...Give it a Shot!

In 2023-24:

44,664 student participants

1,861 books for kids distributed



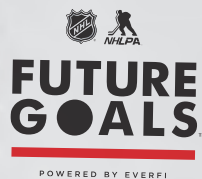
READING...GIVE IT A SHOT!



READING...GIVE IT A SHOT!



FLAMES FUTURE GOALS



Flames Future Goals

The Flames Future Goals Hockey Scholar program aims to utilize the connection between STEM and hockey to provide an enjoyable and impactful learning journey.

Through events at the Scotiabank Saddledome and online activities, Flames Future Goals offers engaging opportunities in southern Alberta.

In 2023-24:

62 schools registered

2,039 students in southern Alberta impacted

3,059+ hours of learning

Flames@School

PRESENTED BY  **Desjardins**
Insurance

Flames@School, presented by Desjardins Insurance, focuses on health and wellness of students, and is a resource for both teachers and students.

The curriculum-based assets are an exciting “inside look” at Flames players that aims to motivate, educate, and inspire students to make healthy decisions and be active.



FLAMES@SCHOOL

In 2023-24 across Canada:

66,210 student participants

2,207
teachers enrolled

502
schools registered

Major Donation Highlights



Fuelling Healthy Futures with APPLE Schools

The Calgary Flames Foundation and APPLE Schools have partnered to enhance student health across southern Alberta with a significant donation of \$750,000 over a four-year partnership.



This collaboration will support the expansion of APPLE Schools' health initiatives to four new schools in the region, including two in Calgary and two in Medicine Hat.



Major Donation Highlights

Ronald McDonald House Expansion Assistance

The Calgary Flames Foundation is proud to support the expansion of Ronald McDonald House Charities Calgary with a \$150,000 donation.

Once completed, the expansion will enable the House to provide 70,000 nights of stay each year, serving 2,400 families annually.



Special Olympics Canada

The Calgary Flames Foundation was thrilled to contribute \$250,000 to the Special Olympics Canada Winter Games, held in Calgary from February 27 to March 2, 2024.

Members of the Calgary Flames and Calgary Flames Alumni took part in the Floor Hockey Opening Ceremony, playing against Team Alberta Timberwolves and Warriors.



Fundraisers

Connecting with the community
to create meaningful change.



Calgary Flames Celebrity Charity Golf Classic

PRESENTED BY **Scotiabank.**

Thank you to the 400 golfers, volunteers,
donors, and Flames players, staff,
and alumni, that supported this year's
Flames Celebrity Charity Golf Classic
presented by Scotiabank.

\$325,000+

*raised thanks to
your support*



PRESENTED BY
Scotiabank.

Uncorked for ALS



PRESENTED BY **Scotiabank.**

Uncorked for ALS, hosted by Mikael and Frida Backlund,
raised funds in support of The ALS Society of Alberta
and Flames EvenStrength program.

\$180,000+

*raised thanks to
your support*



Fundraisers



Calgary Flames Foundation 50/50

PRESENTED BY **RE/MAX**

Thanks to the generous support of Albertans, the Calgary Flames Foundation 50/50 presented by RE/MAX program ran during all home and away Calgary Flames games – your generous support makes our impact in southern Alberta possible!

Local amateur and grassroots sports teams and organizations are also provided the opportunity to raise funds with concourse raffle ticket sales.



CALGARY FLAMES FOUNDATION 50/50 SELLER ON THE CONCOURSE

16th Annual Calgary Flames Ambassadors' Celebrity Poker Tournament

This year's event was held at the Deerfoot Inn and Casino with a record attendance of 501 people, we thank you for your support to raise funds for the southern Alberta community.

\$500,000+ raised thanks to your support



BLAKE COLEMAN AT THE CALGARY FLAMES CELEBRITY POKER TOURNAMENT

In-Kind Gifts

The Calgary Flames Hockey Club is very active in fulfilling donation requests from charitable and non-profit organizations to assist with their fundraising efforts. Every year, the Calgary Flames Hockey Club helps raise thousands of dollars for charities that benefit through the donation of items for auctions.



\$100,000+ donated in-kind through item donations



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.

2023-24 CALGARY FLAMES FOUNDATION IMPACT REPORT
PUBLISHED BY CALGARY SPORTS AND ENTERTAINMENT CORPORATION

DESIGN: KIMBERLEY COLONNA — CALGARY SPORTS AND ENTERTAINMENT CORPORATION

ILLUSTRATIONS: CELENE STEWART-SMITH — CALGARY SPORTS AND ENTERTAINMENT CORPORATION

PHOTOGRAPHY: ERIC BOLDT, ANGELA BURGER, BRETT HOLMES, BRET KENWORTHY, TERENCE LEUNG,
DAVID MOLL, JENN PIERCE, MARK SHANNON AND GERRY THOMAS

ADDITIONAL PHOTOGRAPHY COURTESY OF:
KIDS CANCER CARE FOUNDATION, MOUNT ROYAL UNIVERSITY,
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For more information visit:
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