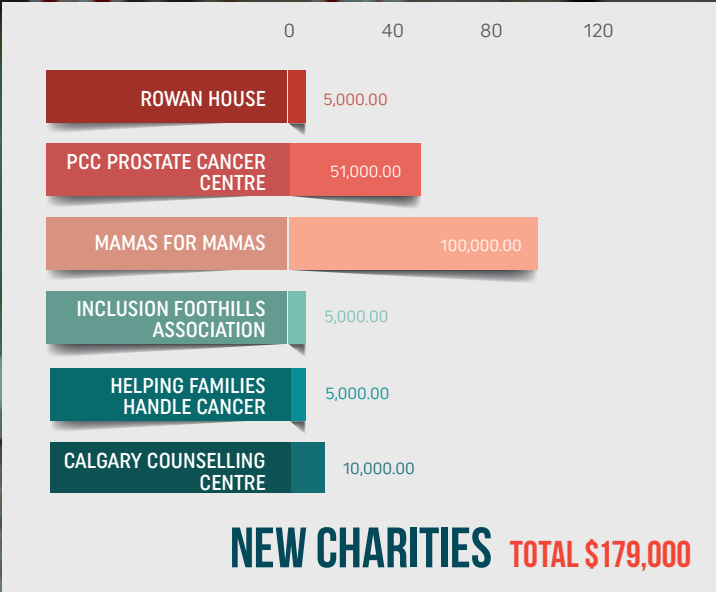
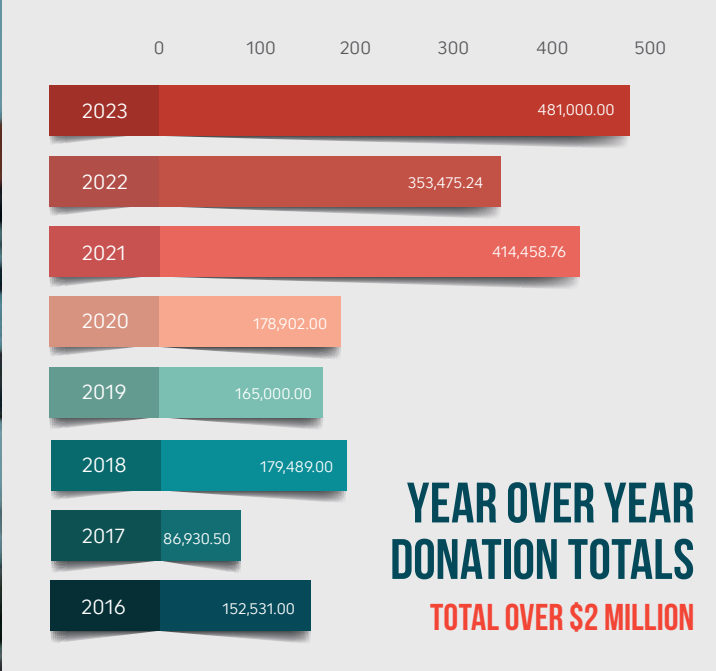


**2023**

**COMMUNITY REPORT**





# LETTER FROM OUR CHAIRMAN

TERRY FRENCH,  
CHAIRMAN

**As the newly elected Chairman of the Spruce Meadows Leg Up Foundation for 2023, I am thrilled to continue the journey that began when I first joined the Board of Directors.**

I look forward to working alongside Lori Fyke, our dedicated Secretary who has been with the Board since the foundation's inception, and Ian Thomson, our newly elected Treasurer. Together, we are energized to further our mission of enriching our community.

I extend my heartfelt gratitude to Mike Colborne, our former Chairman, whose leadership profoundly shaped the foundation. Under his guidance, we've seen tremendous growth and impact of the Spruce Meadows Leg Up Foundation.

Since 2015, the Leg Up Foundation has championed Education, Health & Wellness, Amateur and Grassroots Sports, Community, and Agriculture. These pillars stand firm at the heart of all we do, driving us to make meaningful differences.

Throughout the year, we gather support through various initiatives, including our ever-popular 50/50 ticket sales, sponsorship and individual donations. As of the close of 2023, we have proudly donated over \$2 million to charitable causes that reflect our pillars.

Here's a glimpse of how these efforts are translating into real-world impacts:

- **The UNSTOPPABLE Fundraiser:** In 2023, the Unstoppable Fundraiser raised \$200,000 to support Mamas for Mamas and Parachutes for Pets. The event took place on

Friday evening of the 'Masters' Tournament and featured the ATCO 6 Bar, fireworks and a terrific performance by Brett Kissell. It was a wonderful celebration to bring the community together in support of two worthy causes. We thank everyone for their support and look forward to the 2024 UNSTOPPABLE event.

- **Cavalry FC Charity Golf Classic:** The Spruce Meadows Leg Up Foundation teamed up with Cavalry FC and Hotel Arts to bring together the inaugural Cavalry FC Charity Golf Classic! We enjoyed a day of non-stop excitement while we raised funds for Women for Men's Health, a remarkable Alberta charity focused on saving men's lives by tackling diet, weight, blood pressure, and prostate cancer-related health issues.
- **Spruce Meadows Leg Up Foundation School Tours Education Program:** This cherished initiative, born from the vision of Spruce Meadows co-founder Mrs. Marg Southern in 1976, offers students a dynamic, curriculum-aligned exploration of ecosystems and agriculture. It is wonderful to experience the joy as children connect classroom lessons to real-life experiences through hands-on stations throughout Spruce Meadows.
- **Lucy Tries Soccer Initiative:** We've seen firsthand how this program not only promotes literacy but

also encourages physical activity among students, connecting them with athletic role models and instilling the virtues of an active lifestyle.

- **50/50 Ticket Sales:** In 2023, the Spruce Meadows Leg Up Foundation successfully raised over \$100,000 through 50/50 ticket sales at Cavalry FC games, Spruce Meadows events, and the Christmas Market. Funds from the sales provide much needed support to a variety of charitable organizations.

As we look to the future, I am excited to continue building on our legacy of impact. Your unwavering support fuels our journey, and I am eager to see what we will accomplish together in the coming years.

Thank you for being a part of our community's growth and for your dedication to the Spruce Meadows Leg Up Foundation. Here's to making even more of a difference in 2024 and beyond!

Warm regards,

*Terry French*

Terry French  
Chairman, Spruce Meadows  
Leg Up Foundation

# EDUCATION PROGRAM

## SCHOOL TOURS

**In partnership with Nutrien, the Spruce Meadows Leg Up Foundation proudly presents the GROWING THE NEXT GENERATION® School Tours Education Program.**

Designed for students in grades 4-6, these engaging sessions delve into diverse topics such as agriculture, wetland ecosystems, horse anatomy, health and welfare, equine history, and the vital role of bees in our ecosystem. Building upon its rich legacy since 1976, the School Tours program at Spruce Meadows continues to inspire

young minds with immersive educational experiences. Initiated by Spruce Meadows co-founder, Mrs. Marg Southern, this program has evolved into an integral part of Alberta's educational landscape.

Through interactive learning stations, students embark on a captivating journey that

intertwines the worlds of horses, education, and environmental stewardship. Spruce Meadows and the Leg Up Foundation collaborate seamlessly to deliver an experience that fosters not only a deeper understanding of these subjects but also cultivates a lifelong passion for learning.

Since its inception in the spring of 1976 by Mrs. Southern herself, the 'School Tours' program has educated tens of thousands of Calgary and surrounding area students incorporating the Alberta-based curriculum into the sessions. The interactive sessions are designed to provide students with the knowledge and understanding of the impacts their decisions may make in a fun and engaging manner.





962 STUDENTS

5 LEARNING STATIONS

9 DAYS OF LEARNING

PRESENTING PARTNERS

Over the years, tens of thousands of students from Calgary and its surrounding areas have participated in the School Tours Program, enriching their educational journey and nurturing a profound appreciation for nature and animals.



Nutrien®



Harry & Martha  
Cohen  
Foundation

**CULTIVATING A LIFELONG  
PASSION FOR LEARNING**

# UNSTOPPABLE

The Spruce Meadows Leg Up Foundation's annual fundraiser, Unstoppable, continues to be a cornerstone of support for local Calgary charities, in its third year in 2023.

Our annual fundraiser UNSTOPPABLE was another great success this year! We are pleased to share that \$200,000 was raised for Parachutes for Pets and Mamas for Mamas Calgary.

Friday evening of the 'Masters' featured the ATCO Six Bar, fireworks and a fabulous performance by Brett Kissell. It was a wonderful celebration to bring the community together in support of two worthy causes. We look forward to seeing everyone again in 2024!

## 2023

**Parachutes for Pets** assists pet owners facing financial difficulties, ensuring their animals receive necessary care, while **Mamas for Mamas** empowers mothers and families by providing essential resources and support services. Together, these organizations embody Calgary's compassionate spirit, making a significant impact on the lives of those in need.

\$200,000

## 2022

**Youth Centres of Calgary** supports at-risk youth aged 9-15 with after-school care, providing safety, meals, sports coaching, and arts instruction. With help from the Spruce Meadows Leg Up Foundation, YCC fosters growth and community for vulnerable kids.

\$183,000

## 2021

**Spirit North** empowers Indigenous youth in Canada through sports and outdoor activities, promoting physical health, mental wellness, and cultural pride. Collaborating with Indigenous communities, the organization provides quality programming, fostering essential life skills like leadership and teamwork.

\$126,363



COUNTRY STAR, BRETT KISSELL



**THIS FUNDRAISER SHOWCASES A REMARKABLE BLEND OF EQUESTRIAN EXCELLENCE AND CHARITABLE SPIRIT, RAISING SIGNIFICANT FUNDS FOR WORTHY CAUSES.**



## Looking forward to the 2024 Unstoppable!



SCAN FOR TICKETS

The highly anticipated 2024 Unstoppable event, set to take place on Friday, September 6 during the 'Masters', promises to be an extraordinary affair.

This year's event carries even greater significance as the foundation will be supporting the **Veterans Association**. Attendees

can anticipate an evening filled with show jumping, fireworks, entertainment, and meaningful philanthropy.

With every ticket sold to the event and raffle, attendees contribute to a cause that honours the service and sacrifice of those who have served our country.

# CAVALRY FC CHARITY GOLF CLASSIC



## Taking shots of a different kind to support Women for Men's Health

Soccer stars from Cavalry FC took to a different type of field for their inaugural Charity Golf Classic in 2023, in partnership with the Spruce Meadows Leg Up Foundation.

At the picturesque Sirocco Golf Club near Calgary, athletes Sergio Camargo, Charlie Trafford, and Fraser Aird showcased their talents beyond soccer during a memorable day of camaraderie and sport. The event culminated in the crowning of the first-ever winner of the Cavalry FC Charity Golf Classic.

Sunny skies added to the fun as players, coaches, and staff joined our title sponsors Hotel Arts, and a number of other generous supporting businesses, to hit the course in support of Women for Men's Health.

Women for Men's Health is a remarkable Alberta charity focused on saving men's lives by tackling diet, weight, blood pressure, and prostate cancer-related health issues. The charity was founded in 2016 by Dr. Shelley Spaner, a Calgary radiologist and partner

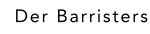
at Mayfair Diagnostics. The charity's goal is to close the gender gap when it comes to health and wellness, with women continuing to outlive men by an average of four years.

We are proud to announce that a \$50,000 donation was made by the Spruce Meadows Leg Up Foundation towards Women for Men's Health.



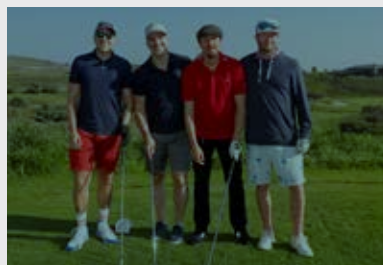
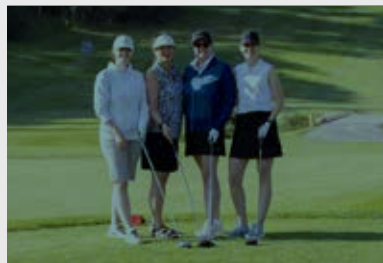
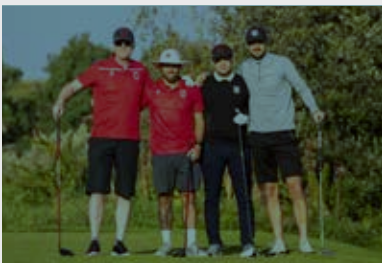


# THANK YOU TO OUR EVENT SPONSORS



SHELLEY SPANER

ANDY CARUSO



**\$50,000**

# ENDOWMENT FUND

As the Spruce Meadows Leg Up Foundation approaches its 10th anniversary in 2025, we are proud to announce the establishment of a small but growing Endowment Fund. The fund has been created with an initial donation from a local philanthropist amounting to \$500,000. This generous donation helps kick off a long-term vision for the Spruce Meadows Leg Up Foundation's commitment to supporting Education, Health & Wellness, Amateur & Grassroots Sports, Community, and Agriculture. Each year a portion of the funds available from the Endowment will help the Leg Up Foundation carry out its mission.



**IF YOU WOULD LIKE MORE INFORMATION ON THIS FUND AND HOW TO PARTICIPATE, PLEASE CONTACT THE SPRUCE MEADOWS LEG UP FOUNDATION AT [LEGUPFOUNDATION@SPRUCEMEADOWS.COM](mailto:LEGUPFOUNDATION@SPRUCEMEADOWS.COM) OR CALL IAN THOMSON, TREASURER AT 403.974.4200.**

# HEALTH + WELLNESS

Focus on mental health, connect with children with athletic role models, reinforce the benefits of being active

# AMATEUR + GRASS ROOTS SPORT

Opportunities for individuals with disabilities; therapeutic, recreational, life skills sport programs; independence, socialization and development

# EDUCATION

Enhance children's learning potential; promote literacy and love of reading, hands-on programs

# COMMUNITY

Address food insecurity, support most vulnerable members of the community, support veterans and first responders

# AGRICULTURE

Sustainable food, environmental practices, support local farmers





# 50/50

## OVERVIEW

**"This year, 25 per cent of city residents can't meet basic financial needs, up from 19 per cent in 2022, while 16 per cent have been using community food programs such as food banks, gift cards or neighbourhood free pantries," says the Calgary Foundation's 2023 Quality of Life Report.**

### AIRDRIE FOOD BANK

The Airdrie Food Bank is community-owned and community-supported, as it takes action to provide healthy and nutritious food support. Last year, the Airdrie Food Bank fed 69,166 people, up from 44,676 in 2022, a huge increase. Across both years, 44 per cent of those were children. In addition to fighting hunger, the Airdrie Food Bank tackles food waste. More than a million pounds of non-consumable food was saved from the landfill to feed farm animals, through their food recover program last year. The Food Bank relies on donations from local farmers, commercial partners, grocery stores, local restaurants, community and home gardeners, individuals, corporations, and community groups.

# \$42,500

**AS THE COST OF LIVING CONTINUES TO SKYROCKET IN ALBERTA, MANY RESIDENTS ARE STRUGGLING TO MAKE ENDS MEET, MEANING FOOD BANKS ARE INCREASINGLY ESSENTIAL. THANKFULLY, THERE ARE A NUMBER OF COMMITTED ORGANIZATIONS IN OUR REGION WORKING TIRELESSLY TO MAKE SURE SHELVES ARE STOCKED, AND FAMILIES ARE FED. WE ARE PROUD TO SUPPORT THE FOLLOWING FOOD BANKS, HELPING THEM CONTINUE THE EXTREMELY IMPORTANT WORK THEY DO.**

## **In 2023, the Spruce Meadows Leg Up Foundation's 50/50 initiatives generated over \$100,000 in total sales.**

These funds supported vital charities, including the Iyahrhe Nakoda Foodbank, Centre for Sexuality, Wings of Hope, Veterans Association Food Bank, Mamas For Mamas, and Parachutes for Pets. Additionally, our 50/50 efforts during the Christmas Market raised over \$17,000, directly benefiting several Calgary and area food banks. The beneficiaries included the Calgary Food Bank, Okotoks Food Bank, Airdrie Food Bank, Cochrane Activettes Food Bank, and Tsuut'ina Food Bank.

These fundraising activities reflect our commitment to supporting our community and enhancing the lives of many through targeted assistance. We look forward to continuing the 50/50 sales in coming years and are so thankful to the wonderful contributors who have generously participated, ensuring the ongoing support and success of these community-enhancing initiatives.

### **CALGARY FOOD BANK**

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 experience food insecurity, with 17 per cent of children living in food insecure households.

### **IYHRHE NAKODA FOOD BANK**

The Iyahrhe Nakoda Food Bank Society provides the Stoney First Nation communities of Eden Valley, Bighorn and Morley with emergency food hampers, from their hubs in Eden Valley and Morley, Alberta. They also provide nutrition education through workshops and literature. The INFBS services the Stoney Nakoda community members of the Bearspaw, Chiniki and Wesley First Nations in the communities of Eden Valley, Morley and Bighorn, with a team of full-time staff.

### **OKOTOKS FOODBANK**

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.

### **TSUUT'INA FIRST NATION FOOD BANK**

The Tsuut'ina First Nation Food Bank has fed thousands of people since opening its doors in July 2017. It was started by Crystal Starlight, inspired by her grandparents, who raised 15 children in a one-bedroom home; with smart food growing, rationing, and community support, they were able to survive. When the food bank first opened, Crystal worried residents would be embarrassed to use its services. With her team, she has worked tirelessly to ensure people feel comfortable, and can access services without the fear of being stigmatized.

# 50/50 OVERVIEW

## CONT'D



### CENTRE FOR SEXUALITY

Teaching, training, and advocacy...for all walks and stages of life .

The Calgary Centre for Sexuality is a pioneering non-profit organization dedicated to promoting sexual health and well-being across diverse communities. Their mission includes comprehensive education and support, offering programs that inform individuals about sexual health, relationships, and consent, serving all age groups from youth to seniors.

Education is central to their work, with school-based programs covering topics like puberty, healthy relationships, and LGBTQ+ inclusivity. They also provide professional training for educators and healthcare providers, breaking down stigmas and fostering respectful dialogue around sexual health issues.

Additionally, they engage in advocacy to influence public policy and societal attitudes, ensuring sexual health remains a public priority.

### WINGS OF HOPE- BREAST CANCER

Lifting financial burdens so healing can happen

A breast cancer diagnosis can be terrifying in any circumstance; for those with financial struggles, the pressures of treatment, along with the physical and emotional turmoil, may become unbearable.

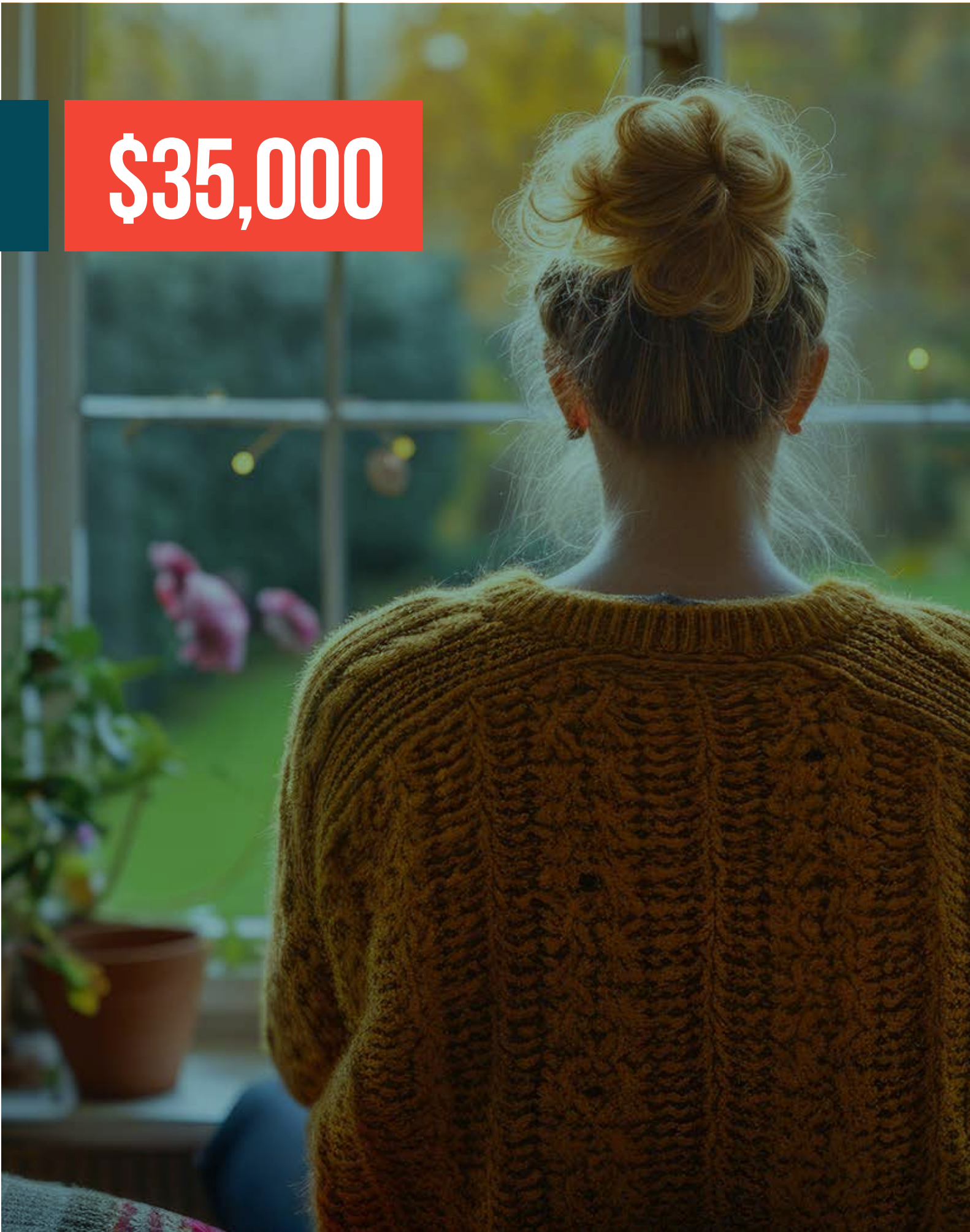
Thankfully, the Wings of Hope charity can intervene, stepping in to provide financial relief when it is most needed, so patients can focus on their recovery instead of their bank balances. Eligible individuals can access support for themselves, and their families, to cover expenses such as housing, groceries, utilities, medication, and transportation. Joyfully filled Christmas hampers also help patients get through the festive season each year. By addressing food security, supporting our most vulnerable, and focusing on mental health and wellbeing, Wings of Hope's ethos fits seamlessly with our focuses of Health and Wellness, and Community.





**\$36,000**

**\$35,000**







# CALGARY SILVER

# LININGS FOUNDATION

**Helping people struggling with eating disorders, and their families, find light through the darkness.**

Spotting a need in the community when it came to eating disorder support, a group of concerned parents and community members stepped in to form the Calgary Silver Linings Foundation in 2014, to build awareness and support the advancement of urgently needed treatment programs and services.

They aim to 'break the silence, isolation and pain of eating disorders and bring hope and support to those touched by them. To give voice and strength to the community we serve and join our efforts to save lives and restore personal and family foundations.'

# CHILDREN'S GRIEF CENTRE

**Supporting the journey through end-of-life and grief**

Compassionate support and exceptional care can make a world of difference when someone is facing the final stages of life. But it's not only patients who need care; loved ones facing loss, or supporting someone through illness, also require support.

Hospice Calgary has three centres of care to alleviate hardships for those facing death or losing someone close to them. The Spruce Meadows Leg Up Foundation supports the Children's Grief Centre where young people aged 19 and under can access the help they need to cope with the death of someone close to them.

# LUCY TRIES SOCCER

**Teaching kids that anyone can try anything... no matter their shape, size or ability**

The Lucy Tries Soccer program encourages kids to read and move and is very well received by the students and teachers. Geared towards grades 1-3, the Lucy Tries Soccer book, written by Lisa Bowes, is read to the students by the author, and Cavalry FC players show off their skills and create excitement for the game of soccer. With support from partners Marmot Construction and ATCO, the Leg Up Foundation proudly gives every child a copy of the book to take home as book ownership is one factor in positive literacy outcomes.

This program beautifully combines the Leg Up Foundation pillars of Education, Grassroots Sport and Health & Wellness.

**\$20,000**





# THANK YOU

LUCY TRIES SOCCER PARTNER



UNSTOPPABLE PARTNERS



K-oss Entertainment Ltd.



SPRUCE MEADOWS



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If you are interested in donating or if  
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[LEGUP.SPRUCEMEADOWS.COM](http://LEGUP.SPRUCEMEADOWS.COM)