



OSEG
FOUNDATION

IMPACT REPORT 2024



LAND ACKNOWLEDGEMENT

The OSEG Foundation acknowledges that Ottawa is built on un-ceded Algonquin Anishinaabe territory. The Peoples of the Algonquin Anishinaabe Nation have lived on this territory for millennia. Their culture and presence have nurtured and continue to nurture this Land. The OSEG Foundation honours the Peoples and Land of the Algonquin Anishinaabe Nation. The OSEG Foundation honours all First Nations, Inuit, Métis and all Indigenous Peoples and their valuable past

and present contributions to this Land known as Turtle Island.

We see the unifying power of sports as part of our commitment to standing with Indigenous peoples, listening with open hearts and minds as we commit to a spirit of reconciliation for the future. We are grateful to have the opportunity to work, live and play on this land.

WELCOME MESSAGE

FOSTERING TOMORROW'S LEADERS TODAY

Sports have the power to unite, inspire, and transform lives. At the OSEG Foundation, we see firsthand how access to inclusive sports programming fosters resilience, teamwork, and determination in young people. Whether through positive youth development programming, mentorship initiatives, or strategic community partnership, we are ensuring that no child is left behind in their journey to realizing their full potential.

This past year, our initiatives have reached thousands of youth across the region. We have seen the youth in our programs emerge as leaders, demonstrating the values of perseverance, integrity, and community engagement. Their growth is a testament to the incredible support of our donors, partners, and volunteers – people like you who believe in the power of sport to change lives.

I am so proud to share the impact of the OSEG Foundation's work in shaping the next generation of leaders in our community. Through our programs, we are not only providing opportunities for youth to connect with each other and our athletes, but also empowering them with the

skills, confidence, and leadership abilities that will guide them toward a successful future.

As we look ahead, our commitment remains strong: to break down barriers, create opportunities, and inspire the next generation of community leaders. Together, we are building a future where every child has the chance to play, learn, and develop through sports.

Thank you for being part of this journey. Your support makes all the difference.

Roger Greenberg

Chair, OSEG Foundation Board of Directors

Janice Barresi

Vice President, Brand and Social Impact,
Ottawa Sports and Entertainment Group

Executive Director, OSEG Foundation

OUR GAME PLAN



Mission

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



Vision

To ensure all children and youth in our community have the opportunity to play, learn, and develop through sports.



Mandate

Breaking down barriers and giving more children and youth the opportunity to benefit from the power of sports is at the heart of what we do at the OSEG Foundation. We view sports as an important tool that connects people and communities and creates positive social change.

2024 REACH AND IMPACT



5,829

children and youth
impacted by programming



16,845

hours of programming



377

volunteers



35

trusted community
partners



**OSEG
FOUNDATION**

PROGRAMMING





EMPOWERED TO ACHIEVE

HOW JAMES' MENTORSHIP IS SHAPING DANIEL'S SUCCESS

The REDBLACKS Mentorship Program is a transformative initiative designed to support youth from vulnerable communities. The program provides mentoring opportunities that support youth ages 14 to 18 to develop essential life skills, graduate high school, and become future leaders. Through personalized mentorship, youth are paired with a dedicated mentor from the Ottawa REDBLACKS, helping them build self-esteem, confidence, and a positive connection to their community.

Mentors play a valuable role in supporting youth by helping them identify their strengths and motivating them to set goals and reach their full potential. Because of the REDBLACKS Mentorship Program, youth like Daniel are empowered to build meaningful connections with their mentors. Through the support of his mentor, James Peter, linebacker for the Ottawa REDBLACKS, Daniel has gained confidence in himself, feeling inspired to pursue his passions and achieve his goals.

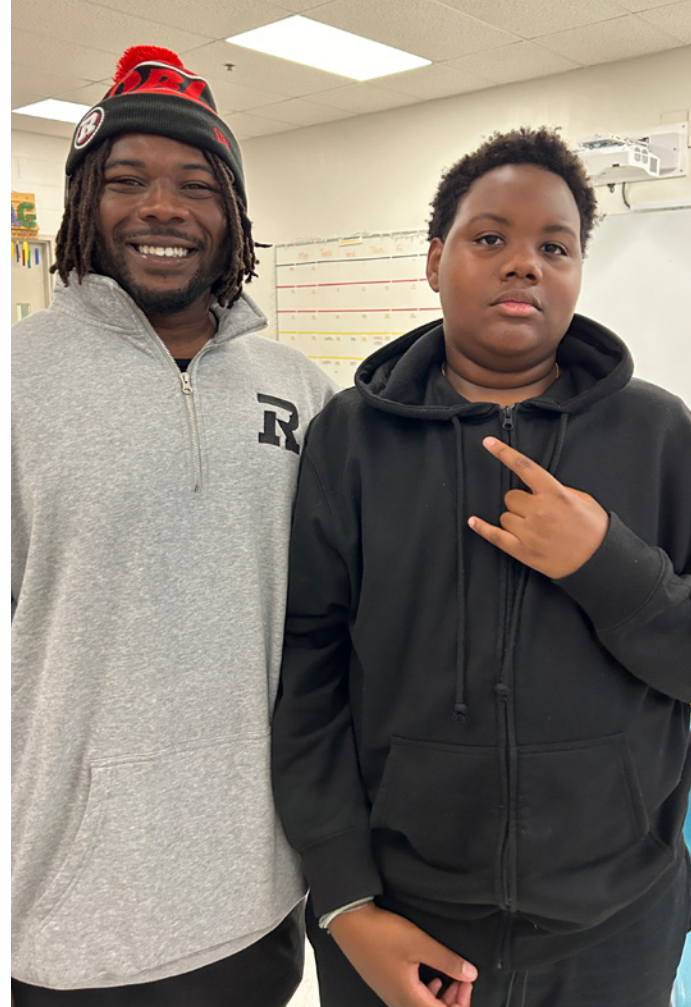
“

I feel like my mentor has inspired me and motivated me to stick to my goals and find one passion that I love and enjoy,” Daniel says.

For Daniel, that's becoming a chef. Through his mentorship connection, James has opened doors for his mentee, connecting Daniel to his network within the cooking industry. To support Daniel in achieving his goal, James encourages his mentee to practice cooking, adopt a positive mindset when given feedback, and build confidence to step outside his comfort zone.

As a mentor, James finds fulfillment in having meaningful conversations with Daniel and sharing his experiences and advice, knowing he is helping Daniel pursue his dreams while also developing leadership and communication skills. “Being a mentor helps build confidence for my mentee,” James explains. “It empowers them a lot.” Through James's ongoing encouragement, he has noticed a significant increase in his mentee's confidence. “When we first met, he was talkative, but his confidence wasn't fully there yet. He would always second guess himself,” James shared. “His demeanor, his swagger, his confidence it's all changed. That's been one of the biggest changes I've seen in him.”

As Daniel continues to be an active mentee within the REDBLACKS Mentorship Program, the pair will work together to help him build confidence, leadership, and communication skills, ultimately setting him up for success in his academic and professional career. With the constant support and empowerment of his mentor, Daniel is determined to develop his skills, achieve his goals, and become an impactful leader within his community and school.





VALORIS PRESCOTT-RUSSELL USES GIRLS ON THE RUN TO **PROMOTE MENTAL AND PHYSICAL HEALTH**

At Valoris, a youth programming center in Embrun, Girls on the Run (GOTR) is more than just an after-school program – it's a vital bridge connecting physical activity, mental wellness, and community building. For Coach Naomi Brake,

who has coached the program at Valoris for five seasons, the program perfectly aligns with Valoris' mission of supporting youth mental health. Valoris has hosted a Heart and Sole team with up to 20 participants ages 10-13 since the Fall of 2022.

"GOTR was incredible and exactly what we were looking for because it ticked all of the boxes," Naomi explains. "It helps with prevention in mental health and is geared to a specific community (girls), and it uses physical exercise." This combination is particularly valuable because, as she notes, "It can be hard to get into the physical exercise aspect, so it's really good to have a program that not only addresses mental health but also physical health and activity."



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One of the program's unique strengths at Valoris is its ability to create a welcoming environment that sidesteps common barriers to accessing mental health support. "There can often be a lot of stigma in the community around mental health and accessing mental health services," Naomi reflects. "Girls on the Run is great because it allows for us to invite girls from the community in without that stigma."

The program's impact becomes particularly evident when girls return for multiple seasons. "It's always great to see the girls the second time in the program taking on more of a leadership role," Naomi shares. "In their first season, they tend to learn through being a teammate, but by their second season, they learn by being leaders for the other girls in the program." This natural progression from participant to mentor creates a supportive environment where girls can grow and thrive.

For teens especially, who can be harder to reach, the program has shown remarkable success in engagement. "We've seen a lot of girls want to come back after completing the program," Naomi notes. This continued participation speaks to the program's effectiveness in creating an environment where girls feel supported, understood, and empowered.

Through the dedication of coaches like Naomi and the supportive environment at Valoris, Girls on the Run continues to make a lasting impact on the mental and physical well-being of young girls in the Embrun community. The program stands as a testament to how thoughtfully designed youth programming can break down barriers to mental health support while fostering confidence, communication skills, and healthy lifestyles.



BUILDING YOUTH VOICES

ARJUN'S IMPACT ON THE OSEG FOUNDATION YOUTH ADVISORY COUNCIL

In a world where youth perspectives are often overlooked, the OSEG Foundation's Youth Advisory Council (YAC) stands as a powerful platform where young voices lead the way in creating positive community change. For Arjun, who joined the council in January 2023, the opportunity to shape how sports impact young people in Ottawa has been both meaningful and transformative.

"To work with an organization that works together to create initiatives to provide kids with the opportunity to play sports, that is really fun," Arjun shares when asked about his motivation to join

the YAC. "I feel every kid should play a sport in their life. It's just so important, the connections and friends you build from it and the principles you develop like hard work, teamwork, and collaboration. That's all going to help you later on when you're working with a team at work."

As one of 14 youth members, Arjun brings enthusiasm and thoughtful perspectives to each quarterly meeting at TD Place. The council's mandate is clear: provide a meaningful youth voice to OSEG and the OSEG Foundation so that they can effectively address the barriers to the physical,

social, and emotional health of youth in Ottawa. But for Arjun, the experience goes beyond formal objectives—it's about creating tangible change and ensuring that young people's insights are valued in decision-making.

One of the most impactful experiences for Arjun was participating in a consultation with OSEG's Guest Services department, where YAC members provided insights on making TD Place more accessible and welcoming for young attendees. Reflecting on the experience, Arjun says, "I liked doing the consultation with Guest Services because you really get to understand how OSEG functions as an organization—how they make decisions to make the organization better and improve customer service. I thought it was really cool giving feedback because it really demonstrated the fact that they care about customer service as they're asking for our opinions. I felt very listened to."

Through his involvement in the council, Arjun has also gained a deeper understanding of the challenges many youth face in accessing sports opportunities—an issue central to the OSEG Foundation's mission. This awareness fuels the council's efforts to identify opportunity gaps and develop initiatives that make sports more accessible, ensuring all youth have the chance to participate. Beyond its impact on the community, the YAC also provides valuable personal and professional growth opportunities for its members. For Arjun, the experience has sharpened critical thinking, collaboration, and organizational skills. "I think being on the YAC definitely contributed to my collaboration skills," he reflects. "Being on the YAC, everyone is very smart. It's really great that you get to hear these different perspectives on how to approach things. It's always important to listen to different perspectives. Otherwise, you'll just be stuck in one point of view, and that's not good."

The council's commitment to community engagement came to life during the YAC's Holiday Toy Drive. Arjun and fellow council members were at four Ottawa 67's games, collecting toy donations from fans. All collected items were donated to a community house in Ottawa, providing tangible support to local families. This initiative showcased how the council not only advises but also takes direct action to support youth and families in the community.



As he continues his journey with the YAC, Arjun remains focused on expanding access to sports for all youth in Ottawa. "I really hope that we're able to affect the lives of a lot of kids so that they can play their desired sports to the best of their ability. And I hope we can do that in a way that's financially accessible for them. And I really hope it ignites a new passion for sports in them."

This vision aligns perfectly with the OSEG Foundation's belief that sport has the intrinsic ability to bring about positive social change. Through the Youth Advisory Council and engaged members like Arjun, the OSEG Foundation is ensuring that the future of sports in Ottawa is shaped by those who understand its importance best—the youth themselves.

PROGRAM IMPACT



My daughter has been feeling isolated this year; struggling to make authentic connections. Girls on the Run provided the outlet and support she needed outside of the classroom environment by giving her something to look forward and belong to. Her confidence has grown through pride in herself for meeting her exercise goals as well as through learning how to handle herself in difficult situations.

Parent, Girls on the Run



Being part of a mentorship program has been an incredible experience for me. It's inspiring to have someone with so much knowledge and experience guiding me as I navigate my personal and professional journey. I truly value the opportunity to learn, ask questions, and gain new perspectives from my mentor. This program has not only helped me build my skills but also boosted my confidence in pursuing my goals. I'm grateful for the support and excited about the growth this mentorship continues to bring. My mentor has since left the program, I am hoping to be paired with another mentor.

Musa, REDBLACKS Mentorship Program Mentee



The funding that we received through the OSEG Foundation gave us the opportunity to build a stronger and more specialized sport component into the free summer camps that we offer to our community. Thanks to the OSEG Foundation, our campers experienced the skills, inclusion, and self esteem that comes when they can access sports without barriers. Our campers also had a lot of fun!

Here is a note we received from the grandmother of one of our participants: I just wanted to say thank you so much for all you do to organize these camps. Jackson has enjoyed himself immensely. He even told me that this camp is the best one he has ever attended. Bravo!!!! Thank you, OSEG Foundation.

Nepean, Rideau & Osgoode Community Resource Centre, Campership Fund Recipient





VOLUNTEERS

As we reflect annually, we continue to be amazed by how fortunate we are to have our incredible network of volunteers! Our 377 dedicated volunteers contributed directly to 55,326 hours of programming this year.

Thank you for generously sharing your time, skills, and hearts to strengthen the children and youth in our community –

WE ARE GRATEFUL FOR YOUR COMMITMENT!



UPCOMING EVENTS



HOW TO GET INVOLVED

DONATE

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](https://osegfoundation.ca/donate)



50/50 RAFFLE

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

PLAY ONLINE AT
[OSEGFOUNDATION.CA/50-50](https://osegfoundation.ca/50-50)



BECOME A VOLUNTEER

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

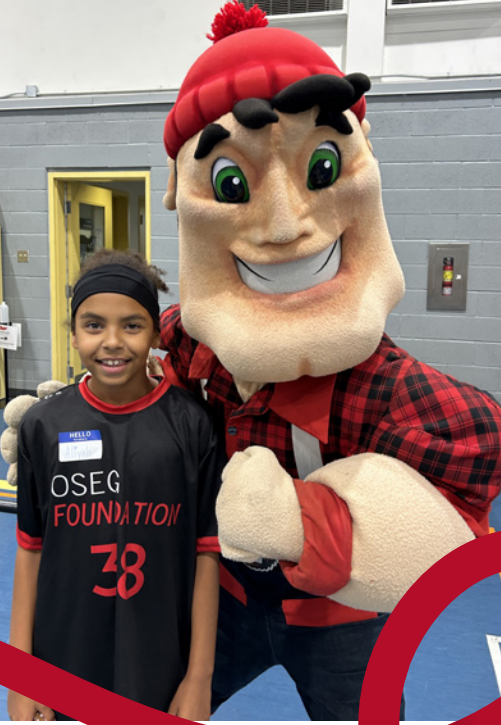


ATTEND OR SPONSOR A SIGNATURE EVENT

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





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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REDBLACKS Mentorship Program Partners



Girls on the Run Ottawa Program Partners

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GIANT
TIGER



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CARPENTERS UNION
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EMOND
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DROIT DU TRAVAIL ET DE L'EMPLOI

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to be
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