

ANNUAL REPORT

2022



SPRUCE MEADOWS®
LEG UP FOUNDATION

THANK YOU TO OUR CORPORATE PARTNERS



Harry & Martha
Cohen
Foundation



THANK YOU TO ALL OUR INDIVIDUAL AND CORPORATE DONORS AND SUPPORTERS.
YOUR GENEROSITY IS HAVING A REAL IMPACT IN OUR COMMUNITY.



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The Spruce Meadows Leg Up Foundation is committed to giving back to the community in meaningful ways and supporting initiatives that bring positive change to the lives of Albertans.

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In the spirit of reconciliation, the Spruce Meadows Leg Up Foundation acknowledges that we live and, work and play on the traditional territories of the Blackfoot Confederacy (Siksika, Kainai, Piikani), the Tsuut'ina, the Iyaxe Nakoda Nations, The Metis Nation of Region 3, and all the people who make their homes in the Treaty 7 region of Southern Alberta.

MISSION

OBJECTIVES

VALUES

OUR VISION & MISSION



FIVE PILLARS



EDUCATION

- enhance children's learning potential
- promote literacy and love of reading
- hands-on programs



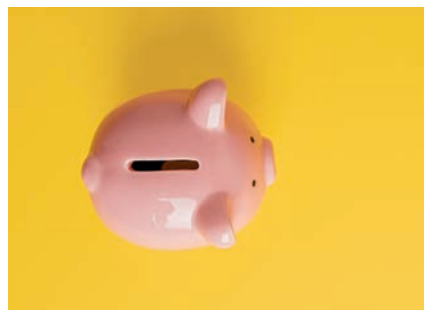
HEALTH + WELLNESS

- focus on mental health
- connect children with athletic role models
- reinforce the benefits of being active



AGRICULTURE

- sustainable food
- environmental practices
- support local farmers



COMMUNITY

- address food insecurity
- support most vulnerable members of community
- support veterans and first responders



AMATEUR & GRASSROOTS SPORT

- opportunities for individuals with disabilities
- therapeutic, recreational, life skills sport programs
- independence, socialization and development

WORD FROM OUR CHAIRMAN



MIKE COLBORNE

Chairman,
Spruce Meadows Leg Up Foundation

THE FOUNDATION IS COMMITTED TO SUPPORTING EDUCATION, HEALTH & WELLNESS, AMATEUR AND GRASSROOTS SPORTS, COMMUNITY AND AGRICULTURE, OUR FIVE COMMUNITY PILLARS.

In 2015, the Leg Up Foundation was created to formalize giving and to include friends and fans of both show jumping and the Cavalry FC. The Foundation is committed to supporting Education, Health & Wellness, Amateur and Grassroots Sports, Community and Agriculture, our five Community pillars. Throughout the year we raise our funds through many different initiatives including our 50/50 ticket sales.

The Spruce Meadows Leg Up Foundation School Tours Education Program targets students in grade 4 through 6, focusing on various elements in the Alberta curriculum. Including components like the ecosystem, agriculture, animal learning, with a special focus on the horse.

The program is offered at no cost to participating schools and we have increased the number of program days to accommodate the increasing demand. The students participate in a hands-on program at beautiful Spruce Meadows.

The School Tours Program was started by one of our founders, Mrs. Marg Southern, in

1976. We are so fortunate to have the ability to continue to execute this program for so many years. In fact, in 2022, with the threat of COVID, we were still able to conduct our programs.

Another educational program that we are so proud of is our Lucy Tries Soccer, which focuses on literacy and movement. Lucy Tries Soccer connects children with athletic role models, reinforces the benefits of being active and inspires children to try sports, so that they can lead a healthier and happier life. We are very proud that in 2022, our Lucy initiative in partnership with Southland Transportation and Marmot Construction successfully delivered the program to nine different schools throughout the Calgary region.

As I reflect on 2022, and the challenges we have all faced, I can't help but feel incredibly grateful. We had tremendous support of our generous and loyal donors and volunteers. In fact, 2022 was our second highest year in total dollars donated. And the support we received at our UNSTOPPABLE Fundraiser

in support of Youth Centres of Calgary was unbelievable. As a result of our function, we were able to give our single highest donation ever, of over \$180,000 to the Youth Centres. Plus, our ability to grow our 50/50 ticket raffles has also helped our success. I am pleased to report that in the past 7 years of Foundation giving, over 1 million dollars has been donated and 54 charities have benefited from our successes.

Please accept our heartfelt gratitude for your support and dedication to the growth and development of the Spruce Meadows Leg-Up Foundation in 2022. Together with your support, we look forward to continuing to enhance Education, Health & Wellness, Amateur and Grassroots Sports, Community, and Agriculture.

Sincerely,

A handwritten signature in black ink that reads "Mike Colborne". The signature is written in a cursive, flowing style.

Mike Colborne
Chairman, Spruce Meadows Leg Up Foundation



“ SPRUCE MEADOWS OPENED ITS DOORS
48 YEARS AGO AND GIVING BACK TO OUR
COMMUNITY HAS BEEN PARAMOUNT.



SCHOOL TOURS & EDUCATION PROGRAM



\$23,500

DONATION

THE SPRUCE MEADOWS LEG UP FOUNDATION, TOGETHER WITH OUR LONG-STANDING PARTNER NUTRIEN, PRESENTED THE GROWING THE NEXT GENERATION[®] SCHOOL TOURS EDUCATION PROGRAM.

Initiated in 1976 by one of the co-founders of Spruce Meadows, Mrs. Marg Southern, the program has evolved over time and continues to incorporate Alberta-based curriculum within its five stations.

Spruce Meadows and the Leg Up Foundation work together to operate the School Tours program and provide a continued journey toward a lifelong love of horses, education and the environment.

The School Tours Program features highly interactive sessions geared toward the curriculum of grades 4-6, focusing on agriculture, wetland ecosystems, horse anatomy, health and welfare, equine history and the importance of bees to our ecosystem. Since its inception, tens of thousands of Calgary and surrounding area students have participated in the School Tours Program.

Further donations were received from The Jules Foundation and Harry and Martha Cohen Foundation for \$22,500 and \$1,000 respectively



Harry & Martha
Cohen
Foundation





\$10,000

DONATION

CALGARY READS

The Spruce Meadows Leg Up Foundation continues to be a contributor to Calgary Reads' mission of equipping communities with the books, knowledge and inspiration they need to support every child reading by grade 3.

Our most recent donation went directly towards the Book Bank, housed in the basement of the Little Red Reading House, which furthers the ongoing book ownership strategy. The Book Bank supplies books to Calgary Reads' partner agencies across the city, ensuring children furthest from opportunity have their very own books, which is a proven way of growing future readers. Calgary Reads has found there is more need for early literacy than they can keep up with.

In 2023 Calgary Reads will give their programming over to approximately 8 different agencies to manage. The dandelion approach, (blow the seeds from one flower to take root and grow another full flower).





ong role model
s. She teaches them
t important pillars
shp, hard work, and
and off the pitch!"
ZZI, President,
s FC & member of
ber Hall of Fame.

Lucy's ready
to get in the game!

LUCY TRIES SOCCER

LUCY TRIES SOCCER



AN IMPORTANT ELEMENT OF OUR EDUCATION PROGRAM IS THE LUCY TRIES SOCCER INITIATIVE.

Lucy Tries Soccer connects children with athletic role models, promotes diversity and inclusivity, encourages children to read, reinforces the benefits of being active and inspires children to try sports, so that they can lead healthier, more engaged and happier lives. Lucy Tries Soccer supports the physical and emotional wellbeing of children, as well as their

reading literacy by using positive sport, education and social experiences. ATCO's First Nations community liaisons will be engaging with the students with the program. In 2022 Lucy Loves Soccer was back in the community and classrooms in partnership with Cavalry FC, and ATCO, Marmot Construction, Southland Transportation and Lisa Bowes (the author).

PARTNERS



YOUTH CENTRES OF CALGARY

YOUTH CENTRES OF CALGARY (YCC) PROVIDE FOOD, SAFETY, ACADEMIC SUPPORT, ACCESS TO TECHNOLOGY, ATHLETIC OPPORTUNITIES, MENTORSHIP AND FRIENDSHIP TO KIDS LIVING IN LOWER INCOME COMMUNITIES.

Calgary is home to very many young people for whom life is very difficult. Thousands live in homes and communities where they struggle with the issues arising out of a lack of food, safety, parental support and guidance, in homes where there may be subject to or witness to violence, addiction and mental health concerns. With a "leg up", they may thrive in circumstances where otherwise they stand a slim chance of thriving in life, the playground and school.

Every day, during the critical after school hours, until 6 p.m., YCC provides this cohort of kids in the SE, aged 9-15, with a "home away from home". YCC operates out of a

refurbished infill, walking distance to school and low income housing. They provide safety, cool adults who care, hot healthy food, sports coaching, music lessons, art instruction, games, access to computers and a reading room, for peace and quiet. YCC gives their brains a break and a reprieve from the stresses that they face daily in the world. At 6pm, the kids leave happy, and well fed.

Spruce Meadows Leg Up Foundation has helped fund YCC's food program and sports program. Kids are first fed so that they focus and they are coached in sports and taught about the importance of team play,

the rewards of hard work. These skills are also taught in YCC's free summer sports camps, operated out of the centre.

The proceeds of the 2023 Gala will be used to renovate a new bungalow on the border of the communities of Dover and Forest Lawn in the summer of 2023 and thanks to Spruce Meadows and this gift, YCC will very soon be able to feed, nurture and guide a new group of under served youth in another highly vulnerable community. It's an honour to work with Spruce Meadows Leg Up Foundation in helping kids living in poverty feel safe, be happy, set goals and reach their potential.

CALGARY YOUTH CENTRE VALUES

ACCESS

We believe that youth have the right to healthy 'out of school' support that sets them on a path to breaking cycles of poverty.

EMPOWERMENT

We empower youth to contribute to their choices and wellbeing, to their family, and to their community.

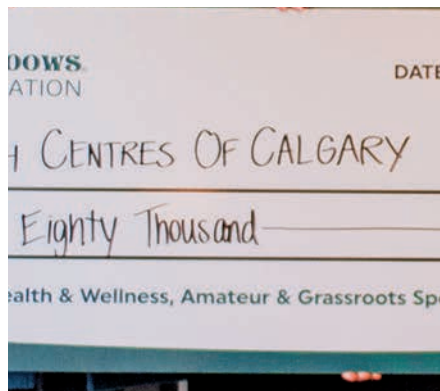
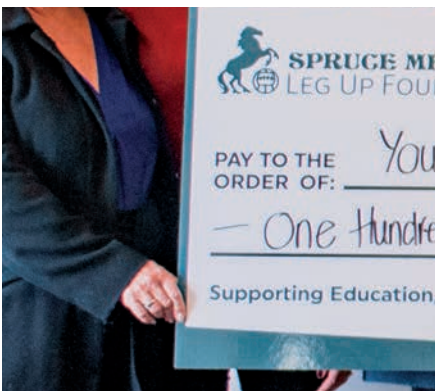
RESPECT

We embrace the unique identities and experiences of all and model respect for self, volunteers, friends, and property.

INTEGRITY

We value our position as a trusted grassroots community service, and we commit to accountability, transparency, and efficiency for responsible use of all our resources.

YOUTH CENTRES OF CALGARY'S CURRENT FOCUS IS ON PROVIDING THE FAMILIES OF THESE COMMUNITIES WITH FOOD (LUNCH BAGS AND GROCERIES), SPORTS EQUIPMENT AND READING MATERIALS.



\$183,000 DONATION





CENTRE FOR NEWCOMERS



\$7,475

DONATION

THE VISION FOR THE CENTRE FOR NEWCOMERS IS A COMMUNITY THAT VALUES DIVERSITY, IN WHICH PEOPLE OF ALL BACKGROUNDS FIND AND CREATE OPPORTUNITIES TO FULFILL DREAMS AND PARTICIPATE FULLY AS CITIZENS.

The Centre for Newcomers supports newcomers and the receiving community in becoming diverse and united through services and initiatives that create conditions of success for newcomers and that foster a welcoming environment in Calgary. The organization believes that by welcoming newcomers, and supporting them to settle and integrate, by working collaboratively and in partnership, with a workplace

culture that is founded on respect, co-operation and trust, they are making a positive difference in the lives of all Calgarians and the community. Services at the Centre for Newcomers are influenced by and embody our values; those values are equality and respect, collaboration, communication, professionalism, caring, diversity and inclusion.



THIS YEAR, THE SPRUCE MEADOWS LEG UP FOUNDATION PARTNERED WITH CAVALRY FC AND INTRODUCED PATCHES FOR A PURPOSE. FIVE DIFFERENT PATCHES WERE SOLD WITH PROCEEDS GOING TO A RELATED CHARITY.



PATCHES FOR A PURPOSE

1

PRIDE PATCH | CENTRE FOR SEXUALITY - \$5,000

Centre for Sexuality is a community-based organization delivering programs & services to support healthy sexuality across the lifespan. The organization has been leading the way in the areas of sexuality, healthy relationships, consent, human rights, gender identity, sexual orientation, equity, and inclusion for 50 years in the Calgary community. The mission is to teach, train and advocate to support healthy bodies, healthy relationships, and healthy communities. The vision is sexual well-being for all.



2

NATIONAL INDIGENOUS HISTORY MONTH PATCH | IYAHRE-NAKODA FOOD BANK SOCIETY - \$8,000

The Stoney Nakoda Nation is facing a devastating opioid and food shortage crisis. By buying this patch, donations helped to address food insecurity in the Stoney Nakoda Nation and help build a healthier, thriving community.



3

MILITARY PATCH | CANADIAN LEGACY PROJECT - \$3,000

Canadian Legacy Project was formed in 2008. The mission and goal of this organization is to recognize and support our Canadian Veterans in their time of need and to mobilize collective action in advocating for and celebrating those who have fought for the freedoms we as Canadians enjoy today.



4

BREAST CANCER PATCH | WINGS OF HOPE - \$6,500

Wings of Hope is a registered charitable organization that provides financial relief allowing breast cancer patients to focus on their recovery. All Wings of Hope funding is intended to help low-income individuals who have exhausted all other means of financial support.



5

TESTICULAR CANCER PATCH | ONE BALL - \$3,000

Testicular cancer is the number one cancer for men aged 15-35, and nobody is talking about it! Why? Well, men are notoriously bad at (at least) two things: 1) taking care of themselves, and 2) asking for help. That's where Oneball steps in! They are, in a word, ballsy. They use humour and fun events to help men open up about their testicular cancer journey and their mental health. But they're more than just fun and games. They raise funds to assist with the expenses, funded life-changing research, and have helped store over 270,000,000 sperm for patients to be able to start a family, all while providing critical information in a relatable way – like talking to a friend.







FOOTHILLS SCHOOL DIVISION



\$25,000
DONATION

IN 2022 THE SPRUCE MEADOWS LEG UP FOUNDATION WAS THRILLED TO SUPPORT THE SOCIETY FOR MILLARVILLE SCHOOL FUNDRAISING IN THEIR CAMPAIGN TO REPLACE THE CURRENT PLAY STRUCTURE THAT WAS FIRST BUILT IN 1990/91

The 30-year-old park serves as a community hub, but now its outdated and broken equipment has safety issues and can no longer be repaired. It's the only park within an 11-kilometre radius and it is critical that this gathering place and a fundamental part of the community is replaced. It's not just a playground, it's a place for local children to build friendships, gain confidence, learn independence, and develop

physical, social, imaginative and emotional skills. The Society for Millarville School Fundraising is working hard on securing donations, federal and local grants, corporate sponsorships and volunteer hours for the playground replacement project. This small, but tight-knit community came together in a very big way. The Spruce Meadows Leg Up Foundation was thrilled to play a part in the campaign.




\$45,000
DONATION

1

VETERANS ASSOCIATION FOOD BANK | \$10,000

The Veterans Association Food Bank was founded in August 2018, to address food security and other resource needs of veterans from Calgary and the surrounding area. The Veterans Association Food Bank supports veterans who have served in the Canadian Armed Forces. It also recognizes and offers support to those who have served as Commonwealth Allies, members of the Royal Canadian Mounted Police, Peacekeepers, Merchant Marines, or Ferry Command (Coast Guard). 100% of donations are invested in providing veterans assistance and services.

2

CALGARY FOOD BANK | \$18,000

The Calgary Food Bank is the first line of emergency food support for families and individuals facing crisis. As the city's main charitable food hub and the most accessible food bank they have the capacity to serve families, individuals and organizations to fight hunger. They rely solely on the generous support of the community! Food insecurity is a serious health problem in Canada. It is associated with poorer health, psychological, social, and emotional outcomes. In Alberta, one in ten individuals experiences food insecurity, with 17% children living in food insecure households. The existence of food banks is becoming more important as the need for these facilities by families increases.

3

OKOTOKS FOOD BANK | \$5,000

The Okotoks Foodbank has been serving families since 1985. They are a primarily volunteer-run organization governed by a Board of Directors and managed by a paid Executive Director. They provide fresh produce, eggs, margarine, frozen meat and vegetables, non-perishable food items, bread, and milk cards. They also provide non-food and personal care items.

FOOD SECURITY



In the Fall of 2022, Food Banks Canada revealed in their annual survey that the province of Alberta was leading all of Canada in foodbank usage. One person out of five in Alberta was making use of a foodbank. We certainly have seen this at the Okotoks Foodbank. In comparing the usage statistics between Jan/Feb 2022 and Jan/Feb 2023, we have seen an increase in demand of 250%. To put that into context, we have gone from helping 1,500 people a month to 4,500 people a month.

Receiving the generous donation from Spruce Meadows Leg Up Foundation gave some peace of mind that we would continue to have the resources to help address this great need.

4

AIRDRIE FOOD BANK | \$5,000

The Airdrie Food Bank is community-owned and community-supported, and it takes community action to provide healthy and nutritious food support. Last year, the Airdrie Food Bank fed 44, 676 people in our community, 44% of those being children. The Airdrie Food Bank not only plays a role in fighting hunger in the community, but they are also tackling the food waste problem and helping the environment. Their food recovery programs saved 545,162 lbs of edible but often not sellable food from the landfill. 48,751 lbs of non-consumable food were saved from the landfill to feed local farm animals. This Food Bank relies on donations from local farmers, commercial partners, grocery stores, local restaurants, community and home gardeners, individuals, corporations, and community groups.

5

TSUUT'INA FOOD BANK | \$2,000

The Tsuut'ina First Nation Food Bank opened its doors to the community in July 2017. In a trailer, Crystal Starlight works with her volunteer-run staff to distribute hampers of food to people in need across their nation. Crystal, who is the manager of the food bank, says hundreds of nation members are currently using the program, a number that has steadily increased since it was started.

6

COCHRANE FOOD BANK | \$5,000

The Cochrane Activettes was chartered in May 1978 and is a "Not for Profit" Society dedicated to helping those less fortunate. The Activettes are a dedicated group of women whose objectives are to engage in charitable welfare and/or civic work in the community to make Cochrane and district a better place for all to live. Their main service project is running the Cochrane Food Bank and providing Christmas hampers.

CANADIAN MENTAL HEALTH

SOUTHERN ALBERTA DIVISION



\$10,000

DONATION

CANADIAN MENTAL HEALTH ASSOCIATION (CMHA) SOUTHERN ALBERTA DIVISION IS ONE OF CANADA'S OLDEST NATIONAL VOLUNTARY ORGANIZATIONS.

Founded in 1918 by Dr. Clarence Hincks, the organization's goals at the time included supporting those with mental illness while promoting mental health.

CMHA is the only national voluntary organization that addresses the needs of those with a mental illness, the prevention of mental illness, and the promotion of mental health.

Over 25,000 members and volunteers support the activities and programs of the Association throughout Canada.

These activities range from direct services to individuals with a mental illness and their families, to public education, community action, and advocacy.



\$5,000

DONATION

DYSLEXIA CANADA

Dyslexia Canada was formed in 2016 as a way to ensure that there was a national voice and forum to advocate for all Canadian children with dyslexia. By partnering with professional organizations, experts and advocates, Dyslexia Canada strives to drive systemic change by engaging and educating the public and establishing legislation specific to recognizing and remediating dyslexia.

Dyslexia Canada's free Community Connections program offers peer-to-peer support for parents and caregivers of children with dyslexia.



**MAKE
A
DONATION**



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If you are interested in donating or if you would like to find out more about the Foundation, please visit

LEGUP.SPRUCEMEADOWS.COM