



Hockey Education Reaching Out Society

Sponsors Report

2008-2009



Hockey Education Reaching Out Society

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Sponsors Report (2008-2009)

Program Description:

The Hockey Education Reaching Out Society (**H.E.R.O.S.**) is a federally registered non-profit organization committed to empowering children through hockey. Its premise is to use the game of hockey to attract at-risk-youth to a program that offers support for education and serves as a catalyst for self esteem building and life skills training.

Program Highlights (2008-2009):

H.E.R.O.S. Canada

- NHLPA Goals & Dreams Fund donate 54 more sets of hockey equipment. To date, Goals & Dreams have generously donated well over 250 sets nationally.
- CIBC Head Office donates \$25,000 to H.E.R.O.S. Canada for equal distribution. H.E.R.O.S. is selected as a featured program by CIBC for their World Markets Children's Miracle Day, which celebrates its 25th anniversary on December 3, 2009. This major promotional event offers increased media and sponsor exposure for the H.E.R.O.S. Program.
- H.E.R.O.S. attracts substantial national media coverage from Global National, CBC National, CTV and TSN, as well as major local media outlets such as the Toronto Sun, Edmonton Journal and Calgary Herald for being a unique, important and necessary program to help at-risk youth.
- An anti-bullying and anti-gang program developed in 2005 by The Vancouver Police Department in conjunction with H.E.R.O.S. Canada is launched as a template program for all H.E.R.O.S. programs across Canada. This program stimulates interest in one of the first H.E.R.O.S. alumni to join the Vancouver City Police Department.
- The Keg Spirit Foundation donates \$18,000 nationally for equal division between the five H.E.R.O.S. programs.
- H.E.R.O.S. Canada begins partnering with universities, colleges and post secondary institutions across Canada in 2008 to establish the **H.E.R.O.S. Educational Vision Program** to help increase exposure and interest in summer camps for math, science, arts, or athletics, as well as the vast options for post secondary education. The new program is aimed at fostering an interest and appreciation of lifelong learning and career development amongst H.E.R.O.S. participants and alumni

- Plans are made to implement a new **H.E.R.O.S. Program Effectiveness Outcome (PEO) Survey**, created by Calgary's Aspen Family Services, for use in all H.E.R.O.S. operations across Canada, to provide pre and post statistical measurements of the success of each H.E.R.O.S. Program.
- Big Brothers of Canada also implements a new H.E.R.O.S. Program Effectiveness Outcome Survey with pre and post program measurement for the H.E.R.O.S. programs in Edmonton, Toronto and Vancouver, in which their organization is involved as volunteers.
- Norm Flynn, H.E.R.O.S. Canada, Executive Director, and chair of the National Hockey League's "Hockey Is For Everyone" Advisory Board (formerly known as the NHL Diversity Task Force) initiates a new Hockey Is For Everyone (HIFE) grant system to establish consistent eligibility criteria and to allot over \$150,000 in grant monies. Flynn also assists in the approval of two new HIFE programs in New Jersey and North Carolina.
- TELUS provides important media relations services to assist in promoting the H.E.R.O.S. programs in Vancouver, Toronto, Calgary and Edmonton.
- Susan Hall, principal of 3PM Consulting, previously executive director, national community affairs with TELUS, joins H.E.R.O.S. Board of Directors to assist with board governance issues.
- H.E.R.O.S. begins building a relationship with the Fairmont Hotels in 2008 aimed at providing hotel accommodation for H.E.R.O.S. Canada business travel.
- Discussions for a partnership with National car rental agency are also in the initial stages.
- H.E.R.O.S. Canada continues relationship building with Air Canada for the donation of flight passes.
- H.E.R.O.S. Operations Manual is updated courtesy of WriteNow Communications and additional communications services are provided at a discounted fee.
- H.E.R.O.S. establishes new criteria of community involvement to use in the creation of new H.E.R.O.S. Programs that requires a firm three-year commitment to the Program from participating school principals and teachers to ensure sustainability.

H.E.R.O.S. Expansion Activities:

Winnipeg

- Planning begins for the 2009 launch of the newest H.E.R.O.S. program in the “North End” area of Winnipeg. H.E.R.O.S. enters into a 3-year partnership with John Heimbecker, vice president of Parrish & Heimbecker, who donates \$120,000 for sponsorship of the Winnipeg program.
- Dr Lloyd Axworthy, President and Vice Chancellor of the University of Winnipeg (Norm Flynn’s alma mater) proposes a mutually beneficial opportunity to expose inner city youth to the possibilities of higher education by working with the department of Kinesiology to create a practicum for University of Winnipeg students to help with on/off ice instruction in H.E.R.O.S. program.
- A new ice facility “The Iceberg” will be built at University of Winnipeg to be completed in 2011, which will serve as H.E.R.O.S. national headquarters.

Sunshine Coast

- TELUS commits to a 3-year, \$75,000 partnership to create a new **H.E.R.O.S. Sunshine Coast Program** for 32 boys and girls to be run in conjunction with the Recreation Program & Sports Coordinator Sunshine Coast Regional District. The program is slated to launch in autumn 2009.

Belfast

- A Giant H.E.R.O.S. summer camp, designed as a cross-border initiative aimed at bringing Protestant and Catholic children together – to foster empowerment, equality, sustained learning, compassion and conflict resolution, as well as personal and relationship development – is launched in Belfast, Ireland August 2008 in conjunction with Cooperation Ireland. This was followed by a 20-week Giant H.E.R.O.S. winter program, including on/off ice instruction and counseling, which was completed in March 2009.
- Thirty-five participants complete the Giant H.E.R.O.S. Program in February 2009. Five boys and girls are selected from the group to return as mentors-in-training for a new group participating in the H.E.R.O.S./Giants Hockey Camp running from August 16-21, 2009.
- Cooperation Ireland and the **Giant H.E.R.O.S. Program** are awarded the Belfast City Council Safety Award for their work in teaching life skills to at-risk youth.

Vancouver

- CIBC Wood Gundy at Park Place in Vancouver provides their annual \$25,000, along with additional donations from the partners and employees, for the expansion of the Vancouver H.E.R.O.S. program.
- The Vancouver Police Department's Liaison Officer at Britannia School in conjunction with the H.E.R.O.S. Program continue to develop their **Anti-Gang and Anti-Bullying Program** by participating in H.E.R.O.S. monthly off-ice sessions through talks, videos and in-person presentations.
- TELUS provides 60 tickets to Vancouver H.E.R.O.S. participants and their families to attend a Vancouver Giants Hockey Game to strengthen family relationships.
- TELUS CEO Darren Entwistle and the Arbutus Club raise \$1000 for new hockey equipment for use by the Vancouver H.E.R.O.S. Program at a Club event held in December 2008.
- Artist Uta Nagel hosts a Hockey Art Auction donating 50% of the proceeds to H.E.R.O.S., resulting in a total of \$1100 being raised for the Vancouver H.E.R.O.S. Program with \$550 in matching funds donated by TELUS.
- Four Vancouver H.E.R.O.S. participants are accepted into the Britannia Hockey Academy sponsored by a H.E.R.O.S. Athletic Scholarship Program.
- Nick Wilson, an alumnus of the Vancouver H.E.R.O.S. Program completes a 4-month internship in the Aboriginal Cadet Program with the Vancouver Police Department. He also completes his 3rd year of criminology at Langara College and is subsequently hired by the Vancouver Transit Police to work in 911 Dispatch.
- Nick Lee, a fellow H.E.R.O.S. alumnus is completing his third year of Kinesiology at Langara College.
- Fellow H.E.R.O.S. mentor alumni Troy Johal and Kaleb Wallace receive H.E.R.O.S. scholarships to attend UBC and Langara College.
- Five H.E.R.O.S. participants in Vancouver utilize the **H.E.R.O.S. Tutoring Program**, which provides specialized tutors for specific learning needs.
- **H.E.R.O.S. Dress For Success Program** in Vancouver continues to provide H.E.R.O.S. participants with appropriate apparel for job interviews.

- TELUS, H.E.R.O.S. Platinum sponsor, leverages their relationship with the Vancouver Canucks to provide ice time on January 8, 2009 for Vancouver H.E.R.O.S. participants to skate as a team at GM Place, followed by a private tour of the Vancouver Canuck's dressing room.
- The Vancouver Canucks provide 50 tickets to the H.E.R.O.S. participants and their families to watch the Canucks play the Minnesota Wild and celebrate in the Canucks' Sports Action Lounge
- TELUS provides their TELUS Suite at GM Place for 13 Vancouver H.E.R.O.S. participants to watch the Harlem Globe Trotters on Feb 19, 2009.
- Three other Vancouver H.E.R.O.S. leaders enter post secondary education assisted by a H.E.R.O.S. scholarship donated by CIBC Wood Gundy at Park Place.
- Take Five Catering agrees to provide catering of nutritious lunches and snacks at a discount for the Vancouver H.E.R.O.S. Summer Program.
- The Vancouver H.E.R.O.S. Summer Program Guest Speaker Series invites Richard Peter, Paralympics Gold medal basketball player and the sole Canadian aboriginal athlete to compete in the Beijing Olympics, to speak to the H.E.R.O.S. participants on the topic of *How to Achieve Your Goals*.
- Two new employers, McDonalds Restaurants and London Drugs are added to the **Vancouver H.E.R.O.S. Job Placement Program**, which now also includes: Army & Navy Department Store, Safeway Canada and Shoppers Drug Mart.
- The Vancouver Police Department and the National Hockey League Alumni teams face off in a charity hockey game to raise \$1500.00 in donations for H.E.R.O.S. Vancouver.
- TELUS provides 30 tickets for Vancouver H.E.R.O.S. participants to attend the International Four Nations Sledge Hockey Tournament held in Vancouver February 2009
- KidSport donates a portion of the registration fees for H.E.R.O.S. participants to join the Vancouver Minor Hockey Association.

Edmonton

- Thirty-six boys and girls participate in the Edmonton H.E.R.O.S. program held at the Russ Barnes Rink in the Beverly district. Upon completion of its second year, the Edmonton program results in a 98% retention rate of its participants. An additional school, GW Scott Elementary joins the program.
- Word of the success of the Beverly Program spreads, generating exploratory discussions and investigations into the possible expansion of the Edmonton H.E.R.O.S. program to include the Britannia neighborhood in West Edmonton.
- Big Brothers of Edmonton increase their involvement in the Edmonton H.E.R.O.S. Program. The service organization begins documenting “Excellent H.E.R.O.S. Behaviors” through testimonial and impact statements from H.E.R.O.S. participants and volunteers. These Program Effective Outcomes (PEOs) will be used as a success measurement tool for the H.E.R.O.S. Program across Canada.
- The first national **H.E.R.O.S. Leadership Conference**, created in partnership with Big Brothers of Edmonton and Calgary’s Aspen Family Services is held in Edmonton, November 29 - 30, 2008. Thirty-eight volunteer leaders from H.E.R.O.S. programs across Canada attend the two-day event held to train, educate, motivate and share experiences from their respective H.E.R.O.S. programs. Featured speakers include a representative from Hockey Canada, a psychologist who discusses issues specific to at-risk youth and teachers who offer information on child resiliency.
- 36 H.E.R.O.S. participants and 10 mentors from the Edmonton H.E.R.O.S. program attend an Edmonton Oilers hockey practice. The event is featured on Global TV.
- TELUS hosts Edmonton H.E.R.O.S. participants and families at 3 hockey games with Edmonton Junior Oil Kings in TELUS’ private suite at Rexall Place.
- All 36 H.E.R.O.S. Edmonton participants join the H.E.R.O.S. after school sports floor hockey program held April – June at local schools.
- The second Edmonton HERO Award is presented to all Edmonton H.E.R.O.S. participants because of their outstanding behavior in completing the program.
- A **H.E.R.O.S. Transportation Program**, using local busing companies, continues to provide transportation of H.E.R.O.S. participants to and from the on-ice sessions and special events.

- H.E.R.O.S. and the Beverly School District start providing healthy snacks for the Edmonton H.E.R.O.S. program participants.
- A **H.E.R.O.S. Floor Hockey Program** is created in Edmonton to run from April – June to help participants maintain H.E.R.O.S. behaviors, attitudes and skills throughout the off-season.
- United Cycle in Edmonton provides discounts on hockey equipment for the Edmonton H.E.R.O.S. participants.
- Sports Central in Edmonton begins an equipment exchange arrangement for H.E.R.O.S. to assist in hockey equipment sizing and modifications.

Calgary

- Aspen Family Services in conjunction with H.E.R.O.S. creates an Outcomes Measurement tool to be administered both as a pre-measurement (pre-season) and post measurement (season-end) that will facilitate a clear reporting of program outcomes. The evaluation tool completed by 60 H.E.R.O.S. participants and their families measures self-esteem, self-actualization, mastery and belonging. This new survey design is selected for use as a template in all H.E.R.O.S. operations across Canada starting in the 2009-2010 season.
- The Criminal Investigation Unit of the Calgary Police, in conjunction with H.E.R.O.S., conducts a half-day criminal justice/drug awareness/anti-gang seminar at G.W. SKENE School for grade 5-6 students to help them make informed behavioral decisions.
- A **H.E.R.O.S. Floor Hockey Program** is developed to run at: Patrick Airlie, GW Skene, Pembroke Meadows, Ernest Morrow, and Keeler Elementary schools to help maintain H.E.R.O.S. behaviors, attitudes and skills from April –June and ensure program continuity.
- The second annual Jayman H.E.R.O.S. Alberta Friendship Tournament, co-sponsored by the National Hockey League, is held in Calgary February 27-28, 2009. The weekend event features guest of honour Willie O'Ree, Tony McKegney and the Stanley Cup along with Mike Bolt, its traveling companion, aka "Keeper of the Cup."
 - The Jayman Masterbuilt Company provides financial assistance to allow all of the H.E.R.O.S. from Calgary, along with their families, to travel via luxury coach to Edmonton to take part in a two-day friendship tournament with all meals included. Sixty-eight participants in total from

Edmonton and Calgary are combined to play on four teams in a recreational round robin tournament.

- At the conclusion of the weekend 3 H.E.R.O.S. scholarships are awarded to: Justin Barclay, Aaron Milley and Nathan Petruska
- Old Dutch and Coca Cola donate snacks and drinks for H.E.R.O.S. Jayman Tournament weekend. Relationship building with these corporations begins, working towards a national sponsorship arrangement.
- TELUS leverages its relationship with the NHL Hockey Is For Everyone organization to arrange for NHL players and H.E.R.O.S. Ambassadors to visit the Alberta Childrens' Hospital in Calgary with the Stanley Cup.
- Calgary based Pengrowth Energy Trust donates two blocks of 20 tickets for H.E.R.O.S. participants to attend Calgary Flames hockey games.
- The Old Timer's Hockey Association donates \$5000 to the Calgary H.E.R.O.S. Program.
- Four H.E.R.O.S. participants receive an all expenses paid scholarship (valued at \$1300) to the Jarome Iginla / Cassie Campbell Summer Hockey School in July 2009. Each participant is provided with individual on and off-ice time with Jarome and Cassie.
- Family involvement and commitment to the H.E.R.O.S. Program grows stronger over the year. Four more Calgary families volunteer to take over the management and organization of the floor hockey program, which is held throughout the off-season to help sustain and reinforce the H.E.R.O.S. life skills.
- The Calgary H.E.R.O.S. Program assists 5 families at Christmas time to access financial support through Aspen Family and Community Network Society.
- To help celebrate Christmas, all Calgary H.E.R.O.S. participants are invited to watch a Calgary Flames hockey practice and have a tour of the team's dressing room.
- Six Calgary H.E.R.O.S. participate in a YMCA Summer camp sponsored by H.E.R.O.S. Calgary Program.
- Calgary H.E.R.O.S. mentors contribute an additional 25 hours of volunteer service with Aspen Family and Community Service.

- Canada's Women's National Hockey Team members become actively involved with the H.E.R.O.S. Calgary Program, joining the participants on several occasions to help teach on-ice drills and skills.
- Calgary businesses and private individuals contribute an additional \$7500 to the Calgary Program indicating a greater involvement and awareness of the wide-ranging benefits of the H.E.R.O.S. Program.
- Aspen Family Services continued involvement as a social service agency, ensures H.E.R.O.S. families direct access to resources assisting with basic needs and other community based support.
- An Aspen Family Services specialist is also brought in to work with aboriginal students to help address their specific behavioral issues and concerns.
- The Calgary Flames Community Ticket Adopt a Team Program is again offered to H.E.R.O.S. Calgary Program, which enables all H.E.R.O.S. participants to attend a Calgary Flames game to watch a professional hockey team in action on their home ice.

Toronto

- H.E.R.O.S. and Big Brothers and Big Sisters of Toronto enter the second year of their five-year agreement to provide volunteers for the Toronto H.E.R.O.S. Programs. Relationship building is further enhanced resulting in more volunteer and educational participation with the Toronto based H.E.R.O.S. programs.

Big Brothers of Canada through their Toronto chapter also offers to provide tutoring services to all H.E.R.O.S. participants at both Toronto programs.

- Relationship building begins with a major national bank following their overtures to the H.E.R.O.S. organization about a possible sponsorship of the Toronto H.E.R.O.S. Program.
- Greenwood College commits to another 3-year arrangement whereby the college provides 12 High School mentors for H.E.R.O.S. participants in both of the Toronto H.E.R.O.S. Programs.
- An anti-drug, anti-gang and anti-bullying awareness presentation and information session is conducted by the Toronto Police Department for both Regent Park and Brookview H.E.R.O.S. participants.

- The Marlees American Hockey League team donates twenty-two tickets for H.E.R.O.S. participants from both Brookview and Regent Park H.E.R.O.S. Programs to attend a game in February 2009.
- Hockey Experts of Toronto offers a discount for equipment cleaning for the Toronto based H.E.R.O.S. Programs.
- Balzac Coffee Houses of Toronto offers to provide a H.E.R.O.S. fundraising event to assist the Toronto based H.E.R.O.S. programs in 2009-2010.
- A record number of Toronto families from both H.E.R.O.S. programs come out to cheer their family member on during games indicating a greater support, involvement and recognition of the value of H.E.R.O.S. in their lives.

Regent Park Hockey Program

- H.E.R.O.S. establishes a **Toronto H.E.R.O.S. Transportation Program** whereby children and escorts are transported by taxis to the rink from their school.
- H.E.R.O.S. enters into an agreement with Camp Kilcoo (in Northern Ontario) to allot 30 spots for H.E.R.O.S. participants in Sept/Oct for a weekend retreat.
- The Stephen Marshall Foundation agrees to a two-year extension to host the H.E.R.O.S. summer Program at Regent Park.
- The H.E.R.O.S. Toronto Program partners with the Gary Sumner Hockey Summer School enabling H.E.R.O.S. participants to play in the GS Weekend Hockey League.

Brookview Secondary Hockey Program

- NHLPA Goals & Dreams Fund donate 54 sets of hockey equipment to Toronto's Brookview Program, totaling over 250 sets that Goals & Dreams have generously donated to the H.E.R.O.S. Program nationally.
- The second Toronto based H.E.R.O.S. program, with 56 boys and girls participating, is launched at Brookview Secondary School featuring guest of honour Jamal Mayers from the Toronto Maple Leafs and Tony McKegney, (the first black player in NHL history to score more than 40 goals in a single season) serving as an ambassador with the *NHL Hockey is For Everyone Program*.

- PK Subhan world junior hockey champion and gold medalist is a guest speaker at a Brookview School assembly, leveraged through connections with Hockey Canada. All major national and local media outlets cover the event with TELUS media relation's assistance.
- NHL Goals and Dreams Fund donates 58 sets of hockey equipment to Toronto Brookview. On March 10/09 the first annual Brookview Hockey Tournament is held at Canlan Ice Sport York.
- H.E.R.O.S. enters into its second year of a five-year partnership with the Toronto School Board.
- Two police officers from the Toronto Police Department volunteer their time as on-ice instructors for the Brookview Program. This also marks the beginning of relationship building with the goal of greater Toronto Police Department involvement in the H.E.R.O.S. Programs.
- TELUS presents a Sidney Crosby signed Team Canada jersey to Brookview School in honour of the H.E.R.O.S. participants. The event attracts national media coverage by Global National TV.
- Brookview school administrators invite students from Dr. Marion Hilliard Public School to participate in a three team round robin tournament as a cross-neighborhood initiative aimed at improving communication and relationships. This successful event leads to the creation of a third Toronto based H.E.R.O.S. Program to be based out of Dr. Marion Hillard Public School in Scarborough, ON beginning in fall 2009.

Program Beneficiaries:

- The more than 1800 H.E.R.O.S. participants who (as of year-end 2008) completed the H.E.R.O.S. Program in Vancouver, Toronto, Calgary and Edmonton.
- The 50 H.E.R.O.S. participants and mentors who received educational assistance in the form of tutoring or scholarships to pursue further education.
- The families of at-risk youth who are provided with the H.E.R.O.S. Program free of charge to assist their children in learning valuable life skills.
- The 30% of families who benefitted from **H.E.R.O.S. Family Strengthening Program**, which provides free tickets for family games and events.
- The 28 participating schools in Vancouver, Toronto, Calgary and Edmonton, which along with their educators and administrators, were supplied with a turn-key program to assist at-risk youth in their school districts.
- All of the post secondary institutions in Vancouver, Toronto, Calgary and Edmonton, which H.E.R.O.S. introduced as future educational options as well as promoting the concept and value of lifelong learning.
- The cities of Vancouver, Toronto, Calgary and Edmonton, which were provided with a privately funded program to help reduce potential crime and social problems resulting from at-risk youth, whose behavior would likely escalate if left unchecked without a program such as H.E.R.O.S.
- The city police departments of Vancouver, Toronto, Calgary and Edmonton, which were assisted in building better rapport with at-risk youth in their communities. H.E.R.O.S. also helps present the police as protectors in the community, thereby helping to decrease drug and alcohol use, gang initiations and criminal behaviors.
- Participating Sponsor Corporations, which were provided with a brand enhancing bridge into the community and vehicle to act on their social responsibility to help create opportunities for children and make their local cities a better place in which to live.
- Local professional and minor hockey teams, which were provided with an enhanced image for their participation with H.E.R.O.S. and for increasing their family fan base and exposure in the community.

- Local stores and businesses that were supported by H.E.R.O.S. purchasing goods and services for its programs in Vancouver, Toronto, Calgary and Edmonton (e.g. equipment, apparel, food, trophies, hotels, transportation, etc.)
- Local businesses, which joined the **H.E.R.O.S. Job Placement Program** and benefitted from the introduction to reliable and responsible future employees.
- H.E.R.O.S. families in Vancouver who benefitted from the **H.E.R.O.S. Fill the Family Food Basket Program**, which provides food essentials to H.E.R.O.S.' families in need.

Program Evaluation:

(Measurements of H.E.R.O.S. Success)

(*See [H.E.R.O.S. Quick Fact Sheet](#))

- Number of at-risk youth completing the program
 - Number of H.E.R.O.S. participants going on to post secondary education
 - Number of H.E.R.O.S. participants completing the Mentors-in-Training (MIT) and Mentor Program (MP) programs
 - Written and verbal positive feedback from teachers, school administrators, social workers, parents, police, participants, leaders and sponsors
- (*See [attached Testimonials](#))
- Improved attendance, attitude and behavior of H.E.R.O.S. participants in school as reported by teachers
 - Increased corporate sponsorship
 - Increased local business participation
 - Increased volunteer participation

*NOTE: Evaluation forms were sent to parents of participants in all H.E.R.O.S. programs. This form will be used to gather evaluation information that will provide a measurement of program success for all other H.E.R.O.S. programs across Canada beginning in fiscal 2009.

Community Awareness:

(Success of Project promotion and marketing)

- *Extensive national and local media coverage of the H.E.R.O.S. program provided by Global National TV, CBC National News, and other major print and web media outlets ensures a greater awareness of the H.E.R.O.S. Program across Canada and internationally. (*See attached list of Media Coverage)*
 - *This national media coverage of H.E.R.O.S. resulted in four solid requests from local authorities in Winnipeg, MN, Sechelt, BC and Montreal, PQ to open similar H.E.R.O.S. programs in their cities. Winnipeg and Sunshine Coast H.E.R.O.S. Programs are slated to open fall 2009.*
 - Further development of more professional relationships with media outlets in Vancouver, Toronto, Calgary and Edmonton helps ensure future media access to promote program and key messages.
- A greater awareness of and participation in the H.E.R.O.S. Program was ensured through an enhanced relationship with the Big Brothers & Big Sisters of Canada organization. This resulted in new partnership in with the national service organization to offer greater volunteer assistance.
- Our positive working relationship with the Vancouver eastside community was enhanced by Norm Flynn, H.E.R.O.S.' Executive Director when he served as a guest speaker at the Britannia School Athletic Banquet to raise awareness of the benefits of the H.E.R.O.S. program.
- Increased sponsor support resulted from a personal presentation by Flynn at CIBC head office in Toronto.
- Our continued relationship with the Vancouver Giants Hockey Team raised H.E.R.O.S. profile in the community and provided complimentary game tickets to H.E.R.O.S. participants.
- Further community awareness of the H.E.R.O.S. Program resulted from H.E.R.O.S. participation in the Vancouver Police Department vs. NHL old-timers hockey game tournament. This led to \$2100 donation H.E.R.O.S.
- Continued marketing activities with the University of Alberta led to greater interaction with the Edmonton Public School Board, resulting in the possible expansion of H.E.R.O.S. Edmonton Program into the Britannia district.

- Relationship building with the University of Alberta athletic program resulted in the university offering to host the Jayman H.E.R.O.S. Hockey Tournament in Edmonton for the 2009-2010 season.

Sponsor Feedback:

The financial, promotional and volunteer contributions that our sponsors generously provide to the H.E.R.O.S. Program are invaluable. Without your sustained support H.E.R.O.S. would cease to exist. However, over the past five years, H.E.R.O.S. has undergone a dramatic and rapid expansion across Canada, which places even greater demands on our need for more volunteers to service these new city programs. Therefore we rely on you, our sponsor organizations, to encourage more of your employees to discover the fulfillment that comes from helping our young H.E.R.O.S. participants to discover their potential.

The greatest challenge facing H.E.R.O.S. is sustainability. This becomes particularly concerning as corporate and business sponsorship dollars dwindle in light of tough economic times. Children from low-income families are hardest hit in a downturn economy as their family breadwinners often lose their jobs putting additional stress on already precarious family finances. These families' reliance on a program like H.E.R.O.S., which helps bridge the gap, between government, educational and social services to help their children living in an at-risk environment, becomes even more critical.

Given this critical need, H.E.R.O.S. is asking for a three-year funding commitment from its major sponsors to ensure sustainability and to help provide the necessary resources for H.E.R.O.S. to continue its expansion across Canada.

The H.E.R.O.S. organisation realizes that digging deeper into corporate coffers may not always be possible for some sponsors in these recessionary times, but where we believe all sponsors can contribute is through the leveraging of their business relationships. Whether it is through corporate events, informal or formal introductions, these new contacts will enable H.E.R.O.S. to expand its network of potential sponsors. This would effectively spread the financial burden and thereby guarantee the sustainability of H.E.R.O.S. much-needed program in the community.



Hockey Education Reaching Out Society

H.E.R.O.S. QUICK FACT SHEET

- Six H.E.R.O.S. Programs, as of 2008 year-end, are operating in: **Vancouver, Toronto (Brookview and Regent Park) Calgary, Edmonton and Belfast, IE**
- New H.E.R.O.S. Programs are slated to open in **Sunshine Coast, Winnipeg and Scarborough** for the 2009-2010 fall-winter program.
- More than 1800 boys and girls from at-risk environments across Canada have completed the H.E.R.O.S. program since it began in 2000.
- More than 95% of the participants that enter the H.E.R.O.S. program remain in the program to complete it.
- Over 45% of H.E.R.O.S. participants also utilize the free academic H.E.R.O.S. Tutoring Program provided.
- Over \$875,000 has been raised in private sector funding to support the participation of at-risk youth in the H.E.R.O.S. program since its formation in 2000.
- More than 70 youth from across Canada are currently enrolled in the H.E.R.O.S. Mentorship Program.
- More than 18 H.E.R.O.S. graduates have gone on to post secondary education assisted by H.E.R.O.S. scholarships.

H.E.R.O.S. Participant Profile

- All H.E.R.O.S. participants live in Canada's poorest urban postal codes and in areas with the highest youth crime rates.
- More than 80% of H.E.R.O.S. program participants come from foster care or single parent families.
- A significant number of H.E.R.O.S. participants suffer from Attention Deficit Hyperactivity Disorder (ADHD), Attention Deficit Disorder (ADD) and Fetal Alcohol Syndrome (FAS)
- The majority of H.E.R.O.S. participants come from homes with incomes well below the national poverty line.



Hockey Education Reaching Out Society

BACKGROUND STATISTICS AND INFORMATION

Sports:

- Children who participate in vigorous physical activity, such as sports, perform better in school.

Source: The American College of Sports Medicine (ACSM), study released in August 2006.

Poverty:

- Canada is one of the richest countries in the world; however, about 1,400,000 of its children (19%) live in poverty.
- Children of single parents and those of aboriginal descent suffer the most.
- The poverty rate for single-parent families in Canada is 46%
- Children of full-time working parents make up almost 30% of poor children in Canada. Their parents do not get paid a living wage.
- Aboriginal peoples in urban areas are more than twice as likely to live in poverty as non-Aboriginal people.
- In 1996, only 68% of Aboriginal youth were in school compared to 83% of non-Aboriginal youth.
- Poverty among children from two-parent families of recent immigrants (arrived in Canada within the last ten years) is 39%. This is more than double the national figure of 18%.
- Almost 70% of all poor people - almost 3.3 million - live in Canada's 25 largest urban areas.

Source:

1. *Urban Poverty in Canada: A Statistical Profile (CCSD, 2000), evidence from 1996 Census data*
2. *Canadian Council on Social Development*
<http://www.ccsd.ca/pr/2003/censusincome.html>

Education:

- Only 21% of foster children in BC graduate from high school compared with 78% of the general population.

Source: BC Youth Advocate Report, May 2007 (reported in Globe & Mail May 30, 2007)

- In 1996, only 68% of Aboriginal youth were in school in Canada compared to 83% of non-Aboriginal youth.

Source: Canadian Council on Social Development

<http://www.ccsd.ca/pr/2003/censusincome.html>

- Only 51% of aboriginals entering grade 12 in Vancouver for the first time graduate, as compared with a 77% graduation rate for non-aboriginals.
Source: BC ministry of Education School and District Data Summary reports (2005-06) <http://www.bced.gov.bc.ca/reporting/levels/perf-bas.php>

Crime:

- Most violent youth are male. This is true for both individual and collective abusive behavior. Male youth (including homosexuals, members of visible minorities and street youth) are also frequently victimized by youth violence.
- Individuals with few economic resources are at higher risk of both perpetrating and being victimized by physical violence. People living in poverty do not have equitable access to legitimate opportunities for occupational or financial success. They are also at greater risk of experiencing mental health problems, unemployment and school dropout than people not living in poverty.
- Male youth from ethno-cultural minority groups are at a higher risk of joining youth gangs and participating in collective acts of violence than youth who are not members of ethnic or visible minorities. This is not related to personality factors, but to the racist discrimination, language barriers, lack of educational and employment opportunities; and poverty that many of these youth have experienced.
- In many cases, perpetrators and victims of youth violence have also been abused in their childhood by adults.
- Many boys who have witnessed their mother being beaten, and/or have experienced child abuse; in turn abuse other family members and/or peers in adolescence and adulthood.
- Girls who witness or experience abuse in childhood often go on to suffer abuse at the hands of boyfriends and male partners. Evidence indicates that such experience increases the likelihood of later perpetration or experiencing abuse.
- Low school grades, school failure and dropout have been associated with the experiences of child abuse and/or victimization in teenage years. They are linked to the serious effects that abuse has on both self-esteem and general health.
- Several factors can reduce the risk that youth will experience violence. These “protective” factors include a non-abusive home; strong, early childhood attachment to caregiver(s) and good parental supervision; positive adult role models; and completion of high school and post-secondary school.

Sources:

1. Public Health Agency of Canada
http://www.phac-aspc.gc.ca/ncfv-cnivf/familyviolence/html/nfntsyjviolence_e.html
2. Canadian Council on Social Development
<http://www.ccsd.ca/pr/2003/censusincome.htm>



Hockey Education Reaching Out Society

H.E.R.O.S. Testimonials

Our school is at ground zero. Our youth are constantly dodging bullets to join gangs and take drugs. Resources and opportunities such as H.E.R.O.S. provide our children with hope and encourage them to visualize success through the mentorship and leadership programs. We have experienced increased attendance and improved marks over the course of our 1st year with H.E.R.O.S. More importantly we have had less office visits, which to a principal means more time spent, in the classroom. Well done H.E.R.O.S.!

Carl Subban, Principal, Brookview Elementary School, Toronto

My son has been in HEROS for 3 years. Since then, his grades have increased to nearly straight A's and his anxiety slowly decreased when he became part of the team. He needs to have a lot of support rebuilt in him, as he was in foster care for 3 years off and on. Thank you to all who support this great initiative.

Parent, Regent Park/Duke of York, Toronto, ON

The H.E.R.O.S. program has a profound affect on the kids who participate and I have seen first-hand its positive impact on their academic achievement and skills to deal with their anger and frustration. I firmly believe that H.E.R.O.S. has empowered and supported our students in the development of social responsibility.

Thomas Grant, Superintendent, Coquitlam School Board

The NHL Hockey Is For Everyone Program provides support to non-profit youth hockey associations across North America that are committed to offering children, of all backgrounds, opportunities to play hockey while teaching life skills. We proudly partner with H.E.R.O.S. in their expansion and the program is strongly supported by NHL member clubs, players and alumni.

Rob Wooley, Manager Diversity Programming, National Hockey League

We firmly believe in giving where we live. H.E.R.O.S. not only shares our corporate philosophy at TELUS, it also engages our employees through their volunteer program. Let's continue to provide opportunities to communities creating a better life for our children.

Jill Schnarr, TELUS Senior Director Community Engagement & Connections

H.E.R.O.S. has been such an unbelievable experience for our students. I am astounded at what this program is providing to our students, who thought they were going to be the ones giving their time (as mentors). Instead they have received so much encouragement and support. I am exceptionally grateful for what this program has provided for our students both as a group and individually.

Sheryl McNamara, High School Youth and Family Worker, Calgary, AB

Our company has been involved since the beginning as a sponsor and I personally have witnessed first hand the change in our H.E.R.O.S. kids over the years. I can't imagine a more worthy cause than to help a child turn their life around.

Terron Falk, V.P. Wood Gundy, Park Place, H.E.R.O.S. Board Chairman



Hockey Education Reaching Out Society

H.E.R.O.S. MEDIA COVERAGE – Updated June 2009

Television:

March 13 th 2009	CTV News Hour, <i>Big Finish for local Hockey Stars</i>
March 10 th 2009	City T.V. <i>H.E.R.O.S. Among Us</i>
February 5 th 2009	CTV News Hour, <i>Hockey comes to the Flames Dressing Room</i>
February 4 th 2009	Global News Hour, <i>H.E.R.O.S. meet their Heroes, Edmonton Oilers</i>
January 14 th 2009	TSN, <i>P.K. Subban an Inspiration to youth in the Jane & Finch Neighborhood</i>
January 14 th 2009	CTV Local News, <i>Local Hero Comes Home</i>
January 14 th 2009	Global Local News, <i>H.E.R.O.S. Meet a True Hero</i>
January 14 th 2009	City T.V. <i>Gold with Kids. Canadian National Winner Joins Brookview</i>
December 19, 2008	City T.V. <i>Christmas for the Children</i>
December 18, 2008	Global News Hour, <i>Santa Plays the Hero For H.E.R.O.S.</i>
December 12, 2008	Global National News, <i>Santa arrives at the rink for local H.E.R.O.S.</i>
December 12, 2008	CTV News Hour, <i>Christmas on Ice</i>
October 15, 2008	Global Local News, <i>Toronto Maple Leaf Player Joins the Brookview H.E.R.O.S.</i>

October 15, 2008	City T.V. <i>Jamal Mayers of the Leafs attend H.E.R.O.S. opener</i>
July 2, 2008	CTV News, <i>Hockey in the Summer</i>
April 25, 2008	CTV Toronto at 6: <i>Mr. Willie O'Ree in town to announce launch of H.E.R.O.S. Hockey program in Jane-Finch</i>
April 25, 2008	Global News at 6: <i>First Black NHL Player & H.E.R.O.S. in our City</i>
February 8, 2008	CBC National News: H.E.R.O.S. Hockey <i>Promise, Listening. Respect. Discipline. Fun.</i>

Print:

April 2009,	The Weekly Gleener, <i>Coloring the NHL</i>
January 14 th 2009	Toronto Sun, <i>Hockey Star Pure Inspiration</i>
April 2009,	Toronto Sun, <i>Jane-Finch kids meet Hero</i>
March 9 th 2009	Edmonton Journal, <i>Hockey H.E.R.O.S.</i>
February 2009	TDSB TODAY, <i>H.E.R.O.S. of Hockey in Regent Park</i>
October 18 th 2008	North York Mirror, <i>New Breed of H.E.R.O.S.</i>
August 18 th 2008,	Belfast Telegraph, <i>Ice, Ice Babies Get Their Skates On In Dundonald</i>
April 29th, 2008	North York Mirror <i>Taking Back Our Neighborhoods While Playing Hockey: Willie O'Ree & Steve Podborski Launches First free Hockey Program</i>
April 26th, 2008	Toronto Sun <i>Black Ice</i>
April 26th, 2008	Toronto Star <i>Hockey Star to Visit Schools</i>

February, 2008
Calgary Herald
*Every Kid Needs a Mentor, Haley Wickenheiser:
Women's Canada National Hockey Team*

January 22nd, 2008
Country Asides, (Edmonton Journal Flyer Force:
*H.E.R.O.S. at Work, sharing the love of the
game*

Web:

February 27, 2009
Flames.NHL.com
[http://flames.nhl.com/team/app?articleid=411407
&page=NewsPage&service=page](http://flames.nhl.com/team/app?articleid=411407&page=NewsPage&service=page)
Hockey H.E.R.O.S. Meet in Calgary

February 2009
ESPN.com
*First Black Player in NHL Works with Canadian
H.E.R.O.S.*

October 8th 2008
NHL.com,
Hockey is For Everyone

October 2008
Canada.com
Edmontonjournal.com,
A New Breed of Hockey H.E.R.O.S.

September 2, 2008
NHL.com,
H.E.R.O.S. Expands Throughout Canada

March 26th, 2008
Canada.com
[www.canada.com/edmontonjournal/news/sports/
story.html](http://www.canada.com/edmontonjournal/news/sports/story.html):
Hockey H.E.R.O.S. are Here to Stay



Hockey Education Reaching Out Society

H.E.R.O.S. Volunteer Profile and Update

It is one of the beautiful compensations of this life that no one can sincerely try to help another without helping himself.

– Ralph Waldo Emerson –

A tall, handsome, lanky youth walks into Britannia rink slightly stooped over, still somewhat uncomfortable with his height and himself, still a little shy about looking you in the eye and speaking up. One gets the impression he's spent a lot of time in his eighteen years keeping his eyes down and looking over his shoulder to stay out of trouble and harms way. **Nicholas Wilson** comes from a tough neighborhood, Vancouver's downtown east side, where contending with gangs, violent crime and drug turf wars is as much a part of daily life as a decaf latte is on the west side.

For Nick, hockey was a keen interest developed at the tender age of five when he wandered down to the local rink to watch the older kids play. It was on one of those frequent visits he was invited to play, and so began a lifelong passion. He continued to practice every week, developing his skills and scrambling for cast-off equipment. Eventually his hockey prowess caught the attention of a school counselor who was involved in the formation of H.E.R.O.S.

Nick, who at age 12 was already starting to move with a fast crowd and teetering on the edge of gang initiation was deemed an ideal candidate for the new hockey program aimed at helping at-risk youth. Initially he joined because it would give him access to more ice time and much needed expensive new equipment, but his participation as a mentor in the program also provided a great opportunity to help with the younger kids. It was something he says, "I wanted to do, but not demanded of me and that made me feel good about myself."

Along the way Nick also discovered the program helped him to stay in school. Suffering from a bad case of self-described "skipomania" prior to joining H.E.R.O.S. Nick was provided with an English tutor to help him with his school work and in the process stay motivated. That he insists made a huge difference.

Nick, who is the first person in his entire family to graduate from high school, says beyond staying motivated in school, just protecting himself physically from gang persecution was a continual threat and challenge. Recognizing this serious problem faced by many H.E.R.O.S. participants, H.E.R.O.S. began an affiliation with the Vancouver Police Department to offer a drug, alcohol and gang awareness program. Nick got involved when he participated in a police-student challenge that via a mock crime takes students and trains them how to conduct an investigation. This was a transformative moment for Nick. "I found the work fascinating and I saw how I could help make a difference in my neighborhood so I decided to train to become a police officer."

Thanks to a H.E.R.O.S. scholarship Nick registered at Langara College in their criminology program. However Nick's safety was jeopardized once again when he was faced with gang retaliation for being in the wrong place at the wrong time and was relocated to Toronto in a witness protection program.

Wanting to make the most of his time in Toronto Nick began studying at a private police academy where an 85% entrance exam score was required. Nick scored 98% – an impressive achievement for anyone, let alone a young man whose life is in turmoil. But living so far from home at such a young age without the support of friends and family proved to be too much of a strain. Six months later he elected to move back to Vancouver to an undisclosed location and at age 18 began living on his own.

Enrolled once again at Langara College he continues to play midget league hockey and volunteer his time with H.E.R.O.S. Working as a H.E.R.O.S. mentor and leader says Nick has taught him a lot about leadership, respect and determination. Nick's goal now is to become a VPD school liaison officer. "Because I grew up in such a bad neighborhood I want to try and change things. I don't think any of these opportunities would be available for me now had I not met Norm and gotten involved in H.E.R.O.S. I'm more mature, it helped me to solve my problems or at least know where to go to ask for help."

Update June 2009:

Nick has now completed his third year of Criminology at Langara College. Through the H.E.R.O.S. Job Placement Program Nick landed a job as a security guard at the Army & Navy Department Stores in Vancouver. In June of 2008 the Vancouver City Police hired Nick as a new recruit for the *Aboriginal Police Program*. Following his successful completion of the program, the Vancouver Transit Police hired him for 911 Dispatch. Nick is now well on his way to fulfilling his longtime dream of becoming a police officer.