



MLSE

FOUNDATION

2019/2020

IMPACT REPORT

A MESSAGE FROM OUR LEADERSHIP

ARIS KAPLANIS - CHAIR, BOARD OF DIRECTORS

For ten years, MLSE Foundation has demonstrated its ability to grow and innovate through \$45 million in intentional community investments. As a member of the Board since its inception in December 2009 and before that, as a long-standing Director of the Raptors Foundation for Kids board, I have had the honour of watching MLSE Foundation's journey to becoming a leader in the Sport For Development and charitable sectors.

This year certainly brought new challenges with the emergence of the COVID-19 pandemic, forcing us to adjust but our primary goal, to improve the lives of youth facing barriers, remained the same. We used our voice to speak up about important social issues that impact the youth we serve, and we continued to use the catalytic nature of sport to empower youth and drive change.

When the pandemic forced MLSE LaunchPad to temporarily suspend in-person programming, they pivoted to provide free virtual programs, family food boxes, mental health support, and outdoor sport programs.

This Impact Report celebrates the inspiring, resilient youth we serve and highlights our many incredible community and corporate partners who remain dedicated to helping MLSE Foundation use sport as a unifying force to create an equal playing field for all. I continue to be humbled by the impact we are making together and the tremendous connections we've fostered with the communities we serve.

Sincerely,



Aris Kaplanis



OUR COMMITMENT TO SOCIAL JUSTICE

TANYA MRUCK - EXECUTIVE DIRECTOR, MLSE FOUNDATION & MLSE LAUNCHPAD

The COVID-19 pandemic and the rise of social justice movements have pulled the curtain back on societal inequities and systemic barriers preventing youth from reaching their potential. The expectation and responsibility to act on these issues as a business and a Foundation has never been greater.

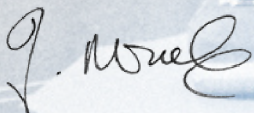
Until recently, MLSE Foundation has not spoken publicly about important social issues like racism and injustice because we believe in the actions of our work. However, we have learned over the past year that using our voice is equally important.

Anti-Black racism and anti-Indigenous racism have existed in our communities for far too long. While we recognize there is still much to learn and unlearn, about how to combat systemic oppression and the legacies of colonialism, we state publicly that we stand in solidarity with Black and Indigenous communities in their fight for racial justice. We are committed to advocating against systemic racism in our work, in the communities we serve, at all levels of our organization, and in ourselves. Most importantly, we are committed to breaking down barriers (like racism) for the youth we work with day in and day out.

MLSE Foundation will continue to support Black and Indigenous youth, families, coaches, and leaders in our work by putting our individual and collective energy into using the power of sport to make a difference.

There is a long road ahead to create a world where our youth can be safe, feel valued, and reach their full potential; but we at MLSE Foundation are committed to boldly re-shaping our society. We remain inspired and hopeful for the future because of the passionate community partners we have the privilege of working with every day.

Sincerely,



Tanya Mruck

2019/2020 SEASON STATS

\$8.6M

Invested in the
2019/2020 season

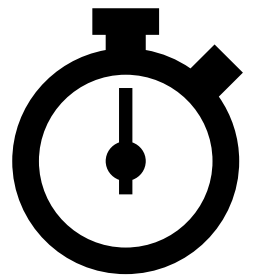


34,339

Youth impacted

13,212

Hours of funded
programming

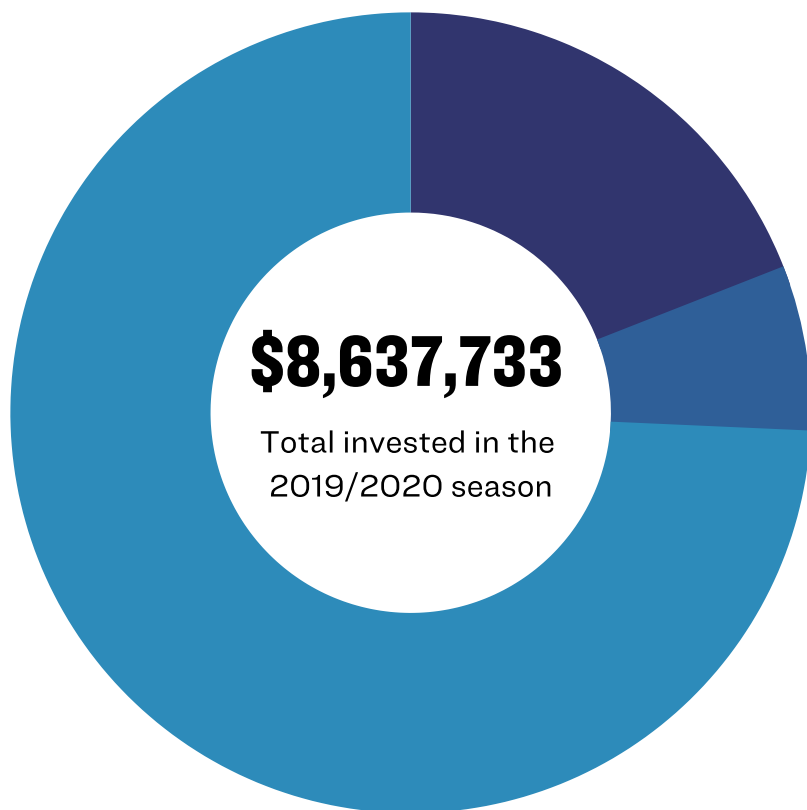


194

Programs offered at
MLSE LaunchPad



OUR INVESTMENTS



\$1,552,794 - Community Programs & Grants

\$583,500 - Community Space Projects

\$6,501,439 - MLSE LaunchPad*

*Please note, the numbers reported in the June 30, 2020, financial statements include a one-time \$2.8M grant to MLSE LaunchPad which was a result of the Fiscal 2019 Raptors 50|50 program during the 2019 playoff run.



COMMUNITY ACTION GRANTS

Community Action Grants enable MLSE Foundation to grant up to \$50,000 to organizations that are creating positive outcomes for youth in physical health, mental health, academic achievement, and work readiness, in order to support Ontario-based organizations that are using sport and recreation to build a more equitable tomorrow.

This year, our applicant organizations were faced with countless challenges as they strived to meet the needs of youth through an evolving pandemic. This meant innovating and moving programming online, shifting traditional outreach mechanisms, and in some cases, overhauling their entire operations. As a result, we chose to restructure the annual \$500,000 grant to provide funding for all 20 shortlisted applicants. Each of the 20 Ontario-based organizations received a financial grant assisting their use of sport and recreation to advance outcomes in physical health, mental health, academic achievement, and work readiness.

2020 COMMUNITY ACTION GRANT RECIPIENTS

- Boys and Girls Club of Kingston and Area
- Skills For Life Inc
- Clean Air Partnership
- Start2Finish Canada
- Direct Your Life
- StepStones for Youth
- Health Out Loud
- Stonegate Community Health Centre
- LAMP Community Health Centre
- Surrey Place
- Malton Neighbourhood Services
- The Safehaven Project for Community Living
- Midaynta Community Services
- Their Opportunity
- Native Child and Family Services of Toronto
- Trails Youth Initiatives, Inc.
- Oakville Family YMCA
- TSEC - Brigantine Incorporated
- QSLA
- UrbanArts Community Arts Council

GRANT SPOTLIGHT: HEALTH OUT LOUD

Health Out Loud reduces barriers related to lack of cultural relevance, dehumanizing experiences with the medical system, and the isolation and absence of peer support often faced by youth when coping with a physical or mental health condition. They champion participant-driven innovations that alter existing frameworks and evidence-based programs for physical and mental health. Health Out Loud work alongside high schools, universities, colleges, and community organizations to ensure programs are culturally relevant and tailored to participant needs and interests. Health Out Loud programs empower communities to self-determine how to achieve health and wellness.

“Health Out Loud’s WE WRAP is a program for youth (aged 12-29) who self-identify as struggling with mental health or wanting to improve their wellness. In a small group setting, sport and recreation wellness electives (WE) are combined with an evidence-based mental health curriculum. We build life skills from a youth-centered lens, including emotional awareness, goal setting, and building a positive support system.”

We’ve proudly pivoted to be virtual during COVID-19, providing 50+ youth with mental health support. Through this project, over 90% identified local peers as new supporters and over 80% reported significantly improving in the targeted life skills. To meet immediate needs, we’ve also provided short-term access to necessities for 15+ youth and peer-based resource navigation assistance for 45+ youth, for longer term support.”

COMMUNITY SPACE PROJECTS

In an average year, less than half of youth ages 5 to 14 regularly play sports. We know that youth facing barriers need quality places to engage in sport and recreation. When youth feel proud and invested in the places they play, they are more likely to get moving. We also know that for families facing socio-economic insecurity, paying for recreation opportunities is often not possible and many neighbourhoods lack quality play spaces that meet the needs of the community.

MLSE Foundation and Canadian Tire Jumpstart Charities work together to refurbish athletic facilities, creating more opportunities for youth to get moving in their communities. Our goal is to build equity through the power of sport by empowering communities to reimagine their play spaces.

THE GORDONRIDGE COMMUNITY PROJECT (SCARBOROUGH, ON)



“ They (MLSE Foundation & Canadian Tire Jumpstart Charities) didn’t just come and do our court. They gave us more than a court. They gave us involvement. ”

- Nichola, leader in the Gordonridge community

MLSE LAUNCHPAD

SUMMER IN THE 6IX & SOCIAL JUSTICE

Since the COVID-19 restrictions have been in place, 57% of youth no longer have access to organized sport and play. MLSE LaunchPad and the City of Toronto partnered in the summer of 2020 to bring outdoor play back to city parks

MLSE LaunchPad is a 42,000 square foot facility of possibility. Serving youth aged 6-29 and focused on achieving sustainable, wide-ranging social outcomes for youth facing barriers through a Sport For Development approach, MLSE LaunchPad champions the intentional use of sport and physical activity to build healthy, more inclusive communities.

through ParksPlayTO and Summer in the 6IX. MLSE LaunchPad coaches, alongside City recreation staff, offered a variety of sport skills workshops in basketball, soccer, football and ball hockey. The workshops provided a range of instructional and recreational activities that encouraged skill development for youth of all ages.

These two new programs were developed alongside Toronto Public Health with a strong focus on health and safety. Programming was designed for participants to maintain physical distance with coaches delivering 1,280 coaching hours in 80 program locations across the City of Toronto.

2020 was especially challenging for children and youth, as the parallel pandemics of COVID-19 and anti-Black racism continued. In the culmination of a successful summer of outdoor play, MLSE LaunchPad hosted a culminating event on September 19th providing space for Black youth to share their experiences and for staff to provide a message of solidarity. Focused on the intersection of sport and racial justice, this impactful event aimed to empower youth to be the next generation of social justice changemakers.

