



2021-2022

COMMUNITY IMPACT REPORT



RETURNING TO PLAY

THE OSEG FOUNDATION is committed to building stronger and healthier communities by leveraging the power of sports to improve the lives of children and youth.

The 2021-22 fiscal year continued to challenge us with COVID-19 health and safety restrictions resulting in a second consecutive year without our signature fundraising events, REDBLACKS Women's Training Camp and Gourmet on the Gridiron, and imposing limitations on our community impact programming.

However, out of these challenges came opportunities to forge new partnerships and strengthen existing relationships. We proudly introduced two new community impact programs, the **REDBLACKS Mentorship program** and **Girls on the Run Ottawa**, and welcomed the **Ottawa-Gatineau Youth Foundation** to the OSEG Foundation.

We are incredibly grateful for your support, delighted to return to play, and proud to present this report showing how your support is helping provide opportunities for children and youth to play, learn and develop through sports. Because of your generosity, the OSEG Foundation was able to invest more than \$350,000 in charitable activities in 2021-22.

The pandemic has showed us the importance of having sports in kids' lives, highlighted the inequities in access, and taught us that sports are so much more than the game. Our mission is now more important than ever before and with all of us working together, we feel strong and unstoppable!

ROGER GREENBERG

Chair, OSEG Foundation Board of Directors

JANICE BARRESI

Vice President Community Affairs,
Ottawa Sports and Entertainment Group
Executive Director, OSEG Foundation

OSEG
FOUNDATION



WELCOME!

OTTAWA-GATINEAU YOUTH FOUNDATION



“The significant contribution that has been made to the OSEG Foundation will lead to increased opportunities for young people in our community to play, learn and develop through sport”.

Roger Greenberg
Chair, OSEG Foundation Board of Directors

IN SEPTEMBER 2021, the Ottawa-Gatineau Youth Foundation (OGYF) announced that, in the best interests of the young people it serves, its supporters and stakeholders, and the charitable sector of the National Capital Region, it was uniting with the OSEG Foundation and filing for voluntary revocation of its charitable status.

“Given the similarities in vision, mission, values, commitment to equity, diversity and inclusion, leadership capabilities, stakeholder crossover, governance and operating structures, and most importantly the synergies that both Foundations share in terms of the young people they strive to empower, a union with the OSEG Foundation just made sense”.

Ian Sherman
Chair, OGYF Board of Directors

The OSEG Foundation was honoured to be selected by the OGYF to carry forward its vision and legacy within our charitable operations.

We are excited to welcome OGYF supporters and stakeholders to the OSEG Foundation team and look forward to growing together, leveraging the assets of the OGYF, and providing new opportunities for children and youth in our community to leverage the power of sport to excel and reach their full potential.



REDBLACKS MENTORSHIP PROGRAM

PRESENTED BY



Inspiring youth through mentorship

THE OSEG FOUNDATION was proud to launch the new REDBLACKS Mentorship program in 2021.

The program aims to help at-risk youth from vulnerable communities, with high rates of failure to graduate and high rates of poverty, by connecting youth to Ottawa REDBLACKS players who act as athlete mentors and role models to inspire the youth to pursue their dreams.

Many of the Ottawa REDBLACKS players attribute their own personal and professional success to coaches and mentors they've had along the way and are looking to "pay it forward" to the next generation.

The OSEG Foundation partnered with the Carlington Community Health Centre to develop the new REDBLACKS Mentorship program, train the REDBLACKS Mentors and deliver a modified (virtual) program.

Fifteen youths from the Carlington community in Ottawa joined the program as mentees in the first season. The mentees were matched with Ottawa REDBLACKS players with an intentional effort to match mentees and mentors who have similar lived experiences.



Due to the CFL COVID health and safety protocols in 2021, the players were not able to meet in person with the mentees during the season. However, the mentees and mentors met virtually for four hours per month.

The mentees attended an initial, socially distant, meet and greet with the players at Lansdowne, attended a REDBLACKS home game as a group, and had a holiday social in the REDBLACKS locker room with two of the REDBLACKS mentors.

During the holiday social, there was an opportunity for Ottawa REDBLACKS Defensive Back and mentor Justin Howell to share his personal lived experience with racism growing up in small town Ontario and engage in discussion with the mentees about how they deal with racism. This was a meaningful and impactful mentorship moment that left a lasting impression on the mentees.



"I was so moved by Justin's story and it taught me how to reply and act when racist comments are directed my way."

Emmanuella



HOW YOUR SUPPORT MAKES A DIFFERENCE

The Power of Mentorship: Dyno's Story

MENTORSHIP HAS BEEN IMPORTANT in Dyno's life. His mentorship journey started before the REDBLACKS Mentorship program through his connection to his school Janitor, Nigel. Nigel and Dyno understood each other and created a bond through their similar backgrounds and regular conversations about sports.

At first, Dyno wanted to join the REDBLACKS Mentorship program because he wanted to go to games and win prizes. He made the connection through the Carlington Community Health Centre, a community partner for the REDBLACKS Mentorship program.

But then, once he started meeting with his mentor Ese Mrabure, a defensive lineman for the Ottawa REDBLACKS, he realized the value in having someone who understands what he's going through. "People expect guys to stay strong, but when I have someone to talk about my feelings who is actually listening and [taking] to heart what I say, I really appreciate that."

Dyno remembers his first activity with Ese. "We wrote a poem together. I didn't know him at all but once we started making it we instantly clicked and it was my favourite moment." A big connection between the two is an understanding of what it means to be the eldest brother, as well as similar interests in sports and anime.

"The most important part of the REDBLACKS Mentorship program is youth seeing themselves in the athlete" said Intisar, a staff member at the Carlington Community Health Centre. "A lot of mentors are from the same or similar background and pairing in that way creates a sense of belonging [for youth]".

After every meeting with his mentor, Dyno never wanted the conversations to end. "I wanted to have conversations and more talks about our feelings, I've held in a lot of pain since I was a kid, and the program gave me an opportunity to talk."

Mentorship has made a huge impact on Dyno's life. He shows courage in the way he expresses his feelings and emotions to others, his confidence has improved, and he continues to excel in his afterschool program.

Dyno is also showcasing his leadership skills in the community by mentoring grade 7 and 8 students in the SWAG program at Carlington Community Health Centre, which gives youth like him opportunities to talk and make connections.

In recognition of all his hard work and success, Dyno was recently awarded a Kiwanis scholarship and plans to continue to shine at Algonquin College in the Computer Systems Technician-Networking program in September.



"The most important part of the REDBLACKS Mentorship program is youth seeing themselves in the athlete"

Intisar Farah
Carlington Community Health Centre



**GIRLS ON THE RUN
OTTAWA**

Helping girls discover their star power and limitless potential

IN 2021, THE OSEG FOUNDATION

announced a new partnership with Girls on the Run International to bring the acclaimed afterschool program for girls ages 8-13 to Ottawa. The OSEG Foundation was proud to be the first charitable organization in Canada to bring the Girls on the Run program to our local community.

Girls on the Run Ottawa is a community-based, life changing program that promotes girl empowerment by teaching life skills through lessons and creatively integrating running. The program launched in the fall at two sites in priority Ottawa communities. Participants and volunteer coaches met outdoors, twice per week for ten weeks after school at Bayshore Public School and Russell Heights Community House.

The curriculum places an emphasis on the development of six specific life skills (competence, confidence, connection, character, caring and contribution), with intention to developing the girls' strengths and assets rather than focusing on their deficiencies.

The Girls on the Run program is delivered by certified and caring volunteer coaches with lessons designed to emphasize the important connection between physical and emotional health. At the end of the program, girls complete a 5K run, which develops a goal-oriented mindset and delivers a tangible sense of accomplishment.





96%

of girls said they were happy
with themselves as a person

92%

of girls said they have
classmates they can become
friends with

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Thank you

to our volunteers,
supporters, and donors
for making it possible for
girls in Ottawa to discover
their star power and
limitless potential
through Girls on the Run.

HOW YOUR SUPPORT MAKES A DIFFERENCE

Finding Confidence: Sumaiya's Story



READING BOOKS AND SPENDING time with siblings, normal things. That's what Sumaiya did afterschool.

Then Sumaiya found Girls on the Run Ottawa. After her first practice she felt energetic and ran home to tell her mom all about it. And after that, she didn't stop running.

Sumaiya remembers learning about positive self-talk: "One time we were doing meditation and thinking about how to take 'I'm not good enough or I can't do this' and make it 'I can do this'". This changed the way she talked to herself and others.

Positive self-talk was one of the first lessons that gave Sumaiya her confidence.

Confidence is key for girls Sumaiya's age. It's important to find a sense of self and confidently go out into the world.

"Girls my age go through a lot of emotional, traumatic things - especially going into middle school." Sumaiya uses her found confidence and positive self-image to support her friends and classmates.

Sumaiya believes it's important to know who you are. "Before Girls on the Run I didn't wear the hijab. Now I know who I am and who I want to be". She proudly wears her hijab, which showcases her new found self-confidence.

The 5K marks the end of the program and gives girls an opportunity to showcase their progress. "All my friends, teachers, principal, and coaches cheered me on". Members of the community also joined to show support. "It made me feel confident, like I can do this". Sumaiya had been waiting for this moment since her first session.



To this day, Sumaiya continues to run. "It's a matter of consistency and showing up and being there. That's half the job. The other half is giving it your best." Her mother added that showing up and giving your best is better when surrounded by supportive friends – and more fun!

Sumaiya found her "spark that lit the pathway". Next time you see Sumaiya she will be a doctor, or a scientist, or an artist, running to achieve her goals.



"Before Girls on the Run I didn't wear the hijab. Now I know who I am and who I want to be".

Sumaiya





REDBLACKS Football Coaching Clinic – March 2021

Supporting positive role
models in the community

THE ROLE OF A COACH in youth sports is so much more than just teaching practical skills and drills. Youth football coaches dedicate countless hours of their time as volunteers and play a huge role in influencing the children and youth who participate in their programs.

As a way of giving back to youth football coaches, the OSEG Foundation, in partnership with the Ottawa REDBLACKS coaching staff, presents the REDBLACKS Football Coaching Clinic to build capacity in local coaches.

For the second year in a row, the REDBLACKS Football Coaching Clinic was held virtually due to COVID health and safety restrictions. Over one hundred coaches took part in four virtual sessions that were held in the spring of 2021.

Here's what the participants had to say:

- Excellent content, well laid out and designed for Coaches who are working with less experienced players.
- This was a very amazing Clinic. I have attended all of them throughout the years. Coaches are very accessible and willing to share their knowledge.
- I enjoyed the fact that the coaches were willing to take the time to help other coaches.





PARTNERING FOR COMMUNITY IMPACT



THE OSEG FOUNDATION extends its impact in the community through its support of programs and initiatives aligned with our mission. We are proud of the work our community partners do to leverage the power of sports to improve the lives of children and youth.

Canadian Blind Hockey

After a disappointing and abrupt end to the inaugural season in 2020, nine blind and partially sighted children were all smiles when they were able to lace up their skates and return to play blind hockey in 2021-22.

This program provides a unique opportunity for the kids to participate in a Canadian tradition while also helping to build their self-esteem and confidence off the ice.



Ottawa 67's General Manager, James Boyd and team mascot, Riley, made a guest appearance at the team's last practice of the season to skate with the rising stars and bring greetings from the Ottawa 67's.

Children's Aid Foundation of Ottawa

Eleven children and youth living in foster care participated in organized sports and recreation programs during the pandemic. Thanks to your support, children who have been removed from their biological homes were able to benefit from the power of sport at this difficult time in their lives.



"Milayla is absolutely loving gymnastics. She recently had an exam where she's moved into Bronze level!"

This is so helpful for grandma because Milayla has many behavioural issues and now with her regular gymnastics lessons, she's been more focused and this has helped grandma with the family's stability."

Child's worker

First Assist

First Assist is an Indigenous led organization who's mission is to help Indigenous students – including those hardest to reach – find success in school by using sport as a motivational tool to promote attendance, increase classroom engagement and promote healthy habits for life.

OSEG Foundation is proud to work with First Assist to help ensure that students have access to sports and skill building programs that contribute to positive outcomes.

Youth Services Bureau Charitable Foundation

Through our commitment to the Ottawa-Gatineau Youth Foundation donors and supporters to carry forward their vision and legacy, the OSEG Foundation continued to support the Youth Hub at the YSB Youth Housing Hub.

Opened in 2019, the YSB Youth Housing Hub features a range of programs and services needed by at-risk youth.



The Front Nine Project

OTTAWA 67'S ALUMNI, Will Brown, and fellow OHL Alumni, Keenan Reynolds (Owen Sound Attack and Flint Fire Birds), teamed up with the OSEG Foundation and the Ottawa Community Housing (OCH) Foundation to launch the Front Nine Project in 2021. This innovative project, provides youth in Ottawa with the opportunity to learn how to play golf, by removing the financial barriers associated with beginning such an expensive sport.

As COVID-19 restrictions loosened during the summer of 2020, Will and Keenan noticed that plenty of kids did not have the resources to participate in sports like golf (one of the only sports allowed at the time) in the same way as others in their community did. While they were rivals on the ice during their playing years, they are

a united force off the ice in their love for the game and belief that golf is a sport that should be accessible to any youth who is interested in playing.

Through its partnership with the OSEG Foundation and the OCH Foundation, the Front Nine Project identified a group of deserving youth to participate in a 6-week golf program. The participants were provided with golf clubs and accessories, range and green fees, as well as transportation and healthy snacks so they could all experience the power of golf.

By the end of the program, thanks to Will and Keenan's leadership, the participants learned a new sport, participated in a golf tournament, developed new friendships, and experienced the transformative power of sport.



National Capital Amateur Football Association (NCAFA)

IN PARTNERSHIP WITH the National Capital Amateur Football Association (NCAFA), the OSEG Foundation provided opportunities for girls and youth with financial barriers to play football, and funding to support clubs' return to play in priority communities.

With the motto of **"Our Huddle Includes Everyone"**, more than 2800 boys and girls across the region returned to play a modified season of football with NCAFA in 2021.



Photo by Paige Ryan



Photo by Paige Ryan



OTTAWA SPORTS AND ENTERTAINMENT GROUP IN THE (VIRTUAL) COMMUNITY

PLAYERS AND COACHES from the Ottawa REDBLACKS and Ottawa 67's along with staff from the Ottawa Sports and Entertainment Group (OSEG) recognize the important leadership role they play in our community.

The persistent COVID health and safety restrictions prevented our teams from engaging with the community in person this year, but it didn't stop meaningful discussions from continuing with the children and youth that we support.

They reached out virtually to engage in meaningful discussions with children and youth in the community.

Returning to Play Ticket Donations

As the Ottawa REDBLACKS and Ottawa 67's returned to play with fans in the stands, the Ottawa Sports and Entertainment Group resumed its ticket donation activities and provided more than \$16,000 worth of tickets to charitable endeavours and not for profit organizations.



\$16,000

Value of tickets donated



Courageous Conversations

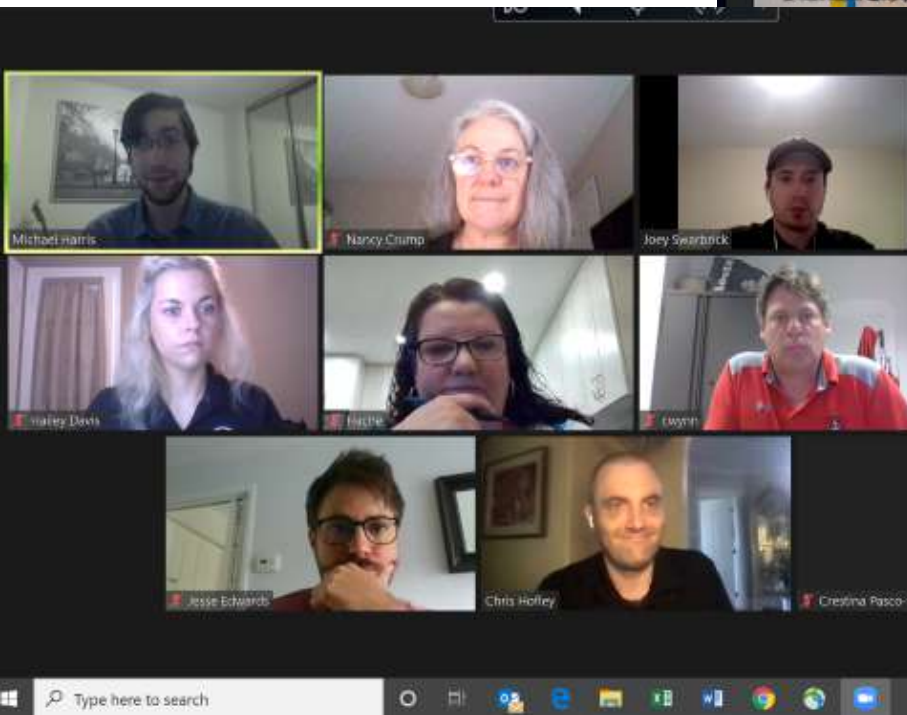
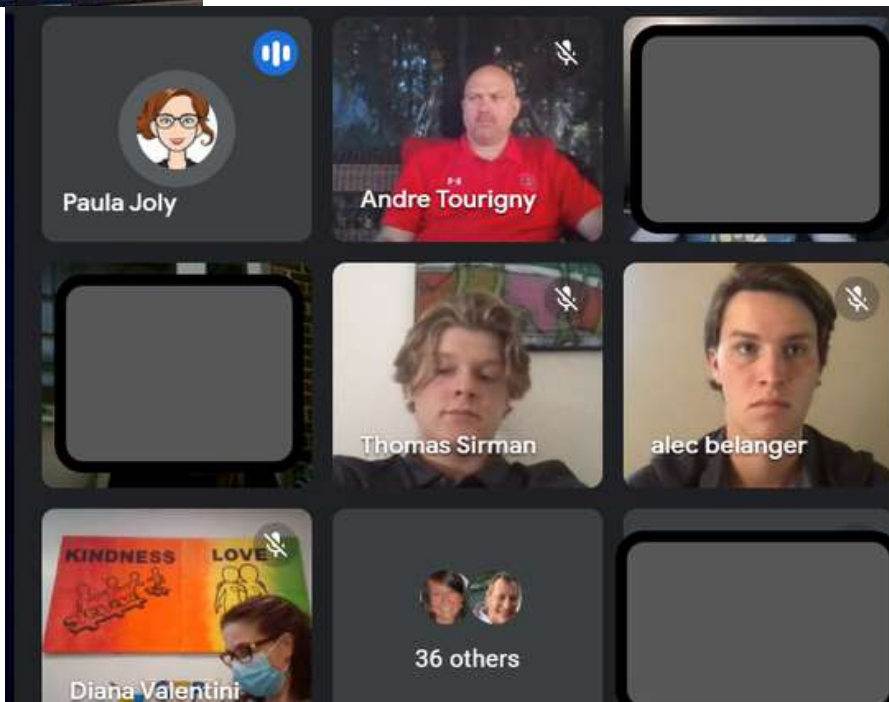
Facilitated by Ian Mendes, The Athletic, our professional athletes and guests participated in Courageous Conversations about diversity, inclusion, and racism.

These powerful panel discussions with more than 1,800 Grade 7 and 8 students provided opportunities for the athletes to share their personal lived experiences with racism and answer challenging questions from the inquisitive students.

St. Paul High School Grade 8 Retreat

With yet another in person Grade 8 retreat cancelled, St. Paul High School turned to the Ottawa 67's to provide some inspiration to the Grade 8 class of 2021.

Coach Andre Tourigny and players Thomas Sirman and Alec Belanger discussed taking care of yourself, having a good support group, getting out of your comfort zone, and building confidence in tough times.



Behind the Scenes Careers in Sports

In partnership with Kids Up Front Ottawa, OSEG employees volunteered their time to educate and inspire high school students about the many rewarding careers in the Sports and Entertainment industry.

These behind the scenes employees shared their personal career journey, key factors to their success, and their favourite moments working at OSEG.



THANK YOU

2021-2022 Leadership

TO ALL OUR DONORS, volunteers, community event organizers and partners, and the Ottawa REDBLACKS and Ottawa 67's players and coaches – thank you for believing in our mission and helping bring positive change to our communities by leveraging the power of sport to improve the lives of children and youth.

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Our Supporters

WE ARE GRATEFUL for the generous financial support from our Founding Donors, RNation Corporate Heroes, event sponsors and participants, community partners, individual and corporate donors, 50/50 supporters and the Ottawa Sports and Entertainment Group (OSEG). Every gift provides opportunities for children and youth to play, learn and develop through sports.



Dynes Sports 6th Annual Charity Golf Tournament 2021



100 Men Who Care at TD Place, September 2021



Algonquin College Recreation and Leisure Studies 2021



NCAFA 50/50 Sellers 2021

Thank You

REDBLACKS MENTORSHIP PROGRAM SPONSORS



GIRLS ON THE RUN OTTAWA SUPPORTERS



HOW TO GET INVOLVED

DONATE TODAY

You can provide opportunities for children and youth in our community to play, learn and develop through sports by making a one-time gift or a monthly donation.

Donate online at
osegfoundation.ca/donate

ATTEND OR SPONSOR A SIGNATURE EVENT

Our signature events offer a unique way to get involved with the OSEG Foundation while helping children and youth experience the power of sports.

Contact the OSEG Foundation at
foundation@oseg.ca to learn more.

HOST A FUNDRAISING EVENT

Help provide opportunities for children and youth to play, learn and develop through sports by hosting your own fundraising event!

Contact the OSEG Foundation at
foundation@oseg.ca to learn more.

50/50 RAFFLE

50/50 raffle draws are held by the OSEG Foundation for all Ottawa REDBLACKS, Ottawa 67's, Ottawa BlackJacks, and Atlético Ottawa home games at TD Place.

Play online at **osegfoundation.ca/50-50**



Upcoming Events



REDBLACKS WOMEN'S TRAINING CAMP

Friday, July 22, 2022

Gourmet ON THE **GRIDIRON**

Thursday, September 8, 2022



 Provided by 

Breakfast with Santa

IN SUPPORT OF  **OSEO FOUNDATION**

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Breakfast with Santa

Saturday, December 17, 2022

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