



STAMPEDERS
FOUNDATION

ANNUAL REPORT

20 24



The Stampeders Foundation is the charitable arm of the Calgary Stampeders Football Club. The Foundation is working towards a healthier and brighter future for people in Calgary and Southern Alberta.

Thank you for supporting the Calgary Stampeders' charitable arm.

MANDATE

The Stampeders Foundation is fully committed to the support of amateur and grassroots football in Calgary and Southern Alberta communities. In addition to promoting access to all levels of football, the Stampeders Foundation is proud to support a number of health initiatives through player involvement and in-game programming.

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DONATIONS

**GRAND TOTAL:
\$321,249**



Calgary Bantams Football Association
Calgary Colts
Calgary Girls Flag Football
Calgary Elite Flag Football League
Calgary Northeast Flag Football Program
CGY Champs
Calgary Youth Flag Football League
Development Fund
Grow the Game Fund
Harry Hood Memorial Scholarship
HUDL - Spring
HUDL - Summer
John Diefenbaker/James Fowler High School
Jr. Stamps Camps
Stampeders Learn to Play
Military Family Resource Centre
Wellspring Alberta



GRASSROOTS AND AMATEUR SPORTS

50/50 PROCEEDS FOR MINOR FOOTBALL

By selling 50/50 tickets at Calgary Stampeders football games, the Foundation raises money to support minor football teams. In 2024, the Calgary Stampeders Foundation distributed \$195,000 to support the Calgary Bantam Football Association and the Calgary Colts.

CALGARY BANTAM FOOTBALL ASSOCIATION \$100,000

This past season, the Stampeders Foundation presented the Calgary Bantam Football Association with a cheque for \$100,000. The proceeds went towards the administration and operational costs of football programs in Calgary.

CALGARY COLTS JUNIOR FOOTBALL ASSOCIATION \$95,000

This season, the Stampeders Foundation presented the Calgary Colts Junior Football Association with a cheque for \$95,000. These funds support expenses such as field rentals, officiating, uniforms, player equipment, and practice equipment.

SINCE 2012, THE STAMPEDERS FOUNDATION HAS DONATED OVER \$2.7 MILLION TO THE CALGARY COLTS AND CALGARY BANTAMS FOOTBALL ASSOCIATIONS.

GROW THE GAME: \$30,000

The Stampeders Foundation allocated \$10,000 to support amateur and grassroots football programs focused on expanding participation. These initiatives aim to introduce football to new audiences, including newcomers to Canada, girls, and underserved communities while promoting sports inclusion and diversity.

This year, the Stampeders Grow the Game Fund gave \$20,000 to the Calgary Girls Flag Football Program and \$10,000 to the Calgary NE Flag Football Program.

DEVELOPMENT FUND: \$25,000

The Stampeders Foundation provided \$25,000 in funding to assist amateur and grassroots football programs with various needs, including organizational health, development, and team support. This funding has been crucial in ensuring the sustainability and future growth of football teams and associations.

This year, the Stampeders Development Fund gave \$20,000 to John Diefenbaker/James Fowler High School for their football program and \$5,000 to the Calgary Elite Flag Football League.



LEARN TO PLAY: PRESENTED BY

IN PARTNERSHIP WITH THE GOVERNMENT OF ALBERTA

In 2021, the Calgary Stampeders Foundation received support from the Alberta Government to launch a Learn to Play Football Program. This initiative introduces youth to football through a very low-cost, beginner-friendly camps designed to promote active living, healthy habits and teach kids the basics of football. By fostering inclusivity and inspiring participation, this program encourages youth to join junior high or community football teams while prioritizing physical and mental well-being.

HUDL VIDEO PROGRAM

Since 2005, the Calgary Stampeders have supported the High School Football Video Program by providing 26 local high schools with HUDL accounts and advanced game breakdowns. This invaluable resource equips coaches with insights and tools that save time and enhance team performance.

The Calgary Stampeders Foundation has furthered this support by donating \$10,000 to the HUDL Spring Program and \$40,000 to the HUDL Summer Program. These contributions play a vital role in the ongoing success of high school football programs.

JR. STAMPS CAMP

Jr. Stamps Camp is a unique event where over 300 kids aged 7-13 in Central and Southern Alberta get an insider's perspective on what it takes to become a Calgary Stampeders. Hosted at McMahon Stadium, the camp engages participants in fun, interactive drills while allowing them to interact with Stampeders rookies and coaches. This event not only fosters a love for football but also raises funds for minor football programs and increases awareness for KidSport.



FLAG FOOTBALL

The Calgary Stampede has teamed up with the Calgary Youth Flag Football League to offer expanded opportunities for aspiring football players in Calgary. Through this partnership, three programs were created for young athletes:

STAMPS FLAG FOOTBALL PROGRAM

The Stampede Foundation partnered with the Calgary Youth Flag Football League to create the Stampede Flag Football Program, primarily for Northeast Calgary residents. This initiative offers low registration fees, making the program accessible to **131 young athletes** who may not have otherwise had the opportunity to participate.

SPRING ELITE FLAG FOOTBALL PROGRAM

The Stampede Foundation partnered with the Calgary Youth Flag Football Association to launch Calgary's first-ever competitive Elite Flag Football League. This league led to the creation of three all-star tournament teams in the U12, U14, and U16 divisions, with **164 participants** in 2024. These teams represented Calgary at tournaments in Kelowna, Edmonton, and Brampton, Ontario. With support from the Stampede, Calgary Flag Football has grown from a local program to a national presence.

ALL GIRLS FLAG FOOTBALL PROGRAM

The Stampede Foundation continues to support an all-girls flag football program for girls in Calgary. What began as a small initiative has become a thriving community of young female athletes. This program empowers girls to develop athletic skills and build confidence on and off the field. Last year **222 girls enrolled** in the Calgary Youth Flag Football League program, and it is projected to increase significantly in 2025.

EDUCATION

HARRY HOOD SCHOLARSHIP

The Calgary Stampeders Football Club is proud to support the Calgary Senior High School Athletic Association and Calgary Booster Club through the Harry Hood Scholarship, awarded annually to a Grade 12 football player from all three senior football divisions.

This year's recipients are:

Division 1: Tristan Aherne, Henry Wise Wood High School

Division 2: Leyton Colpitts, Crescent Heights High School

Division 3: Tolu Skoya, John G. Diefenbaker High School.

STAN SCHWARTZ AWARD

The Stan Schwartz Heart of a Champion Award is presented annually to three Calgary high school football seniors. Recipients are recognized for their determination, pride, perseverance, dedication, leadership and integrity through their pursuit of excellence on the field, in the classroom and in the community.

CGY CHAMPS

CGY Champs is a Classroom Champions online program established by the Calgary Sports and Entertainment Company to provide K-8 students with the skills they need to succeed in and out of the classroom through an online school program. The program is full of videos from CSEC athletes, including the Calgary Stampeders. The mental health program is shared in hundreds of classrooms to deliver social emotional learning content.

STAMPS BASKETBALL

During the off-season, current and former players engage with the community through the Calgary Stampeders Basketball Program. For over two decades, the Stampeders have visited school gymnasiums around Calgary, giving young athletes the opportunity to go head-to-head with professional athletes.



HEALTH AND WELLNESS



MILITARY FAMILY RESOURCE CENTRE & SUPPORT OUR TROOPS

The Stampeders Foundation partnered with the Military Family Resource Centre and Support Our Troops for the Labour Day Classic. In addition to being honoured as the charity of the game, the Foundation also donated \$5,000.



PINK POWER

The Stampeders Foundation, along with Mayfair Diagnostics supports the WellSpring Alberta as part of the annual Pink Power game. Since its inception, Pink Power has raised over \$500,000. This year, the Calgary Stampeders Foundation raised close to \$20,000 for this important cause.

MAYFAIR
DIAGNOSTICS



COMMUNITY RELATIONS AND PLAYER PROGRAMS

■ SALVATION ARMY COAT DRIVE

In late September, the Calgary Stampeders partnered with the Salvation Army during one of their games. Fans were encouraged to visit collection sites, where employees gathered coats and donations from attendees.

■ EVERY YARD COUNTS

This program, courtesy of Grant Thornton, provides a unique experience for children at the Alberta Children's Hospital. Before each home game, Stampeders players, members of the Outriders, and Ralph the Dog visit the Alberta Children's Hospital to interact with patients. Tickets are also donated to families to attend the Stampeders game.

■ PUROLATOR TACKLE HUNGER

JAMES VAUGHTERS - Fans are encouraged to bring non-perishable food items or cash donations to the Purolator Tack Hunger game annually. Donations are collected by Purolator and Calgary Food Bank volunteers stationed at the stadium gates.

■ HOSPICE CALGARY

JULIAN HOWSARE - Highlighting the program is the annual Hike for Hospice, which supports individuals and families dealing with a life-threatening illness or death. Since 2007, the Stampeders have been honoured to collaborate with Hospice Calgary.

■ CANADIAN BLOOD SERVICES

Players and Outriders make blood donations during the off-season to help save the lives of those who need a crucial blood transfusion.

■ SPECIAL OLYMPICS

Stampeders players regularly attend Special Olympics practices, post-game meet-and-greets after home games and the annual Breakfast with Champions.

■ C.U.P.S.

Stampeders players collect toiletries from hotels when travelling to away games and donate them to C.U.P.S., where they are distributed to clients in need.



Thank you
so much for
supporting the
Stampeders
Foundation

PHOTOS COURTESY OF:

Eric Boldt, Angela Burger, Bret Kenworthy



www.stampeders.com/foundation