



CANADA'S SPORTS
HALL OF FAME

PANTHÉON DES
SPORTS CANADIENS

2017 ANNUAL REPORT

MESSAGE FROM THE PRESIDENT & CEO

As Canada celebrated 150 years since Confederation in 2017, the year also marked a series of celebrations and achievements for Canada's Sports Hall of Fame. Some key milestones included the official launch of a new online exhibit showcasing 150 years of sport in Canada – www.canadasports150.ca, a tour to 20+ cities in Canada showcasing the 50-year history of Canada Games, the opening of two gallery exhibits devoted to Horses in Sport and Play Hard, Fight Hard: Sport and the Canadian Military. New digital projects were also launched including the Girls in Sport social media project and we hosted two very successful fundraising raising events with the #InspireCanada June Gala in Calgary and Induction Celebrations in Toronto that featured the amazing Class of 2017. So many Honoured Members were involved in our events and supported activities related to our initiatives, they were a true inspiration to all.

Our President & CEO resigned near the end of 2017 after leading the organization through the development of many new programs and initiatives during his tenure. We wish to thank Mario Siciliano for his contributions to Canada's Sports Hall of Fame over the past five years. We also wish to thank Janice Smith for her role as interim President and CEO for the first half of 2018 and we wish to congratulate her on her new promotion to Vice President & Chief Operating Officer as she expands the critical role she plays at Canada's Sports Hall of Fame.

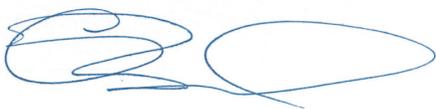
On June 11, 2018, I began my role here as President and Chief Executive Officer and it is my honour to lead our strong team as we build on the existing platform and target our focus on where Canada's Sports Hall of Fame is going in its next 10 years. What is undoubtedly clear is that Canada's Sports Hall of Fame is dedicated to conferring Canada's highest sporting honour on athletes and sport builders that make us proud to be Canadian. We celebrate a community of Honoured Members, 657 to date that inspire Canadians in sport and life and it remains our responsibility to gather their stories and preserve their history. By doing so we become a window through which we can educate, engage and inspire all Canadians in sport and in life.

The future of Canada's Sport Hall of Fame will be very different from their recent past. We need to do everything possible to engage with the public, through curated exhibits, digital storytelling, education and outreach programmes. Our goal is to enhance the visits of the many that come to see the museum in person and extend our reach to the thousands across Canada who cannot. That coupled with social media's powers of connection increases the capacity of individuals to engage with our collection and Honoured Member stories.

I am grateful to those who have kept our Canadian sporting history alive and its values in place. I would like to thank the Board of Governors, Honoured Members, Honoured Member Selection Committee, sponsors, staff, and volunteers for their continued dedication and commitment to Canada's Sports Hall of Fame.

I hope that you enjoy reading about our stories and accomplishments in this 2017 Annual Report.

Thank you,



Cheryl Bernard
President & CEO
Canada's Sports Hall of Fame

#INSPIRECANADA



2017 #INSPIRECANADA GALA

The 2017 #InspireCanada Gala was an incredible evening that not only celebrated the 150th Anniversary of the Confederation of Canada, but also introduced the Class of 2017 Inductees, inspiring athletes and sport builders, to Calgary. Honourary Co-Chairs of the gala were Cassie Campbell-Pascall and Heather Culbert. Proceeds helped raise funds for our Girls in Sport initiative aimed at inspiring and encouraging tens of thousands of young girls across Canada to be active and stay involved in sport.



Class of 2017 (L-R): Simon Whitfield, Mike Weir, Lanny McDonald, Cindy Klassen, Carol Huynh & Dr. Charles Tator



Honourary Co-Chairs Cassie Campbell-Pascall & Heather Culbert



Class of 2017 Inductee Cindy Klassen with Olympic Gold Medallist, Erica Wiebe & Honoured Member, Kyle Shewfelt



Induction into Canada's Sports Hall of Fame is the highest sporting honour in Canada. Each year, a class of the country's most influential and inspiring athletes and sport builders are inducted. On November 9, 2017, the Canada's Sports Hall of Fame 2017 Induction Celebrations took place at the Metro Toronto Convention Centre in Toronto. The event was broadcast nationally on Sportsnet on November 23 and November 26. All funds raised through the event support Canada's Sports Hall of Fame's national programs and services.



Class of 2017 (L-R): Lanny McDonald, Cindy Klassen, Dr. Charles Tator, Gaylene Powless (daughter of the late Gaylord Powless), Mike Weir, Johannah Jackson (daughter of the late Dr. Robert W. Jackson) & Simon Whitfield



Musical entertainment,
Brett Kissell



Class of 2017 Inductee Kay MacRitchie MacBeth with Honoured Member, Curt Harnett & Chair of the Board of Governors, Bob Rooney



Honoured Members Kerrin Lee-Gartner & Bryan Trottier



Honoured Members Michelle Cameron-Coulter, Kurt Browning & Susan Auch



Masters of Ceremonies Ron MacLean & Tara Slone

HONOURED MEMBERS

Thank you to the Canada's Sports Hall of Fame Honoured Members who participated in our events throughout 2017 including:

- Doug Anakin
- Susan Auch
- Don Awrey
- Kurt Browning
- Horst Bulau
- Sylvia Burka
- Michelle Cameron-Coulter
- Cassie Campbell-Pascall
- Gary Cowan
- Bill Crothers
- Ron Ellis
- Craig Forrest
- Danielle Goyette
- Laurie Graham
- Curt Harnett
- Sandy Hawley
- Dr. Frank Hayden
- Dennis Hull
- Don Jackson
- Russ Jackson
- Maria Jelinek
- Dr. Bruce Kidd
- Marion Lay
- Catriona Le May Doan
- Kerrin Lee Gartner
- Marnie McBean
- Alwyn Morris
- Steve Podborski
- John Primrose
- Ken Read
- Kyle Shewfelt
- Margaret Southern
- Pat Stapleton
- Marlene Stewart Streit
- Ron Taylor
- Cliff Thorburn
- Bryan Trottier
- Marina van der Merwe
- Helen Vanderberg
- Jennifer Walinga
- Jim Young

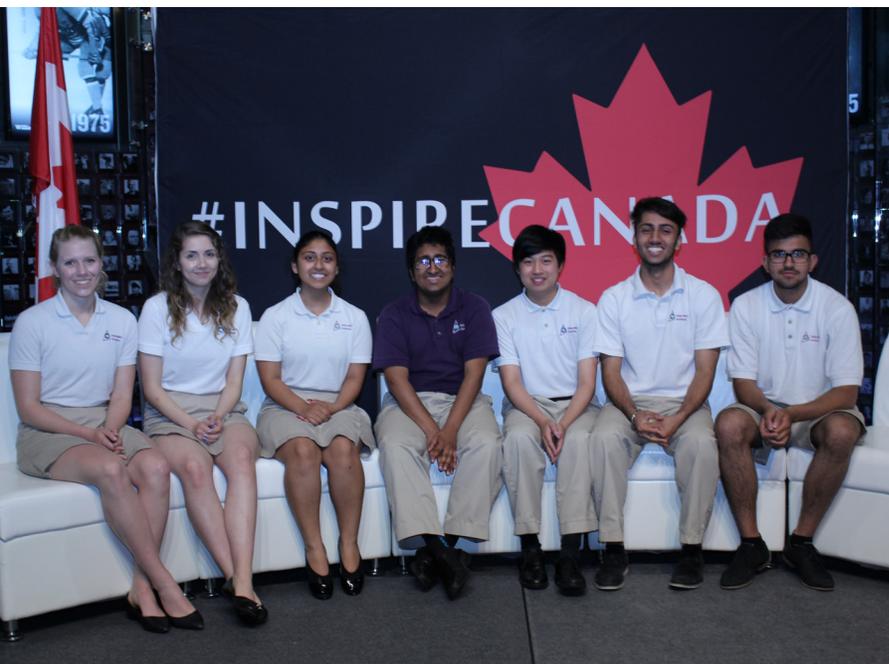
FACILITY RENTALS

55 corporate events were hosted at Canada's Sports Hall of Fame throughout 2017, providing over 5,300 guests with an inspiring, unique, and interactive experience.



EDUCATION PROGRAMS

6,500 students participated in education programs in 2017 with over 2,300 underprivileged students participating in our education programs at no cost to the schools thanks to our sponsors.



We also launched our Virtual Distance Learning Program pilot in early 2017 with successful test runs to schools in Alberta, British Columbia, Northwest Territories and Prince Edward Island to a total of 150 students.



Hannah
VDLP Interpreter

EXHIBITS & COLLECTIONS

Canada's Sports Hall of Fame, the first national museum located outside of the Ottawa capital region, continues a 63-year legacy of celebrating Canada's greatest sports heroes. With the largest Olympic and Paralympic collection in Canada and an overall collection of 100,000 artefacts, we aim to inspire all Canadians in sport, school, work, and life through the stories of the inducted Honoured Members.

Exhibits

- **Military & Sport** - A groundbreaking exhibit created in partnership between The Military Museum in Calgary and Canada's Sports Hall of Fame exploring the relationship between sports and military service dating back to World War I. Over 200 artefacts across dozens of sports were featured as well as personal stories of Canada's Sports Hall of Fame Honoured Members who proudly served in all branches of the military.
- **Horses in Sport** - This exhibit features eight major national and international equestrian events well-known in Canada. Unique artefacts on display include a 35 million year old prehistoric horse, a life-size horse skeleton, three trophies won by Northern Dancer, and Tom Gayford's saddle from the 1968 Olympic Games when he won a Gold Medal.



- **Canada Games (travelling exhibit)** - as part of the Canada Games 50th Anniversary Flag Relay and Community Celebrations, the exhibit visited 21 past Canada Games host communities including Burnaby, Halifax, Lethbridge, Saskatoon, and Whitehorse during the anniversary community celebrations. The final destination was Winnipeg from July 28-August 13, 2017, to kick off the 2017 Canada Summer Games. The exhibit shared the rich sporting history of the Canada Games with Canadians from coast to coast to coast including artefacts, photos and videos dating back to 1967.

- **Locker Room Gallery** - features the Class of 2017 Inductees including Lanny McDonald (Ice Hockey), Carol Huynh (Wrestling), the late Gaylord Powless (Lacrosse), Cindy Klassen (Speed Skating), Simon Whitfield (Triathlon), Mike Weir (Golf), the late Dr. Robert W. Jackson (Builder), Dr. Charles Tator (Builder), and the Edmonton Grads Women's Basketball team. Come experience the incredible legacy of these Canadian sports legends by seeing artefacts such as Cindy Klassen's Olympic medals, Lanny McDonald's Stanley Cup Keeper, and Dr. Robert W. Jackson's Olympic Order.

DIGITAL MINI-SERIES

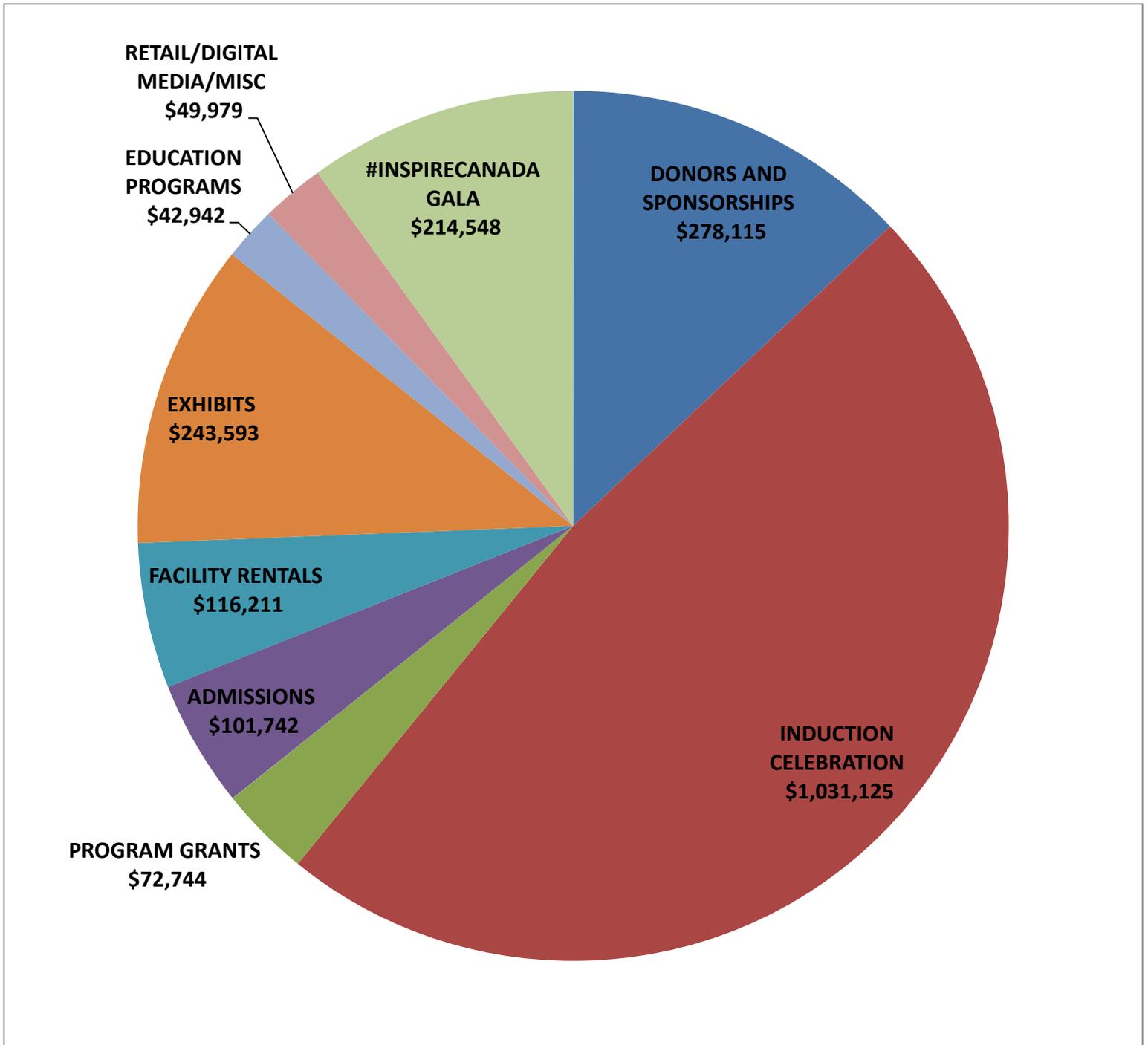
Supporting our digital initiative, Canada's Sports Hall of Fame has started to create a video mini-series about the challenges that affect girls in sport and the people who inspire them.



Rick Castiglione from Cielo Pictures has begun interviewing young girls in sport as well as their role models who are Honoured Members. The six Inspiring Canadians and their Role Models videos will be released in 2018.



SNAPSHOT OF 2017 GROSS REVENUE



Total fundraising and revenue sources = \$2,150,999

This information is taken from the complete financial records of the organization.
To obtain the full audited financial statements, contact (403) 776-1080 or visit sportshall.ca



#INSPIRECANADA

Canada's Sports Hall of Fame is a not-for-profit organization dedicated to conferring Canada's highest sporting honour on athletes and organizers that make us proud to be Canadian. Canada's Sports Hall of Fame Museum at WinSport's Canada Olympic Park is the home to Canada's Highest Sporting Honour, celebrating a community of Honoured Members, 657 to date, that inspire Canadians in sport and life. Government, corporate, and private donations are critical to the success of the museum. Your help is more important than ever. Please consider making a gift to the next generation and to Canada's greatest sport heroes by ensuring their legacies will live on for generations to come.

Please contact Cheryl Bernard, President & CEO of Canada's Sports Hall of Fame, to discuss your financial gift, recognition opportunities, and charitable tax receipts. We greatly appreciate your support!

Cheryl Bernard, President & CEO at cbernard@cshof.ca

Nominate Your Sports Hero!

Induction into Canada's Sports Hall of Fame is the highest sporting honour in Canada. Each year, a class of the country's most influential and inspiring athletes and sport builders are inducted. All Canadians are invited to nominate individuals and teams for induction. Nominations are due by January 15th of each year.

New inductees become Canada's Sports Hall of Fame Honoured Members in one of two categories:

- The Athlete category for outstanding athletic achievements as an individual or a team
- The Builder category for outstanding contribution to Canadian sport as a leader, administrator, official, coach, business leader, or media

For more information and to download the nomination form, visit www.sportshall.ca/nominate-your-hero.html

Museum Hours: 10am to 5pm, Wednesday to Sunday and all holiday Mondays.

Open 7 days a week during July and August.

169 Canada Olympic Road SW, Calgary, AB T3B 6B7

SPORTSHALL.CA

Charitable Registration #118828631 RR0001