



**Breaking Barriers,  
Creating Opportunities**

**2019 Donor Impact Report**



# The Power of Sports

At the OSEG Foundation, we know the important role that sports can play in the lives of children and youth. It's what motivates us to follow our game plan to break barriers and create opportunities so all kids in our community have the opportunity to play, learn and develop through sports.

Through your support over the past year, the OSEG Foundation has continued to make a difference in our community by developing strategic partnerships and investing in programs and initiatives that deliver on our mission to be a catalyst for social change by leveraging the power of sports to improve the lives of children and youth.

The theme of this year's Donor Impact Report is "Breaking Barriers and Creating Opportunities" to highlight our momentum towards ensuring all children and youth in Ottawa reach their full potential through the transformative power of sports. These accomplishments are only possible because of the commitment from you - our donors, volunteers and community partners.

As we enter 2020 and look forward to a new decade, we will continue to leverage our players and coaches from the Ottawa REDBLACKS and Ottawa 67's to inspire more donors to join our team and foster new partnerships so we can move beyond making a difference to making social change through the use of sports.

Thank you for sharing our passion for sports and believing in our mission.

Sincerely,

**Janice Barresi,**  
**OSEG Foundation Executive Director**

# Our Mission

The OSEG Foundation will be a catalyst for social change by leveraging the power of sports to improve the lives of children and youth.



# How Your Support Made a Difference in 2019



**1580**

volunteers engaged



**\$120,000**

in equipment donated



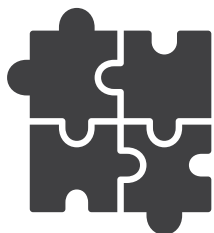
**5825**

children and youth  
participated in  
OSEG Foundation  
programming



**46,624**

hours of programming  
delivered



**150**

children & youth  
living with  
disabilities served



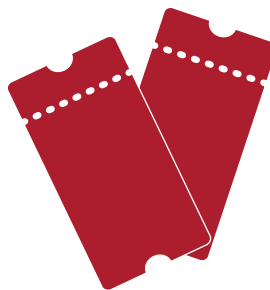
**140**

coaches attended  
a REDBLACKS  
Coaching Clinic



**85**

community partners  
collaborated with  
OSEG Foundation  
to respond to  
local children and  
youth needs



**1735**

tickets to sporting  
events provided to  
children and families  
in need (approximate  
value: **\$26,025**)



# Your Generosity Breaks Barriers

Far too many children and youth in Ottawa do not benefit from sports and miss out on learning valuable life lessons that sports teach. There are numerous barriers that limit their involvement in sports. These barriers could be financial, health-related, gender or cultural.

In 2019, your generosity helped us break through some of these barriers to get children and youth off the sidelines and into the game so they could experience the power of sports and excel to achieve their full potential.



## Breaking Barriers for Children and Youth with Disabilities

**90** children and youth living with autism participated in multisport programming

**25** blind and partially sighted children and youth participated in a learn to skate and play hockey program

Many barriers stand in the way of children and youth with disabilities participating in sports, including a lack of opportunities available to participate in sports programs. By leveraging our resources and sports teams, we have formed partnerships with Ausome Ottawa and Canadian Blind Hockey to ensure that inclusive and accessible sports programs are available for children and youth with autism and blind or partially sighted kids.

Thanks to your generosity, more children and youth with disabilities in our region now have the opportunity to have regular physical activity, learn new skills, develop friendships, be part of a team and boost their self confidence.

# Breaking Barriers for Girls

**1290** girls served by OSEG Foundation programming

Studies repeatedly show that during adolescence, girls drop out of sports at a significantly higher rate than boys. According to CAAWS (Canadian Association for Advancement for Women and Sport) research, 41% of girls between the ages of 3 and 17 don't participate in sports and as girls enter crucial adolescent years, their overall participation rate drops by 22% and school sports participation drops close to 26%. By 10 years of age, if a girl has yet to participate in sport, there is only a 10% chance that she will be physically active as an adult.

By exiting sports during adolescence, girls miss out on more than just the chance to play - they leave behind intangible lessons that can empower them to grow up to become strong and confident leaders. OSEG Foundation is committed to engaging

girls in physical activity, teaching new skills and empowering their potential to develop into the leaders of tomorrow.

On June 14, 2019, OSEG Foundation, in partnership with the City of Ottawa and Fast and Female, hosted the first Sports Day the Girls' Way at TD Place. With a theme of confidence, seven hundred (700) girls in grades 4-8 from across Ottawa came together for a day of inspiration, sports and connection.

In addition to trying new sports and physical activities, the girls were led by strong female role models throughout the day. Because of your support, Sports Day the Girls' Way provided many girls with a powerful and inspirational sport experience that they would not otherwise have had access to.



June 17, 2019

*I would like to express sincere appreciation for the opportunity that you offered to girls at Carleton Heights Public School. We are still floating on a high.*

*75% of our students come from countries all around the world. Most do not speak English at home. Many come from cultures where women are not regarded as equal and in some cases less than human. Many of these children have seen and experienced things that would be difficult to survive.*

*Friday lifted our girls up. They saw spaces filled with strong joyful women, inspiring them and showing them, that being a girl is a privilege, not a burden that must be endured.*

*Heartfelt thanks  
Ann Maloney  
Teacher of girls  
Carleton Heights PS*



# Your Generosity Creates Opportunities

OSEG Foundation is a champion in our community for how sports contribute to the overall well being of youth and children. By sharing our passion for sports and with your generosity, we are creating sports for development opportunities to ensure that children and youth can play, learn and develop through sports.



# Creating Opportunities for Volunteer Coaches

**140** coaches attended a REDBLACKS Coaching Clinic

Community-based sports programs are dependent on volunteer coaches to run them. These coaches dedicate countless hours of their time as volunteers and play a huge role in influencing thousands of children and youth who participate in these sports programs. Coaches not only teach sport skills and core values, they also have a direct impact on the kids' overall level of enjoyment and engagement in sports.

By leveraging our teams, the Ottawa REDBLACKS coaching staff, and your generosity, we continued our investment in coaching clinics for minor football coaches. Building capacity in our local volunteer coaches creates more opportunities for children and youth to stay engaged and experience the power of sports.



## WHAT THE REDBLACKS COACHING CLINIC PARTICIPANTS HAD TO SAY:

*"The coaches were personable, approachable and very generous with their teaching. Players were easy going and generous with their time. We felt part of the REDBLACKS family."*

*"I truly enjoyed my time spent at the REDBLACKS football coaching clinic. I will hopefully be bringing the entire staff I coach with to the clinic next year."*

*"This has been by far one of the best if not the best coaching clinic than I have ever attended across all sports and I am a high school coach and I coach many sports."*



# Creating Young Champions in Military Families

**50** youth from military families became Champions

In collaboration with Support Our Troops, your generosity helped develop and deliver a new multi-sport program for youth of military families. The Be A Champion! program focused on building resiliency for kids experiencing the challenges that come with belonging to a military family. With help from Ottawa REDBLACKS and Ottawa Fury FC players, participants worked on self esteem, communication, teamwork, respect, leadership and determination.



# Creating Opportunities for Independence

**100** children and youth supported through the Children's Aid Society

In the Spring of 2019, the Children's Aid Society of Ottawa and Children's Aid Foundation of Ottawa piloted a new program designed to support youth transitioning out of care and into independence (GPS Connect, i.e. Guide, Partner, Succeed, Connect).

With support from the Bernie Ashe Sports Fund at the OSEG Foundation, 100 children and youth had the opportunity to participate in physical activities or sports. These kids are in the process of learning about financial planning, healthy eating and physical activity, employment and education opportunities, and housing.

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## Alexander, 9, GPS Connect Participant

*Alexander had been acting out at home due to his behavioural outbursts. He has had difficulty making friends at school and he needs to be supervised at all times. Alexander has always showed an interest in basketball. The basketball club he joined coincided with his mother's work schedule, so it was a perfect fit for the family. Alexander has enjoyed every minute of his basketball experience and has started to make some meaningful friendships all while allowing his mother to continue her regular work schedule.*

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# Community Outreach

**6,500** Hours of Community Engagement

**70** Hours spent reading to youth at school

**1,010** Hours with minor sport organizations

**\$37,465** from 50/50 draw dedicated to City of Ottawa flood relief efforts

Players and coaches from the Ottawa REDBLACKS and Ottawa 67's recognize the leadership role they play in our community, especially as role models to inspire and empower children and youth to benefit from the power of sports.

Throughout their respective seasons, the OSEG Foundation works with our teams to provide thousands of hours of community engagement including: school visits, speaking engagements, sporting clinics and overall community service.



# Thank You

Our sincerest thanks to all of our donors, volunteers and community partners for your support and dedication to our game plan. OSEG Foundation's programs and initiatives, and ultimately the kids who we serve, rely entirely on your generosity.

We gratefully acknowledge the generous financial support from our Founding Donors, signature event sponsors and participants, community partners, individual and corporate donors, 50/50 supporters and the Ottawa Sports and Entertainment Group (OSEG). Every donation counts and your ongoing support ensures that children and youth benefit from sports all year long.

## OSEG FOUNDATION BOARD OF DIRECTORS

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 Rob Ashe  
 Jim Durrell  
 Kathleen Grimes  
 Cheryl Jensen, Retired

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 Paul McCarney  
 Kevin Pidgeon  
 Jeannine Ritchot  
 Sophie Sauvé  
 Jason Shinder  
 Sylvie Forget-Swim

# OSEG Foundation 50/50 Draw

The OSEG Foundation raises funds directly from fans of the Ottawa REDBLACKS and Ottawa 67's through the 50/50 Draw Program. In 2019, OSEG Foundation introduced online 50/50 ticket sales for select games and guaranteed draws to further engage fans directly on giving back to the community.

Through the Ottawa 67's playoff run, OSEG Foundation set a new OHL record for the 50/50 draw with a single game jackpot of \$43,000! Additionally, OSEG Foundation dedicated the 50/50 proceeds from one playoff game to the Canadian Red Cross for flood relief efforts in our community along the Ottawa River.





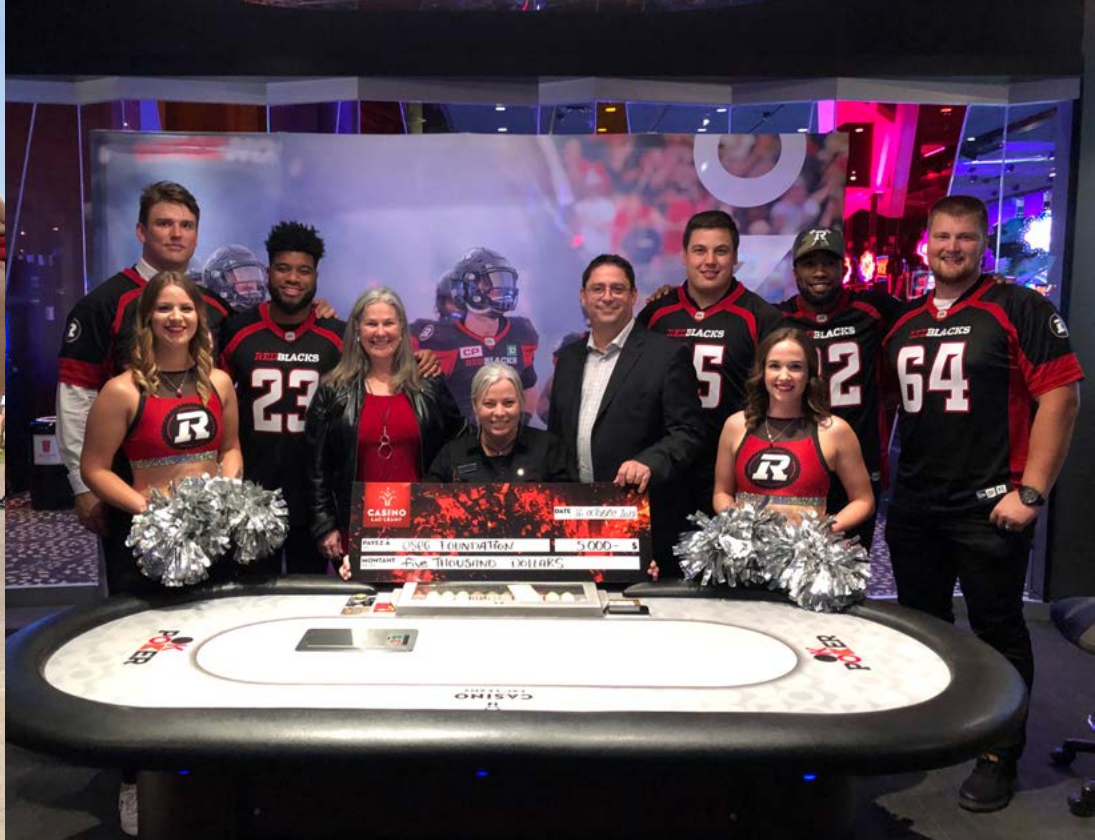
# Signature Events

## Gourmet on the Gridiron

On Sunday, August 18, 2019, community and business leaders came together with the Ottawa REDBLACKS at TD Place to raise funds in support of helping children and youth get off the sidelines and into the game to excel and reach their full potential in life.

## REDBLACKS Women's Training Camp

The July 26, 2019 REDBLACKS Women's Training Camp was about more than just getting together with friends for the best girls' night out in the city and learning about the game of football from members of the Ottawa REDBLACKS. It was about women coming together to raise funds in support of OSEG Foundation's girls in sports programs and initiatives.



# Community Events

**Thank you to our community event partners for your tremendous support of OSEG Foundation in 2019:**

Labatt Cheers for Charity  
 Ottawa Dragon Boat  
 Foundation  
 Paul Rushforth Charity  
 Golf Tournament

MBNA Charity  
 Golf Tournament  
 Wawanesa Toy Drive  
 Casino Lac-Leamy Texas  
 Holdem' Poker Tournament

Dynes Sports Management  
 Golf Tournament  
 RacMac Golf Tournament  
 Rivermead Men's Night





1015 Bank Street  
Ottawa, ON  
K1S 3W7, Canada

**Call:** 613-232-6767 **Email:** [foundation@oseg.ca](mailto:foundation@oseg.ca)

Charitable Registration # 89423 9524 RR0001

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