



OTTAWA
SENATORS
foundation

GAME CHANGERS
FOR YOUTH



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foundation



fondation des
SÉNATEURS
D'OTTAWA

Launched: 1998

Mission: The Ottawa Senators Foundation empowers children and youth to reach their full potential by investing in social recreation and educational programs that promote both physical and mental wellness.

Tagline: Game Changers for Youth

Vision: The Ottawa Senators Foundation strives to reduce the risk for children and youth in our community by:

- keeping our kids physically active and engaged in healthy activities and sports programs.
- investing in our community's future through educational initiatives.
- supporting physical and mental health programs and initiatives at local healthcare organizations.

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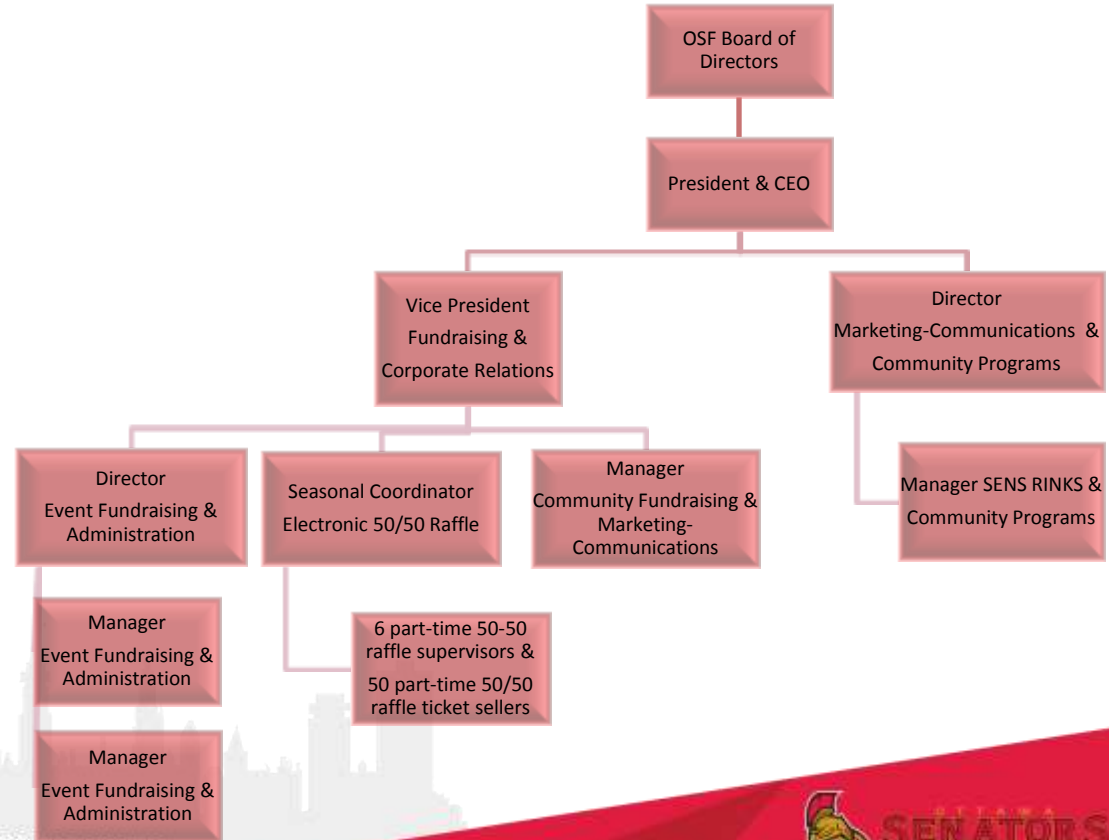


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Organizational Chart

The Ottawa Senators Foundation (OSF) receives support services from the Ottawa Senators Hockey Club (OSHC) in the areas of accounting, information technology, marketing, ticketing, corporate sales, human resources, graphic design, broadcast, in-game entertainment, fan and community development and hockey operations.

There is a legal agreement governing these support services between the OSF and OSHC. The OSF is an independently governed organization and responsible for 100% of its salary, rent, administrative and operating costs.



Board of Directors

- 20 Member Board.
- Meet eight times per fiscal year (August 1 to July 31)
- Three year membership terms with the possibility of an additional three year term.
- Membership includes:
 - Club Owner appointment, Club GM, Club President (Vice Chair Role)
 - Wife of the Head Coach, Wife of a Roster Player, Wife of an Alumni Player
 - Several members represent significant sponsors of the Club, i.e. Canadian Tire, Bell, Scotiabank, etc.
 - Influential executives from within the region
- Members also fill required board of directors “skills matrix”. For example our representative from Bell is the chief legal & regulatory officer and executive vice president of corporate development. On our board he serves on the executive committee as the Secretary and is the Chair of the Governance Committee.
- Committees of the board include: Executive, Nominating, Governance, Finance & Audit, Communications & Community Relations, Events.

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Operating Model

- Governance
- Finance
- Administration

- 50/50 Electronic Raffle
- SENS RINK Major Gifts
- Signature Events & Sponsorship
- Community Events
- Philanthropic Donations



- Story Sharing
- Issues Awareness
- Community Relations
- Speaking Engagements
- Social, Communications & Marketing Activities

- SENS RINKS
- Social Recreation
- Education
- Physical & Mental Wellness
- Roger Neilson House
- Sponsorships & In-Kind Donations



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Signature Events



Game Night Events



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Ottawa Senators Foundation

FY17 Investments

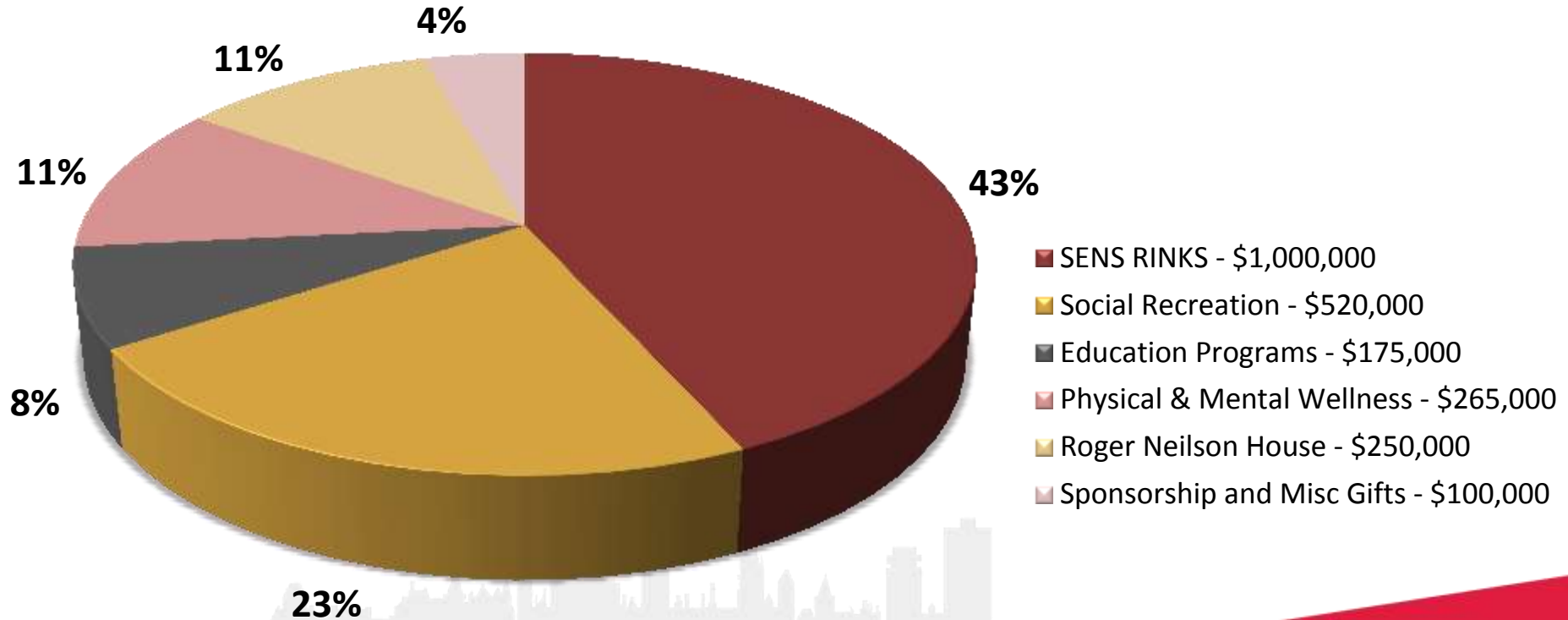
SENS RINKS & 25 th Anniversary	Social Recreation	Education Programs	Physical & Mental Wellness	Roger Neilson House	Sponsorship & Misc. Gifts
\$1,000,000+	\$520,000	\$175,000	\$265,000	\$250,000+	\$100,000
A total of 20 SENS RINKS: a) FLAGSHIP Refrigerated Sens Rink of Dreams at Ottawa City Hall b) 7 in Ottawa c) 5 in Gatineau d) 7 throughout the surrounding regions LORD STANLEY Monument Gift	I Love to Play Hockey I Love to Skate Little Sens Learn to Play recLINK Sens Camperships Sens Sports & Leadership League	Education Bursaries (13 endowments funds at: Algonquin College La Cité collégiale University of Ottawa Carleton University Project s.t.e.p. Sens in School	Be Game Ready Mental Wellness Hockey App Changing How We Live with Cancer Campaign Gatineau Health Foundation Hopes Rising Campaign Ottawa Hospital Cancer Care & Research Unit Support Our Troops The Bridges Program	Acute End of Life Care Grief and Bereavement Support Pain and Symptom Management Perinatal Hospice Respite Care Transitional Care	Purchase of event tables, tickets, golf foursomes, team registrations, etc. Purchase of Ottawa Senators branded merchandise for player autograph and donations. Purchase of hockey tickets for donation.

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Ottawa Senators Foundation Investments



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Keeping kids physically active and engaged in social recreation activities



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The SENS Campership program provides children and youth from low-income families recreational and skill development opportunities at summer camp sessions.

Camps with a strong history of delivering camp programs resulting in campers increased self-confidence, personal development, physical activity, nutritional awareness and teamwork, leadership and fair play skills were awarded grants

SENS RINK

SENS RINKs are year-round recreational meeting spaces within neighbourhoods and communities.

SENS RINKs are designed to offer free or low-cost programming for children and youth.

There are nine SENS RINKs currently with plans for 11 more to be constructed across eastern Ontario and Gatineau.



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The Sens Sports and Leadership League hosted at the Boys and Girls Club of Ottawa is the city's only no-fee sports league.

It offers Ball-hockey, basketball, soccer, volleyball and a walking program called Walk this way.

An average of 12,000 games are played each season.

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I ♥ to skate

Brought to you by:



I ♥ to play hockey

in memory of Eric Leighton

The I Love to Skate program provides new skates, helmets and skating lessons free of charge for children between the ages of six and 12 years who might not otherwise have the chance to skate.

The I Love to Play Hockey program provides equipment and further instruction on the city's outdoor rinks.

This past year more than 600 children and youth participated in both programs.



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Our Impact

I ♥ to skate



I ♥ to play hockey
In memory of Eric Leighton

The I Love to Skate program, in partnership with Canadian Tire Jumpstart and the City of Ottawa, provided more than:

530

kids with new skates, helmets and skating lessons

program participants to date

2,000



More than
1,000
kids aged four to 17

7,000
camp days

from
46
communities

across
eastern Ontario
and
western Quebec

SENS RINK

RINKs planned for the National Capital Region

20

7

RINKs completed in Ottawa, Gatineau and Smiths Falls

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A focus on physical and mental wellness



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Roger Neilson House is the region's only pediatric respite and palliative care centre has had over 3,600 admissions resulting in more than 21,000 days of care since opening in 2006.

On June 16, the OSF made a historic \$2.2 million gift made to the joint CHEO/OSF Endowment Fund bring the total we've invested in operations, capital improvements and the endowment to \$11.4 million.



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The 'BRiDGES Project' at YSB is designed to address the service gap by offering youth and families a variety of therapy interventions focusing on their recovery and wellness.

Pledged support to charitable organizations focused on meeting the needs of families with children and youth suffering from mental health illnesses.

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Our Impact




**Days of care
provided to
children since
opening in 2006**



BE GAME READY

mobile app promotes mental health & wellness among minor hockey players 12-16 years old, their parents and coaches.

2,000

Downloads since
launched in
December 2015

Downloads
per month

250

 **The Le Royal**
Mental Health - Care & Research
Santé mentale - Soins et recherche



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EDUCATION



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Project s.t.e.p. is a residential and education based treatment and prevention program of drug and substance abuse among youth.

Counselling is now provided at all of Ottawa's high schools and by several community agencies.

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Sens@School is an innovative, online education program featuring lesson plans using the sport of hockey, Spartacat, and the Ottawa Senators Hockey club delivering required curriculum in

- language arts
- fine arts
- mathematics

More than 70,000 students in over 1,750 classrooms participate in the program.



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With more than \$2 million endowed at post-secondary institutions across the region, the Ottawa Senators Foundation has awarded more than 300 bursaries to date.



Carleton
UNIVERSITY



uOttawa

Le Collège des meilleures pratiques

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Our Impact

\$1 million investment to address youth addiction

3 community-based schools in the National Capital Region.

57 publicly funded high schools in the National Capital Region.

2,500 parents receive support through counseling sessions

6,000 students access school based counseling

30,000 students receive prevention education sessions



75,000
students



1,750
classrooms

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