

OUR TRUE NORTH

OFFICIAL PUBLICATION OF TRUE NORTH SPORTS + ENTERTAINMENT

REPORT TO THE COMMUNITY

2019-20



HAWERCHUK
10



Dale Hawerchuk put Winnipeg and the Jets on the map the day he arrived in our city in 1981, and his love for our community and remarkable Hall of Fame career will keep it there for many generations to come. Dale had a relationship with our fans unlike any player in the history of our franchise. Whether at home or on the world stage, “Ducky” was embraced by so many, so often because of his humility and the grace by which he always carried himself. Dale was quite simply one of the finest human beings we have ever known who also just happened to be a superstar.

The Winnipeg Jets Hockey Club, our players, our alumni, and our fans will miss him dearly, and we will forever be inspired by his passion for the game, his commitment to his team, and his love for our community.



In Winnipeg, Dale Hawerchuk was – and forever will be – much more than just a hockey superstar.

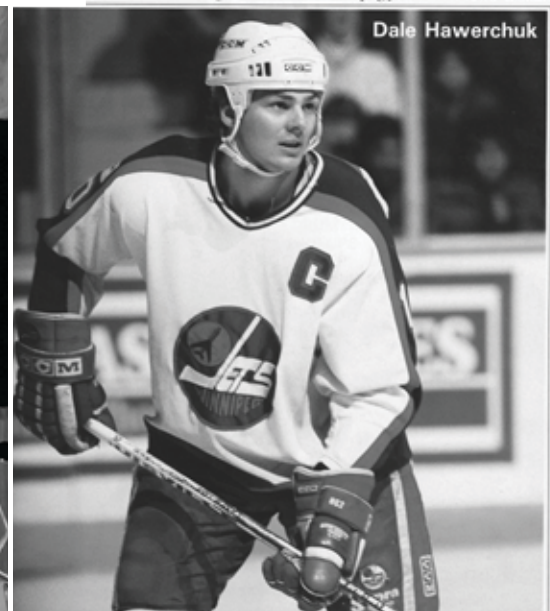
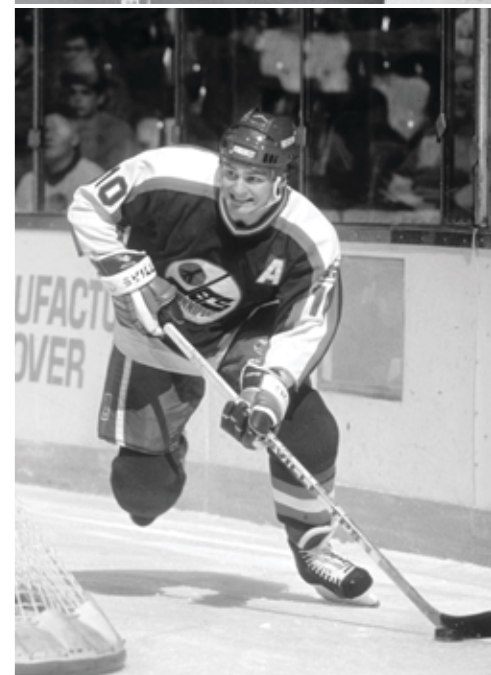
A quick glance at Dale's hall-of-fame resume shows the incredible talent he brought to the ice. Six seasons of at least 100 points, seven seasons of at least 40 goals, winning the Calder Trophy as the NHL's rookie of the year, as well as winning two Canada Cups was reason enough for him to be inducted into the Hockey Hall of Fame in 2001 and have his number raised to the rafters at Bell MTS Place in 2017 as part of the Winnipeg Jets Hall of Fame. It's what "Ducky" did off the ice, though, that made him a legend and has him so close to the hearts of our organization, our fans, and our community.

Dale didn't just play hockey in Winnipeg – he became a Winnipegger. He made the city his home and raised his kids here.

Most importantly, he exhibited an unmatched humility and respect that Winnipeggers and Manitobans value so much, all while under the brightest lights of the NHL and international hockey.

"Those who got to know him, as great a player as he was, he was a finer human being. He was as advertised. That humble kid who came in here and did all his talking with his game and never lost that sense of humility," said Jets Executive Chairman Mark Chipman.

You will be missed by everyone at True North, Ducky. Your commitment to our city and team will not soon be forgotten and will continue to drive us for years to come.





WE ARE TRUE NORTH.

True North Sports + Entertainment prides itself on the talented and dedicated team that brings our venues to life with hockey, concerts, events and a variety of other programming each season. More than 250 full-time and 1,200 part-time employees bring a variety of skills to diverse roles that allow True North to contribute to our community through entertainment, charity and community service as well as through True North's commitment to building up Winnipeg's downtown, among a variety of other ways.

The challenges brought upon by the COVID-19 pandemic tested our collective resiliency, both personally and professionally. Throughout the pandemic, our employees have continued to exemplify the core values we strive to work by (Team, Trust and Respect, Do the Right

Thing, and Continuous Improvement), demonstrating adaptability, innovation, community spirit and a desire to continue to Do the Right Thing within our organization and throughout the community. As our programming was paused, as we reached out to the community, as we have prepared to reopen our venues, and as we continue to monitor the pandemic and adapt to a new and changing normal, we thank our team for their efforts and continued commitment in what has been a challenging year for our entire community, our country, and beyond.

True North is proud to have been recognized as one of Manitoba's Top Employers for 2020, according to Canada's Top 100 Employers competition, marking the 13th consecutive year of receiving this designation.



TrueNorth
SPORTS + ENTERTAINMENT



OUR TRUE NORTH

Like all professional sports and entertainment companies in North America, our business came to an abrupt stop, or “pause,” on March 12, 2020 due to COVID-19, and things haven’t been quite the same since. As we’re in the business of welcoming large crowds into our venues, we were among the first industries to halt most of our operations. We’ll also be among the last to fully resume operations when the threat of COVID-19 passes, or is managed in some way, making it safe to welcome sellout crowds back into our venues. Like most of you, we look forward to that day.

Until then, our report to the community is essentially a reflection of True North’s resilience and recognition of a season divided into two parts: before the “pause” and after. You may also notice our report looks a little different this year, primarily showcasing our community engagement initiatives and the work of our True North Youth Foundation. Both entities have been very active throughout the year, including during the pandemic, and as always, continue to rise together to meet the challenge.

Serving our community is an immense privilege and responsibility, never more so than during this challenging year. As we continue to navigate the path ahead, we remain full of gratitude for our employees, volunteers, partners, and fans, as they support us in the work we do in our community.

Respectfully,

A handwritten signature in black ink, reading "Mark J. Chipman". The signature is fluid and cursive, with the first name "Mark" and last name "Chipman" clearly legible.

Mark J. Chipman
Executive Chairman and Governor, Winnipeg Jets Hockey Club
True North Sports + Entertainment

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**REPORT TO THE
COMMUNITY**
2019-20

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THE PANDEMIC "PAUSE"

On March 12, 2020, the Winnipeg Jets unexpectedly played what would be their last game of the 2019-20 NHL regular season, a road victory in Edmonton, before life drastically changed for many in North America. The NHL announced a season pause on March 13 in response to COVID-19 reaching the world of professional sports. The future of the NHL season and the postponements and cancellations of concerts and events took a backseat to the health and safety of our communities and the changes we were about to face together as COVID-19 cases grew rapidly and the pandemic made its way to Manitoba.

Heeding the directives of the province and local health authorities, True North closed its offices, venues and retail stores, halted

programming at Camp Manitou and the Bell MTS Iceplex, and joined Manitobans in staying home for the safety of our frontline workers and our community. The AHL cancelled the remainder of its 2019-20 season and the NHL called the regular season to turn its focus on planning for a summer playoff resumption.

After 11 weeks, and following direction from the province, Jets Gear and Bell MTS Iceplex reopened with reduced capacity and enhanced safety protocols as part of the province's first reopening phase on June 1. On June 15, Camp Manitou welcomed its first campers since early March and True North's offices reopened for physically distanced working at the end of June.



BUBBLE HOCKEY

The 2019-20 NHL season returned in August with a 24-team playoff format that took place in the NHL hub cities of Toronto and Edmonton. The return to play was as unprecedented as the pause, with games taking place in empty arenas within a secure “bubble” that included the arena, practice facilities, and a few hotels and restaurants connected by corridors lined with high metal fencing to maintain a secure environment.

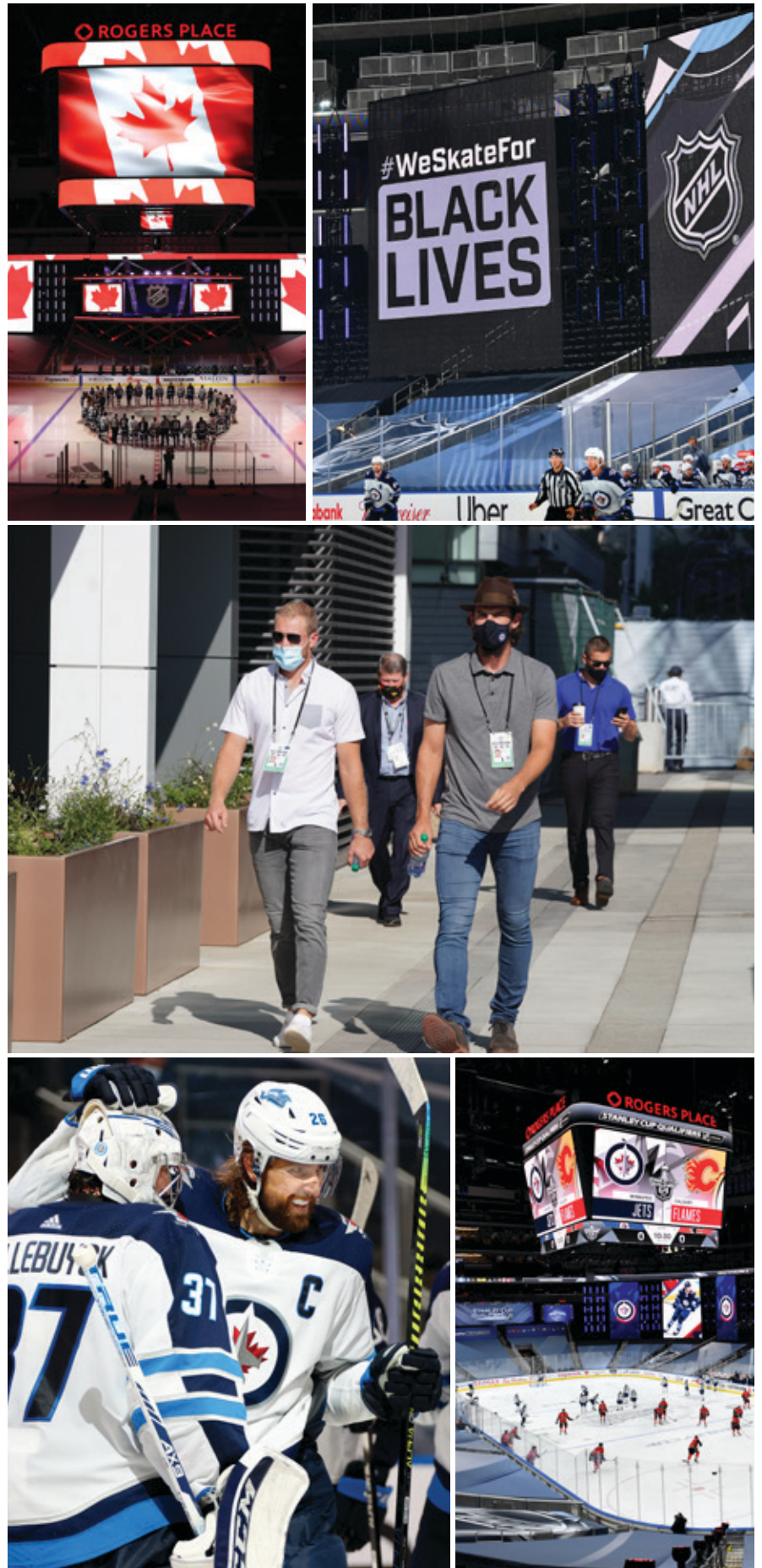
A limited support team of 12 travelled to Edmonton with the 31 Winnipeg Jets players, six coaches and three team executives to manage the day-to-day details and logistics. The unique circumstances had the Jets eight equipment and training staff working in overdrive to learn, implement, and maintain each and every new health and safety protocol required by the NHL to protect players and the team and league staff working and living in the bubble. This included an extensive equipment care and disinfection routine and use of personal protective equipment. Team staff worked to create a safe and secure environment, especially in the dressing room, which allowed players to focus solely on hockey, knowing their health and safety was being protected.

The Jets met the Calgary Flames for Game 1 of the best-of-five Stanley Cup Qualifiers at Rogers Place on August 1. As much as the team’s safety was the priority off the ice, the Jets suffered significant injuries in Game 1 that saw Mark Scheifele, Patrik Laine, and Mason Appleton take an early leave and not return to the series. After many months of pandemic limbo, three preparatory return-to-play phases and 12 days in the bubble, the Jets’ 2019-20 season officially came to an end on August 6 after falling to the Flames, who took the series 3-1 to advance to the Western Conference First Round.

LOOKING AHEAD

There is still uncertainty about what the 2020-21 season will hold, but True North continues to explore options, in consultation with the NHL, AHL, and related concert industries, to welcome guests back to all our venues as soon as it is safe to gather again.

In the meantime, True North remains especially grateful to all those in the community who have worked to keep us safe, healthy, and equipped with the much-needed essentials throughout the pandemic.





TRUE NORTH EMPLOYEES GIVE BACK

COMMUNITY ASSIST HAMPER PROGRAM ➤

As part of the Winnipeg Jets Community Assist initiative (read more on p.11), True North employees stepped up to support a hamper delivery program that provided relief to families in need during the especially challenging time of the COVID-19 pandemic. Working with a number of community groups like Inner City Youth Alive, North Point Douglas Women's Centre and the Winnipeg Aboriginal Sport Achievement Centre (WASAC), 660 hampers were delivered, each providing a variety of fresh fruit and vegetables, meats, non-perishable pantry staples and some merchandise from Jets Gear. The volunteer initiative was supported by True North's full-time employees who organized the logistics of the program and worked a variety of shifts to prepare, package and deliver more than 100 hampers each week over the six-week program. Bell MTS Place's food services provider Centerplate was also instrumental to the program with their employees taking the lead on ordering the groceries each week as well as volunteering for assembly and delivery.

SERVICE DAY ➤

True North continued a tradition which sees employees across the organization giving back during the holiday season. In December, True North often holds an Employee Service Day, selecting several charitable organizations to support with volunteer hours. This year's initiative took True North employees to Agape Table, the Christmas Cheer Board, Koats 4 Kids and Winnipeg Harvest where they undertook a variety of tasks to help families in need.

TRUE NORTH YOUTH FOUNDATION SUPPORT ➤

True North is proud of the generosity of our workforce, shown through a consistent 95 percent participation rate in the True North Youth Foundation's (TNYF) annual giving campaign in support of its youth-centred programming (read more about the TNYF on p.28).

As part of the TNYF's Winnipeg Jets Hockey Academy (WJHA) Living Philanthropy program, True North supports two groups of student athletes with on-ice coaching and support on the bench and in the dressing room throughout the hockey season. The volunteer support of True North employees and other Living Philanthropy partner organizations is integral to the TNYF's ability to run WJHA programming for more than 300 of its 900 total students. True North employees tie skates, fix equipment, run drills, provide encouragement and become familiar and trusted faces for students.



TRUE NORTH'S COMMITMENT TO DOWNTOWN GROWTH AND VIBRANCY

True North has been a contributing member of the downtown core with an eye for continuous improvement and revitalization since the planning days for the new downtown arena, which opened its doors in 2004.

The development of True North Square has been key to creating a vibrant and populated downtown. With the announcement of new True North Square tenants SkipTheDishes and Assiniboine Credit Union in 2019, the opening of Hargrave St. Market in December, the opening of the Liquor Mart at 223 Carlton in February, and residential growth at 225 Carlton throughout the past year, progress continues in building a dynamic gathering space in which to live, work, and play.

June 2020 saw the installation of a new 30-foot by nearly 20-foot LED screen in True North Square's plaza which will contribute to future programming in the space with a mix of site-centred, tenant sponsored community and creative content.

Development of the Sutton Place Hotel & Residences continues at the corner of Carlton St. and St. Mary Ave., which will further increase downtown activity and connectivity. True North Square's fifth tower, Wawanesa's new North American headquarters to be located at the southwest corner of Carlton Street and Graham Avenue, is scheduled to begin construction in early 2021.



Downtown Community Safety Partnership funding announcement, June 26, 2020; above: Kate Fenske, CEO, Downtown Winnipeg BIZ; below: Justice Minister Cliff Cullen



INTRODUCING THE DOWNTOWN COMMUNITY SAFETY PARTNERSHIP

In early 2019, True North Sports + Entertainment was among a group of downtown stakeholders who assembled to discuss enhancing the safety and well-being for everyone in downtown Winnipeg. Discussions led to a new community partnership committed to improving and developing a proactive presence through prevention and outreach, benefiting all those who work, live, and visit Winnipeg's downtown.

OUR VISION

A healthy, safe, and connected downtown Winnipeg community

OUR MISSION

To proactively enhance the health, safety and well-being of the downtown Winnipeg community through continual collaboration and innovation

OUR COMMUNITY VALUES

- RESPECT
- TRUST
- RELATIONSHIPS
- KINDNESS
- INCLUSION
- EMPATHY
- DIVERSITY

WHO WE SERVE

Every individual deserves to feel safe and be safe. We serve everyone who lives, visits, works, learns, plays and makes up the downtown Winnipeg community.

After exploring community safety models in other centres, the Downtown Community Safety Partnership (DCSP) was established as a made-in-Winnipeg approach to creating a safer and more welcoming downtown. The initiative began as a partnership of True North, the Province of Manitoba, the City of Winnipeg, the Downtown Winnipeg BIZ, the Winnipeg Fire Paramedic Service, and the Winnipeg Police Service, and is now a not-for-profit organization guided by a Board of Directors, chaired by True North Executive Chairman Mark Chipman, with a Community Advisory Council of subject matter experts.

By April 2020, the non-profit organization had been formalized and had a conceptual business plan to guide it in building 24/7 capacity to better manage the complex issues of our city's downtown core with proactive, non-emergency response. On June 26, the provincial government announced a \$5 million investment for the DCSP and its efforts to support the downtown and all its people and community partners.

Downtown traffic and populace were greatly affected by the COVID-19 pandemic. The DCSP continues to play a vital role in reengaging and reenergizing the downtown community as employees, shoppers, and visitors are slowly welcomed back to their places of work, business, and play, while also building a safe and healthy environment for community members experiencing complex issues.

This fall, the Downtown Winnipeg BIZ WATCH and CHAT (Community Homeless Assistance Team) programs will transition to the DCSP as a first line of presence and non-emergency response and assistance. Work continues in developing two additional levels of community presence and outreach that will increase the visibility of downtown community resources and the availability of advanced first aid and specialized social needs support, as well as provide outreach and follow-up intervention as necessary.



COMMUNITY Assist HUB

We strive to establish ourselves as an integral asset to our fans, the City of Winnipeg and Province of Manitoba while being a consistent source of pride for those in our Community. Our Jets Community Assist website is about more than hockey, it's about supporting each other and rising together. From providing physical and mental health resources, to at-home learning activities, salutes to those going back and driving a light on those organizations who are in need of your support, we strive to inform, educate and engage our community.

YOUR ASSIST MATTERS
Looking to help but don't know how? Read about the various organizations in our community that need your help and support during this time.
HOW YOU CAN ASSIST

STICK SALUTES
We are saluting those individuals and corporate partners that are giving back and working to keep us safe during this crisis. Learn more about the all-stars in our community.
STICK SALUTES

MENTAL HEALTH RESOURCES PROJECT 11
Project 11 is a Mental Wellness program available to support students in grades K to 8 through virtual tutorials. Check out some FREE videos promoting a healthy lifestyle.
MENTAL HEALTH

HAMPER INITIATIVE
True North is working in partnership with community organizations who support youth and families to provide over 100 food hampers per week to families in need.
HAMPER INITIATIVE

STAYING ACTIVE
Check out some at-home workouts designed by Fitness Fitness Head Strength Coach AJ Ziegler as well as Jets Hockey Development Skills Training from Home Videos.
STAY ACTIVE

FUTURE GOALS
Future Goals is a FREE and fun online course to keep students and parents engaged at home that includes science, technology, engineering and math concepts.
FUTURE GOALS

KIDS ACTIVITIES
Both the Jets and Manitoba Moose have some great activities for kids to do at home during this time including coloring pages, mazes, word games and much more.
JETS ACTIVITY ZONE
MOOSE ACTIVITY BOOK

COMMUNITY RESOURCES
Click below for the latest updates and resources surrounding the COVID-19 pandemic.
SHARED HEALTH MB
GOVT OF MB UPDATES
CITY OF WINNIPEG UPDATES

STAY ENGAGED
Stay engaged with a series of content options including the latest Jets news, videos, podcasts and more!
JETS HEADLINES
WATCH JETSY
JETS ROSTER SCHEDULE
GROUND CONTROL PODCAST

PLAYER SUPPORT MESSAGES

Winnipeg Jets (@WinnipegJets) "Stay safe Winnipeg 🍁 #WinnipegJets Captain @DiggerFurber
12:18 PM · Mar 18, 2020
1.3K 178 people are Tweeting...

Nate Beaulieu (@NateBeaulieu) - @WinnipegJets
8:12 AM · Mar 18, 2020
1.3K 131 people are Tweeting...

Winnipeg Jets (@WinnipegJets) "Everybody be safe, everybody be healthy and hopefully see everybody soon" @WinnipegJets defenseman Dylan DeMelo (@DylanDeMelo)
8:12 PM · Mar 17, 2020
847 100 people are Tweeting...

Winnipeg Jets (@WinnipegJets) "Stay safe, stay strong, stay healthy" - @WinnipegJets forward @ALucyPlayer17
12:18 PM · Mar 18, 2020
4.3K See the latest COVID...

Andrew Copp (@ACopp24) In a time of isolation & social distancing make sure you assess your mental health. Depression/anxiety can be exacerbated during these periods of quarantine. Keep communicating with friends/family & give yourself goals to achieve throughout the day. Hope everyone is staying safe!
12:18 PM · Mar 18, 2020
4.3K See the latest COVID...

Winnipeg Jets (@WinnipegJets) @WinnipegJets defenseman Josh Morrissey has some tips to stay healthy while staying at home!
12:18 PM · Mar 18, 2020
4.3K See the latest COVID...



True North Community Relations

Being a source of pride in the community has always been a priority for True North. That notion manifests itself in many ways, including through the community initiatives of the Winnipeg Jets and Manitoba Moose. Whether through appearances, awareness campaigns, or donations, the impacts of both hockey teams are evident throughout Winnipeg and Manitoba, not only because of the work of the team and organization, but thanks to our generous fanbase. Though the COVID-19 pandemic forced cancellations or postponements of several community events this spring, including the Jets Town Takeover and the 2020 Winnipeg Jets Draft Party, the Jets and Moose Community Relations teams found ways to make valuable contributions to the community through the online Community Assist Hub and hamper delivery program (read more on p.8).

\$495,200 OVERALL CHARITABLE PROCEEDS

\$95,000 COMMUNITY DONATIONS

525 GROUPS/ORGANIZATIONS ASSISTED

500 DONATION PACKAGES

107 COMMUNITY APPEARANCES

COMMUNITY ASSIST HUB

With the COVID-19 pandemic putting the Jets season and several of their community initiatives on hold, the online Community Assist Hub was developed to support fans and keep them up to date on everything the Winnipeg Jets, Manitoba Moose, their corporate partners, the City of Winnipeg and Province of Manitoba are doing to combat the spread of COVID-19 and help the community. The Community Assist Hub housed a variety of resources, including mental and physical health resources from Project 11 and Focus Fitness respectively, hockey skills videos from Jets Hockey Development, kids activities, links to donate to various community organizations, info on saluting front line workers through social media, links to educational resources from the NHL Players' Association Future Goals program, and ways for people to stay up to date with the Jets and Moose.

WASAC/FOLLOW YOUR DREAMS

JANUARY 17 & 18

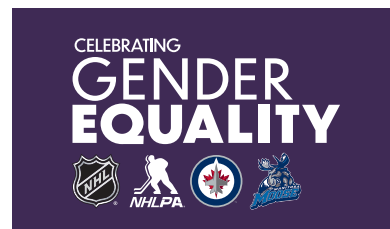
For the second consecutive year, the Jets and Moose continued their partnership with the Winnipeg Aboriginal Sport Achievement Centre (WASAC) by hosting WASAC Night and Follow Your Dreams (FYD) Day respectively. This season, the FYD initiative was awarded as the AHL's Most Unique Community Relations Initiative. As part of the NHL's "This is Hockey" initiative, the games and surrounding events were built on the themes of inclusiveness and diversity in hockey, celebrating Indigenous culture in Manitoba. The Indigenized Jets and Moose logos, designed by Manitoba Cree graphic designer Leticia Spence for the initiative's launch in 2019, returned – not just on apparel, but on specialty jerseys worn by Jets players during warm-up and by Moose players throughout the game. The jerseys were auctioned off, and together with proceeds from WASAC and FYD apparel purchased at Jets Gear, raised \$50,000 for WASAC. The games treated Jets and Moose fans to an array of Indigenous traditions, including Inuit throat singing, Metis fiddling, and First Nations drumming. The Canadian anthem was performed in Cree at the FYD game and sung in Ojibwe by the Strong Warrior Girls Anishinaabe Singers on WASAC Night – the first known time that O Canada has been sung in Ojibwe at a professional sporting event. Both teams welcomed Indigenous youth from Shamattawa, Lac Brochet, Pauingassi, Duck Bay, and Oxford House to their games, also providing the opportunity to meet Indigenous hockey role models Brigette Lacquette and Trevor Kidd at a skating session at Camp Manitou and a meet and greet at Bell MTS Place.



GENDER EQUALITY

MARCH 6 & 7

The Jets and Moose both hosted their inaugural Gender Equality games this year as part of the NHL's "This is Hockey" initiative, promoting diversity and inclusion in hockey. Four female role models who have built successful careers around hockey and have connections to Winnipeg were selected as ambassadors for the game – Norva Riddell, Sr. Vice President, Sales with True North Sports + Entertainment; Venla Hovi, Team Finland bronze medal Olympian and former On-Ice Instructor with Jets Hockey Development; Sara Orlesky, TSN broadcaster; and Sami Jo Small, three-time Canadian Olympian and five-time world champion. The women participated in ceremonial puck drops at both games and were joined by four local female youth with aspirations in business, broadcasting and hockey at the Moose game. Prior to the Moose game, Riddell, Hovi, Orlesky and Small held a panel where they shared the challenges and successes they've experienced with female sports teams and groups that were attending the game. The Moose game also featured a choir from the all-female St. Mary's Academy who sang the Canadian anthem, ringette teams playing during intermissions, and Global Winnipeg's Kahla Evans as a guest announcer. Additionally, Hovi hosted a Female Hockey Day at Bell MTS Iceplex on February 29, a free event for young girls that featured ice time, gym sessions, and an opportunity to hear Hovi speak about her own hockey journey.





Winnipeg Jets Community Appearances & Events

FAN FEST

SEPTEMBER 14



The Jets launched the 2019-20 season with their sixth annual Fan Fest. The event gave a first look at the team with two training camp sessions open for spectators and featured plenty of fun activities for the 5,800 fans in attendance, including a Jets inflatable hockey rink, skills combine, shooting on Mick E. Moose, the EA Sports Gaming Lounge, and more. The Fan Fest stage allowed fans to interact with Jets and Moose players, coaches, management and alumni through Q & A sessions.



2019 HERITAGE CLASSIC

OCTOBER 26



The Jets Community Relations department joined the team and loyal fans in Regina for the 2019 Tim Hortons Heritage Classic, setting up an activation at “The Pre-Game” – the fan festival site outside of Mosaic Stadium. The activation included an inflatable rink where participants could take shots on net, compete in small scrimmages, and meet Mick E. Moose and Benny. The mascots stayed busy all weekend, attending several NHL and media events, and a meet and greet presented by Tim Hortons where fans got to meet the Jets and Flames mascots as well as both teams’ general managers.



SANTA CLAUS PARADE

NOVEMBER 16



The Jets continued the tradition of participating in the Winnipeg Santa Claus Parade. The float was complete with a hockey rink and was accompanied by Winnipeg Jets Hockey Academy students on the parade route.



WINNIPEG JETS SKILLS COMPETITION

NOVEMBER 25

The eighth annual Winnipeg Jets Skills Competition, in support of the True North Youth Foundation and the NHL Players' Association Goals & Dreams Fund, gave 8,782 fans the chance to watch players compete in five different events, including hardest shot, fastest skater and accuracy shooting. The event provides an intimate atmosphere with the glass along the sides of the rink removed for the evening. Fans were entertained by players showing off both their hockey skills and their personality through on-ice interviews and friendly competition. As in past years, two Under-18 AAA goalies from Winnipeg were invited to participate in the breakaway event, and 450 Winnipeg Jets Hockey Academy minor hockey athletes and family members were invited to attend.



HOSPITAL VISITS

DECEMBER 9

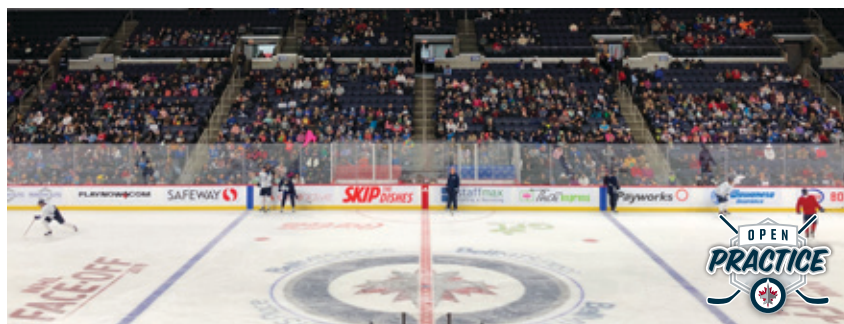
As part of an annual tradition, the Jets split into three groups to spread holiday cheer at the Children's Hospital, the Children's Rehabilitation Centre, and the Child Adolescent Psychiatric Program at the Health Sciences Centre.



READING TAKES FLIGHT

FEBRUARY 3

Winnipeg Jets players kicked off February's "I Love to Read Month" by visiting 11 schools throughout Winnipeg and surrounding areas to read the children's storybook "Whiteout: A Winnipeg Jets Story" and promote an interest in reading.



OPEN PRACTICES

Working with a variety of local organizations, from not-for-profits to schools and groups working with individuals with intellectual and physical disabilities, the Jets welcomed 8,470 fans to five open practices throughout the 2019-20 season.



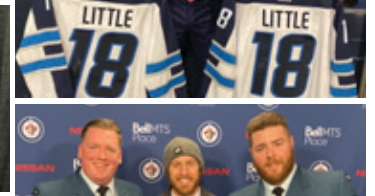
Winnipeg Jets Awareness & Appreciation Campaigns

LITTLE'S BIG HEROES

OCTOBER 15, NOVEMBER 5,
DECEMBER 10, JANUARY 14,
FEBRUARY 18 (MARCH 17 CANCELLED)



The Little's Big Heroes program, run by Jets centre Bryan Little, continued for a second season, recognizing the service of 10 military members at five games during the season. The program gave honourees a night out at a Jets game with one guest, and a meet and greet with Little prior to the game. Honourees sat in lower bowl season seats purchased by Little that were donated to other local military families for the remainder of the season's games.



CANADIAN ARMED FORCES NIGHT

NOVEMBER 12



Jets players donned Military-themed jerseys for warm-up for the team's seventh annual Canadian Armed Forces (CAF) Night, which were auctioned off and contributed to the \$100,000 raised for military charities. Continuing a tradition of generosity, 277 Season Seat Holders donated their tickets to the game so that military members could attend.



#HOCKEYTALKS

JANUARY 31



Local mental health organizations, including the True North Youth Foundation's Project 11, were hosted at home games in January to promote mental wellness awareness and the availability of local resources. Read more about the special mental health themed goalie masks Connor Hellebuyck and Laurent Brossoit wore for the January 31 #HockeyTalks game on p. 36.



HOCKEY IS FOR EVERYONE/ YOU CAN PLAY

FEBRUARY 27

\$7,100 FUNDS
RAISED

in support of You Can Play Project and the Rainbow Resource Centre



Winnipeg Jets Community Support & Donation Initiatives



HOCKEY FIGHTS CANCER

NOVEMBER 2-23

\$125,000 FUNDS
RAISED

in support of CancerCare Manitoba Foundation



TOY DRIVE

NOVEMBER 14-DECEMBER 15

\$8,225 FUNDS
RAISED

in support of Christmas Cheer Board

2,591 TOYS
COLLECTED



FOOD DRIVE

JANUARY 15-FEBRUARY 3

\$4,750 FUNDS
RAISED

in support of Winnipeg Harvest

6,445 KGS FOOD
COLLECTED



Jets Wives & Girlfriends

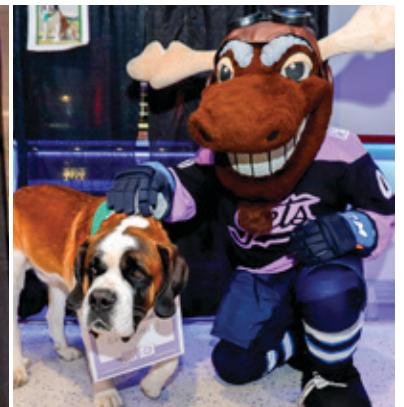
HOCKEY FIGHTS CANCER POTTERY AUCTION

NOVEMBER 23

Ten unique pottery creations made by Jets Wives and Girlfriends were signed by their significant others and auctioned off on the concourse at the Jets HFC game.

\$2,350 FUNDS
RAISED

in support of CancerCare Manitoba Foundation



SEASONS GIVING HOLIDAY ORNAMENTS

DECEMBER 8

1,000 player-signed Jets ornaments were sold with six special ornaments that won the purchaser a signed jersey or a meet and greet with a Jets player following the game on December 8.

\$15,350 FUNDS
RAISED

in support of Winnipeg Jets Hockey Academy



LOVE STRUCK PUCKS

FEBRUARY 14

1,200 player-signed custom designed pucks were sold with six special prize-winning pucks for signed jerseys or player meet and greets. The fundraiser supported Ready, Set, Swim! - a community-based foundation that provides swimming lessons to at-risk children ages 6-18, including Canadian newcomers, who are among the most vulnerable to drowning.

\$29,775 FUNDS
RAISED

in support of Ready, Set, Swim!



Manitoba Moose Community Appearances & Events



AUTOGRAPH ALLEY

OCTOBER 12, NOVEMBER 15,
DECEMBER 29, JANUARY 4,
JANUARY 19, FEBRUARY 15



Moose players took time to sign autographs for fans following six home games throughout the season, including a full-team Autograph Alley for Moose Seat Holders on January 4.



ZOO VISIT

OCTOBER 20



Moose players made their annual trip to the Assiniboine Park Zoo on October 20 to interact with fans at the Journey to Churchill exhibit. Fans were tasked with completing a scavenger hunt and met their favourite Moose players at each stop along the way as they collected stamps. Those who completed the scavenger hunt were entered to win a Moose prize pack.



ST. AMANT VISIT

OCTOBER 22



Several Moose players stopped by the St. Amant Foundation's East Kildonan autism program early learning classroom, one of four in Winnipeg. The players engaged in several activities with the kids in the program, including reading a book, dancing, and playing mini-stick hockey. All four early learning classrooms have been developed with the support of funds raised by the team's annual Autism Awareness Campaign.

SILOAM MISSION VISIT

JANUARY 16



A favourite community event for the Moose, the entire team visited Siloam Mission to prepare and serve breakfast.



COMMUNITY PRACTICE SERIES

JANUARY 21



The Moose split into groups to join in on the team practices of six minor hockey teams in the city and surrounding communities. The Moose players helped coaches with drills, gave the young players some helpful tips, then stuck around after practice to sign autographs.



BACKYARD RINK

FEBRUARY 10



The Manitoba Moose once again braved the cold with their annual Backyard Rink Contest. The contest received 80 submissions, but it was the Glawson family of East St. Paul who were the lucky hosts of the event. The Glawsons hosted 200 people to their backyard rink for a night of shinny and skating, alongside Moose players Nelson Nogier, Kristian Vesalainen, Cole Maier, and David Gustafsson.



STICK TO READING

FEBRUARY 26



Twelve schools in Winnipeg and surrounding communities won the opportunity to have Moose players pay a visit to one of their classrooms to read, answer questions and sign autographs as part of "I Love to Read Month".



Manitoba Moose Awareness & Appreciation Campaigns



FEBRUARY 7

20TH SEASON GAME



The Moose marked 20 seasons of hockey in Manitoba in style with a celebratory 20th Season Game on February 7 when they faced their long-time rivals, the Chicago Wolves. Prior to the game, the team honoured one of its most beloved players – Jimmy Roy – by raising his number 21 to the rafters of Bell MTS Place. Roy sits as the franchise leader for games played and penalty minutes, and is the runner-up for goals, shots on goal, game-winning goals, and shorthanded goals. The first 3,000 fans received their own replica version of Roy's banner. For the game, the Moose wore specially designed 20th Season jerseys, which featured elements of a variety of jerseys they have worn over their time in the province – the original Moose crest combined with the double blue and grey of their current uniforms. An online auction of these jerseys and signed 20th Season Game dressing room stall name plates raised \$5,000 for Hockey Manitoba. Video messages of Moose players from all eras of the franchise were shared throughout the night as the players recalled their days donning the antlers.



REMEMBRANCE DAY GAME

NOVEMBER 11

\$9,325 FUNDS RAISED

in support of Soldier On



Manitoba Moose Community Support & Donation Initiatives

HOCKEY FIGHTS CANCER

NOVEMBER 2

\$10,000 FUNDS RAISED

in support of Camp Quality



SHARE THE WARMTH

NOVEMBER 3

680 KGS CLOTHES COLLECTED

in support of Siloam Mission



TEDDY BEAR TOSS

DECEMBER 7

1,920 BEARS COLLECTED

in support of Christmas Cheer Board





SHUT OUT HUNGER

DECEMBER 31

4,100+ KGS FOOD COLLECTED

in support of Winnipeg Harvest



STAR WARS GAME/ CHILDREN'S WISH FOUNDATION

JANUARY 4

\$3,150 FUNDS RAISED

in support of Children's Wish Foundation



POLAR BEAR RAFFLE

FEBRUARY 29

\$4,800 FUNDS RAISED

in support of Assiniboine Park Zoo Polar Bear Rescue Team



AUTISM AWARENESS

MARCH 1

\$11,350 FUNDS RAISED

in support of St. Amant Foundation



Members of the Winnipeg Jets Alumni & Friends have provided support for many organizations through their participation in more than 40 events like golf tournaments, fundraising dinners, and more. Organizations supported include:

- › TRUE NORTH YOUTH FOUNDATION
- › CHILDREN'S HOSPITAL FOUNDATION
- › AB McDONALD FOUNDATION
- › BOBBY HULL FOUNDATION
- › SPECIAL OLYMPICS MANITOBA
- › DASCH
- › RONALD McDONALD HOUSE
- › CANCERCARE MANITOBA
- › WASAC
- › HOCKEY HELPS THE HOMELESS
- › HOCKEY MINISTRIES INTERNATIONAL
- › KIDSPORT
- › MANITOBA SPORTS HALL OF FAME
- › LOCAL MINOR & JUNIOR HOCKEY PROGRAMS



Winnipeg Jets Alumni & Friends

SUPPORTING GRASSROOTS HOCKEY AND COMMUNITY ENGAGEMENT



The Winnipeg Jets Alumni & Friends continue to promote hockey for all ages in Manitoba and give back by supporting charity events, minor hockey programs, scholarships and other initiatives.

Manitoba Moose alumnus Justin Kurtz and Jets alumnus Derek Meech continue to grow the game of hockey by running the Bauer Hockey First Shift program (formerly the NHL Players' Association Learn to Play program), which works with local school divisions to provide hockey programming to Grade 3 students. The program provides equipment free of charge and focuses on teaching kids the basics of hockey. Although programming was cut short due to the COVID-19 pandemic this year, the program provided a first hockey experience to nearly 1,000 youth across Winnipeg.

Alumni members participated in several special games and initiatives this year. Former defenceman Dave Ellett and Jets Hall of Fame member Thomas Steen attended the Tim Hortons Heritage Classic and its festivities in Regina, with Steen participating in a ceremonial puck drop prior to the game. Local NHL alumnus Trevor Kidd participated in the Jets WASAC Night and Moose Follow Your Dreams Day initiative by joining youth from several remote northern communities at Camp Manitou for a skating session and a meet and greet at Bell MTS Place.



**ALUMNI
NETWORK**



**ACTIVE ALUMNI &
FRIENDS MEMBERS**



**COMMUNITY
EVENTS
ATTENDED**



**ORGANIZATIONS
SUPPORTED**



**HALL OF FAME
MEMBERS**



**SCHOLARSHIPS
AWARDED**



SCHOLARSHIPS

Two more high school hockey athletes were honoured this year with the Winnipeg Jets Alumni & Friends scholarships. The awards, which recognize on-ice skill along with school and community leadership, are handed out to one male and female high school hockey player annually. Jayde Boyechko of Murdoch MacKay Collegiate and Zachary DeGraeve of Treherne Collegiate were each awarded the \$2,500 scholarship to be used toward their post-secondary education.

For the second consecutive year, the alumni awarded a student in the Winnipeg Jets Hockey Academy (WJHA) program with a \$1,500 scholarship. This year's winner, Gabriel, exemplifies all the attributes the award values, including strong character, dedication, hard work, a willingness to improve, as well as having been part of the WJHA for at least five years and keeping a high attendance record at the WJHA's after-school program.



HALL OF FAME INDUCTION

On Tuesday, February 11, the Winnipeg Jets added Randy Carlyle's #8 and Thomas Steen's #25 to the rafters to join the other members of the Winnipeg Jets Hall of Fame as part of Alumni Night. Both players spent plenty of time playing in a Jets jersey – Steen playing all 14 of his NHL seasons in Winnipeg, and Carlyle playing 10. The pair were welcomed by the Jets faithful on Alumni Night, along with Jets Hall of Fame members Ulf Nilsson and Bobby Hull, for a ceremonial puck drop and pre-game ceremony. The following afternoon, Steen and Carlyle were honoured at the Hall of Fame Luncheon held at the Fairmont Winnipeg where 566 attendees, including fellow Jets alumni and members of the current organization, celebrated their careers and the impact they had on the city of Winnipeg.



Venue Community Use

WINNIPEG HARVEST EMPTY BOWLS SOUP-ER LUNCH

NOVEMBER 19



The annual Winnipeg Harvest Soup-er Lunch was again held at Bell MTS Place in November. The event brought 1,200 people to the arena floor for a good cause and to enjoy an all-you-can-eat, five-soup buffet and bread courtesy of Centerplate, which manages all food services at Bell MTS Place and donates both time and resources to make the homestyle soups. The combination of a \$10 admission and the purchase of raffle tickets for decorated celebrity-autographed bowls raised a total of \$24,650 for Winnipeg Harvest.

RCMP REGIMENTAL FUNERAL

DECEMBER 20



A regimental funeral for RCMP Const. Allan Poapst held at Bell MTS Place was attended by family, thousands of RCMP members and other police agencies from across Canada, as well as many members of the public. The 49-year-old father of three and nearly 13-year veteran of the RCMP was a passionate fan of the Winnipeg Jets and his other hometown sports teams and was an active member of the community who gave his time to many organizations including the True North Youth Foundation.

WINNIPEG SCHOOL DIVISION SKATE RACES

MARCH 10



The long-standing tradition of the annual Winnipeg School Division Skate Race returned to Bell MTS Place again this year. The event, believed to be one of the oldest of such events in Canada, brought 500 Grade 4 to 6 students to the arena from 24 different elementary schools in Winnipeg for a day of fun and friendly competition.



CELEBRATING FRONTLINE WORKERS

On April 9, Bell MTS Place and the Burton Cummings Theatre shone in blue to show support for frontline workers as part of a global events and entertainment initiative called #LightItBlue. True North continued to turn the blue lights on each evening, joining other Winnipeg buildings as part of the local initiative #BlueForTheBrave during the pandemic.

GREEN EFFORTS

Bell MTS Place waste diverted from landfills since the arena opened in 2004:



204,088

KILOGRAMS OF
PLASTIC



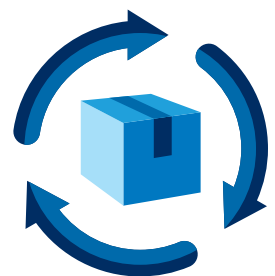
257,173

KILOGRAMS OF
COMPOSTING



85,000

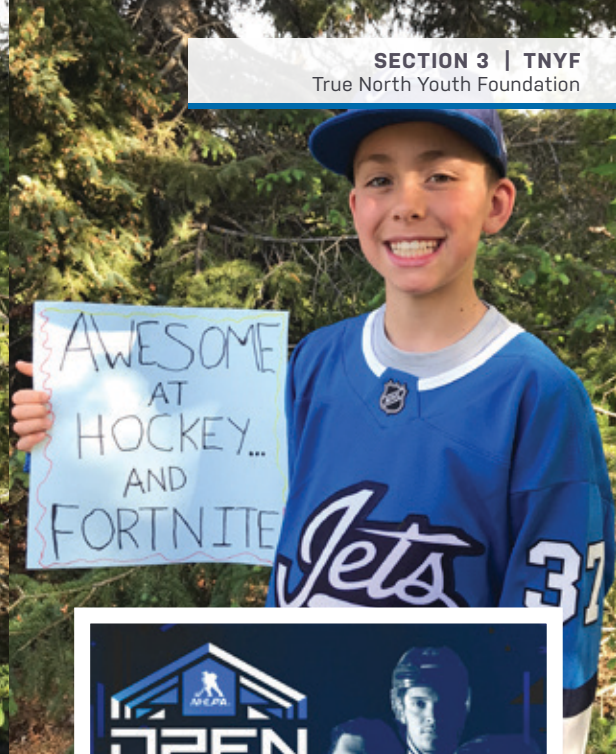
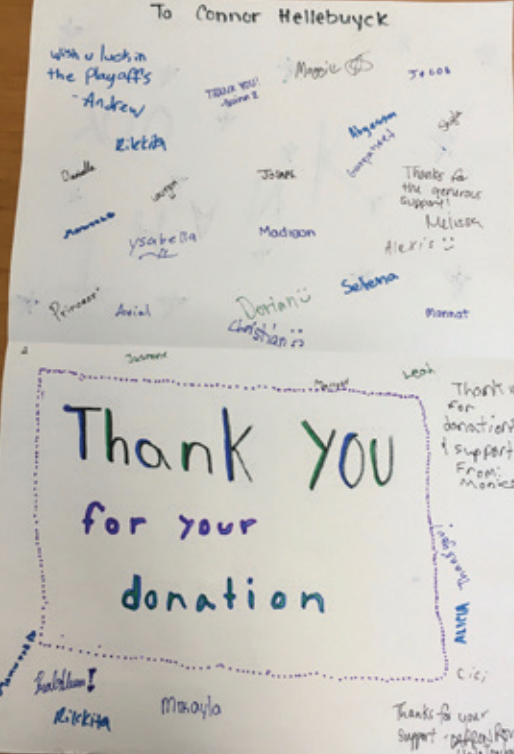
KILOGRAMS OF
GREASE



304,765

KILOGRAMS OF
CARDBOARD





TRUE NORTH YOUTH FOUNDATION

The True North Youth Foundation (TNYF) is the charitable arm of True North Sports + Entertainment, the Winnipeg Jets and Manitoba Moose. Each year, the TNYF endeavours to build upon its community impact through its core programs, the Winnipeg Jets Hockey Academy (WJHA), Project 11, and Camp Manitou. This year, the foundation is proud to have positively impacted 60,000 Manitobans with enriching educational, sports-based, and character-building programming that addresses key physical, social, emotional and intellectual needs. Through consistent and innovative programming, the TNYF works to build community and to support and encourage youth to achieve their full potential.

While the COVID-19 pandemic cut short the school year and impacted the foundation's ability to provide programming, it also served to solidify the TNYF's mandate of supporting Manitoba youth. The pause did not slow down the dedicated team of staff who innovated the ways in which they maintained connections with WJHA student athletes, Project 11 teachers and classrooms, Camp Manitou families, and the broader community.

The Winnipeg Jets and Manitoba Moose in-game and online 50/50 programs are the primary funding source for the TNYF and we thank hockey fans in our community for their continued support in raising nearly \$1.1 million for foundation programs. While the NHL and AHL season pause significantly impacted fundraising for 2019-20, we thank fans for their generosity in supporting the online 50/50 draws run during the Jets rebroadcasts in May and June, which raised an additional \$27,000.

The foundation's signature fundraising events include the Winnipeg Jets Gala Dinner, the Mike Keane Celebrity Hockey Classic, and the Flatlanders Beer Festival, the latter two of which were respectively cancelled and postponed due to the pandemic.

Beyond its own fundraising events and efforts, the TNYF is privileged to have the support of several community and corporate partners who choose the WJHA, P11, and Camp Manitou as the beneficiaries of their golf tournaments and other charitable events throughout the year.

More than 200 volunteers help to make TNYF programming possible across all three core programs. We are grateful to our individual donors, sponsors, volunteers, employees and partners who believe in the work of the TNYF and contribute to making a difference in the lives of underserved youth each year.

—
Jack Roslovic, Connor Hellebuyck and Anthony Bitetto donated the \$25,000 proceeds of a third-place finish in an NHL Players' Association charity Fortnite tournament to Project 11 during the pandemic.

WINNIPEG JETS GALA DINNER



The seventh annual Winnipeg Jets Gala Dinner presented by Scotiabank welcomed 800 guests to the floor of Bell MTS Place on October 23 in support of the True North Youth Foundation. Guests enjoyed a unique opportunity to mingle with their favourite Winnipeg Jets and Manitoba Moose players and coaches throughout the dinner and during the “fun money” casino where players were the dealers. Hosted by sportscaster Scott Oake, the event raised \$305,000 through ticket sales and live auction bidding on more than a dozen unique experiential prizes.



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BRONZE SPONSOR



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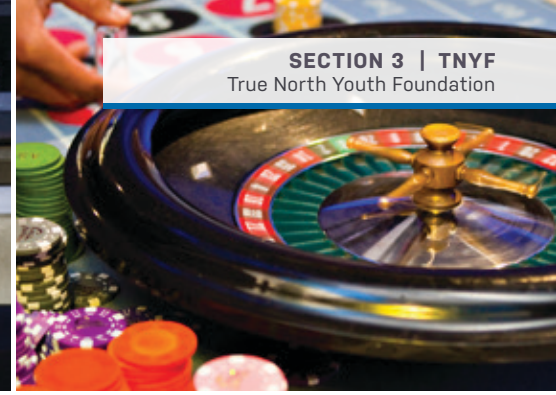


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WINNIPEG JETS HOCKEY ACADEMY



The Winnipeg Jets Hockey Academy (WJHA) is a sports-based program offering at-risk youth the opportunity to be part of a team environment, learn new skills, and benefit from academic supports and mentorship that will help them grow and thrive in the program, in school, and beyond. Through hockey, the program aims to increase school attendance and high school graduation rates within socially and economically challenged schools in Winnipeg. Multi-faceted programming includes guest speakers, field trips, after-school sessions, tutoring, and life-skills development that prepare students for their future.

Students enter the program as early as in Grade 2 and benefit from successive programming themed for their age group through to graduation. In 2020, the WJHA celebrated the graduation of 40 student athletes, marking the third year of graduates who have journeyed through the entire WJHA program. Graduates who might have otherwise struggled to stay in school are excelling in academics, being awarded scholarships, and pursuing post-secondary education or gaining employment through the skills they have acquired in the program.

Those who show exceptional ability and passion for hockey further push their skills and grow their confidence in the more competitive environment of the WJHA minor program. Since 2015, athletes have shown tremendous growth and teams have become increasingly competitive with five teams poised for the playoffs in 2020 – three of them being strong championship contenders – when their seasons were cut short due to the pandemic. In November 2019, the puck dropped on the WJHA's inaugural Bantam Bowl, which saw two WJHA minor teams face each other for the first time. Held at Camp Manitou's outdoor rink, the game is hoped to be the first of a new annual tradition.

“

We can't say enough about the staff at the WJHA – they are like no one else. Their kindness and care for each child and family is beyond words,”

– WJHA parent, Candace

To learn more about the WJHA, visit:
TNYF.ca



900
STUDENT
ATHLETES



24
PARTICIPATING
SCHOOLS



125
WJHA
VOLUNTEERS



10
LIVING
PHILANTHROPY
PARTNERS



100
STUDENTS IN
WEEKLY HIGH
SCHOOL TUTORING



89
FIELD TRIPS



40
GUEST SPEAKERS



LIVING PHILANTHROPY

The WJHA's Living Philanthropy program engages local businesses and their employees in giving back as on and off-ice volunteers. The simple gift of time and attention made ice times possible for more than 300 student athletes this year, as well as weekly after-school programming for 175 students. Learn more at TNYF.ca/AdoptAClass.

VIRTUAL WJHA

With the WJHA season cut short by the COVID-19 pandemic, the need to provide social, emotional and physical supports to WJHA students only increased. Coaches acted quickly to stay connected to students in new ways and maintain some much-needed structure. In-person activities were replaced with Zoom calls, virtual tutoring and phone check-ins, while year-end windups were held online, complete with virtual award presentations. Fitness and skills videos were made for students to stay active at home and maintain their hockey skills. Coaches also participated in several school-organized drive-by parades.

TEACHER APPRECIATION

The work of the WJHA would not be possible without the support and leadership of the 60 champion educators in schools where the WJHA has a presence. These teachers are a critical link between the WJHA and the school, facilitating the participation of their students. With an understanding of their students' needs, they are an important asset to students' overall experience in the WJHA and are continually working and communicating with the program's coaches, mentors and tutors to ensure success.



Student athletes participate in virtual team meetings.



The WJHA produced drill videos to keep participants active and engaged in hockey while at home.


138
MINOR HOCKEY
PLAYERS


8
MINOR HOCKEY
TEAMS


15
MINOR HOCKEY
SPONSORSHIPS FOR
OTHER TEAMS


40
GRADUATES


35
GRADUATES
MAINTAINING
EMPLOYMENT


12
GRADUATES REGISTERED
FOR POST-SECONDARY
IN THE FALL



IMPACTS IN ACTION

“

Christmas would not have the honour of getting this amazing opportunity of going to Balmoral Hall without the WJHA and more importantly (WJHA Director, Murray Cobb). It's absolutely so surreal for me right now – my kid going to an amazing school with the best of the best against the best of the best. The stuff you (the WJHA) strive to instill in these kids really does work.”

– Darryl, Christmas's father

Passion for hockey sets the path for success

Christmas, 14, entered the Winnipeg Jets Hockey Academy in Grade 4. Through the WJHA she found her passion for hockey and in Grade 5, set her sights on being a goalie. Her involvement in the WJHA and her interest in hockey kept her connected to school and engaged in academics. With the WJHA's tutoring support, she brought up her grades and improved her focus in the classroom. Christmas has continued to excel at hockey, has become a standout performer in the WJHA's minor program, and has been recognized more broadly for the skills she's developed both on and off the ice. In the 2019-20 season she was one of just 15 North American youth accepted to be a member of the NHL Power Players Youth Advisory Board, based on an application essay. She enthusiastically lends her voice to advise the league on hockey-related topics important to her generation and contributes ideas to help attract more

youth to the sport. Christmas has become a mentor whom younger kids in the program look up to. She continues to develop her leadership skills, taking advantage of volunteer and work opportunities through the program, and is a positive influence on those around her. Only brighter things are in her future as Christmas was accepted to Balmoral Hall on a hockey scholarship – something that would not have been possible without the structure and supports of the WJHA.



IMPACTS IN ACTION



Connecting to the many opportunities of the WJHA

With a multifaceted approach to creating belonging, encouraging learning, and preparing students for their futures, the WJHA provides a variety of touchpoints that can greatly impact the lives and paths of its student athletes. Hockey is the game changer for some, while others are more profoundly affected by the off-ice activities or simply by the comfort of having a support system. For Joshua, a 2020

program graduate, it was the community of the program and the connections he had with coaches and mentors that had the biggest impact on him. Feeling part of the WJHA community allowed him to be fully engaged in all the program had to offer. In discussing his post-secondary goals with the TNYF's Youth Career Counsellor, Joshua was provided with an internship opportunity with Living Philanthropy partner

Price Industries that opened his eyes to potential career options focused on his growing interest in the mechanics of how things work. He is now pursuing studies in Computer Science at the University of Manitoba. His post-secondary journey was aided by the Birdies 4 Blades Scholarship which recognized the strong work ethic he brought to all aspects of the WJHA.


“

I think some of the most valuable lessons weren't directly taught, but it was just connecting with new people. The more people you connect with, the more you feel at home and have more people to rely on, which will greatly help in future circumstances and give you many opportunities.”

– Joshua, WJHA graduate



PROJECT 11

 Project 11 (P11) is a preventative cross-curricular and bilingual mental wellness program available free to all Manitoba K-8 educators and their classrooms. Developed in honour of True North's friend and former Manitoba Moose player Rick Rypien, the program fulfills Rypien's wish to help youth who struggle with mental wellness. P11 educators continue to share overwhelmingly positive observations from their classrooms including mindful behavior, regulated emotional expression, better communication, stronger relationships, constructive problem solving and healthy friendships among peers. The open and honest conversations taking place in P11 classrooms are helping to reduce the stigma associated with mental health.

P11 curriculum is easily incorporated into teachers' existing lesson plans, offering wellness activities, educational supports and supplemental videos that focus on a variety of age-appropriate areas of wellness. Virtual and in-person training provided by Project 11 educators is offered throughout the year.

The 2019-20 academic year marked the first year of curriculum for Kindergarten through Grade 4 following a pilot year in 2018-19. Efforts throughout the year have focused on enhancing French content across middle years curriculum and developing high school curriculum. An initiative to provide more support and training to northern teachers and students was planned for spring 2020, which would have seen the hiring of dedicated educators and in-person visits by P11 ambassadors. While the COVID-19 pandemic halted these efforts, expanding the support available to northern school communities remains a priority.

When the COVID-19 pandemic forced students to learn from home, the resources of Project 11 proved to be invaluable. P11 educators amped up their support and training and released many of their curriculum videos more broadly to help families across Manitoba, and beyond, to cope with the many feelings caused by isolation, change and uncertainty. More than 600 teachers looking for resources to assist with remote teaching were virtually trained from March through June.



To learn more about Project 11, visit:
ProjectEleven.ca
[@Project11Wellness](https://www.instagram.com/Project11Wellness) on Instagram



415
MANITOBA
SCHOOLS



48,950
MANITOBA
STUDENTS



2,227
TRAINED
MANITOBA
TEACHERS



24
SCHOOLS
PARTICIPATING IN
ALL GRADES



748
RURAL
CLASSROOMS



708
CURRICULUM
VIDEOS



55
SPEAKING
ENGAGEMENTS &
WORKSHOPS



2020 VIRTUAL SUMMIT

In 2018, Project 11 launched its Wellness Summit to bring the P11 community together and continue the important conversations started in classrooms. After two years of in-person events, a Virtual Summit was created to include more schools and students in the conversation. Hosted by Ace Burpee, the Virtual Summit was a collection of favourite footage of P11 ambassadors and role models from past summits, the program's classroom "Intermission" videos, and new inspiration from P11 educators. The video was made available to the P11 community during Bell Let's Talk Week in January and during Canada's Mental Health Week in May. In recognition of the stresses caused by the pandemic, the video was also shared more broadly on the P11 website.

#HOCKEYTALKS GOALIE MASKS

While Project 11 is always involved in the NHL's annual #HockeyTalks campaign, a new initiative was introduced in 2020 that boosted awareness and allowed three P11 students to lend their creativity to the cause. Inspired by their classroom learnings, students designed imagery that was meaningful to them in promoting mental wellness. The designs, which symbolized the idea of reaching out for help and in turn being there for others, adorned the specialty helmets that Jets goaltenders Connor Hellebuyck and Laurent Brossoit wore to mark the January 31 #HockeyTalks game. The students had the chance to meet the goalies to discuss their designs. Hellebuyck and Brossoit lent their voices to the conversation, sharing that mental health struggles touch everyone, including professional athletes, and emphasizing the importance of reaching out.



GRADE 9 TO 12 CURRICULUM PILOT

P11 educators collaborated with 40 high school teachers from across the province to develop new curriculum to further provide mental wellness supports to students as they grow through high school. As high school can be a particularly stressful time of change and increased expectations for youth, Grade 9 to 12 curriculum is themed to address issues that may be experienced in young adulthood. Curriculum will focus on creating a growth mindset that encourages students to be in the now and to embrace challenges as opportunities while also equipping them with new coping skills to build even more resiliency and perseverance in managing the increasingly complex challenges that come with maturing. The program will be piloted in the classrooms of the 40 collaborating teachers in the 2020-21 school year. A monthly wellness podcast will complement the senior years curriculum with engaging discussions with P11 ambassadors and special guests.



IMPACTS IN ACTION



P11 impacts already evident in Kindergarten

Marianna Gigliotti-Cuda jumped at the chance to bring Project 11 to her Harrow School Kindergarten classroom last fall, the first year that early years curriculum was available. She first heard about P11 when her own son was in middle school and knew the mental wellness concepts and coping strategies would help set the stage for learning if available to students even earlier.

Gigliotti-Cuda introduced P11 lessons pre-pandemic and the curriculum remained a key part of remote teaching which helped to reestablish a learning routine. She has been amazed at how her students have retained the lessons, hearing them use P11 language throughout times of learning and play. Seeing students exemplify P11 values within the classroom by demonstrating inclusion and an ability to regulate their emotions to calm their minds and bodies have been powerful moments for Gigliotti-Cuda.

The impacts of P11 stayed with students even throughout remote learning. When they were asked to share favourite things about Kindergarten at year-end, Project 11, being mindful, and learning how to be a good friend were identified as highlights. With Harrow School adopting Project 11 school-wide, Gigliotti-Cuda takes comfort knowing her students will continue to build their toolbox of coping strategies as they grow through each grade.

Recognizing it would have been difficult for teachers to create this curriculum on their own, she is thankful the program is accessible and easy to use. Over the years she has seen the impact of home life challenges on students' ability to learn and sees P11 as instrumental in building a foundation for wellness, coping, and learning that will allow students to better focus in school and excel in all areas of life.

“

Project 11 is such a big piece of my class. I thank you from the bottom of my heart for coming up with this resource and letting us use this wonderful program in our schools. It's such an important piece of the puzzle; you can't have learning without a good place to start from.”

– Marianna Gigliotti-Cuda, Kindergarten teacher, Harrow School



IMPACTS IN ACTION

“

I am grateful for the tools and strategies that Project 11 makes available to educators. They supplement my classroom teachings in so many enriching ways. Social-emotional instruction fosters confidence and self-esteem in children that is necessary for helping them feel successful in their content-area learning.”

– Darren Roy, middle years teacher, École Leila North

P11 complements academic teachings and enhances learning

Darren Roy has been engaged with Project 11 for seven of his 17 years as a middle years teacher at École Leila North. Roy has found its teachings have helped to create a safe classroom environment and sense of belonging and have allowed students to form trusting and purposeful learning relationships, both among each other and with him.

At school, the learning day begins with a guided “Mindful Meditation” and “Spirit Buddy” conversation where students participate in focused breathing, make self-observations of their moods, and share. The routine helps students prepare for the day ahead and better recognize their unique contributions to the classroom community.

When the pandemic forced remote learning, Roy led his daily classroom video conferences with guided breathing and a mindful meditation grounding activity. The routine was valuable, calming and practical for students, himself, and even for students’ families. Academic assignments were complemented with self-care and mindfulness activities and proved to be the most engaging for students, showing P11’s impact in helping to navigate the pandemic’s stresses and uncertainties. Roy himself channeled P11’s values in charting the new territory of building a virtual classroom, modelling resiliency and perseverance to his students.

Roy has consistently observed improved growth mindsets and an increased willingness to tackle learning challenges, demonstrating the important link between P11’s mental wellness curriculum and students’ ability to succeed in other academic and social areas.

CAMP MANITOU



Camp Manitou is a 28-acre four-season camp located minutes from Winnipeg in Headingley. Camp Manitou prides itself on being accessible, inclusive, innovative and educational and strives to create an environment of belonging and adventure for Manitoba youth and the many school, corporate and organizational rental groups that enjoy the facilities year-round.

Following a busy fall of hosting school and rental groups, Camp Manitou hosted its second winter camp over the holiday break, and the third annual Welcome to Winnipeg events in January and February which, in partnership with immigrant organizations, welcomes Canadian newcomers to experience outdoor winter fun. Other special events this year included the inaugural Winnipeg Jets Hockey Academy (WJHA) minor hockey Bantam Bowl and Pee wee Bowl, and the Winnipeg Jets WASAC (Winnipeg Aboriginal Sport Achievement Centre) skate as part of the NHL's This is Hockey initiative (read more on p.12).

The COVID-19 pandemic forced a shutdown on March 13, cancelling spring break camp and all group bookings through June. To bring some of the camp experiences to students suddenly stuck at home, staff created virtual programming that was offered broadly through the website. As part of the province's second phase of reopening, Camp Manitou was able to welcome back limited campers in mid-June, beginning with two sponsored weeks of camp for 150 WJHA student athletes. The focus remained on delivering a camp experience that builds connections, character, confidence and skillsets, while also ensuring a safe environment in compliance with Manitoba's pandemic guidelines. Activities were adapted to meet and exceed new health, sanitation, and physical distancing requirements. Due to physical distancing and provincial guidelines on outdoor group size, camp at times hosted less than half of its usual 200 campers per day. Evening camping sessions, however, were introduced to provide a camp experience to as many youth as possible. While Camp Manitou would be used to hosting upwards of 16,000 camper days per year, total attendance by individual campers and rental groups was dramatically reduced as a result of the pandemic closure and restrictions to capacity.

TRAVIS PRICE CENTRE

Construction was completed in June on the brand new 10,000-square-foot lodge – the Travis Price Centre. The lodge was able to be used by summer campers, officially opening on June 15. Its modern infrastructure will better accommodate camp's growing capacity. The dining room seats up to 200 in a sitting, doubling the capacity of the previous dining hall. A new dorm area, featuring washrooms and showers, adds 40 beds for overnight campers. The new commercial kitchen will also better accommodate rental groups and special events.



To donate, visit: CampManitou.mb.ca/DONATIONS
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For more information, visit: CampManitou.mb.ca



28
ACRES



182
BEDS



12
CABINS



1
NHL-SIZED
OUTDOOR RINK



5
MINUTES FROM
WINNIPEG



5
FULL-TIME
STAFF



55
SUMMER STUDENT STAFF;
INCLUDING 5 WJHA
PROGRAM STUDENTS/
GRADUATES



**802
SUMMER
CAMPERS**



**346
WJHA STUDENT
ATHLETE
CAMPERS**



**86
WINTER CAMPER
DAYS**



**120
NON-PROFIT, SCHOOL,
COMMUNITY AND
CORPORATE GROUPS**

CAPITAL CAMPAIGN

Since acquiring Camp Manitou six years ago, the True North Youth Foundation (TNYF) has been committed to continuously enhancing and innovating facilities and programs for the benefit of youth. The new lodge was an instrumental first step in a significant camp expansion project to develop an additional 11 acres and increase capacity to as many as 400 kids daily over the summer months. The 11 acres will include a 2.6-acre custom-made lake, boathouse and dock, as well as new activity spaces including mountain bike trails, a BMX pump track, hiking and cross-country skiing trails, a beach volleyball court, petting zoo, picnic shelter, and high ropes course. Construction of a workshop was completed in the new 11-acre space in the summer of 2020 and the next step in development will be excavation for the lake in the fall of 2020.

To learn more or to donate, visit [TNYF.ca/ManitouExpansion](https://tnyf.ca/ManitouExpansion).

DONORS

Over the past year, the capital campaign, launched in 2019 to support Camp Manitou's expansion, has progressed to 63 percent of its \$7.5 million goal thanks to the generosity of 42 community leaders. Their investment in Camp Manitou is an investment in the future of our community and will impact the lives of children and youth for years to come. True North is grateful to all donors who are creating opportunity for the youth of our community by making Camp Manitou's expansion possible.

\$2,000,000 +

- Travis Price Classic & Price Family

\$500,000 - \$1,999,999

- Richardson Foundation
- The Winnipeg Foundation

\$100,000 - \$499,999

- Anonymous
- Assiniboine Credit Union
- Canada Life
- James E. Cohen
- Concord Projects Foundation
- The Kroft Family and Conviron
- Quintex Services, David Quinton

\$50,000 - \$99,999

- Blake and Jack Fitzpatrick
- Maple Leaf Construction
- Novak MacDonald Fund – Winnipeg Foundation
- Jim and Leney Richardson
- Ross Robinson Family Foundation Fund
- Wawanesa Insurance

\$25,000 - \$49,999

- Anonymous
- Anonymous
- Brian Lerner
- Charlie and Dayna Spiring
- Cowin Steel
- CWB National Leasing
- Fillmore Riley
- The Townsend Family
- Thompson Dorfman Sweatman LLP

\$10,000 - \$24,999

- Brock and Sophie Bulbuck
- MNP LLP
- PwC Canada

\$500 - \$9,999

- Anonymous
- Bob and Nancy Adkins
- Mark Gray
- Matthew Frost Sport Fund
- Sigurdson Financial
- Winnipeg Building & Decorating



IMPACTS IN ACTION

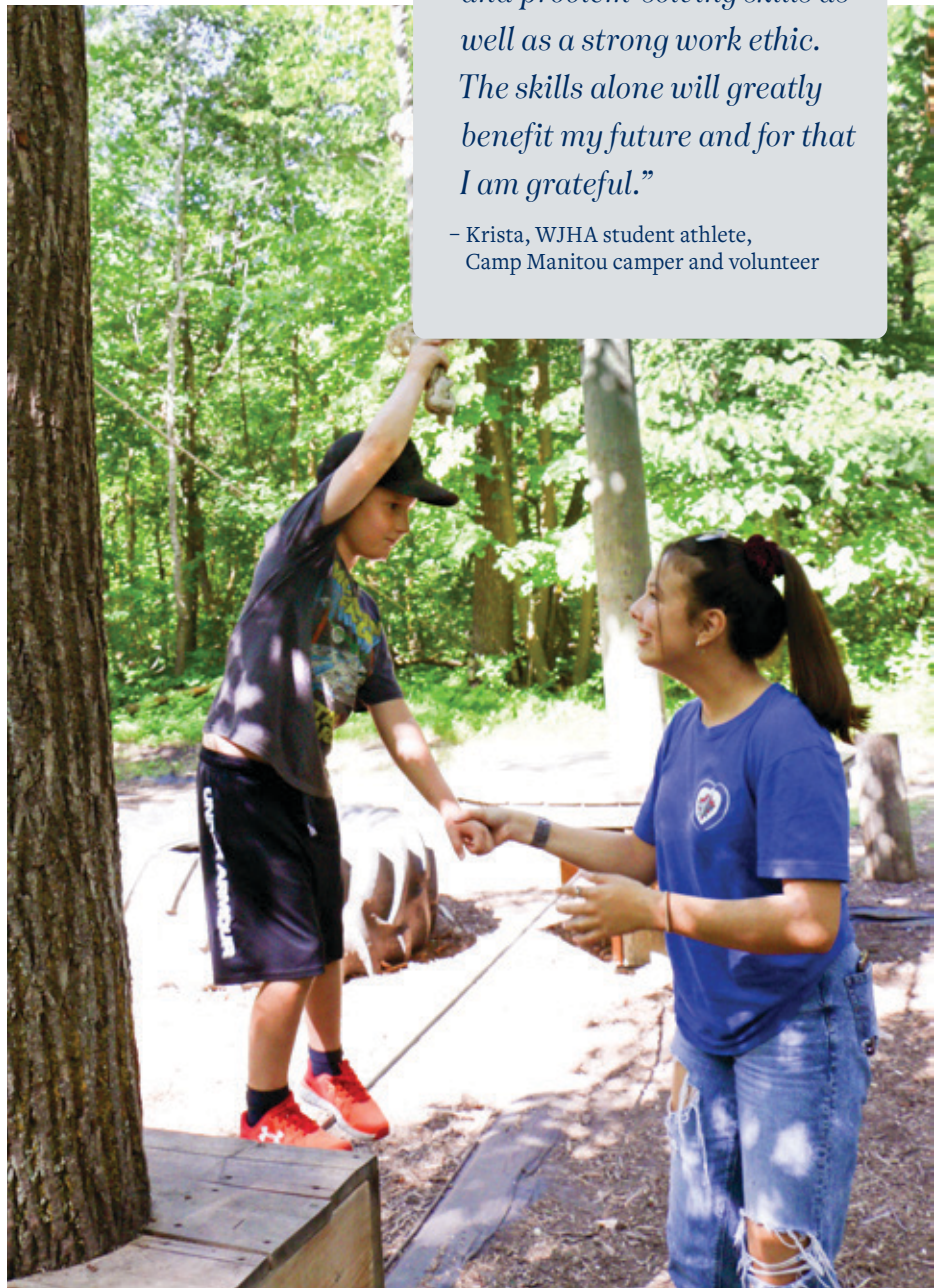
“

Volunteering at camp has helped me obtain leadership and problem-solving skills as well as a strong work ethic. The skills alone will greatly benefit my future and for that I am grateful.”

– Krista, WJHA student athlete,
Camp Manitou camper and volunteer

Learning leadership and giving back

As a student athlete in the Winnipeg Jets Hockey Academy (WJHA), Krista enjoyed a week of outdoor adventure at Camp Manitou each summer. Always a summer highlight, the camp experience added to the skill and character building of the WJHA by introducing new challenges and an appreciation for the outdoors. After four years as a camper, Krista had the chance to continue building her social skills, self-confidence and courage in a new role at camp. She channeled the skills and resiliency she had gained as a camper and applied them as a Camp Manitou volunteer. Working with young campers, Krista gained valuable insights from experienced activity leaders, learned to think on her feet, and gained new experience in interacting with kids of all ages and helping them to enjoy the best camp experience possible.





IMPACTS IN ACTION

Leaders and staff focused on the camper experience

When Andrea McDonald's four boys pull out their souvenir photos from Camp Manitou, they still excitedly recall the highlights of their camp experiences over the past five years. As soon as Christmas is over, they start looking forward to their next Camp Manitou adventure. McDonald has found Camp Manitou to be the only camp that holds the interest of her very active 11-year-old, 8-year-old twins, and 6-year-old. From the low ropes course and fire building, to fishing, and the freedom of cycling through camp, she loves that her boys are kept busy in the great outdoors. But what stands out most is the welcoming environment and the relationships activity leaders build with campers over the course of the week. She is impressed by the attention paid to the subtleties. When her youngest needs some time with his siblings, they get everyone together, and if several people in the group already know each other, they make sure that no one is left out. Staff also recognize opportunities for growth and encouragement. Last summer, one of her

boys was hesitant in climbing the rock wall. With the coaching and encouragement of the activity leader he reached a new rock each day, proudly sharing his achievements with his parents each night, and at the end of the week he reached the top in triumph. This summer, he remembered how hard he had worked and was even more proud to share he had hit the summit no less than five times his first day at the rock wall.



“

Our family likes Camp Manitou so much because it aligns so well with our values: they take care of our kids and provide a supportive environment; the True North Youth Foundation gives back to the community; and the camp provides the kids with challenging activities that enhance their life experiences, all the while keeping them exploring nature and the outdoors all day.”

– Andrea McDonald, Camp Manitou parent



You are the future of Camp Manitou

An investment in Camp Manitou is an investment in the future of our community. Your donation, no matter how big or small, will absolutely impact a young person's life, and create a bright future for the youth of today and in the years to come. We invite you to become part of the fabric of Camp Manitou with your pledge toward Camp Manitou's expansion.



To learn more, visit:
TNYF.ca/ManitouExpansion

11-ACRE
EXPANSION



**TRUE NORTH
YOUTH FOUNDATION**
Empowering Potential