

ANNUAL REPORT

2017/2018





MLSE Foundation believes all kids should have access to sport and the opportunity to both develop and pursue lasting dreams on the playing field. With the support of MLSE's teams, we improve the lives of youth by building facilities, giving to sustainable programs, and empowering youth through sport and recreation.



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A Letter from our Executive Director

TANYA MRUCK


Every coach knows the importance of a strong game plan. In our 2017-2018 season, our plans paid off with significant growth for MLSE Foundation. We built on our previous success, changing more lives through the spirit and power of sports with deeper and more strategic social investments, driven by community need.

I was excited to move into the role of Executive Director of both MLSE Foundation and MLSE LaunchPad, with the continued support of my predecessor Michael Bartlett. On behalf of MLSE, I am committed to continuing our legacy in the community and building on our solid granting, program and facility infrastructure investments.

In 2017, after fundraising more than \$7 million in capital, we opened the doors to our most ambitious project to date: MLSE LaunchPad, a place where youth facing barriers use sport to recognize and reach their potential. Backed by extensive research, MLSE LaunchPad is already breaking down sector silos and serving as a leader in youth development through sport and is a model for strategic community investment. Our facility takes advantage of MLSE Foundation's expertise in community building and our access to beloved brands. Already, MLSE LaunchPad has used sport to open doors for 4,500 youth. The unprecedented accomplishments of the past year would not have been possible without the support of MLSE and its staff, our partners and donors. Thank you for believing in our dream when MLSE LaunchPad was only an empty space, and for your continued enthusiasm as we share our ambitious plan for the future. We are now at the heart of a movement that unlocks the power of sport to create positive change. As we continue to perfect MLSE LaunchPad's innovative program methodologies uses in the building, our impact grows beyond its walls through collaboration, program scaling and sector resources.

As I think of the future of MLSE Foundation and MLSE LaunchPad, I am energized by our steadfast commitment to community and our driving principle to innovate in the sector. We're planning continued strong return on investment for our donors and more opportunities for children and youth to achieve their dreams.

We're building the leaders of tomorrow, today.



Tanya Mruck

**BRING
IT IN**



ARIS KAPLANIS



**Letter from our
Chair of the Board**

I've had the pleasure of serving on MLSE Foundation's board since its inception in December 2009, and before that, as a long-standing Director on the Raptors Foundation for Kids board. Our journey throughout the years has demonstrated our ability to continually grow and innovate, culminating in the organization we are today.

As exciting as it is to watch professional athletes play sports, I've found it even more thrilling to see how sport can empower children and youth to believe in themselves. As the Raptors Foundation for Kids, we started out small, giving back to Toronto by investing in aging infrastructure through community basketball courts. Through the Leafs Fund for Kids, we granted scholarships to struggling students. When the two charities merged to form MLSE Foundation in 2009, we embarked on a new mission to combine sport with essential life skills. We do this by refurbishing aging athletic facilities, funding charities and providing sport and recreational programs for kids. Today we can proudly say we've invested \$35 million in the community.

This past year MLSE Foundation has made incredible leaps forward, only possible by the tremendous work of our many volunteers, supporters, and staff. MLSE LaunchPad just kicked off its fall cycle of programming and I'm thrilled to share we're running over 56 programs each week! This kind of success cannot be accomplished without great supporters. I continue to be humbled by the impact we are making and tremendous connections we've fostered with the communities we serve.

Sincerely,



Aris Kaplanis

WHERE WE'VE COME FROM

OUR ROADMAP

1917

Toronto Maple Leafs is established as one of the Original Six teams that made up the fledgling National Hockey League.



1931

Maple Leaf Gardens opens and Maple Leaf Gardens Ltd. is formed.

1994

Toronto is granted its own NBA franchise and the Toronto Raptors are born, playing their first game at the SkyDome (Rogers Centre) in 1995.



1995

The Raptors Foundation for Kids is founded as the charitable arm of the Toronto Raptors, focusing on court refurbishments and community programming.

1998

Toronto Maple Leafs purchase the Toronto Raptors. Five months later, Maple Leaf Gardens Ltd. is restructured and Maple Leaf Sports & Entertainment is formed.

1999

Toronto Maple Leafs leave Maple Leaf Gardens and Scotiabank Arena opens (formerly Air Canada Centre), uniting the Toronto Maple Leafs and Toronto Raptors under one roof.

2000

Leafs Fund for Kids is born, focusing on the endowment of arts and educational scholarships.



2005

MLSE relocates its AHL team from St. John's, Newfoundland to Toronto, Ontario and brings back the name used by their old OHA minor hockey affiliate, the Toronto Marlies.



2005

Toronto FC is added as an MLS expansion team, playing their first game in 2007.

2014

Construction on MLSE Foundation's first large capital investment, the Regent Park Athletic Grounds, begins. A \$2.5 million investment into the construction of a regulation-size turf soccer field, basketball court, running track as well as the refurbishment of the existing hockey facilities is part of the Regent Park Revitalization Project.

2017

Building off learnings from Regent Park, MLSE Foundation embarks on its most ambitious project to date. With a \$7 million capital investment and an initial \$2.5 million yearly operating budget, MLSE LaunchPad opens its doors, becoming the first facility in Ontario to offer a space dedicated to Sport For Development for youth who face barriers.

2010

MLSE Foundation launches a full portfolio of programs, programming grants and refurbishment projects ensuring every child can dream big on the playing field.

2009

MLSE Foundation is established, merging the Raptors Foundation for Kids and the Leafs Fund for Kids, as well as incorporating Toronto FC; three teams, one charity.



2018

The Toronto Argonauts, North America's oldest continuously operated professional football club, is acquired by MLSE and their charitable efforts are incorporated by MLSE Foundation. The team celebrates its win of the 105th Grey Cup.



Season Highlights (2017-2018)

OPENING OF MLSE LAUNCHPAD



"The opening of MLSE LaunchPad is about transformation," said Larry Tanenbaum, Chairman, MLSE. "Of course, it signals an impressive transformation of this space thanks to the support of so many partners on this project, but most importantly, this facility offers the opportunity to transform the lives of thousands of youth and better our community. We're excited for the impact MLSE LaunchPad will have on our community in the years to come."



Toronto FC lift the Canadian Championship, Supporters Shield and MLS Cup in 2017, becoming the first MLS team to complete a 'domestic treble.'



Toronto Argonauts celebrate their 17th championship by winning the Canadian Football League's 105th Grey Cup.



Toronto Maple Leafs celebrate their 100th season with the Next Century Game at Scotiabank Arena, setting the stage for the future of the franchise with an 8-1 win over the Carolina Hurricanes.



Toronto Raptors clinch the No. 1 seed in the Eastern Conference for first time in franchise history, setting a franchise record for regular-season wins with 59.



Toronto Marlies win the Calder Cup for the first time in franchise history.

TACKLING THE ISSUES

For children who face socio-economic barriers, it is more difficult to be fully involved in their communities. We know that when traditional social interventions are combined with sport, it amplifies results. We level the playing field for children by giving them access to sports programs while intentionally developing life skills to support their physical and mental well-being.



Community Grants

10% 

Fewer than 10 percent of Ontario youth get the recommended hour of daily physical activity.

Through our grant programs, we ensure youth get off the sidelines.

➔ Learn how on page 15

Community Space Projects

1 OUT OF 2 

Only half of children aged 5 to 14 regularly took part in sports during the previous 12 months.

We refurbish athletic facilities for youth to enjoy playing sports in their own communities.

➔ Learn more on page 16

Community Programs


\$600 

Parents spend an average of nearly \$600 each year for their children to participate in sport, making it unaffordable for more than 40 percent of children living in low-income households.

Our free KickStart, Hockey in the Neighbourhood and Beyond the Rim programming give children and youth an opportunity to get in the game.

➔ Learn more on page 17

MLSE LaunchPad

60% 

More than 60 percent of youth face significant barriers in life. Linked to the disruption of social, emotional, and cognitive development, this number is even higher in low-income neighbourhoods, increasing the risk of physical or mental illness, addiction and criminal behavior, in addition to decreasing the likelihood of academic or employment success.

MLSE LaunchPad provides Sport For Development programming teaching life-skills through sport to empower youth facing barriers to recognize and reach their potential, across our four program pillars: Healthy Body, Healthy Mind, Ready For School, Ready For Work.

➔ Learn how on page 18



ON THE FIELD...
OFF THE FIELD...

WE ALL WIN



OUR IMPACT



THUNDERHAWKS INDIGENOUS BASKETBALL

In northern Ontario, an absence of schools in rural and remote communities means many Indigenous students must attend high school outside of their home communities. Between 2000 and 2011, seven Indigenous teenagers attending high school in Thunder Bay died.

The resulting inquest into these deaths made many recommendations to improve the safety of Indigenous youth that fly from remote communities to larger cities for school.

Dennis Franklin Cromarty High School (D.F.C.) works with its Indigenous students who fly in to attend the school from their home communities. MLSE Foundation welcomed the opportunity to collaborate with the D.F.C. Thunderhawks Indigenous basketball program as part of our Community Action Grants powered by Just Energy.

From February 27 to March 1, D.F.C. hosted prospective students from the 24 remote First Nations communities it serves to allow these youth to see what D.F.C. High School offers and to become more familiar with Thunder Bay.



“Thanks to funding from MLSE Foundation, we could cover the costs associated with all our clinics and workshops for three days with our youth. Many of our youth spend their early days playing hockey and broomball up north; for some, this was their first exposure to the game of basketball. The excitement among the youth was evident as they tried the game out for the first time.

We also took this opportunity to send bags full of basketball gear to each of the communities we serve. Ultimately, we’re really looking to grow the game up north, to get students exposed to the game at a young age and engage them in healthy active lifestyles. We could not have done it without the help of MLSE Foundation.”

- Aaron Guthrie, Teacher, Dennis Franklin Cromarty High School

2017/2018 Season Stats

\$7.7M

invested in the 2017-2018 season



Career Stats

\$35M

invested since 2009



125,000

children and youth impacted this season



OUR INVESTMENTS



- \$2,857,756 Community Programs & Grants
- \$2,392,969 Community Space Projects
- \$2,450,662 MLSE LaunchPad

COMMUNITY GRANTS

In neighbourhoods across Ontario, community organizations are the backbone of sport and recreation. They improve youth's health and educational achievements and are the experts in their neighbourhood's reality. We grant to these organizations to support their efforts to bring people together through sport.



Community Action Grants

More children and youth need an opportunity to get in the game. Thanks to our partner Just Energy, MLSE Foundation invested \$200,000 to support quality programming for youth facing barriers.



“Since joining the program, I have ended up rejoining another soccer program at my school. I had stopped because there were mostly boys in the program and they didn’t share the ball a lot with me. I have since returned because I feel more confident about my soccer skills; I am not afraid to run in and get the ball and shoot at the net.”

– Girl, 8 years old, Yay Girls Soccer Program, N.W.S.S.A.

Regent Park Athletic Grounds Grants

As part of our \$2.5 million capital investment to create the Regent Park Athletic Grounds, MLSE Foundation, along with partners Sentry Investments, 3TO6 TEAM and Kelly Silverstein Memorial Fund, committed to an additional \$1 million in program funding over four years. In the 2017-2018 season, we invested \$250,000 in community programs operating in Regent Park and surrounding areas.



“After a lesson at the Regent Park Athletic Grounds on Saturday, our daughter was confident on her bike and we were able to go on our first family bike ride along the Don River trail this morning! Thank you so much. What you do makes a difference!”

– Parent of Girls & Trans Build-a-Bike & Ride Program participant, Charlie's Free Wheels

COMMUNITY SPACE PROJECTS

Working with the community to reinvigorate community recreational spaces is essential to ensuring children and youth have access to places to play. Beyond simply fixing in-need spaces, we work to champion community-led space design, and support suitability by ensuring we bring in external partners to amplify leave behind programming.



Sir Adam Beck Rink Project

When the much-loved Sir Adam Beck Rink was in desperate need of refurbishment, MLSE Foundation reinvigorated the rink with the help of our partners, Canadian Tire Jumpstart and the NHL. The rink reopened in January 2018, better than new.

Reinvigorating an athletic facility doesn't guarantee it will be used. If you refurbish it, they might come. If you refurbish it with their needs in mind, they definitely will. That's why our capital projects focus on the needs of their neighbourhoods. For the Sir Adam Beck Rink, we collaborated with the City of Toronto to launch a girls' Hockey in the Neighbourhood program, ensuring girls aged 6-12 could try hockey for the first time.

3,050 youth impacted
1,200 programming hours
4 partners in collaboration
30 female-identified youth engaged in girls programming



"I'd like to extend my sincere thanks to MLSE, Canadian Tire Jumpstart and the NHL for their generosity towards this community. Skating and hockey are two of our great national pastimes, and I'm delighted to see collaboration between the City and partners that allows more residents to enjoy them."

- John Tory, Mayor, City of Toronto



"At Jumpstart, we understand the profound impact sport has on communities: it brings people together and helps build strong neighbourhoods. As a long-time partner of MLSE Foundation, we've been able to create more opportunities for kids to get in the game and are incredibly proud to see the improved Sir Adam Beck outdoor rink come to life."

- Scott Fraser, President, Canadian Tire Jumpstart Charities



"My daughter loved her experience with the girls' Hockey in the Neighbourhood program at the Sir Adam Beck Outdoor Rink these past few months. Every Saturday morning, she had her hockey bag and stick at our front door ready to go. She always wanted to be the first on the ice. And she always had a smile on her face after each session. What more could a hockey parent ask for?"

- Parent of Hockey in the Neighbourhood program participant at Sir Adam Beck Rink



COMMUNITY PROGRAMS

There's no 'I' in 'team.' That's why MLSE's teams and dedicated community partners are integral to MLSE Foundation's support of programming that increases youth participation in sport. We give youth the tools and training to make their first goal, befriend their first teammate and, in many cases, experience the game for the first time. Our programs bring communities together, employ local youth to be leaders in their neighbourhoods and get kids off the sidelines.



Hockey in the Neighbourhood



In partnership with the City of Toronto, Tim Hortons and the Toronto Maple Leaf Alumni Association, Hockey In the Neighbourhood is designed to encourage participation in our favorite winter sport. Every weekend from September through March, the program provides protective equipment and on-ice instruction to young hockey enthusiasts.

13 Toronto communities
350 youth aged 6-12
2 all-girls programs
374 hours of funded programming

Beyond the Rim Basketball



In partnership with Centennial College and Enactus Canada, the Beyond The Rim program serves in-need communities from Scarborough. The program empowers local high school students to act as mentors and coaches in the delivery of academics and basketball. High-risk communities from Scarborough: Malvern, Kingston Road and Galloway are served.

180 youth aged 7-13
30 youth mentors
40 varsity athletes
140 hours of funded programming

KickStart Soccer



In partnership with Toronto Community Housing Corporation and Kia Canada, the KickStart program is led by community coaches, hired from the neighbourhood to deliver programming. While increasing friendships and belonging in the community, the program introduces soccer skills and physical literacy through a nine-week program.

12 Toronto communities
350 youth aged 6-14
40 community youth coaches
2,400 hours of funded programming



"Working with kids is not only a rewarding experience but one where I get to give back to the community that helped raise me. Helping kids discover their potential and developing skills in which they can grow as leaders and innovators is something I consider myself grateful to be apart of."

- Zena, Youth Coach, KickStart program

OUR BIGGEST INVESTMENT

MLSE LAUNCHPAD

MLSE LaunchPad is a place where youth facing barriers use sport to recognize and reach their potential. Located in Toronto's urban centre of Moss Park, MLSE LaunchPad is equipped with a large gymnasium, three classrooms, a rock-climbing wall, a teaching kitchen and a wellness room to provide free sport, life skills and employment training programs for youth ages 6-29.

AT A GLANCE

3,716

members

6,072

program hours

55

programs offered weekly



55

MLSE LAUNCHPAD IS MY SAFE HAVEN, MY PLACE WHERE ANYTHING IS POSSIBLE!

- Shireen, 11 years old, MLSE LaunchPad Member

WHAT WE DO

Our Approach

To achieve their dreams, kids need opportunity, supportive leadership and deliberate practice.

That's what MLSE LaunchPad gives them. It's more than a gym; it's a living lab for Sport For Development – the intentional use of sport to build healthy communities and help people reach their full potential. At MLSE LaunchPad we use sport to address some of the most significant issues facing youth today: physical health, mental health, education and employment.

HOW WE DO IT

Quality Sport Programming

We believe that quality sport experiences are pivotal to the physical and mental development of young people.

We are committed to providing high quality sport programming for our members. MLSE LaunchPad programs are aligned with Long-Term Athlete Development stages with a Sport For Development lens and application. Programs focus on age and stage appropriate techniques that promote physical literacy and the transference of life skills through sport.

40 trained coaches
6,072 program hours

PARTNERS



Collaboration

We believe that when it comes to supporting young people, we are stronger together.

We partner with community organizations – both big and small – to design and deliver best-in-class programming for youth that supports our four Pillars: Healthy Body, Healthy Mind, Ready For School and Ready For Work. We build off each other's expertise and resources, broaden our programming and reach, and learn from one another. Ultimately, working with our partners means we have a bigger impact in the community.

13 collaborative partners
3,000+ collaborative program hours

HOME COURT



Our Research and Evaluation

A LIVING LAB

We believe there is power in numbers at MLSE LaunchPad. By combining sport and youth development with measurement and evaluation, we can help youth recognize and reach their potential. We evaluate all our programs to ensure they are making the biggest possible impact in our members' lives.

Scoreboard™, the proprietary digital platform we developed and launched in the 2017-2018 season, makes evaluation fun for youth. Members get points for research and evaluation activities that they can exchange for prizes, making data collection more interactive, motivating and playful.

Partnerships with universities across Canada ensure our programs and research methods always meet the highest standards, while allowing us to provide researchers with a real-world context to test new ideas. Thanks to these partnerships and our ongoing evaluations, our programs are evidence-based and innovative.

We share our evaluation results with researchers and youth development organizations so they can draw on what we've learned – allowing other organizations to use sports to open doors and create positive social change.

11 academic partnerships with 7 Canadian universities

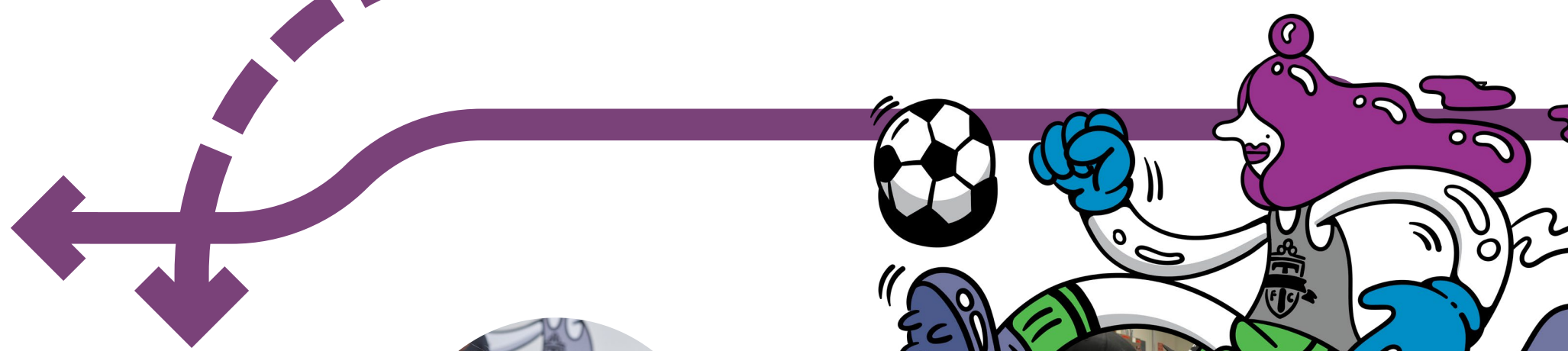
282 youth enrolled in our longitudinal research study



“Collaborating with MLSE LaunchPad is refreshingly different. At MLSE LaunchPad, there is a clear willingness to openly engage with academics from a wide range of perspectives. The staff at MLSE LaunchPad proactively bring substantive issues to the research table and seek out the latest theories and concepts to make sense of what is transpiring in the communities they serve.”

– Academic Partner, York University

PILLARS & IMPACT



Healthy Body

Supported by: adidas

The Issue: Fewer than 10 percent of Ontario's youth get the recommended hour of daily physical activity. Youth that face barriers have even fewer opportunities to participate in organized sports.

The Approach: Kids need to know the basics of movement and activity to be happy and healthy. We focus on increasing physical literacy and levels of physical activity while ensuring youth have a high-quality sport experience. We aim to improve their confidence and competence so they are motivated to stay active for life.

20 MINS

Since joining, MLSE LaunchPad members increased their moderate-vigorous physical activity by 20 minutes per day

85%

of participants demonstrate improvement in physical literacy—a statistically significant increase

93%

of summer participants report an increase in confidence to participate in physical activities



Healthy Mind

Supported by: Bank of Montreal

The Issue: About one in five youth experience a mental health issue and 70 percent of adult mental health conditions start during childhood. Youth facing barriers have a higher risk of developing a mental health issue or participating in risky behaviour.

The Approach: Physical activity has a positive effect on a youth's brain, improving mental health and making it easier to think and learn. In addition to getting kids moving, our programs provide safe physical and psychological spaces, opportunities to belong, and foster peer and role model relationships.

98%

of youth at MLSE LaunchPad feel like they matter, are successful and feel MLSE LaunchPad is a comfortable place to hang out

15,000+

minutes of drop-in counselling hours provided to support youth and families



MLSE LaunchPad members experience statistically significant increases in resilience and self-esteem scores



Ready for School

Supported by: Rogers

The Issue: Of youth who drop out of high school, 40 percent drop out before 16. Youth from marginalized communities are more at risk of dropping out, which is often part of a process of societal disengagement.

The Approach: When youth have the support and skills they need to stay engaged academically, they have more opportunities for future success. MLSE LaunchPad supports academic success through mixed sport and academic programs, wrap-around homework support, and the life skills taught through sport programs, such as grit, critical thinking and self-regulation.

1000+

youth visits through school-based partnership programs and events

86%

of participants from our Fuel for Fun School Day program agree that being physically active can have a positive impact on their academic performance



Our members experience statistically significant increases in grit, a strong predictor of GPA, graduation rates, and post-secondary success



Ready for Work

Supported by: MLSE

The Issue: Fewer than 44 percent of Toronto youth have jobs. Youth from marginalized communities have the same lack of employability skills as those who have dropped out of school.

The Approach: Sport and physical activity are powerful tools to teach the skills required to gain meaningful employment. We offer job skills training that combines classroom learning with on-court programs to help youth gain both the hard and soft skills necessary for employment.

2,045

hours of job skills training

156

graduates of Ready for Work programs

82%

of participants report increased work readiness

80%

employment rate after program completion

40

youth employed at MLSE LaunchPad



“Many of us do not have the money to send our kids to high-quality sport experiences which come at a high cost if we want our kids to experience a good coach. [At MLSE LaunchPad] my son has had an opportunity to grow and develop not only within sport but with other skills as well.”

– Parent of MLSE LaunchPad member



“MLSE LaunchPad keeps me out of trouble. Having criminal charges is challenging and embarrassing but the staff at MLSE LaunchPad is caring and the space is open to have these conversations.”

– Participant, 16 years old, Youth Restorative Justice program



“The skills we learned from you at MLSE LaunchPad were phenomenal! We learned some skills like: teamwork, critical thinking, trust and good sportsmanship. My favourite skill was critical thinking because we learned how to think ahead of time and now I use it very often.”

– Participant, 10 years old, Fuel for Fun program



“In a recent interview I was... asked to share my experience working in a team. I used the example of the sport leadership activities we did in the program and it was a clear way to showcase my ability to work in a team setting and I got the job!”

– Participant, 23 years old, Customer Care Professional program

OUR ATHLETE AMBASSADORS



“MLSE LAUNCHPAD MAKES A REAL DIFFERENCE IN THE LIVES OF YOUTH. I LOVE THE WORK THEY DO AND THE CRITICAL ROLE THEY PLAY IN THE DEVELOPMENT OF YOUNG PEOPLE.”

– Nick Hagglund, Toronto FC

“MLSE LaunchPad is teaching youth much more than just the skills needed in sport. The life skills these youth are learning will take them places – it is incredible to watch.”

– Morgan Rielly, Alternate Captain of the Toronto Maple Leafs, at MLSE LaunchPad, March 2018



Matt Black, Toronto Argonauts, at MLSE LaunchPad, August 2018



Jamaal Magloire, Toronto Raptors alumnus at Regent Park Gala, May 2018



Wendel Clark, Toronto Maple Leafs alumnus at MLSE Team Up Challenge, June 2018



Dwayne De Rosario, Toronto FC alumnus at MLSE Foundation Awareness Night, September 2018



Fred VanVleet, Toronto Raptors, at MLSE LaunchPad, July 2018

MLSE Team Up Challenge Presented by Ford

MLSE Team Up Challenge presented by Ford is the premier fundraising event of its kind. During this unforgettable day, teams compete in a multi-sport tournament, playing soccer, basketball, ball hockey, beach volleyball and beach dodgeball to raise funds for MLSE LaunchPad.

Over the past three years, Young Construction Leaders (YCL) have participated in the event. Each year this group registers several teams and always exceeds fundraising goals. This season, more than 70 YCL participated and raised more than \$45,000 in pledge-based donations, adding to their total of \$130,000 raised to date. This group of dedicated young professionals continue to be among our strongest supporters year after year.



HIGHLIGHTS

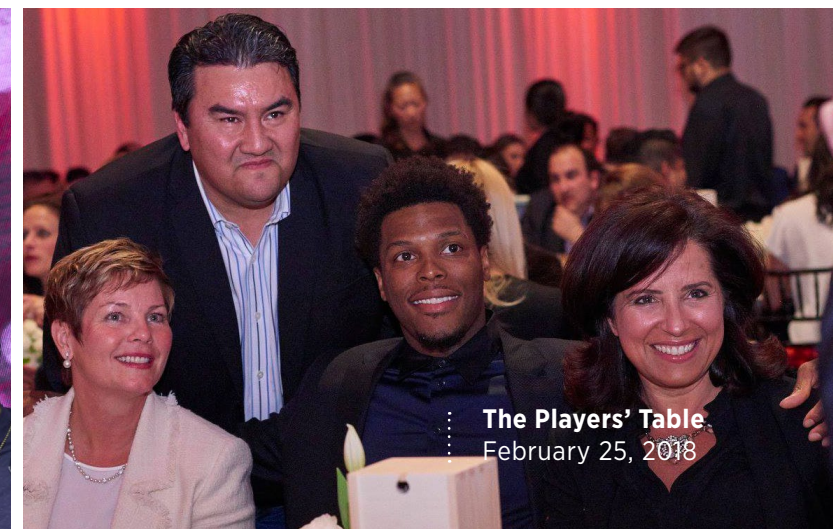
OUR SIGNATURE EVENTS



A Night With Blue & White presented by Rogers
February 8, 2018



Raps City Social presented by Bell
November 30, 2017



The Players' Table
February 25, 2018



Leafs & Legends Charity Golf Classic presented by Scotiabank
September 11, 2017

OUR BENCH STRENGTH

MLSE Foundation is grateful to receive generous support from community fundraisers and volunteers every year. We work closely with Toronto businesses, educational institutions, and individuals to bring innovative charitable event ideas to life. From personal campaigns to corporate contributions, these fundraisers champion our mission and allow us to harness the power of sport to transform the lives of youth.

MLSE Foundation is honoured to work with and highlight the following key partners in support of our work across Toronto.



Regent Park Gala

The fifth annual Regent Park Gala took place on May 24th, 2018 at Capitol Event Theatre. Organized by the 3TO6TEAM, the gala featured a musical performance from D.M.C. of Run-DMC! Through events like these, the 3TO6TEAM has raised over **\$500,000** to provide 3,000 Regent Park youth with access to after-school athletic programming.

Toronto Plays

Organized by our young professional network, MLSE Foundation Game Changers, Toronto Plays took place on April 12th, 2018 at the iconic Hockey Hall of Fame. The event was attended by Toronto's influential young business professionals and included casino and sports-themed games, celebrity appearances and more.

All In For KSM

On May 5th, 2018 the Kelly Silverstein Memorial (KSM) Fund hosted a casino-themed evening at the Windsor Arms Hotel. The KSM Fund has pledged to raise **\$250,000** over five years, contributing to youth mental health by funding the improvement, relocation and service costs associated with the Wellness Room at MLSE LaunchPad.

Chef's Table

Each year, MLSE Chefs run several internal fundraising events in support of MLSE Foundation. Signature items, themed lunches and Chef competitions result in a fun and unique dining experience for all internal staff.



PARTNERING WITH MLSE FOUNDATION AND THEIR OBJECTIVE OF MAKING SURE ALL KIDS HAVE A RIGHT TO PLAY IS A BEAUTIFUL WAY TO HONOUR OUR LATE FATHER KELLY'S MEMORY AND IS A GREAT BENEFIT TO A COMMUNITY IN NEED.

- Oliver and Jonah Silverstein,
Kelly Silverstein Memorial Fund



OUR SUPPORTERS

MLSE FOUNDATION BOARD OF DIRECTORS

.....

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 Drew Abbott
 Lynda Bowles
 Freda Colbourne
 Cliff Grevler
 Vijay Kanwar
 Chris Morley
 Joel Rose
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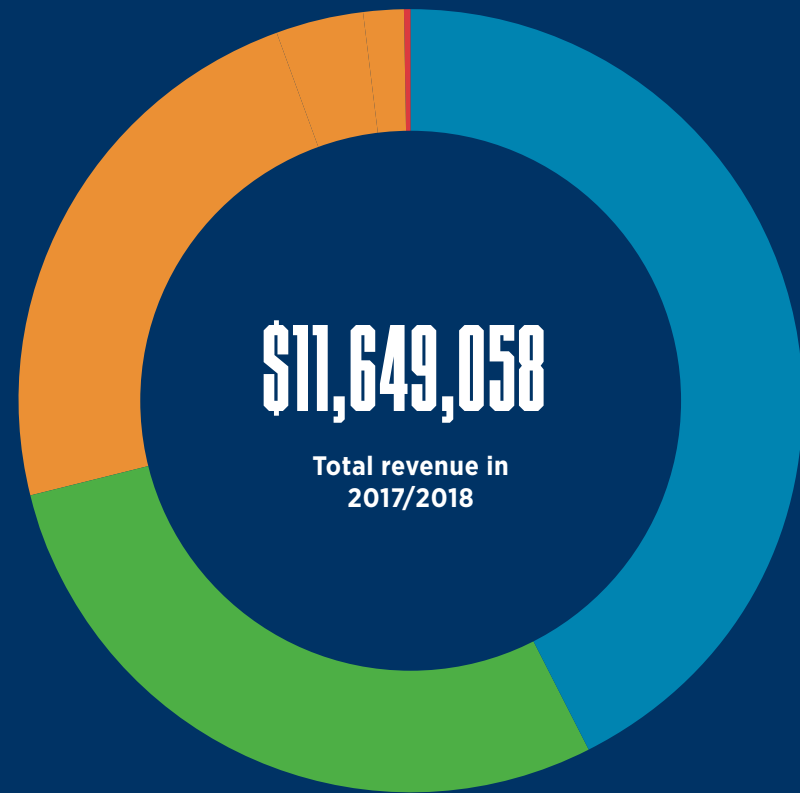
OTHER COMMITTEES SUPPORTING OUR WORK IN THE COMMUNITY

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3T06 Team
 A Night With Blue & White Steering Committee
 Community Action Grant Adjudication Committee
 Community Investment Advisory Committee
 Kelly Silverstein Memorial Fund
 MLSE Foundation Campaign Cabinet
 MLSE Foundation Finance and Audit Committee
 MLSE Foundation Game Changers
 MLSE LaunchPad Finance and Audit Committee
 MLSE LaunchPad Youth Advisory Council
 Regent Park Granting Consortium Community Committee
 Regent Park Granting Consortium Funder Committee



OUR FINANCIALS 2017/2018



Revenue

- **\$4,950,915** 50/50
- **\$3,356,242** Donations and Sponsorships
- **3,338,469** Community & Event Fundraising
- **\$3,432** Other

Expenses

\$4,861,557 Expenses in 2017/2018



- **\$2,932,852** 50/50 Jackpots and
- **\$1,787,002** Fundraising
- **\$141,703** General Administration

Charitable Investments

\$7,701,387 Total charitable investments in 2017/2018



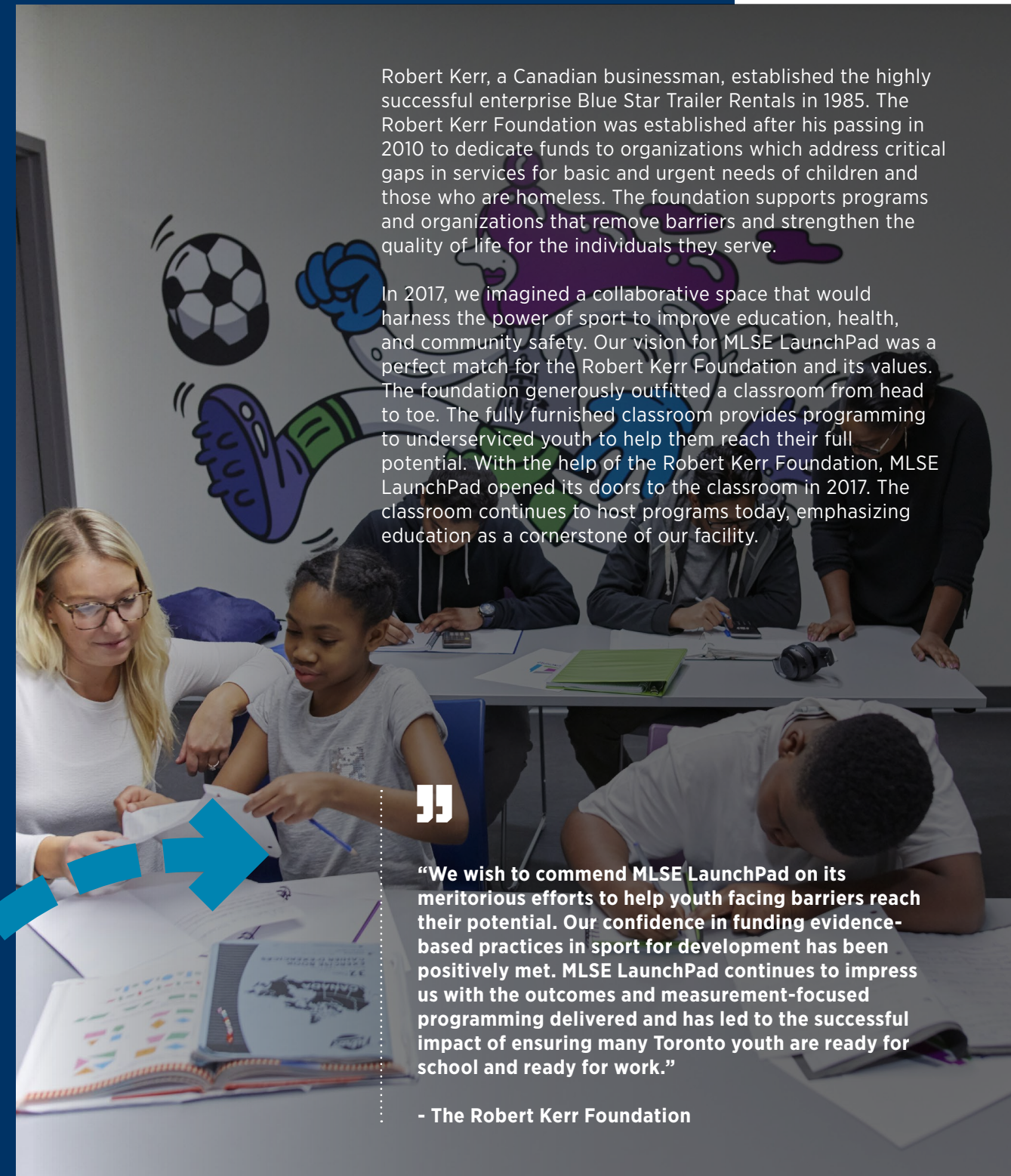
- **\$2,857,756** Community Programs and Grants
- **\$2,450,662** MLSE LaunchPad
- **\$2,392,969*** Community Space Projects

*Includes MLSE LaunchPad Capital Grant

Full Financial Statements can be found on mlsefoundation.org

PARTNERSHIP HIGHLIGHT

Robert Kerr Foundation



Robert Kerr, a Canadian businessman, established the highly successful enterprise Blue Star Trailer Rentals in 1985. The Robert Kerr Foundation was established after his passing in 2010 to dedicate funds to organizations which address critical gaps in services for basic and urgent needs of children and those who are homeless. The foundation supports programs and organizations that remove barriers and strengthen the quality of life for the individuals they serve.

In 2017, we imagined a collaborative space that would harness the power of sport to improve education, health, and community safety. Our vision for MLSE LaunchPad was a perfect match for the Robert Kerr Foundation and its values. The foundation generously outfitted a classroom from head to toe. The fully furnished classroom provides programming to underserved youth to help them reach their full potential. With the help of the Robert Kerr Foundation, MLSE LaunchPad opened its doors to the classroom in 2017. The classroom continues to host programs today, emphasizing education as a cornerstone of our facility.

”

“We wish to commend MLSE LaunchPad on its meritorious efforts to help youth facing barriers reach their potential. Our confidence in funding evidence-based practices in sport for development has been positively met. MLSE LaunchPad continues to impress us with the outcomes and measurement-focused programming delivered and has led to the successful impact of ensuring many Toronto youth are ready for school and ready for work.”

- The Robert Kerr Foundation

OUR DONORS

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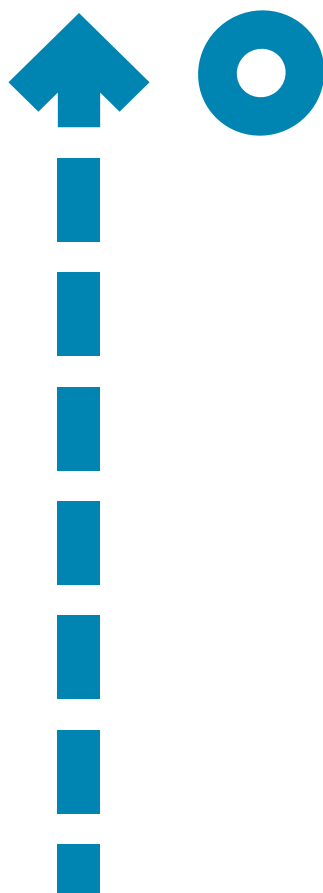
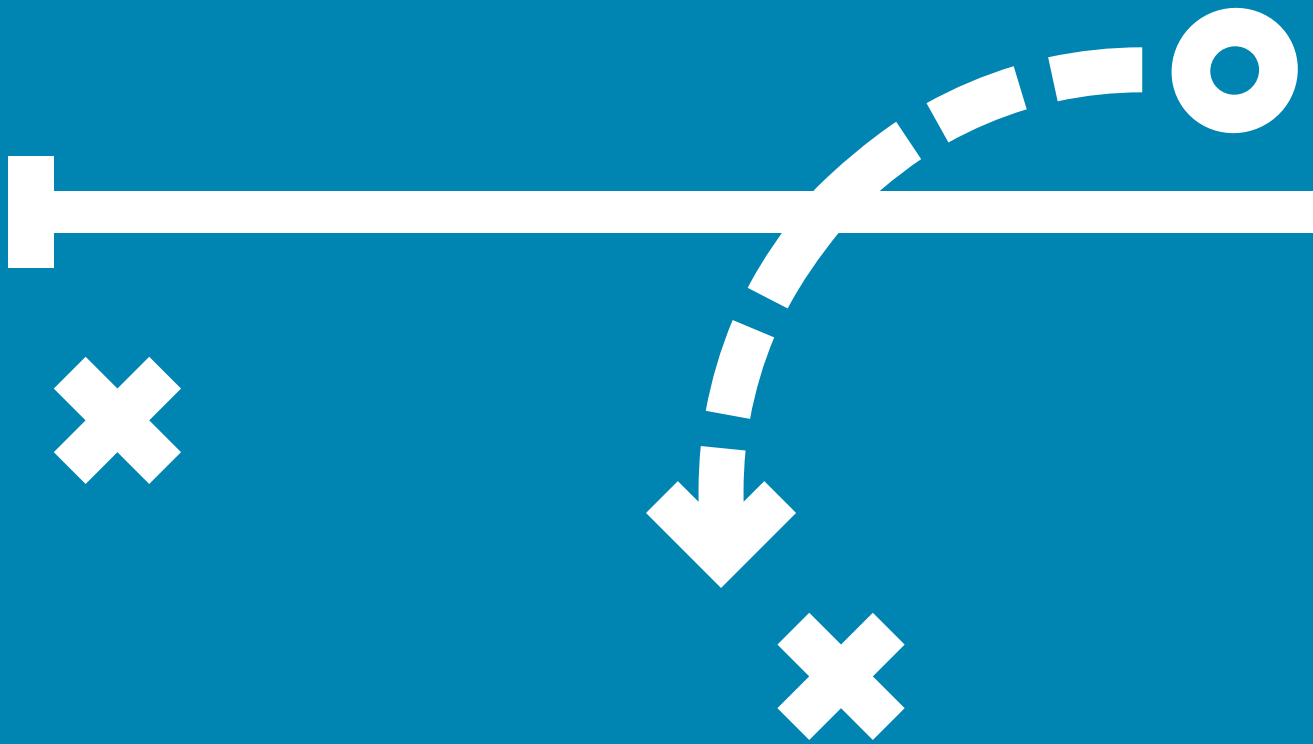
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