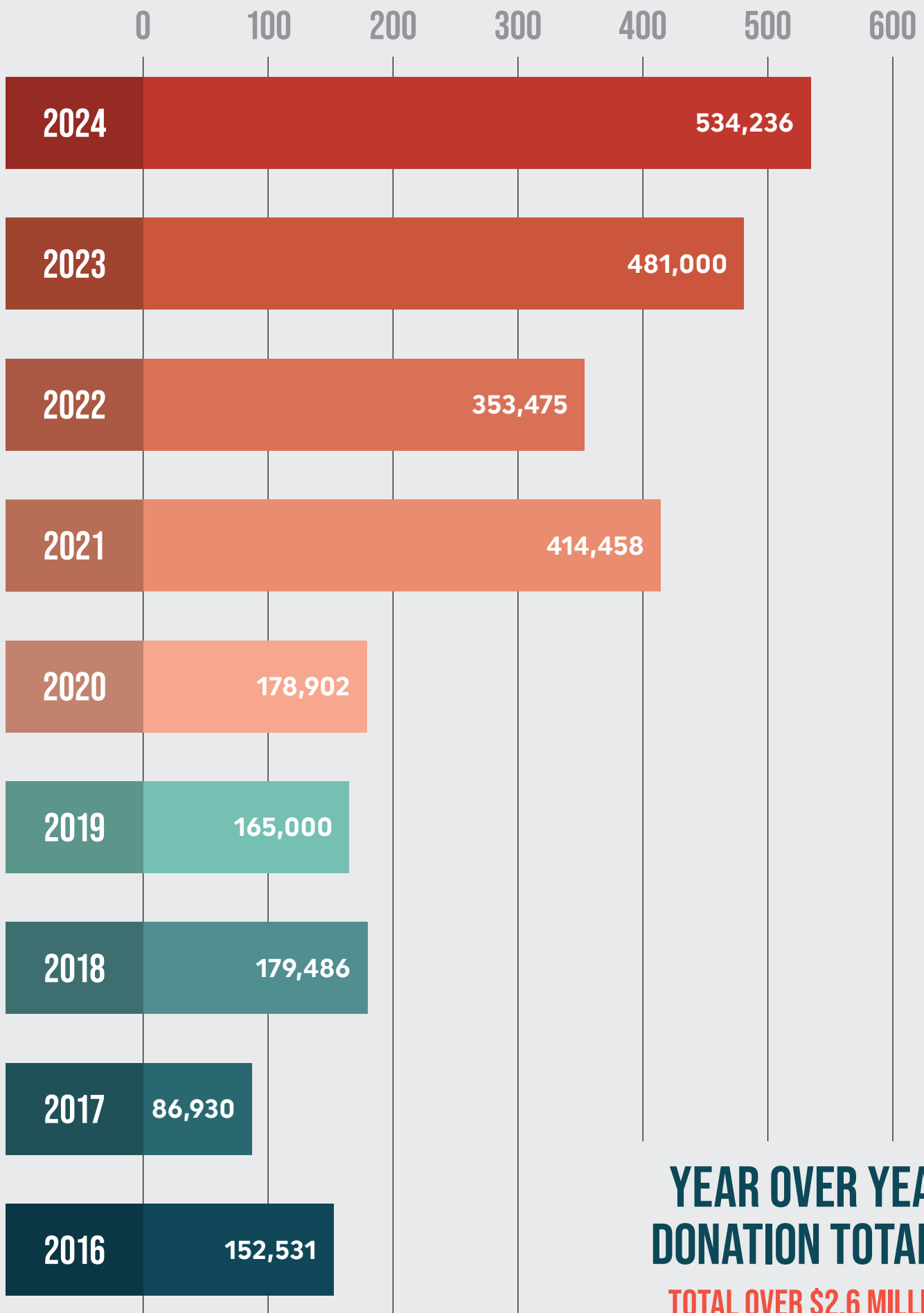


COMMUNITY REPORT

2024





**YEAR OVER YEAR
DONATION TOTALS**
TOTAL OVER \$2.6 MILLION

LETTER FROM OUR CHAIRMAN



TERRY FRENCH

Chairman, Spruce Meadows
Leg Up Foundation

2024 was a year of showing up - for neighbours, for families, and for communities facing tough times. And thanks to the generosity of our supporters, the Spruce Meadows Leg Up Foundation was able to deliver real, measurable support where it mattered most.

As Chairman, I've had the privilege of seeing firsthand how the Spruce Meadows Leg Up Foundation turns goodwill into action. Whether it's helping veterans, feeding families, or offering kids their first chance at sport, we're focused on impact that lasts.

Here are a few moments from 2024 that stood out:

- **UNSTOPPABLE**, our annual fundraiser during the 'Masters' Tournament, raised over **\$204,000** for the **Veterans Association Food Bank**. The evening featured show jumping, fireworks, and a powerful sense of purpose. We're proud to help ensure those who served our country are never left behind.
- At the **Cavalry FC Charity Golf Classic**, supporters hit the course to raise **\$50,000**, split between **KidSport Canada** and the **Calgary Food Bank** - helping young athletes get in the game and putting meals on the table for families.
- A special initiative, **Jump for Jasper**, brought in **\$73,150** to support wildfire recovery efforts in Jasper. Funds were directed to the **Jasper Food Bank**
- **Society** and the **Jasper Community Team Society**, two organizations doing extraordinary work in a time of crisis.
- Our **Spruce Meadows Leg Up Foundation School Tours, presented by Nutrien**, welcomed hundreds of students for an immersive day of learning at Spruce Meadows. From horse care to wetland ecosystems to Indigenous history, the experience was hands-on and unforgettable..
- Through growing **50/50 ticket sales** at Spruce Meadows tournaments, Cavalry FC games, and the Christmas Market, we were able to support a variety of charities focused on mental health, animal care, education, and more.

Together, these efforts reflect the core mission of the Leg Up Foundation - to lift others up through meaningful, local support. I'd like to thank my fellow board members, **Lori Fyke** and **Ian Thomson**, for their leadership, and all of you for being part of this journey.

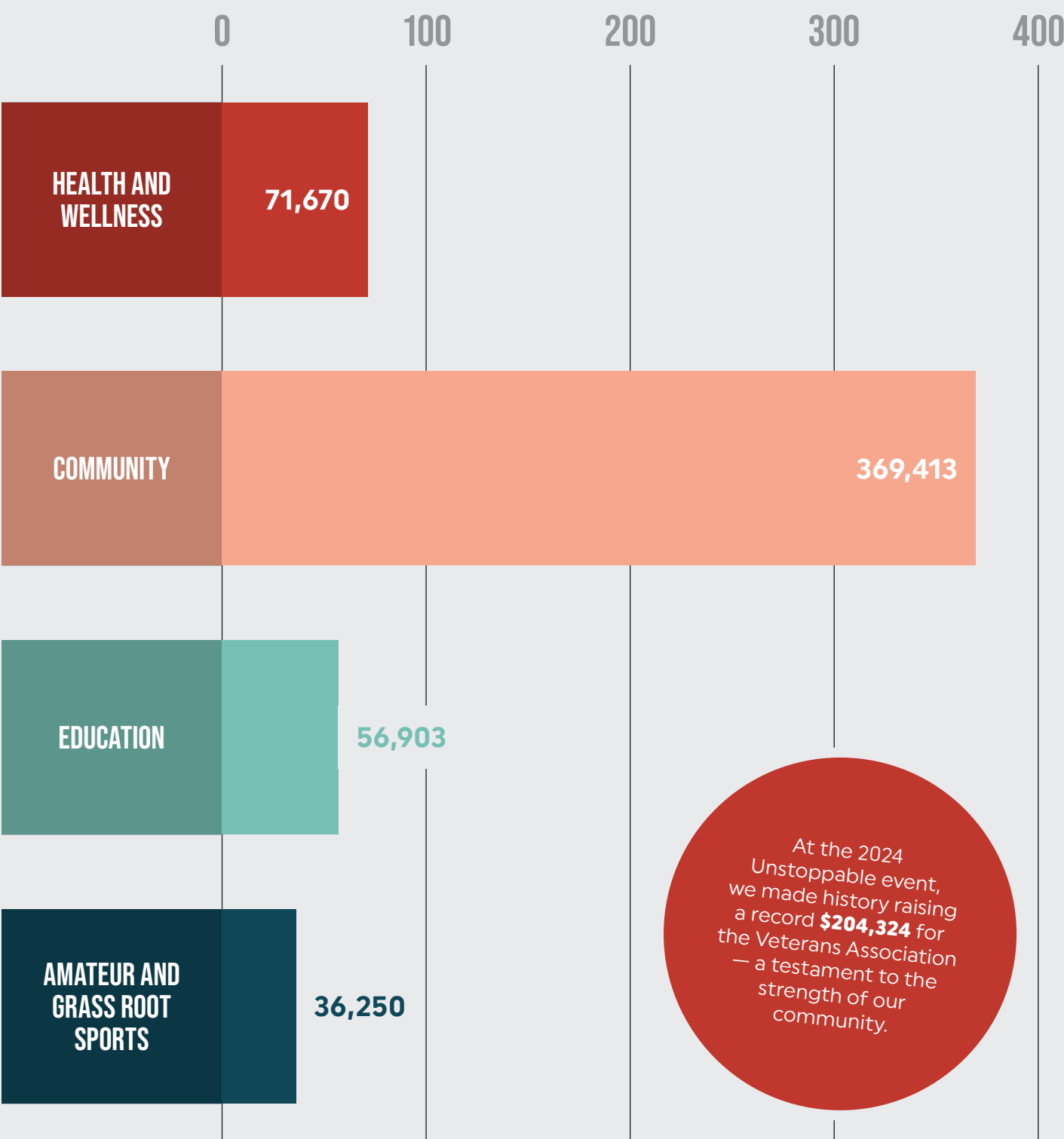
As we look ahead to the Foundation's **10th anniversary in 2025**, we do so with pride in what's been accomplished, and with a renewed commitment to the communities we serve.

Sincerely,

Terry French

Terry French
Chairman, Spruce Meadows
Leg Up Foundation

THE SPRUCE MEADOWS FOUNDATION IS PROUD TO HAVE RAISED OVER **\$534,236** IN 2024 IN SUPPORT OF LOCAL AND NATIONAL CHARITIES







CURIOSITY, CONNECTION, AND HANDS-ON LEARNING

In 2024, the **Spruce Meadows Leg Up Foundation School Tours, presented by Nutrien**, once again welcomed hundreds of students from Calgary and surrounding areas for a day of immersive, curriculum-connected learning on the grounds of Spruce Meadows.

Tailored for students in grades 4 to 6, the program blends classroom concepts with real-world exploration - offering interactive stations led by expert facilitators focused on agriculture, environmental science, Indigenous history, and equine education.

This year's program featured:

- **Nutrien Seed Survivor** – An interactive look at soil health, plant growth, and sustainable agriculture
- **University of Calgary Veterinary Medicine** – A hands-on introduction to equine care and animal welfare
- **Stoney Nakoda presenters** – Powerful teachings on Indigenous history, culture, and community connection
- **ABC Bees** – Engaging lessons on bee biodiversity and their role in food systems
- **Inside Education** – Pond dipping and wetland ecosystem exploration
- **Spruce Meadows Horse Program** – A fun presentation of show jumping, mares and foals and time for Q & A with the Spruce Meadows Riders.

For many students, this program marks their first experience with a horse or their first exposure to agriculture and ecology in a hands-on environment. It's a day designed not only to teach - but to inspire.

"There's something really special about watching students light up when they connect with the material in a hands-on way," said **Lori Fyke**, Chair of the Education Committee.

"We want these young people to leave Spruce Meadows with new knowledge, yes - but also with a sense of curiosity and confidence that stays with them."

First launched in 1976 by Spruce Meadows co-founder **Mrs. Marg Southern**, the **Spruce Meadows Leg Up Foundation School Tours, presented by Nutrien**, continues to be a cornerstone of the Foundation's mission to educate and empower the next generation of Albertans.

A grayscale photograph of a large crowd of people, likely at a sporting event or festival. The crowd is dense, and many people are wearing hats. A bright red horizontal banner is superimposed over the middle of the image, containing white text. The background image is slightly blurred, focusing attention on the text.

50/50 DONATIONS

SUPPORTING LOCAL IMPACT, ONE TICKET AT A TIME

Throughout 2024, thousands of guests at Spruce Meadows tournaments, Cavalry FC matches, and the International Christmas Market took part in our 50/50 draws - not just for a chance to win, but to give back. With every ticket sold, our community helped support local charities working on the front lines of health, wellness, education, and youth development.

Proceeds from this year's 50/50 draws supported various charitable organizations, each selected for the meaningful difference they make in the lives of Albertans.

2024 50/50 RECIPIENTS

Calgary Humane Society **\$5,522**

Providing rescue, shelter, and emergency boarding for animals in crisis, the Calgary Humane Society also supports pet owners during times of hardship - ensuring both animals and their families receive compassionate care.

Calgary Minor Soccer Association **\$1,250**

One of Alberta's largest youth sport organizations, each year, over 2,000 youth teams and approximately 30,000 players participate in CMSA programs supported by over 3,000 community volunteers.

Centre for Newcomers **\$1,880**

Supporting immigrant and refugee families with language classes, job training, and cultural integration, the Centre for Newcomers helps newcomers build strong, connected lives in Calgary.

Centre for Sexuality **\$4,258**

A leader in sexual health education, the Centre offers inclusive programs for youth, schools, and professionals. Their work fosters respect, informed decision-making, and lifelong well-being.

Foothills Academy Society **\$5,000**

Serving students with learning disabilities, Foothills Academy provides specialized education, family support, and outreach programs that help children reach their full potential in school and life.

Hull Services **\$4,975**

Hull Services delivers mental health and behavioural support to vulnerable children and families in Calgary. Their trauma-informed approach builds resilience and healing in youth facing complex challenges.

Umoja Community Mosaic **\$4,056**

Focused on social inclusion and intercultural programming, Umoja supports immigrant youth and families with mentorship, leadership opportunities, and community-based resources.

Urban Society for Aboriginal Youth **\$2,500**

USAY empowers Indigenous youth through housing support, education, cultural programs, and employment training - creating safe spaces where young people can thrive.

Wellspring Alberta **\$4,281**

Providing non-medical support for individuals living with cancer, Wellspring offers over 50 free programs focused on emotional, physical, and practical well-being for patients and their families.

Wings of Hope Breast Cancer Foundation **\$6,155**

Wings of Hope eases the financial burden of breast cancer treatment by covering essentials like groceries, medication, rent, and transportation - ensuring patients can focus on healing.

Autism Aspergers Friendship Society **\$5,000**

AAFS creates inclusive, recreational spaces for neurodiverse children and youth. Through mentorship and community engagement, they provide safe environments where kids can build friendships and confidence.



2024 50/50 FOOD BANK RECIPIENTS

Airdrie Food Bank

\$7,000

Serving one of Alberta's fastest-growing cities, the Airdrie Food Bank provides emergency food hampers, community kitchen programs, and school-based support for children and families. Their impact extends beyond food - offering education and dignity to those navigating difficult times.

Calgary Food Bank

\$20,000

The Calgary Food Bank provides critical emergency food support to individuals and families across the city. With food insecurity at an all-time high, this donation supported distribution programs, food rescue initiatives, and essential hampers for Calgarians in need.

Cochrane Food Bank

\$3,000

The Cochrane Food Bank has been serving Cochrane and area residents for nearly 20 years. They are committed to responding to the needs of their neighbours with programs and services that feed the hungry, provide both short and long-term relief in the area of food insecurity and improve the social well-being of the community they serve.

Okotoks Food Bank

\$7,000

A primarily volunteer-run organization, the Okotoks Food Bank supports hundreds of households each month with nutritious food, personal care items, and seasonal programs. Their commitment to service and accessibility makes them a vital lifeline in the Foothills region.

Tsuut'ina Food Bank

\$3,000

Established in 2017, the Tsuut'ina Food Bank has become a trusted resource for the Nation. It provides culturally sensitive support, emergency food hampers, and ongoing advocacy for food access - ensuring members of the Tsuut'ina Nation are cared for without stigma.



Together, these donations reflect the generosity of everyone who participated in our 50/50 draws - and the Spruce Meadows Leg Up Foundation's commitment to **Health & Wellness, Community, and Education.**





UNSTOPPABLE

**OVER \$204,000 RAISED FOR
ALBERTA'S VETERANS IN 2024**



Each year, the UNSTOPPABLE Gala brings together the Spruce Meadows community for a powerful evening of celebration and purpose. In 2024, the event reached new heights - raising a record-breaking \$204,323 in support of the Veterans Association Food Bank.



Held during the 'Masters' Tournament, the evening featured world-class show jumping, fireworks, cocktails, and a live performance by Canadian music icon **Corb Lund**. But the true highlight came weeks later, when a \$204,323 cheque - the **largest donation ever received** by the Veterans Association - was presented in Calgary ahead of Remembrance Day.

"I started crying when I heard the amount," said **Marie Blackburn**, Executive Director of the Veterans Association.


"This size of donation is groundbreaking for us, and it will help so many people during a time when they are struggling like never before."

The funds will directly support vulnerable veterans and their families - keeping more than 50 households from becoming homeless, funding a long-awaited elevator installation at the Association's headquarters, and supporting the Pet Promise Program, which ensures veterans can keep and care for their beloved animals.

This year's success builds on the momentum of previous UNSTOPPABLE events:


2023

\$200,000 raised for **Mamas for Mamas Calgary** and **Parachutes for Pets**



2022

\$183,000 raised for **Youth Centres of Calgary**



2021

\$126,363 raised for **Spirit North**



"The work undertaken by the Veterans Association to support our military heroes when they need it most is invaluable," said **Catherine Agar**, Co-Chair of the Unstoppable event.

"We were saddened to hear of the continuing struggles so many are having with the cost of living, and it is our sincere hope that this contribution can help alleviate some of those difficulties."

The 2024 UNSTOPPABLE Gala was more than a fundraiser - it was a reminder that community support can truly be life-changing.



CAVALRY FC CHARITY GOLF CLASSIC

Driving change, one swing at a time

The 2024 **Cavalry FC Charity Golf Classic** proved once again that great things happen when community and sport come together. Hosted at the scenic Sirocco Golf Club, the tournament brought together athletes, sponsors, supporters, and fans for a day filled with camaraderie, competition, and purpose.

Together, participants raised **\$50,000**, with funds split between two impactful organizations:

KidSport Canada
\$25,000

Helping kids across Alberta participate in organized sport by covering registration fees and equipment costs - because every child deserves a chance to play.

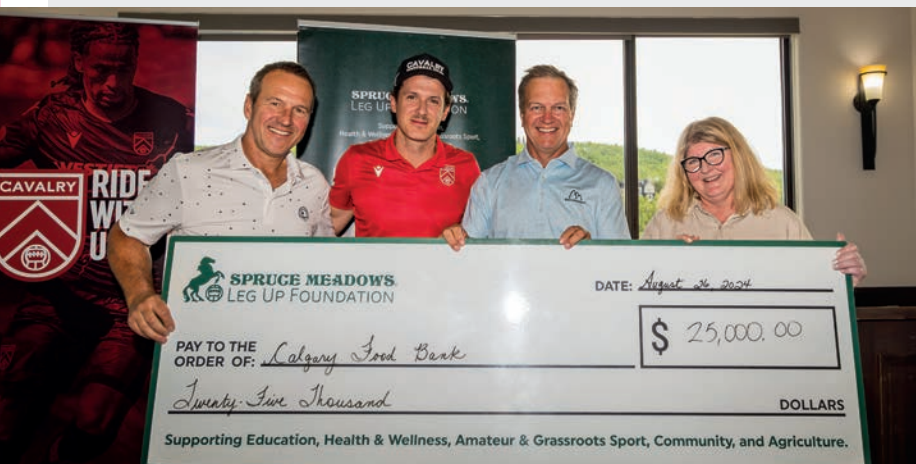
Calgary Food Bank
\$25,000

Supporting emergency food programs at a time when demand continues to rise, ensuring more families have access to healthy, reliable meals.

"I had the chance to golf alongside some incredible people—many of whom care deeply about this community," said **Terry French**, Chair of the Spruce Meadows Leg Up Foundation.

"It was a fun day, but also a powerful reminder that when we come together with purpose, we can make a real difference."

With the support of **Hotel Arts** in 2024, **Cavalry FC**, and the broader Spruce Meadows community, this event highlights how sport can create real impact far beyond the field. We're already looking ahead to next year and invite partners to join us in making an even greater difference.





JUMP FOR JASPER

\$73,150 raised for wildfire recovery in Jasper

In the wake of the devastating wildfires that swept through Jasper in the summer of 2024, the Spruce Meadows Leg Up Foundation launched a powerful new initiative: **Jump for Jasper**.

Held during the 'Masters' Tournament, the fundraiser was created in partnership with an anonymous donor, who pledged **\$490 for every clear round** completed in the International Ring - a tribute to Spruce Meadows' 49th year of operation. After 148 clear rounds, and additional public contributions, the effort raised a remarkable **\$73,150** ahead of Thanksgiving weekend.

Funds were split equally between two organizations at the heart of Jasper's recovery:

Jasper Food Bank Society \$36,575

Helping restock shelves and sustain critical food services through the winter. The group lost its previous home in the fire and has seen demand surge in the months since.

Jasper Community Team Society \$36,575

Supporting emergency food programs at a time when demand continues to rise, ensuring more families have access to healthy, reliable meals.

Providing mental health services, family support, and community outreach for those affected by the fires and the long road to recovery.

"This really is a significant amount, it's unbelievable," said **Megan LeBlanc**, Chair of the Jasper Food Bank Society, who also lost her own home in the fire.

"It's enough to last about five months, to get us through the winter. The need has been enormous, and this donation came at exactly the right time."



DONATIONS PROFILES

A close-up photograph of several hands clapping. The focus is on a woman's hand in the foreground, which is wearing a gold-toned rectangular watch with a metal link bracelet and a thin gold ring on her ring finger. Other hands are visible in the background, some slightly out of focus, creating a sense of a group of people clapping. The background is a soft, out-of-focus green, suggesting an outdoor setting.

Opening Gaits Therapeutic Riding \$20,000

The Spruce Meadows Leg Up Foundation proudly supported **Opening Gaits** in 2024, a local leader in equine-assisted therapy. Their programs serve children and adults with a range of physical, cognitive, and emotional challenges - offering therapeutic riding sessions that improve mobility, confidence, and connection. This donation helped with the care and training of therapy horses, the purchase of adaptive equipment, and expanded access for families across Southern Alberta.

Pillars: Grassroots Sport, Health & Wellness, Community

Pacific Assistance Dogs Society (PADS) \$8,000

For individuals living with mobility issues, PTSD, or other disabilities, a trained assistance dog can be life-changing. The Foundation's support of **PADS** helped cover the early stages of training for puppies that will go on to become service dogs—providing daily support, safety, and independence to their future partners. This investment ensures more people in Alberta and beyond can access the support they need to thrive.

Pillars: Health & Wellness

Priddis Community Association \$5,000

As a vital rural gathering place, the **Priddis Community Association** fosters connection through recreation, events, and volunteerism. The Foundation's donation helped renovate the tennis courts to better serve residents of all ages with a variety of programming.

Pillars: Community, Amateur Sport

Rowan House Society \$5,000

The Foundation supported **Rowan House Society** in 2024 in its mission to provide safety and healing to women and children fleeing domestic violence. Their work includes emergency shelter, trauma-informed counselling, prevention education, and outreach across the Foothills region. This donation helps ensure that when someone makes the brave choice to leave an unsafe situation, compassionate support is waiting.

Pillars: Community, Health & Wellness

Sheep River Health Trust \$12,000

From medical equipment to mental health programs, **Sheep River Health Trust** works with local care providers to address the diverse health needs of residents in the Foothills. The Foundation's contribution supported key initiatives in elder care, youth wellness, and preventative health - ensuring that individuals across all life stages have access to resources that improve their well-being.

Pillars: Health & Wellness, Community

The Brenda Strafford Foundation \$10,000

The team at the **Brenda Strafford Foundation** supports people at risk who have experienced family violence to live safely and successfully in our community. They do this by providing a safe housing environment and comprehensive support services so that they can live safely in the community upon their departure from the Centre.

Pillars: Health & Wellness



LUCY TRIES SOCCER

Encouraging literacy, movement, and confidence through sport

In 2024, the Spruce Meadows Leg Up Foundation once again supported the **Lucy Tries Soccer** program - an engaging initiative that promotes physical activity, literacy, and self-confidence among young learners.

Over the course of the spring, the program reached nearly **1,000 students** in Calgary and surrounding areas. Each classroom visit included a reading of Lucy Tries Soccer by author **Lisa Bowes**, followed by an energetic soccer demonstration from **Cavalry FC** players, who showed off their skills and encouraged kids to get active and try something new.

Thanks to the generous support of **Marmot Construction**, every student received their own copy of the book to take home - reinforcing the importance of literacy and book ownership, both key indicators of long-term educational success.

The Lucy Tries Soccer initiative beautifully embodies the Foundation's pillars of **Education, Health & Wellness**, and **Grassroots Sport**. It's a joyful, accessible way to connect children with sport, storytelling, and role models who show them that effort, curiosity, and courage matter more than perfection.





ENDOWMENT FUND

Investing in the future of community impact

As the Spruce Meadows Leg Up Foundation approaches its 10th anniversary in 2025, it is excited to highlight the creation of a new **Endowment Fund**, established in 2024 with a generous inaugural donation of **\$500,000** from a local philanthropist.

The Endowment Fund represents a long-term commitment to the Foundation's core pillars of **Education, Health & Wellness, Amateur and Grassroots Sport, Community, and Agriculture**. It is designed to grow over time, with a portion of available funds distributed annually to support charitable programs that align with the Foundation's mission.

The Endowment is managed under the leadership of **Ian Thomson**, Treasurer of the Spruce Meadows Leg Up Foundation Board.

"The Endowment Fund allows the Foundation to look beyond short-term needs," said **Ian Thomson**, Treasurer.

"It provides the financial foundation to ensure consistent, lasting support for the causes that matter most."

Those interested in learning more or contributing to the Endowment Fund may contact Ian Thomson at:

legupfoundation@sprucemeadows.com | 403.974.4200



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

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