The Canucks for Kids Fund dedicates resources to assist charities which support children’s health and wellness, foster the development of grassroots hockey, and facilitate and encourage education in British Columbia.

Thanks to the generosity of our fans, donors, players, employees and sponsor partners, the Canucks for Kids Fund (CFKF) has granted $76 million to charities in British Columbia over the last 35 years.
On behalf of the entire Vancouver Canucks organization, we want to thank you for being an important part of our Canucks for Kids Fund (CFKF) family. We are very proud of our team, both our players on the ice and our coaches, management and staff off the ice, for the incredible fundraising year we had in 2019/20.

Despite having our season cut short due to the COVID-19 pandemic, we still had a record-breaking year, including donating $1,200,000 to various COVID relief efforts, and started a program that has provided 1,000,000 meals to people in need in our community.

The CFKF continues to promote children’s health and wellness, foster the development of grassroots hockey and facilitate and encourage education in British Columbia. Through the pandemic, we also increased our funding to support children and their families, including supporting seniors and additional mental health programming that is so desperately needed. We would not have been able to do this without your generous support.

Thank you for your ongoing dedication to the Canucks For Kids Fund. Together we are making a significant impact by changing lives.
THREE PILLARS OF SUPPORT

The Canucks for Kids Fund (CFKF) dedicates time and resources to assist three specific pillars of support throughout the year. As a granting organization, the CFKF supports charities which support children’s health and wellness, foster the development of grassroots hockey, and facilitate and encourage education in British Columbia.

Within the children’s health and wellness category, we are proud to actively support our core beneficiaries: Canucks Autism Network (CAN), Canuck Place Children’s Hospice and BC Children’s Hospital Foundation are all providing vital resources and life-saving care to families all across this province. CAN is a leading organization that enhances the quality of life for families living with autism. Canuck Place offers focused pediatric care for children with life-limiting conditions, as well as support for their families. BC Children’s Hospital treats more than 93,000 of the province’s most ill and seriously injured children each year.

In partnership with BC Hockey, our grassroots hockey development comes in many forms, including hosting several on-ice clinics and off-ice instruction programs for BC minor hockey players, officials and coaches. The CFKF is also proud of the robust presence of support we have in BC schools through our various classroom programs including Fin’s Friends Character Education Program, Power PLAY and Future Goals – Hockey Scholar.
OVERVIEW OF REVENUE

50/50 PROGRAM:
Vancouver Canucks $6,854,415
Guaranteed Jackpots: Sports $1,288,335
Other Events: $993,555
Licensor: $85,620

$9,767,440
69.7%*

COMMUNITY EVENTS:
Overview of Expenses

COMMUNITY EVENTS:

Over view of Expenses

Other:

Designated Donations $287,748
Undesignated Donations $1,297,552
Canucks Centre for BC Hockey $156,500
Interest Income (Includes 50/50) $30,738
CFEC Designated $26,918
Canucks Place Designated $8,575

$1,736,461
12.4%*

$2,517,304
18%*

*as a % of total revenue

TOTAL GROSS REVENUE:
$14,021,205

OVERVIEW OF EXPENSES

50/50 Program
$9,767,440

Community Events
$1,736,461

Other
$2,517,304

TOTAL EXPENSES:
$1,795,138

T O T A L  G ROSS  R E V E N U E:
$14,021,205

FINANCIALS

50/50 Program
$9,767,440

Community Events
$1,736,461

Other
$2,517,304

TOTAL EXPENSES:
$1,795,138

T O T A L  D O N A T I O N S  D I S B U R S E D:
$4,841,660

50/50 WINNER SHARE
$4,883,764

FINANCIALS

TOTAL DONATIONS DISBURSED:
$4,841,660

50/50 WINNER SHARE
$4,883,764

FINANCIALS
Since 1984, “The Jake” has been a conduit for us to celebrate the strong bonds that tie together our past, present and future. The full Vancouver Canucks team charitable golf tournament kicks off each hockey season with the full roster of Canucks players, coaches, management and alumni teeing off alongside guests on the two 18-hole double courses at Northview Golf & Country Club. This tournament proudly supports the Canucks for Kids Fund and the Vancouver Canucks Alumni Foundation.

We were very proud to raise $355,319 in September 2019 for these two important charities.

The Sports Celebrities Festival presented by Wheaton Precious Metals is an inspiring and interactive gala celebrating the power of sport and the human spirit. Funds raised support Special Olympics BC and the Canucks for Kids Fund and help to empower athletes with intellectual disabilities to gain confidence, acceptance, and pride through sport, and also provide vital opportunities, resources, and care to children and families throughout BC. Event highlights include meet and mingling with local sports heroes, including the entire Vancouver Canucks roster, Special Olympics athletes and more, a robust online and live auction and an incredible plated three-course meal. One aspect that makes this gala so unique is that each Vancouver Canucks player is paired up with a Special Olympics BC athlete for this night, rather than their own spouse.

**JAKE MILFORD CANUCKS CHARITY INVITATIONAL GOLF TOURNAMENT**

Date: September 11, 2019
Raised: $355,319

**SPORTS CELEBRITIES FESTIVAL**

Date: October 7, 2019
Raised: $161,919
The Canucks for Kids Fund Telethon is a radio and television telethon with all proceeds supporting Canuck Place Children’s Hospice, Canucks Autism Network and BC Children’s Hospital. We rely on the generous support of Rogers who provides the essential radio and TV airtime as well as more than 150 volunteers who staff the call centre and take donations by phone. We also appreciate the time that is donated by our Canucks wives & girlfriends, Canucks alumni, senior leadership and VIPs as they volunteer their time on the official CFKF Telethon set within Rogers Arena. Thank you to our partners and fans for supporting the 2020 Canucks for Kids Fund Telethon held on March 10, 2020. Together we raised more than $451,300 for BC families!
The Vancouver Canucks proudly hosted the 19th Annual Canucks Dice & Ice on Friday, February 14, 2020 at the JW Marriott Parq Vancouver, Grand Ballroom. More than $767,897 was raised for the Canucks for Kids Fund at this sold-out casino night and gala dinner. As one of most sought-after gala tickets in town, Dice & Ice features the entire Vancouver Canucks roster, coaches and management interacting with guests in a faux-casino setting before sitting down to a three-course plated meal, incredible auction and the legendary Canucks rookie entertainment. In addition to dozens of high-value donations from luxury retailers, restaurants and unique experiences, the auction also featured custom baskets curated by each Canucks player and their spouses.
The Canucks for Kids Fund 50/50 Program is an envy of many NHL teams as well as professional sports teams across the globe. Our highly reputable and extremely successful 50/50 program operates at more than 55 events at Rogers Arena each year including during every Vancouver Canucks home game, every Vancouver Warriors professional lacrosse game as well as select concerts and special events.

**Vancouver Canucks Games**
$9,382,650

**Vancouver Warriors Games**
$85,825

The Canucks for Kids Fund relies on a small army of dedicated and passionate volunteers to sell 50/50 raffle tickets at Rogers Arena events. Our 50/50 volunteers do more than sell tickets. They are ambassadors for the Canucks for Kids Fund each and every event night.

**Total 50/50 Volunteer Hours for 2019-20:** 8,896
2019-20 CANUCKS FOR KIDS FUND BENEFICIARIES

Canucks Autism Network (CAN)
Canuck Place
BC Children’s Hospital
Canucks Family Education Center
Special Olympics BC
Salvation Army
Food Banks BC
Sedin Family Foundation
BC Hockey Benevolent Association
The Kidsafe Project Society
Sara McLaughlin School of Music
East End Boys Club
Canadian Mental Health Association – Vancouver Fraser
Greater Vancouver Food Bank Society

The Great Commission Foundation (Mackie’s Place)
YWCA Program Centre
Strathcona Community Centre Association
Kids Help Phone
Family Services of Greater Vancouver
BC Lacrosse
Boys & Girls Clubs South Coast
Phoenix Academy of Learning
Seniors Services Society of BC
St. Paul’s Foundation of Vancouver (Foundry)
Britannia Hockey Academy
Province Empty Stocking Fund
Community First Foundation (Backpack Buddies)
Cause We Care Foundation

VISION: FOR EVERY INDIVIDUAL LIVING WITH AUTISM TO BE UNDERSTOOD, ACCEPTED, AND SUPPORTED IN COMMUNITY SPACES.

MISSION: TO PROVIDE YEAR-ROUND SPORTS & RECREATIONAL PROGRAMS FOR INDIVIDUALS LIVING WITH AUTISM, WHILE INCREASING AWARENESS AND PROVIDING TRAINING IN COMMUNITIES ACROSS BRITISH COLUMBIA.

5,804 CAN MEMBERS
494 PROGRAMS
7,677 PROGRAMS FILLED
105 COMMUNITIES
96,000 kids visit the hospital for specialized pediatric services each year

1,000+ researchers on campus work tirelessly to discover new treatments

818 families from across BC on the Canuck Place Program

BC CHILDREN’S HOSPITAL
VISION: EVERY CHILD IS HEALTHY AND ABLE TO FULFIL THEIR HOPES & DREAMS.
MISSION: TO TRANSFORM CHILD HEALTH THROUGH EXCELLENCE IN PHILANTHROPY.

BC Children’s Hospital is the only hospital in British Columbia devoted exclusively to the care of children. That means one million kid – including some of the sickest and most seriously injured – count on the hospital for specialized care they often care receive anywhere else. Last year, more than 93,000 patients visited the hospital – which not includes its acute care centre but also its research institute, mental health facility and rehabilitation centre.

Canuck Place care includes the following, all at no cost to the family:
• Canuck Place care includes:
  • Physician and Nursing Care
  • Medical Respite Care
  • Pain & Symptom Management
  • Nancy Chan Enhanced Community Care Program
  • 24 Hour, Province-Wide Nursing Line
  • Palliative Care
  • End of Life Care
  • Grief, Loss, and Bereavement Counseling
  • Spiritual Care
  • Recreation Therapy
  • Art, Play, Music Therapy
  • Education
  • Home-cooked, nutritious meals All at no cost to the family

Over the last 25 years the Canucks for Kids Fund has invested vital funds into Canuck Place. Approximately 4% of Canuck Place’s annual operating budgets supported by the CFKF. In addition to these annual grants, CFKF provides hope and inspiration through player and mascot Fin visits to the children in care, tickets to events at Rogers Arena for families, Canucks Sports & Entertainment employee volunteers, and much more.

818 families from across BC on the Canuck Place Program
1,254 overnight stays by Canuck Place families and family members
2,579 outpatient consultations in-home, in-hospital and via phone & video
3,102 patient bed days for Canuck Place children

Canuck Place’s Children’s Hospice provides pediatric palliative care to the most medically complex children and the families who love them. With a focus on family-centered care, compassionate, and clinical expertise, Canuck Place is able to journey with families as they navigate the most difficult of the life they share— their one life to love—all at no cost to the family.

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HOCKEY FIGHTS CANCER

We hosted Hockey Fights Cancer night on November 10, 2019. This month-long awareness initiative is supported by all 31 teams and unites the hockey community in support of cancer patients and their families. Together, the hockey community looks to inspire hope and courage for those who are living with, going through and moving past cancer. Our Hockey Fights Cancer night featured:

• Canucks players wore lavender jerseys for warm-up. These jerseys were autographed and were up for auction, with proceeds supporting the Canadian Cancer Society in support of pediatric cancer research.
• The Canucks Team Store will be selling Hockey Fights Cancer ball caps and beanies, with proceeds supporting the NHL’s Hockey Fights Cancer initiative.
• We hosted oncology patients, doctors, researchers and volunteers in suites and seats throughout Rogers Arena recognizing their ongoing efforts to battle cancer.
• A young cancer patient and his family took part in a ceremonial puck drop.
• A cancer patient watched warm-up from the players’ bench.
• A patient from BC Children’s Hospital watched warm-ups from the players bench as part of the Toyota Junior Trainer program.
• A patient from BC Children’s Hospital was Alex Edler’s guest in the Eagle’s Nest.
• Lavender, which represents awareness for all forms of cancer, was featured in several ways:
  • Players wore lavender Hockey Fights Cancer decals on their helmets and used lavender stick tape for warm-ups.
  • Coaches, management and on-air TV hosts were wearing Hockey Fight Cancer ties.
  • All sponsor logos on the rink boards were coloured lavender for the game.
  • And much more!

HOCKEY TALKS

The Hockey Talks mental health awareness initiative began in 2013, following the tragic passing of Vancouver Canucks player Rick Rypien in 2011. Rick was a hockey hero, a son, a brother, a teammate and a friend. Rick’s wish was to support others and help reduce the stigma associated with mental illness by being a spokesperson for this issue. The Vancouver Canucks are committed to honoring Rick’s legacy by telling his story and carrying out his message to raise awareness and help families struggling with mental health challenges.

Our annual Hockey Talks night took place on January 16, 2020 to encourage a conversation about mental health. The goal was to bring awareness to mental health and offer fans the opportunity to get involved through social media.

HEALTH AND WELLNESS
SKILL DEVELOPMENT

LEARN TO PLAY

Developed with the help of experts from USA Hockey and Hockey Canada, the Learn to Play initiative aims to be the gold standard for youth hockey programs with the goal of inspiring more families to join the hockey community. Learn to Play changes the way youth hockey is offered by providing first time participants, head-to-toe equipment, weekly sessions of age appropriate on-ice instruction and certified coaching, led by NHL Alumni, in a fun and safe atmosphere.

FIRST SHIFT

Our Canucks First Strides clinics provide a unique opportunity for minor hockey initiation/novice players aged 6 to 8 and coaches to develop their skills, while skating alongside select Vancouver Canucks players on-ice at Rogers Arena. This season we hosted our First Stride clinic on February 17, 2020 with 80 kids participating.

GRASSROOTS HOCKEY

CANUCKS CENTRE FOR BC HOCKEY

The main objective of the Canucks Centre for BC Hockey is to strengthen the bond between the Vancouver Canucks Hockey Club and the 65,000 hockey players and 85,000 hockey volunteers in the province. Working closely with the Hockey leaders throughout British Columbia, the office runs programs that benefit every hockey enthusiast within the province. Supporting grassroots hockey programs such as these, will always be a priority for the Vancouver Canucks and Canucks for Kids Fund.

THANK YOU TO BC HOCKEY!

We are proud to be a long-time partner of BC Hockey, a non-profit organization and member branch of Hockey Canada in charge of governing amateur hockey at all levels in British Columbia and Yukon Territory. Approximately 15,000 players, 4,500 referees, 20,000 official volunteers, and countless others make our great game possible here in Pacific Canada.

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IN-GAME OPPORTUNITIES

CANAUCKS MINI MINOR

We love featuring minor hockey games during intermissions at Canucks home-games and the Canucks Mini Minor program gives that opportunity to initiation/novice up to pee wee aged players from all over the province (40) nights a season. These minor hockey players get to experience hockey at the NHL level in front of the crowds at Rogers Arena. In addition to a mini-game, each team receives 22 complimentary game tickets, a dressing room visit from Fin, a souvenir video of the mini-game and bus transportation to and from Rogers Arena.

EVERY KID’S DREAM

We want to make Every Kid’s Dream come true. This once in a lifetime opportunity offers specially selected BC minor hockey players between the ages of 8-13 to experience being in the Canucks starting lineup. All 8,805 fans are watching these lucky kids as they lead the Canucks in their pre-game skate and take their place along the blue line with their hockey idols for the singing of the national anthem(s). We host one minor hockey player every Canucks home game all season long!

MINOR HOCKEY WEEK

We were proud to host the 15th annual Tim Hortons Coaching Experience on October 20, 2018 at Rogers Arena with nearly 100 minor hockey coaches in attendance. This free event recognizes the important contribution coaches make to hockey programs throughout the province. Participants are offered on and off-ice seminars from special guests in the hockey community including Vancouver Canucks’ head coach Travis Green.
The Canucks Family Education Centre (CFEC) opened its doors in 2002 and operates in partnership with the Canucks for Kids Fund, The Vancouver Sun Raise-a-Reader program, Britannia Community Services Centre Society, Vancouver School Board, Main Street Education Centre, Burnaby School District, Frontier College and many other programs and service providers. The primary goal of CFEC is to provide a wide range of programs for children, youth and adults. The mandate of CFEC is to positively impact low literacy levels on Vancouver’s Eastside and in Burnaby by providing a co-ordinated, comprehensive, integrated services approach to family literacy and lifelong learning.

More than 500 individuals benefit from CFEC’s free programming each year. What makes CFEC unique is its barrier-free approach to family literacy. Complimentary child-minding, hot lunches, tutoring and transit passes are offered to families in order to significantly increase the chances of success, progression and graduation.

Developed in partnership with BC educators in 2004, Fin’s Friends is designed to teach the basic elements of character education and social responsibility to primary students throughout British Columbia. Students are taught to respect themselves and others by emphasizing the virtues of strong character, such as compassion, kindness, and perseverance. Specific children’s literature is used as a basis to stress positive character virtues and all books included in the package.

The curricula for each grade components are distinct from one another with different literature and emphasized virtues:

- Kindergarten teaches compassion and fairness
- Grade one curriculum teaches bravery, perseverance, and peacefulness
- Grade two curriculum teaches respect and responsibility
- Grade three curriculum teaches courage and citizenship

Over the past 15 years, Fin’s Friends has been in more than 5,000 primary classrooms in both English and French immersion across British Columbia. In that time, more than 125,000 students have participated in the valuable character education program Fin’s Friends is made possible thanks to funding from the Canucks for Kids Fund.
POWER PLAY

Created by the Vancouver Canucks fitness and nutrition experts in conjunction with local educators, the Vancouver Canucks and Canucks for Kids Fund are proud to offer: Power PLAY - Fitness. Nutrition. Fun. to intermediate classrooms across the province.

Created for students in grades 4-7 throughout BC, Power PLAY is a great way for teachers to help fulfill required learning outcomes by teaching students about health and fitness with fun, engaging topics and activities. Students learn healthy eating and active living strategies through a series of class discussions and related activities. With the goal of being an inspiration to young students around these important topics, this free curriculum also looks at how your favourite Vancouver Canucks players eat right and stay in shape. More than 100 schools registered for Power Play last season, with 50 schools also receiving a free set of floor hockey equipment for their school gym.

FUTURE GOALS

HOCKEY SCHOLAR

In partnership with the NHL and NHLPA, we are proud to offer Future Goals - Hockey Scholar, a unique science, technology, engineering, and math (STEM) resource for BC students. This online program leverages the exciting game of hockey as a learning vehicle to ignite student interest in these critical topics and is available to Grade 4-7 students throughout British Columbia at no cost. Topics covered include engineering behind skate blades, stick & goalie padding, the surface area & volume of geometric constructions and angles, state of matter - solid, liquid, gas, as well as mass, velocity, and kinetic energy as seen through the speed of a hockey player.

POWER PLAY

RAISE A READER

The Vancouver Canucks and Canucks for Kids Fund have been proud partners on the Vancouver Sun’s Raise A Reader program for 23 years. This annual campaign raises awareness and important funds for literacy programs across British Columbia. Canucks players Elias Pettersson, Sven Baertchi, & Troy Stetcher proudly lent their time and voices to the campaign in September 2019. Raise A Reader features a week-long digital campaign with a user-friendly online platform to collect donations from anyone with a passion for supporting family literacy programs across BC, including our very own Canucks Family Education Centre.

TREVOR LINDEN COMMUNITY SPIRIT SCHOLARSHIP

The Trevor Linden Community Spirit Scholarship recognizes and rewards four exceptional students each spring. For more than 15 years now, we have offered four $2,500 scholarships to student leaders who are winning their first year of post-secondary studies and who have made exceptional contributions in the following areas:

• School and community service, leadership
• Initiating community development
• Afflicting positive change
• Mentoring others
• Personal development and growth
• Good academic performance

Taking the time to do something for others during difficult times in one's own life requires particularly outstanding commitment. This is why, as part of the selection process, the personal circumstances of each applicant will be considered. Applicants who possess personal qualities such as dedication, commitment to helping others and strength of character will also be considered.

RAISE A READER
In addition to the work we do for the Canucks for Kids Fund, the Vancouver Canucks have a robust community outreach strategy that reached thousands of additional families around British Columbia. Some of these initiatives include donations of game tickets and promotional merchandise, Canucks player programs, and availability of concourse space to local charities.
EAGLE’S NEST
Each home game Alex “Eagle” Edler and his family select a deserving child to attend as Edler’s guest. This opportunity is available to kids who are facing a challenging illness or injury, who have done something special for someone, who are dealing with a difficult situation or who wouldn’t otherwise have the opportunity to come to a game due to socio-economic circumstances. All these games include an in-game shout out on the jumbotron and a post-game meet and greet with Alex Edler.

BOESER’S BEAUTIES
Boeser’s Beauties encapsulates the inspiration and strength of children fighting illnesses at BC Children’s Hospital. Boeser’s Beauties offers these children the opportunity to take a break from their reality of hospital visits and treatment sessions, and have some fun at a Vancouver Canucks home game on behalf of #6.

SUTTER’S SQUAD
Brandon Sutter has been a huge supporter of our local community over the years, most notably as an ambassador for Special Olympics BC and their Sports Celebrities Festival. Sutter has been inspired by his cousin, Christopher, who has competed in many special events throughout his life. Through this ticket program, Brandon is taking the initiative in ensuring that everyone with a love for sport has the chance to attend games and be a part of the fun and passionate game of hockey.

PETEY’S PALS
Elias Pettersson’s Petey’s Pals is a ticket donation program that allows kids and families from Canucks for Kids Fund beneficiaries to attend a Vancouver Canucks home game. Whether its members of Canucks Autism Network, Canucks Fluoride Children’s Hospital, or other like organizations, Petey’s Pals is giving the opportunity to bring the joy of hockey to people all across the province.

HORVAT’S HEROES
Horvat’s Heroes is a ticket program offering children and families at Ronald McDonald House BC the chance to attend a Vancouver Canucks home game. Bo and his wife, Holly, have a strong tie to Ronald McDonald House with Holly’s family spending many days there throughout her childhood as they cared for her sister, Meggi, who had been diagnosed with Wilms’ tumor at 3 years old. Ronald McDonald House BC is a place filled with hope and love, built on the belief that keeping the family together is an essential part of healing children with serious illnesses.
COMMUNITY PARTNERSHIPS

DONATIONS IN KIND
Vancouver Canucks Community Partnership department offers support to numerous charitable groups and not-for-profit organizations that focus on children in BC who focus on the areas of public education, grassroots hockey, and health and wellness. We support through the donation of team merchandise and memorabilia to fundraising events for us in auctions, raffles, etc. Charities are invited to submit a donation request by visiting canucks.com/community.

COMMUNITY CORNER
The Community Corner program provides registered BC charities the opportunity to come to Rogers Arena on game nights and share information about their organization with Vancouver Canucks fans on the concourse. The selected charities are provided with a table on the Level 100 concourse to display and distribute their information. A representative will also take part in a brief pre-game interview with the Rogers Arena host, and the video will be broadcast on arena video boards and the charity logo will appear on concourse digital signage.

TICKETS FOR KIDS
The Canucks Ticks for Kids program gives Canucks season ticket members the opportunity to donate tickets that they cannot use to local children’s charities. Donated tickets are redistributed to specially selected children’s charities and the Canucks for Kids Fund will issue a charitable tax receipt for the value of the tickets to each donor.

COMMUNITY TICKET PROGRAM
We are excited to be able to donate a portion of unsold tickets to community organizations and charities allowing kids, families and community groups the opportunity to attend a Canucks game when they otherwise would not be able to.

COVID RELIEF
In these unprecedented times the Canucks For Kids Fund was proud to be able to pivot our services and help those who were hit hardest by the COVID-19 pandemic. In partnership with Canucks Sports and Entertainment we made more than 50,000 meals for the Greater Vancouver Foodbank and Salvation Army clients. Additionally we donated more than $1,200,000 to COVID relief. We did more than 500 Birthday drive-bys, hospital stick-taps, playoff party supply drop-offs and so much more to keep the Canucks spirit alive in the community.
CONTACT US!
Canucks for Kids Fund and mail to:
Canucks for Kids Fund
89 West Georgia St.
Rogers Arena
Vancouver, BC
V6B 0N8
604.899.7400
@canucksforkids
@canucksforkids
@canucksforkidsfund

HOW TO DONATE:
Online:
canucks.com/cfkf

Call:
604.899.7400

Mail:
(Cheques payable to the Canucks for Kids Fund)
Canucks for Kids Fund
Aquilini Centre West
89 West Georgia St.
Vancouver, BC
V6B 0N8
THANK YOU!