



Hockey for the Homeless

SNAPSHOTS

April 2009

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OVER \$450,000 RAISED TO COMBAT HOMELESSNESS

“Homelessness is not the result of a poverty of resources but a poverty of relationships.”

Tim Huff, Homeless Advocate

Points of interest:

- \$450,000 raised.
- Calgary and Vancouver events.
- Ottawa and Québec City on the horizon.
- Thanks to our generous sponsors.
- Volunteerism and education.



Vancouver Mayor Gregor Robertson is congratulated by teammates after scoring shootout winner during Vancouver tournament in February.

Hockey for the Homeless, through the generous donations and contributions of its valued sponsors and participants across the country, raised more than \$450,000 in support for partner homeless organizations between November 2008 and February 2009.

Inaugural tournaments in Calgary and Vancouver were highly successful and organizing committees in both cities are already busy making plans for bigger and better events in 2009. Tournament committees have also been established in Ottawa and Québec City with tournaments expected in late 2009 or early 2010.

Though countless companies and individuals contributed to Hockey for the Homeless expansion and success over the last year, we would like to thank three in particular for their unrivalled commitment to our cause: The Pepsico Group of Companies (Pepsi Bottling Group, Quaker Tropicana and Frito Lay), Freedom 55 Financial and Cadbury Canada.

If you or someone you know is interested in volunteering in one of our existing cities or in bringing HFTH to Edmonton or Winnipeg, or if you'd like more information on how you can help fight homelessness in your community, please call or email our Director of Operations (Sean Berry) at (514) 889-9673 or sean@hockeyforthehomeless.com. Thank you!

HFTH PARTNERS WITH...

Hockey for the Homeless volunteers in Calgary, Montreal, Toronto and Vancouver are currently completing their due diligence on 15 project proposals received from local outreach organizations. Though Hockey for the Homeless is a national fund and awareness raising initiative, all proceeds from our events are donated directly to homeless outreach charities in the city where the tournament was held.

Among our selfless and dedicated outreach partners in Calgary: Mustard Seed, YWCA; in Montreal: Welcome Hall Mission, Benedict Labre House and L'Anonyme; in Toronto: Youth Unlimited, Eva's Initiative and Gateway; and in Vancouver: Lookout Emergency Aid Society.

To ensure that they comply with the Hockey for the Homeless Mission and Charter, all HFTH funded projects must include a homeless reintegration or transition component.





NEW WEBSITE, HFTH ON YOUTUBE

We hear you. One of the hottest topics at all our events was the lack of an online payment system for donations, registration fees and sponsorship contributions.

You will be pleased to know that we are in process of finalizing a contract with a cause-friendly Web development firm out of Toronto for a completely redesigned and fully functional Hockey for the Homeless Website. In addition to the free photo galleries and content provided by our current site, the new site will include a revamped registration form and yes, a fully functional online payment system with automated receipting.

You can also find Hockey for the Homeless on You Tube. Want to learn more about what we've been up to or show a friend what we're all about? Just go to www.youtube.com and type HFTHOPS in the search bar to access videos and on-air clips about us, our tournaments and our outreach initiatives.

Thanks for taking the time to read the very first edition of the HFTH newsletter. We'll be in touch again soon with more Hockey for the Homeless news from on the ice and on our streets.

Visit us online at
www.hockeyforthehomeless.com



Mike Gartner appears on camera in support of Hockey for the Homeless.

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Former NHLers are among the most approachable and giving ex-professional athletes in the world and Hockey for the Homeless is proud of its partnership with the NHL Alumni Association, led by Executive Director Mark Napier.

If you would like to support the NHL Alumni and their charitable endeavours, they will be presenting their Annual NHL Alumni Gala on September 10th, 2009 at the Toronto Airport Marriott, where they will be honouring Mr. Gordie Howe, Mr. Scotty Morrison and 2008 Paralympics Gold medalist Mr. Ace Bailey. Visit www.nhlalumni.net.

OUR MISSION

Hockey for the Homeless is a volunteer-driven charitable organization dedicated to ending homelessness in Canada through fundraising, education and partnering with solutions-based outreach organizations.

www.hockeyforthehomeless.com

