

# OSEG *FOUNDATION*



## COMMUNITY IMPACT REPORT

2020



# OSEG FOUNDATION LEADERSHIP

The OSEG Foundation is grateful for the commitment and dedication of its 2020 leadership volunteers.

## OSEG Foundation Board of Directors

Roger Greenberg, Chair  
Rob Ashe  
Jim Durrell  
Kathleen Grimes  
John Ruddy  
Mark Goudie, Ex-Officio

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Catherine McLaughlin  
Mark Noonan  
Kevin Pidgeon  
Jeannine Ritchot  
Sylvie Forget-Swim



Roger Greenberg and Janice Barresi

## OSEG Foundation Staff

Janice Barresi, Executive Director  
Nancy Crump, Senior Manager, Development and Donor Communications



**OSEG FOUNDATION****A YEAR LIKE NO OTHER**

2020 started off with lots of activity and several programs underway until everything came to an abrupt halt on Friday, March 13th. One day we were skating, playing, cheering and the next day, we were told to stay home and social distance. All of our programs and events were either postponed or cancelled.

Throughout the year, we were hopeful and optimistic that we would quickly return to our normal activities. However, as the pandemic raged on, we were further challenged to be able to deliver meaningful impact and fundraise through our usual programs and events.

In regular, and arguably better, times, the OSEG Foundation relies heavily on our teams and our shared passion for sports. Without the Ottawa REDBLACKS and Ottawa 67's teams in action and with public health restrictions in place, we paused our big initiatives to consider our options going forward. During this time, our community continued to show their support through a variety of initiatives.

**We cannot thank you enough for your support this past year.**

Despite the challenges of COVID-19, we are resilient (sports make us that way) and in 2021, we are looking forward to returning to doing what we do best – breaking down barriers and creating opportunities for children and youth to reach their full potential through the power of sports. Tackling equity, diversity & inclusion and girls in sports will be front and centre of our work in the coming year.

Thank you for sharing our passion and believing in the transformative power of sports.

Roger Greenberg  
**OSEG Foundation**  
**Chair**

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

OSEG FOUNDATION

# 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.**

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**“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair.”**

*Nelson Mandela*

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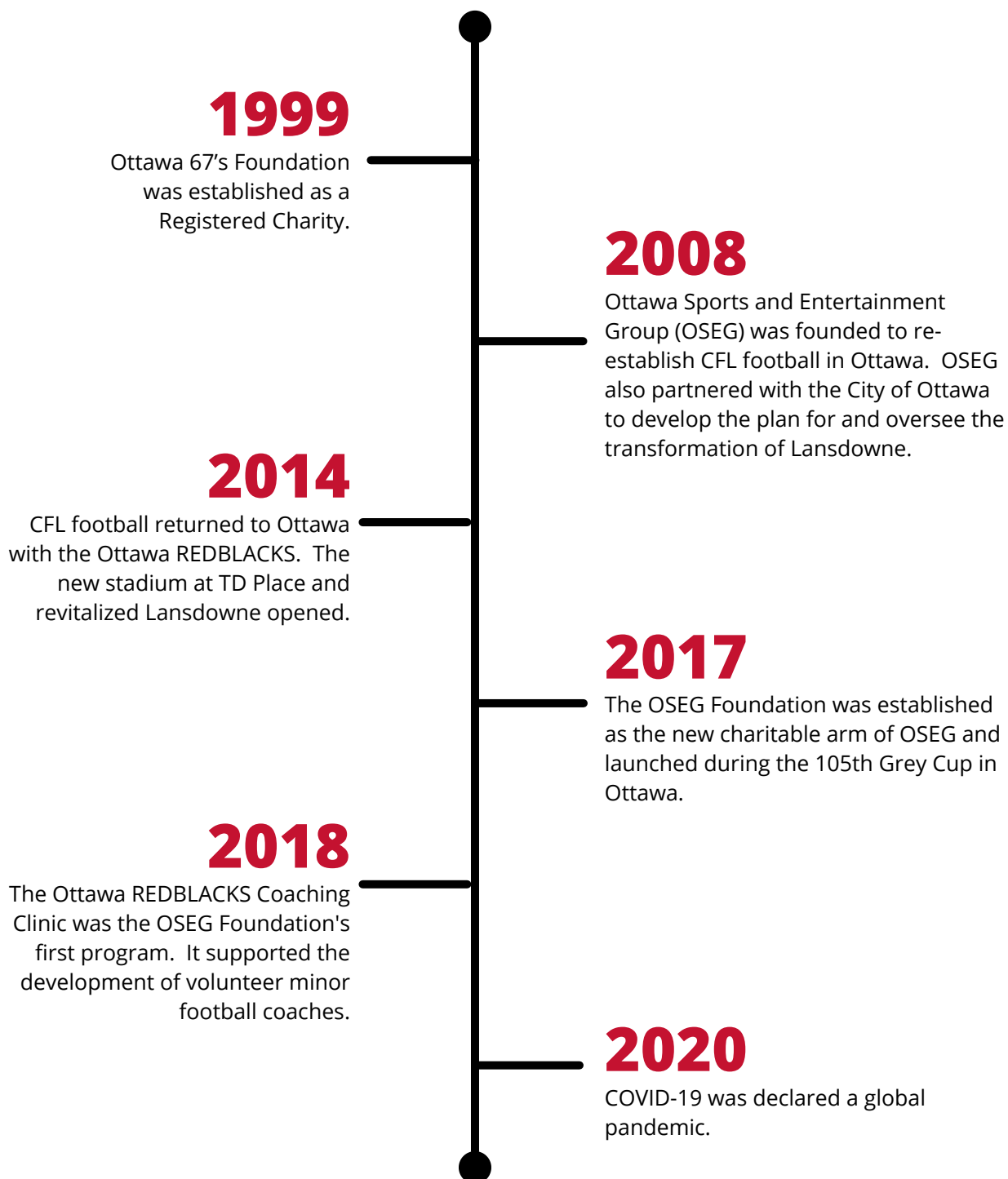
Three years ago, 16-year old Ahmed Meradjah lost his mom to cancer and he was left on his own to fend for himself. Despite these adverse circumstances, Ahmed continued to play football and work hard to become a straight A student.

A recent VIP tour of The Stadium at TD Place with Ottawa REDBLACKS Head Coach Paul LaPolice, Offensive Lineman Alex Mateas and Defensive Back Justin Howell gave Ahmed the opportunity to see how football could be part of his future after high school.

Motivated by the memory of his mom and inspired by the power of sports, Ahmed is overcoming incredible adversity and driving forward to reach his full potential.

## OSEG FOUNDATION

# TIMELINE



HOW YOUR SUPPORT MADE A DIFFERENCE

## 2020 BY THE NUMBERS

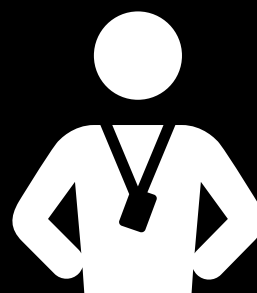


**\$107,196**

INVESTED IN CHARITABLE  
ACTIVITIES

**182**

YOUTH SPORTS COACHES  
ATTENDED 67'S & REDBLACKS  
COACHING CLINICS



**436**

CHILDREN AND YOUTH  
PARTICIPATED IN OSEG  
FOUNDATION  
PROGRAMMING

**904**

TICKETS DONATED TO SPORTING  
EVENTS FOR CHILDREN AND  
FAMILIES IN NEED  
(APPROXIMATE VALUE \$11,400)











## DONOR IMPACT

# COMMUNITY IMPACT PROGRAMS

The OSEG Foundation establishes partnerships with other charities and non-profit organizations to develop and deliver programs that remove barriers to participation so more children and youth have the opportunity to play, learn and develop through sports.

These community partnership programs are only possible because of your generosity.



# IMPROVING ACCESS TO SPORTS FOR KIDS WITH DISABILITIES

All kids should have the opportunity to play, learn and develop through sports. Because of your generous support, the OSEG Foundation was able to continue its commitment to creating sports opportunities for children and youth with disabilities.

In 2020, the OSEG Foundation and the Ottawa 67's partnered with Canadian Blind Hockey to launch the first youth blind hockey program in Ottawa.

Making hockey accessible for blind and partially sighted children and youth

positively contributes to their physical, emotional and social well-being through community building, social recreation and peer support.

For the third year in a row, the OSEG Foundation continued its partnership with Ausome Ottawa to provide sports programs that enrich the lives of children and youth with autism and their families.

The Soccer and Get Moving programs provide opportunities for Ausome kids to be active and build fundamental movement skills in a safe and positive environment.



# HOCKEY IS FOR EVERYONE

These young skaters put all their energy into learning how to skate (or improving on their existing skills), how to skate with the puck, how to pass & receive the puck, and of course - how to shoot!

It was wonderful to see the progress each skater made. The speed of this progress was a testament to their determination, along with the excellent coaching & support by their coaches, parents and volunteers.

## Player Testimonials

"It feels good to know that I am part of a team and I like that I am finally learning to maneuver the stick and puck so that I can actually play hockey like Mitch (Hoelscher)."

*Jesse, 11 yrs*

"I love hockey because I can go out there and show what I got!" and "I love meeting all the new people" *Adam, 7 yrs*

## Parent Testimonials

"It was difficult to see our daughter lose her vision and no longer be able to play sports. The Blind Hockey program in Ottawa has come at the right time in our lives! Thank you for making sport accessible for our daughter."

"For me the biggest thing is seeing the confidence that our son is gaining as the weeks go by. This was a child who just last year would not even try. Hockey has become such a big part of our lives".

# 15 kids

participated in the  
first Ottawa Blind  
Hockey program





# AUSOME IMPACT

## Soccer Program Testimonial

"Grace truly enjoyed herself. Her face would light up when it was time to go to soccer.

Then you could see her determination while doing all the practice moves. This was the most movements that I ever saw Grace do, it was great to see!

She was upset when I told her that soccer was over for now."

*Suzanne Beauvais*

## Get Moving Program Testimonial

"It was a great experience for our little girl. She was hugging one of her volunteers on the last day. We were sad it went so quickly. She was learning to follow directions and looked forward to going every week.

The volunteers were wonderful and patient with not only our child, but others. Thank you for providing these programs for our kids!

There is not enough good I can say about this program. It far exceeded expectations.

Thank you to the OSEG Foundation and Ausome."

*Mary O'Donnell*

**30**  
**children**  
**& youth**  
participated in  
Ausome Ottawa  
programs powered by  
the OSEG Foundation



# ADVANCING MENTAL HEALTH THROUGH SPORTS

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The OSEG Foundation partnered with CHEO's YouthNet RéseauAdo for their Winter Wellness program.

The Winter Wellness program is an early intervention and prevention program designed to support a group of youths (ages 13 – 20 years old) who are struggling with their mental health. The program aims to:

1. Increase youth mental health literacy and awareness of resources in order to promote help-seeking behaviours;

2. Engage youth in connecting with one another and finding mutual support within a group of their peers;

3. Increase youth development of healthy coping strategies through winter sports and collective activities.

Funding from the OSEG Foundation enabled YouthNet to reach a larger, more diverse group of youth, provide enhanced learning opportunities and high-quality physical activities and experiences, and extend the program.





# IMPACT

Beyond self-reported feedback, the experience had a positive impact on important protective factors, such as expanded coping strategies, greater perceived coping ability and stronger connections to peers.

100% of youths surveyed came out of the program with 2+ coping strategies, felt the program helped them feel more connected to other youths, felt they could talk to the facilitators and that their opinion mattered, and felt a sense of belonging to the group.

## Youth Facilitator Testimonial

Youth really benefitted from the program in terms of breaking isolation and improving their social skills.

*"Many youths were anxious about coming into a group they didn't know. I think this is where sports really helped with connecting. I saw youth who wouldn't really talk to anyone at the beginning of the program coming out of their shells to help others in different activities. I think a lot of them also gained confidence in their abilities not only by making these connections, but also through trying new things & persevering when it got harder."*

# 19 youth

participated in the  
Winter Wellness  
program powered by  
the OSEG Foundation



# INSPIRING PARTICIPATION

St. Paul High School was looking for a way to encourage students to get moving during the winter months and provide the opportunity to every student who had never skated or didn't have skates to participate in one of Ottawa's favourite winter past-times, skating.

With support from the OSEG Foundation, St. Paul was able to build an Ottawa 67's locker, using three storage units, and fill it with 70 pairs of skates and 30 helmets so that all students could learn to skate in their physical education classes.

As a bonus, throughout the winter, students stopped by the Phys. Ed office on Fridays so they could borrow the skates on the weekends to go skating with their friends.

St. Paul High School was also able to refurbish their two tennis courts which meant students could be introduced to another new sport! Having both the rink and the tennis courts close to school and home provided opportunities for students to learn new sports and be physically active during a challenging year.

The future of the program envisions an afterschool program where kids can sign up for various sessions throughout the week.

For now, skating has been discussed during class Google meets and everyone is excited to get back to school so they can skate again this year.

For kids who are new to the school this year (grade 7s), they are looking forward to this unique St. Paul experience!





# MEMORABLE MOMENTS

"I have so many amazing pictures and videos of students skating for the first time.

Some had their friends helping them, while others just took on the challenge independently, but the best part was everyone had great big smiles on their faces. It was incredible to see and will be something that I carry with me forever.

For the students that were there on the day of the launch - their most memorable moment is definitely skating with a few of the 67's players. They were still talking about it months later!"

*Kendra Hollingsworth, St. Paul High School,  
Curriculum Leader of Health & Physical  
Education and Social Studies*



# ENRICHING LIVES THROUGH SPORTS

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Kids Up Front Ottawa provides experiences to deserving children and youth in the Ottawa area. They believe that all kids should have access to enriching experiences like the arts, culture and sporting events.

Attendance at events like hockey games fosters feelings of social inclusion and belonging in kids. It also encourages children to connect with their community to explore new activities and interests in safe and supportive environments.

In 2020, 841 children from 40 unique child-serving agencies attended 14 different sporting events. The agencies support children facing financial and health barriers, families in crisis, newcomer Canadians and other vulnerable populations.

The OSEG Foundation is proud to support Kids Up Front Ottawa so deserving kids can experience the inspirational power and magic of live sporting events.



“

Aseel and Rayan both had a great time watching hockey and have both now started to learn to skate in hopes of playing when they're older. Being able to see the game in person captures the excitement of the game as well as the feeling of community in support of Ottawa's junior team. Thanks again to the donors for providing this opportunity.

KUF Ticket Recipient

”





## COACHING CLINICS

# DEVELOPING COMMUNITY LEADERS

Community-based sports programs for children and youth 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 the Ottawa REDBLACKS and Ottawa 67's coaching staff and your generosity, we continued to invest in coaching clinics for minor football and minor hockey coaches. Building capacity in our local coaches creates more opportunities for children and youth to stay engaged and experience the power of sports as they grow and develop.



80 coaches attended the first Ottawa 67's Hockey Coaching Clinic in February 2020.

“

### What the participants had to say:

*One of the best coaching clinic experiences I have ever had. I was actually excited driving to the rink in the morning and the sessions didn't disappoint. I loved the passion that was evident from each presenter.*

*I have taken 6 coaching clinics over 10 years of coaching minor hockey, this is the only clinic that I have learned something new about how the game is played.*

*Thank you for taking the time to coach us coaches, very helpful! I learned so much that I can share with other coaches and help coach our players. Making everyone better, thank you!*

”







**100 coaches participated in the Ottawa REDBLACKS Virtual Football Coaching Clinic in September 2020.**



**What the participants had to say:**

*The clinics are a fantastic opportunity to learn from and interact with professional coaches who have a long history of coaching and varied experiences and perspectives.*

*There was a wide variety of information, it was clear and concise. The coaches didn't spend time on things that didn't apply to lower level football. Lot's of great intro drills and skills.*

*It seems the coaches had something to offer everyone, from peewee to university-level coaches. Very well thought out.*







THANK YOU

# COMMUNITY FUNDRAISING

Thank you to our community event organizers for their creativity and dedication to overcoming barriers and finding a way to host their golf tournaments and support the OSEG Foundation.

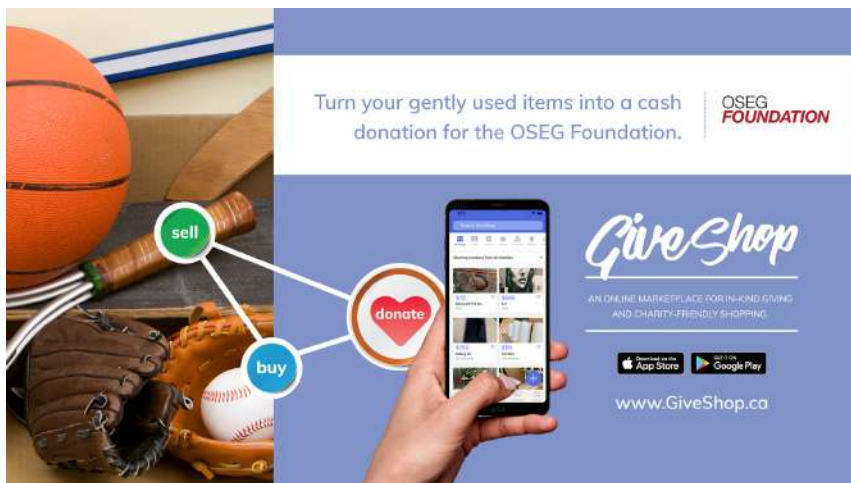
**5th Annual RACMAC Golf Tournament**

**5th Annual DYNES SPORTS Charity Golf Tournament**



# YOUR SUPPORT MAKES A DIFFERENCE

Thank you to our community for supporting the OSEG Foundation this year through the following programs:





## OTTAWA SPORTS AND ENTERTAINMENT GROUP

# IN THE 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.

This year presented many challenges to our community outreach efforts, but when we were able to, we worked hard to reach out to connect with and serve our community in order to make a meaningful difference in the lives of others.





# GIVING BACK IN THE COMMUNITY



**Drive-On Movie Nights** – The Stadium at TD Place opened for 6 nights of drive-on movies before the turf was replaced.

**Drive-Thru Bottle Drive** – This past summer, community members dropped off their empty bottles and cans at TD Place to help raise funds for the OSEG Foundation and the Ottawa Food Bank.



**Cheers for CHEO Movie Nights** – CHEO employees and their families were welcomed to The Stadium at TD Place for 4 nights of outdoor movies on the big screen as a thank you and to recognize them for their hard work during the pandemic keeping the young future stars of our community healthy.



**Drive-Thru Holiday Toy Drive presented by Otto's Subaru** – Over 300 toys were donated at the Drive-Thru Holiday Toy Drive to help make the holidays brighter for children and families in need.



**Toy Mountain** – Ottawa REDBLACKS players, along with staff from OSEG, turned into “Santa’s Helpers” and spent an afternoon working at the Toy Mountain warehouse.

# RNATION EVERYDAY HEROES

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The RNation Everyday Heroes program was introduced during COVID-19 to identify and honour everyday heroes in our community...the people who put their own health at risk to enable the rest of us to stay safe and cope with the stress of the pandemic. Whatever they have done, we wanted to let them know that they are appreciated.

We asked our community to nominate their heroes and tell us their story.

Throughout the spring and summer, fourteen RNation Everyday Heroes were honoured with a wood cookie, the REDBLACKS symbol of excellence.

**June 12, 2020**

**RNation Everyday Hero – Dr. Vera Etches**

*Since the beginning of the COVID crisis, we in Ottawa have been taught how to stay safe and flatten the curve by the dedicated staff at Ottawa Public Health, under the leadership Dr. Vera Etches. Dr. Etches has been a calm, clear voice of reason and guidance, and we are privileged to recognize her as this week's REDBLACKS Everyday Hero.*

# RNATION EVERYDAY HEROES

## DR. VERA ETCHES





**2020**  
**RNation Everyday Heroes**

Cheryl Allen  
Christine Thompson  
Rey Jimena  
Dr. Vera Etches  
Shayne Lachance  
Joe Thottungal  
Pepe Valencia  
Marta Clark  
Leigh Reid and Karen Nielsen  
George Hanna  
Roula Chidiac  
Dale Sheehan  
Cynthia Whitelock  
Brian Fraser

[Read all the RNation Everyday Heroes stories here](#)

**RNATION  
EVERYDAY  
HEROES**

**PEPE VALENCIA**



**RNATION  
EVERYDAY  
HEROES**

**BRIAN FRASER**



**RNATION  
EVERYDAY  
HEROES**

**ROULA CHIDIAC**



**RNATION  
EVERYDAY  
HEROES**

**CYNTHIA WHITELOCK**



**RNATION  
EVERYDAY  
HEROES**

**GEORGE HANNA**



# OSEG *FOUNDATION*



**OSEG**  
Ottawa Sports and Entertainment Group



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