

OUR TRUE NORTH

OFFICIAL PUBLICATION OF TRUE NORTH SPORTS + ENTERTAINMENT

REPORT TO THE COMMUNITY

2020-21





TrueNorth | SPORTS + ENTERTAINMENT

The ongoing pandemic has continued to disrupt the events and entertainment industry and challenge True North's employees to pivot and to think creatively throughout 2020-21. Our more than 250 full-time employees have been tasked to not only work within a new normal, but to create the processes for that "new normal" within our venues and for our guests. As Manitoba has faced new waves of COVID-19 and evolving provincial health orders and guidelines, and as True North has been able to resume various aspects of its business, employees have continued to demonstrate the flexibility, commitment and innovation that has made the resumption of programming and services possible.

Drawing from True North's core values (Team, Trust and Respect, Do the Right Thing, and Continuous Improvement), each and every one of our full-time employees played an integral role in preparing for the

resumption of NHL and AHL play in our venues. At the same time, they ensured that all of our venues and workspaces, from Bell MTS Iceplex and Camp Manitou to True North Square and our Jets Gear retail locations, remained safe for both our guests and our employees. Without fans at Canada Life Centre, True North has missed seeing and working with our full team of part-time and casual employees this past year.

Despite the many uncertainties our industry has faced, there were no layoffs and we thank employees for their loyalty and the many ways in which they have supported one another through a second unconventional season. The efforts and wins of the past year, and the care our employees have continued to show for our community and for each other, further substantiate our belief that True North has only become stronger in sharing this experience.

For the 14th consecutive year, True North has been recognized as one of Manitoba's Top Employers, according to Canada's Top 100 Employers competition. We remain committed to living our values as an organization and to supporting our employees in their continued growth and success.





OUR TRUE NORTH

On behalf of everyone at True North Sports + Entertainment and the Winnipeg Jets, I wish to extend my sincere gratitude for the incredible support we received over what became a very unique and challenging journey for our organization throughout the past two seasons. While we are proud of our achievements over that time, including our fourth consecutive playoff berth, we were disappointed to not advance beyond the final eight teams competing for the Stanley Cup this year. Perhaps even more disappointing was the inability to celebrate our Game 4, triple-overtime series-clinching moment against the Oilers with you.

This past May marked the conclusion of our 25th anniversary year for True North Sports + Entertainment and our 10th Winnipeg Jets season since re-joining the NHL in 2011. From those humble beginnings back in 1996, we established that our underlying purpose was to become and remain a source of pride for our entire community. We understand that success on the ice plays an important role in fostering that pride, however, as you will see in the pages that follow, this is a daily pursuit that plays out in many ways.

We also understand how fortunate we have been over the past 25 years to have the support of the most passionate, caring and knowledgeable fans our game has ever known. As well, we have benefited from the unwavering support of an incredible community of corporate partners who have allowed us to succeed in the ultra-competitive world that is the NHL. We are especially grateful to Bell MTS who have and continue to be alongside us since we first announced our plans for a new arena, and we are absolutely thrilled to have Canada Life now lend the power of their brand, and everything it stands for, to the home of the Jets and Moose as we embark on our next decade.

On a personal note, I cannot tell you how appreciative I am for all the gestures and words of encouragement we received over the past two seasons. We were pleased to learn that watching hockey into June provided a distraction from the daily challenges we have all endured since March 2020. To be honest, it all seems inconsequential against the enormous sacrifice so many have made in order to keep this community safe and moving forward.

Our community has shown incredible resilience over the past 18 months and we look forward with hope and optimism to the “return to normal” that will allow us to welcome you all back to Canada Life Centre this fall to watch hockey or enjoy a concert. Until then, thank you again for your passion, your encouragement and your support.

Respectfully and with gratitude,

A handwritten signature in black ink that reads "Mark J. Chipman". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Mark J. Chipman
Governor & Executive Chairman
Winnipeg Jets Hockey Club / True North Sports + Entertainment

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**REPORT TO THE
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2020-21

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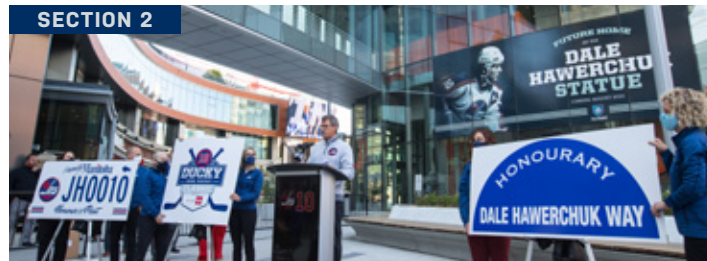


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Canada Life Centre sees its first fans since March 12, 2020

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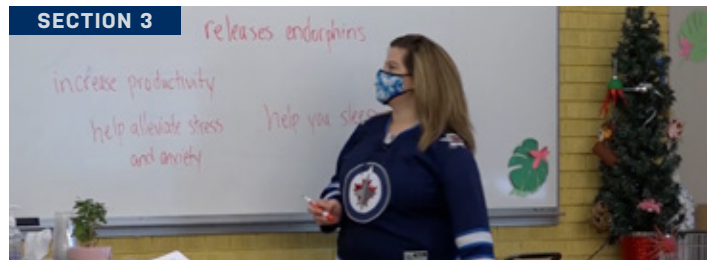


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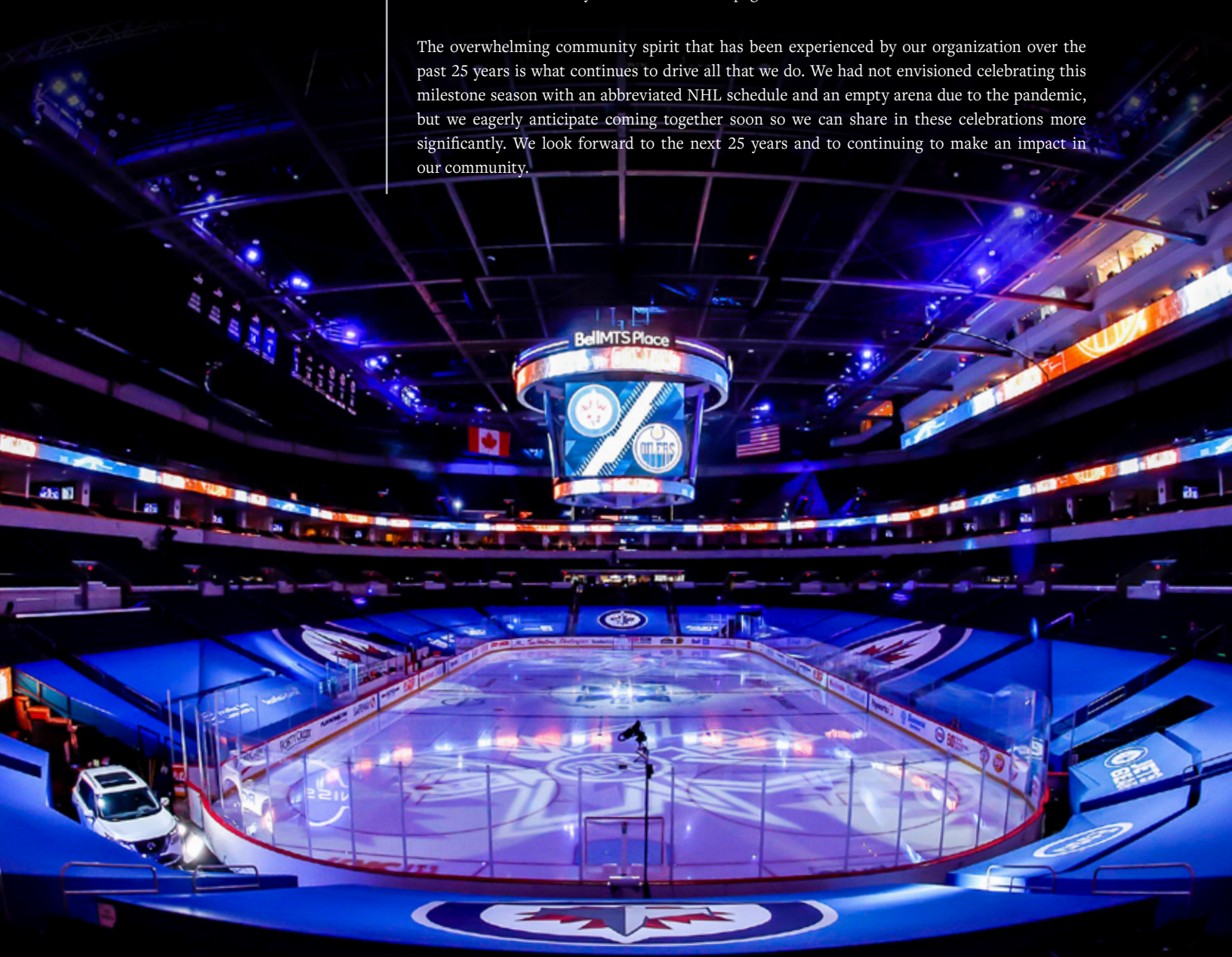


2020-21 MILESTONES

True North Sports + Entertainment began with the hopes and dreams of the Manitoba Moose when the purchase of the IHL's Minnesota Moose was announced May 21, 1996. The initial focus was simply on filling a hockey void, but the success of the Manitoba Moose would ultimately pave the way not only for the May 31, 2011 return of the Winnipeg Jets, but for significant growth and development within our downtown, and all that True North would become over the next 25 years.

Thanks to the support and loyalty of our community, True North was proud to celebrate two meaningful milestones this season – the 25th anniversary of True North Sports + Entertainment, and the 10th anniversary season of the Winnipeg Jets 2.0 franchise.

The overwhelming community spirit that has been experienced by our organization over the past 25 years is what continues to drive all that we do. We had not envisioned celebrating this milestone season with an abbreviated NHL schedule and an empty arena due to the pandemic, but we eagerly anticipate coming together soon so we can share in these celebrations more significantly. We look forward to the next 25 years and to continuing to make an impact in our community.





Return to Venue

When our province shut down in March 2020, True North recognized that the entertainment industry would be one of the last to return to “business as usual”. This has proven to be true as the seats at Canada Life Centre (formerly Bell MTS Place) and the Burton Cummings Theatre have sat largely empty for the majority of the past 18 months. The pandemic will also leave a permanent mark on the way public events operate for the foreseeable future.

True North has been planning for the return of live programming in our venues since our province’s shutdown in spring 2020. Guided by True North’s values (Trust and Respect, Team, Do the Right Thing, and Continuous Improvement) and our commitment to the health, safety and comfort of all our guests, employees, and our larger community, True North collaborated with health officials and kept a pulse on industry best practices to ensure our readiness to reopen safely and in alignment with Manitoba’s phased reopening strategy.

These plans were essential to all forms of True North’s business resumption over the past 18 months and assured our readiness to safely host the approximately 320 players, team personnel, True North employees, league staff, visiting team members, and media who were essential to facilitating each home game at then-Bell MTS Place as part of an abbreviated 2020-21 NHL season. The same principles were applied to the Manitoba Moose season at Bell MTS Iceplex, and also allowed True North to safely welcome 500 spectators to each of the Jets’ two Stanley Cup Playoff Second Round home games. In August, the Burton Cummings Theatre marked an exciting return to live music with the successful Burt Block Party concert series. The event proved to be emotional for guests, employees, and performers alike as the energy of live music and community was again felt.

As we continue to prepare for the resumption of programming and the return of full-capacity crowds at Canada Life Centre, the Burton Cummings Theatre and in all of True North’s public spaces, True North is committed to ensuring a safe and comfortable environment for all guests and employees. Continuous improvement has always been key to True North’s commitment to providing a superior guest experience and remains integral to our adaptability as the pandemic, health and sanitation guidelines, and best practices continue to evolve.

Employees are fully vaccinated, well-trained on new processes and enhanced safety and sanitation measures, and subject to rigorous game/event day health screening measures. As part of permanent service enhancements, True North is expanding contactless services, including contactless security screening and contactless in-venue payment. More than 100 new hand-sanitizing stations can be found throughout Canada Life Centre for convenient use by arena guests.

To further demonstrate our commitment to health and wellness, Canada Life Centre is now accredited by the Global Biorisk Advisory Council, which certifies our readiness to prevent and manage outbreaks and pandemics through the presence of best practice preparation, response and recovery protocols, including stringent cleaning and disinfection (read more on p. 21).

True North’s Guest Experience team will continue to focus on all aspects of hospitality at Canada Life Centre and the Burton Cummings Theatre with safety, comfort, communication and the guest experience as key priorities as we reintroduce guests to our venues.

TRUE NORTH HEALTH & WELLNESS PRINCIPLES



FULLY VACCINATED



100% SYMPTOM
FREE



MASKS REQUIRED



NO BAG POLICY



MOBILE TICKETS



ENHANCED
CLEANING &
DISINFECTING



CONTACTLESS
PAYMENT
PREFERRED

ACROSS ALL VENUES



TrueNorth

SPORTS + ENTERTAINMENT

Diversity & Inclusion

The foundation of True North Sports + Entertainment's brand and culture is community – providing facilities, services, and programming that enable community building. Using the platforms of hockey (sport) and entertainment, True North seeks to provide equal opportunity to all segments of our community, as well as to promote diversity and inclusion (D&I).

Heightened awareness has emphasized the need to not only continue to seek better understanding of diversity and inclusion, but to engage the entire True North organization in both conversation and action. In 2020-21, a Diversity & Inclusion Committee was formed to help our organization learn and grow together. To help build our knowledge and understanding, True North has become an employer partner with the Canadian Centre for Diversity and Inclusion which makes available a robust variety of tools, resources and services on D&I topics to all True North employees.

True North will always endeavour to do the right thing, seeking opportunities to continue our journey in both truth and reconciliation and diversity and inclusion, building relationships, and using our platforms to raise awareness and promote action.



Canadian Centre for Diversity and Inclusion
Centre canadien pour la diversité et l'inclusion



True North's Venues & Entertainment team showed appreciation for the efforts of healthcare workers with a coffee and donut delivery to St. Boniface Hospital ICU staff during a trying third wave.

True North Employees Give Back

Although much of the year was spent in a "code red" health order and True North was unable to facilitate many of the initiatives that allow employees to give back to the community, many across the organization took initiative to make an impact in other ways, including an Earth Day community clean-up and paying it forward to healthcare workers.

True North Youth Foundation Support



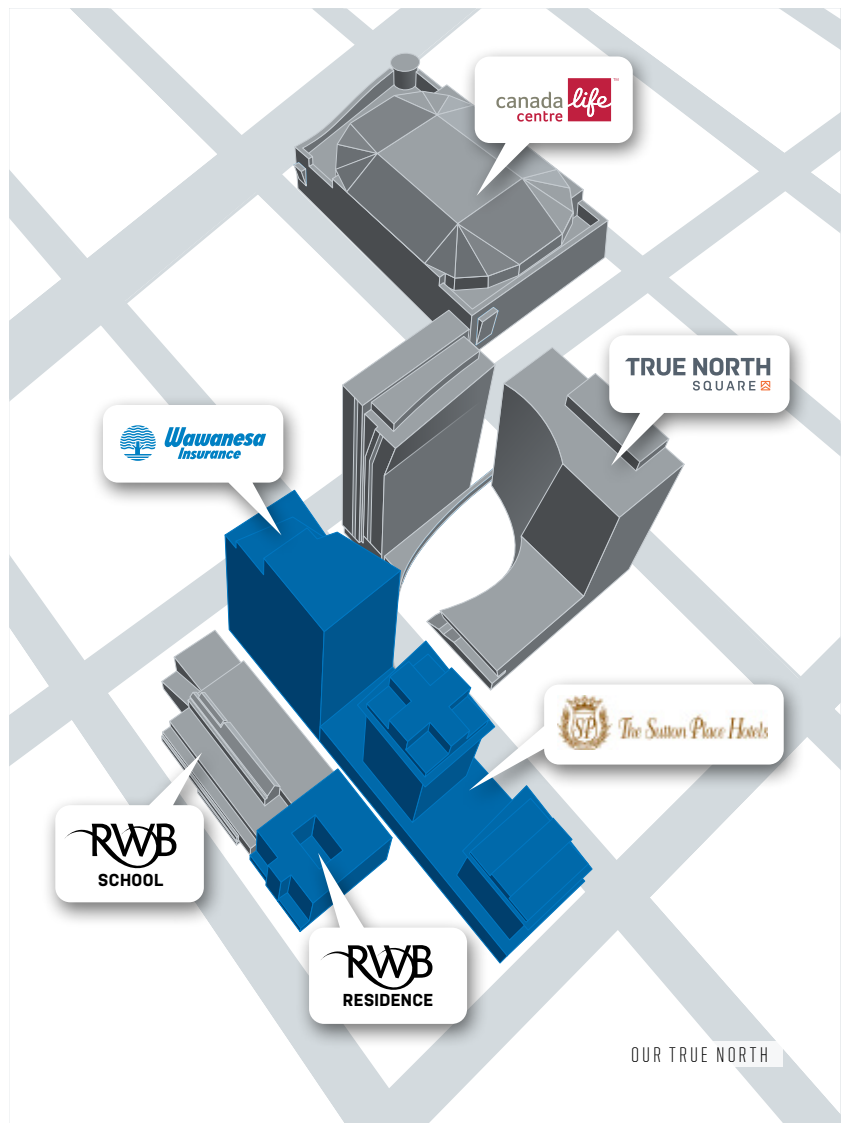
True North's workforce actively supports the True North Youth Foundation (TNYF) through both time and the foundation's annual employee giving campaign. Despite the inability to volunteer on the ice and on the bench with students of the Winnipeg Jets Hockey Academy, True North employees stepped up to assist in the opportunities that did present, including behind the scenes of the Winnipeg Jets virtual gala where more than 60 employees volunteered to assemble and deliver gift boxes to gala "attendees" at home. Employees also continued to show their generosity, donating more than \$90,000 to support the foundation's youth-centred programming (read more about the TNYF on p. 23).

True North's Commitment to Downtown Growth and Vibrancy

As a proud downtown neighbour, True North remains committed to the growth and development of the downtown core, and to attracting people to live, work and play downtown. Part of this commitment is the continued development of True North Square. Although Winnipeg's downtown has been quieter over 2020 and 2021, due to pandemic restrictions, work has steadily progressed within the 1.5-million-square-foot development over the past year. Ground broke on True North Square's fifth tower, the future home of Wawanesa's North American Headquarters, in spring 2021. The 24-storey progressive office tower is anticipated to bring 1,600 employees to Winnipeg's dynamic epicentre in 2023.

As part of paving the way for Wawanesa's North American headquarters, True North Real Estate Development committed to the relocation of the Royal Winnipeg Ballet School Residence and has also been developing the design and build of the new best-of-class facility over the past year. The new 34,500-square-foot residence on Edmonton Street will be completed in December 2021 and ready to house 60 students from across the world in January 2022.

True North Sports + Entertainment officially moved its administrative offices to True North Square in June 2021. Occupying four floors in the office portion of the residential tower, the custom-built space offers progressive features and collaborative spaces, as well as the environmental considerations that make True North Square a Class A LEED Gold office environment. True North joins Assiniboine Credit Union and the Liquor Mart at 223 Carlton.



Downtown Community Safety Partnership



As a founding partner of the Downtown Community Safety Partnership (DCSP), True North continues to support the DCSP in its efforts to enhance safety and well-being for everyone downtown. Since its official inception in April 2020, the DCSP has mobilized its three frontline patrol teams, CONNECT, MAC247 (Mobile Assist and Connect) and COAR (Community Outreach Advocacy Resource). The teams work to effectively provide 24/7 proactive, non-emergency response, specialized social needs support, outreach, and follow-up intervention to everyone working, living, and playing in Winnipeg’s downtown.

The DCSP’s scope is much broader than crime prevention alone. Pillars of their efforts to ensure individual and overall community safety include engaging with the community – downtown businesses, partner organizations, and individuals working, living, and playing downtown – promoting health and well-being, and providing a continuum of care. From the disposal of used syringes and reporting on graffiti to performing safety and wellness checks, providing courtesy walks, and distributing seasonal necessities, the DCSP is part of a collaborative multi-sector effort to reduce risk, vulnerability, and ultimately harm.

This year, the DCSP launched a public safety app with resources to enhance personal safety for any community member while in the downtown area, as well as that can be helpful more broadly. Among the featured tools and info are safety contact numbers for various downtown organizations, links to request courtesy/safe walks, location identification services, safety tips, maps and guides to help navigate downtown services and amenities, and a “Friend Walk” function that allows a friend to track your movement in real time and trigger an emergency call if needed.

Formalized partnerships with Mama Bear Clan, OPK (Ogijiita Pimatswin Kinamatwin), the Centre for Aboriginal Human Resource Development, Criti Care and 211 Manitoba have enhanced the DCSP’s outreach and continuum of care, supported training and recruitment of key frontline teams, and expanded lines of connection to DCSP services.

While the pandemic continued to affect downtown density and activity throughout 2020-21, the DCSP has had a significant impact in the core, including for community members experiencing complex issues.

ALREADY THIS YEAR, THE DCSP HAS ASSISTED IN:

- **4,660** Well-being checks
- **344** Medical assistance events
- **723** Housing referrals
- **784** Case management meetings
- **130** Individuals assisted with obtaining ID



@WinnipegDCSP

DCSP.ca





TRUE NORTH COMMUNITY RELATIONS

The Winnipeg Jets and Manitoba Moose Community Relations teams brought creativity to their initiatives and fundraisers during a most unique NHL and AHL season. Though some events were not possible due to the pandemic, the Community Relations teams turned their focus to virtual platforms, using the teams' websites and social media channels to spread awareness and raise funds for worthy causes and local organizations before being able to hold a few safe and physically distanced in-person events in the spring of 2021.

\$201,925 TOTAL CHARITABLE
PROCEEDS DONATED

\$32,875 TOTAL FAN DONATIONS
REINVESTED INTO THE COMMUNITY

102 GROUPS/ORGANIZATIONS ASSISTED

86 DONATION PACKAGES





WELCOMING HEALTHCARE WORKERS TO SECOND ROUND PLAYOFF GAMES

JUNE 2-4



More than a year after last hosting fans in the stands of Canada Life Centre on March 9, 2020, the Jets welcomed fully vaccinated healthcare workers back to the arena for the Second Round of the Stanley Cup Playoffs. In partnership with the Province of Manitoba and in full compliance with public health guidelines, the arena saw approximately 500 healthcare workers attend each of the first two games of the Jets series against the Montreal Canadiens after being chosen via lottery. Healthcare workers in attendance were treated to a complimentary WeAreWPG t-shirt and rally towel along with some special extras courtesy of Pizza Pizza and Tim Hortons.



1ST DOSE COMMUNITY VACCINATION TOUR

JUNE 17-19 & 23



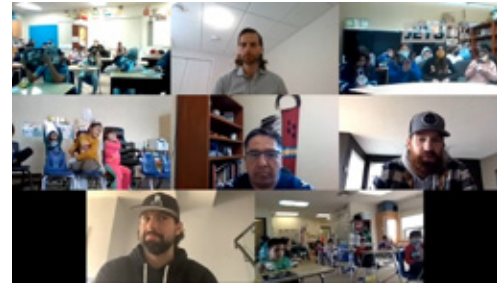
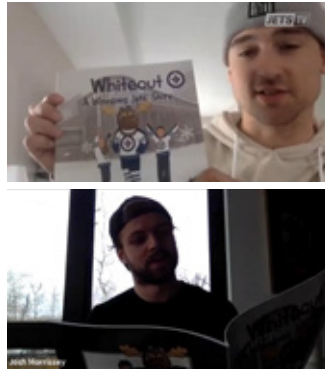
To support the Province of Manitoba's #ProtectMB campaign, the Winnipeg Jets and Manitoba Moose Community Relations teams visited six vaccination sites in person and one site virtually in June to encourage Manitobans to fill up over 1,000 additional first dose walk-up vaccine appointments. The teams visited Winnipeg's Ma Mawi Wi Chi Itata Centre, Aboriginal Health and Wellness Centre, and Leila Super-site as well as the Super-sites in Gimli, Morden and Brandon before later running a virtual event for the Thompson Super-site. Mick E. Moose and Benny were able to safely interact with fans, while the first 100-200 people in line, depending on the site, received Jets merchandise items. An autographed Jets jersey was given away at each site and everyone in attendance received a Moose buy-one-get-one ticket voucher.



READING TAKES FLIGHT APRIL 19



The Jets annual Reading Takes Flight school visits were done virtually this year for 12 lucky classes, giving schools from around Manitoba – including as far away as Churchill, Killarney, and Sprague – the chance to read and interact with Jets players.



HEALTHCARE HEROES RECOGNITION SERIES



Throughout the 2021 NHL season, the Jets used their platforms to highlight the critical role of healthcare workers throughout the COVID-19 pandemic. Through JetsTV, social networks, radio shoutouts, web articles, and in-game and broadcast announcements, the team recognized 10 individuals and groups from around Manitoba as a thank-you to all healthcare workers for their outstanding efforts to keep our communities safe. Those efforts included willingly self-isolating to provide care to vulnerable citizens, extensive planning, travelling hundreds of kilometres to provide care for COVID patients, and more.



DR. AMY FRYKODA
Medical Officer of Health,
Prairie Mountain Health
Region



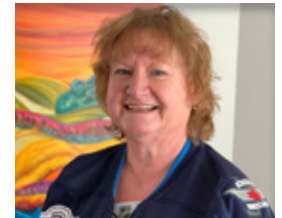
BRENDA WEISS AND SHARON KUROPATWA
Alternative Isolation
Accommodation



PROVINCIAL INFECTION PREVENTION & CONTROL TEAM



DR. WESLEY PALATNICK
Health Sciences Centre
Emergency Medicine
Department



CLARE HARGRAVE
WRHA Manager
of Immunization &
Communicable Disease
Control



MARTHA BAKER
Health Sciences Centre
Indigenous Health &
Patient Services



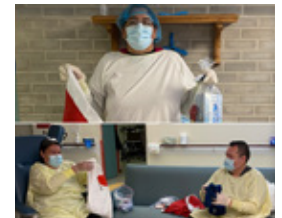
NORTHERN HEALTH REGION PUBLIC HEALTH PROGRAM STAFF



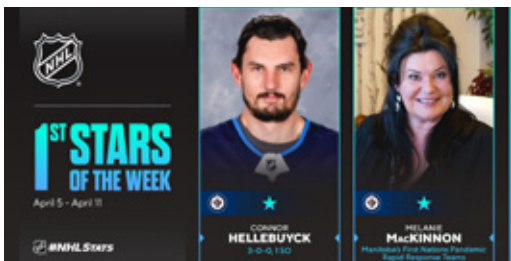
SAUL & CLARIBEL SIMKIN CENTRE PERSONAL CARE HOME ISOLATION ROOM STAFF



SOUTHERN HEALTH PUBLIC HEALTH & HEALTHY LIVING TEAM



BUNIBONIBEE CREE NATION NURSES & HEALTHCARE AIDES AND HOLY FAMILY HOME




On April 12, Melanie MacKinnon of the First Nations Pandemic Response Coordination Team was further honoured by the NHL as a Co-First Star of the week alongside Jets goalie Connor Hellebuyck.

Thank you to all healthcare workers for your unwavering support to Manitoba patients, and especially throughout the COVID-19 pandemic.



SPECIALTY JERSEY NIGHTS

 The Winnipeg Jets support several initiatives and organizations each season through promotional nights. Though not having fans in the building meant that meaningful in-game ceremonies and recognition couldn't take place, the team still showed their support for the Canadian Armed Forces, You Can Play, Hockey Fights Cancer (see more below), and WASAC (Winnipeg Aboriginal Sport Achievement Centre) (see more on p. 14) by raising funds through auctions for warm-up-worn jerseys and other player-worn gear.

FEBRUARY 13, 2021

CANADIAN ARMED FORCES

in support of Canada's troops and their families

\$100,000
TOTAL FUNDS RAISED

APRIL 5, 2021 / JUNE AUCTION


YOU CAN PLAY NIGHT

in support of the You Can Play Project and the Rainbow Resource Centre

\$13,500
TOTAL FUNDS RAISED

HOCKEY FIGHTS CANCER

NOVEMBER/FEBRUARY

 Throughout November, the Jets ran their annual Hockey Fights Cancer (HFC) campaign. The campaign took a virtual format on the Jets platforms that focused on sharing stories from our province and hockey community of those who have been impacted by cancer. Once the season was underway, the Jets donned specialty HFC warm-up jerseys on Feb. 27 which were auctioned off with other player-worn gear in support of CancerCare Manitoba Foundation, raising \$14,675.

As part of Hockey Fights Cancer month in November, Jets captain Blake Wheeler and his family continued their Ride Inside Wheel with the Wheelers fundraiser. Read more about the 2020 event on p. 16.



HOCKEY TALKS

JANUARY 23-30

The Jets sought to help reduce the stigma around mental health through the annual NHL #HockeyTalks campaign. The late-January initiative saw the team wear #HockeyTalks helmet decals during their four home games as well as share information and stories through digital platforms. As in past years, the team auctioned off player-worn Dry-FIT #HockeyTalks shirts to raise funds for the True North Youth Foundation's Project 11 program, adding in a set of youth sized shirts for the first time and raising \$800. Several players including Blake Wheeler, Nate Thompson, Nathan Beaulieu, Adam Lowry, Connor Hellebuyck, and Bryan Little added their voices to the conversation by joining videocalls with Project 11 students. Learn more about Project 11 on p. 27.



BLACK HISTORY MONTH

FEBRUARY

The Jets and Moose celebrated the NHL's Black History Month in February through sharing stories of Black community members in Manitoba. That included Winnipeg Jets alumnus Ray Neufeld who shared his experiences of being a Black NHL player in the 80s, Moose forward C. J. Suess who spoke to the importance of youth having Black role models in hockey, as well as Winnipeg Jets Hockey Academy (WJHA) students showing leadership on the ice and in their communities. Along with all NHL teams, Jets players sported Willie O'Ree/Equality helmet decal throughout the month in honour of the NHL's first Black player.



GENDER EQUALITY MONTH

MARCH 23 & 25

The NHL put women at the forefront in March for Gender Equality Month. Both the Jets and Moose joined in by showcasing the important impacts that women, both from within the organization and from the broader community, are making on hockey through livestreamed panel discussions. The Jets' Women in Hockey Panel "Changing the Game" streamed on March 25 and featured Steinunn Parsons, Vice President, Guest Experience, True North Sports + Entertainment; Jennifer Botterill, three-time Olympic hockey gold medalist, speaker and broadcaster; and Sarah Zacharias, Head Coach and Director of Hockey at Balmoral Hall School, and was moderated by Annie Chipman, Manager of Marketing for the Manitoba Moose. The panel aimed to engage women from all sectors and at any stage of education or career to inspire and encourage future female success.

The Moose panel took place on March 23 and was moderated by Global TV's Kahla Evans, and featured Annie Chipman, Talia Gallant, Raquel Payne and Jennifer Redenbach, who represent marketing, sales, community relations, and communications respectively for the club. The quartet discussed how they got into the sports industry and the important roles they play in supporting team and business operations.

WASAC

APRIL 24



The Jets continued to grow WASAC (Winnipeg Aboriginal Sport Achievement Centre) Night, celebrating its third year in 2021, as the organization further engaged the Indigenous community by sharing spaces and stories and fostering new and existing relationships. The initiative began with a cheque presentation and jersey unveiling at Sergeant Tommy Prince Place where True North presented WASAC with more than \$62,000 representing the funds raised during the 2019-20 initiative through the WASAC jersey auction and Jets Gear WASAC retail program which sends a portion of proceeds to WASAC.

This season, the territorial acknowledgement that has been read since the 2016-17 season prior to each Winnipeg Jets and Manitoba Moose game was complemented by new imagery designed to generate more curiosity and learning about Indigenous cultures. Leticia Spence, a Cree graphic designer who designed the Jets' WASAC and Moose Follow Your Dreams logos in the 2018-19 season, joined True North's creative team once again to collaborate on a multimedia presentation to accompany the territorial acknowledgement. The new presentation represents First Nations, Métis and Inuit art and culture both visually and sonically and involved members of those Indigenous communities in a creative process that revolved around not only research and consultation, but shared cultural experiences. The group included Nikki Komaksiutiksak and her daughters who are of Inuit heritage and perform throat singing, Jessica Lavallee and her family members who presented Métis culture through their experience in performing traditional jigging and square dancing, and Kylie Sais who represented First Nations culture through her beading expertise.

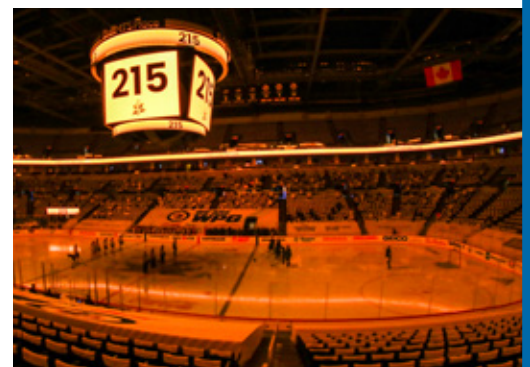
Along with the debut of the territorial acknowledgement presentation on WASAC Night, the game included a performance of O Canada by legendary Métis singer Ray St. Germain, and Jets players wore specialty WASAC warm-up jerseys that were auctioned off following the game. Together, the jerseys and proceeds from special WASAC apparel sold at Jets Gear raised an additional \$21,755 for WASAC.

RESIDENTIAL SCHOOL ACKNOWLEDGEMENT & WASAC SUPPORT

JUNE 2



To honour the lives of the 215 children whose remains were discovered at the former site of the Kamloops Indian Residential School in Kamloops, B.C., True North stood alongside Indigenous communities through a pre-game ceremony and moment of silence prior to Game 1 of the Jets Second Round Stanley Cup Playoff matchup against the Montreal Canadiens. Don Amero, a local Indigenous country and folk singer-songwriter, performed a moving rendition of O Canada while flags at True North venues flew at half mast. Additionally, Jets players donned helmet decals displaying the Indigenous Jets logo encircled in orange, and Jets Gear added an orange WASAC shirt to its WASAC merchandise collection.



FOOD DRIVE

MARCH 15-31



With the inability to collect non-perishable food items for their annual Winnipeg Jets Food Drive powered by SkiptheDishes in support of Harvest Manitoba, the Jets adapted their focus to monetary donations for much of the 2021 campaign. To give fans a chance to contribute food items, a drive-through drop-off event was held in the parking lot of Bell MTS Iceplex on March 27 where donors could safely donate food, wave at Mick E. Moose and Benny, and have the chance to win prizes – marking the first in-person community event for the team in over a year. In total, \$5,400 – equivalent to 16,200 pounds of food – was collected from the initiative.



AUTISM AWARENESS

APRIL 2-9



The Manitoba Moose Autism Awareness campaign is typically a hallmark of the team's promotional schedule with a month-long campaign. The team maintained their commitment to supporting the St. Amant Foundation despite the inability to host their annual Autism Awareness Game. The Moose put together an online auction of Autism Awareness themed items such as jerseys, dressing room name plates, plush moose toys, and mystery pucks that garnered bids on all 21 items in the first 48 hours and raised a total of \$5,900, which will go toward outfitting five more St. Amant early learning classrooms around Winnipeg.



SHARE THE WARMTH

APRIL 19




To meet the needs of Siloam Mission amid pandemic restrictions, the Manitoba Moose transitioned their sixth annual Share the Warmth campaign presented by Red River Co-op to a drive for hygiene products instead of the typical used clothing drive. The initiative brought in an assortment of needed items, including 630 food items, 7,900 hygiene products, 160 flashlights, and 5,050 new pieces of clothing – including 1,000 clothing items from partner Tough Duck, who matched the first 1,000 hygiene product donations with a donation of new winter clothing.



SHUTOUT HUNGER

APRIL 14-30

 The Moose continued their support of Manitoba Harvest this season through their sixth annual Shutout Hunger Food Drive presented by Red River Co-op. This year's two-week campaign gave fans the ability to donate at participating Red River Co-op grocery stores in and around Winnipeg. Fans had the chance to donate food items of their choice or purchase specialized food hampers for those in need. In total, the event brought in 7,150 pounds of food.




COMMUNITY SUPPORT & DONATION INITIATIVES

BLAKE WHEELER

Ride Inside: Wheel with the Wheelers

NOVEMBER 5

 Blake Wheeler and family continued their annual Ride Inside event in support of CancerCare Manitoba's PROFYLE (PRrecision Oncology For Young PeopLE). The event took a virtual format this year with over 300 participants safely riding in teams to raise \$362,000.



PLAYER INITIATIVES: COMMUNITY

JOSH MORRISSEY

The Dream Factory Dream Drive LIVE

APRIL 29

 As a long-time ambassador for The Dream Factory, Josh Morrissey participated in the organization's Dream Drive LIVE virtual event by being interviewed by Dream Kid Drea. The event capped a two-week fundraising campaign that raised over \$240,000 – enough to make dreams a reality for 22 children dealing with life-threatening illnesses.






BRYAN LITTLE
**Tri-Hospital
Dream Lottery**





NOVEMBER 5

 After suffering a devastating ear injury from an errant slapshot, Bryan Little was fortunate to receive immediate medical attention from the teams at St. Boniface Hospital and the Health Sciences Centre. As a show of support for their efforts, Little lent his time this past year to the promotional campaign for the 2021 Tri-Hospital Dream Lottery which provides funds for improving patient care, including through research and the purchase of equipment for St. Boniface, HSC, and the Winnipeg Children’s Hospital.



MULTIPLE PLAYERS

Winnipeg Jets Gala

  In addition to surprising Gala attendees with personal prize deliveries (Blake Wheeler, Josh Morrissey and Sami Niku), several players donated their time to be part of special experiences auctioned off at the event. Experiences included a virtual cooking night with Adam Lowry, a virtual video gaming session with Connor Hellebuyck and Kyle Connor, and a virtual classroom visit and book reading with Josh Morrissey.



Silent Auction Item:
Join team Chef Leonard Church for a unique virtual culinary experience with special appearance by Adam Lowry




Lot #17



JOSH MORRISSEY


TNYF Board of Directors Member

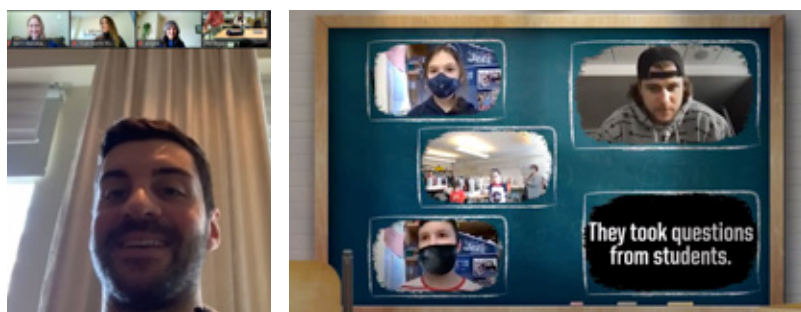
 Josh Morrissey completed his first year as an active member of the True North Foundation Board of Directors, which oversees the programming of the Winnipeg Jets Hockey Academy, Project 11 and Camp Manitou. Morrissey is also an ambassador for Camp Manitou and looks forward to again visiting camp and interacting with campers when restrictions allow.



MULTIPLE PLAYERS

Project 11 Virtual Visits & Mental Wellness Summit Appearances

 Many Jets players, as well as their partners, gave of their time to virtually visit Project 11 classrooms or appear in videos for the annual Project 11 Mental Wellness Summit including Nikolaj Ehlers, Bryan Little, Nathan Beaulieu, Nate Thompson, Neal Pionk, Tucker Poolman, Laurent Brossoit, Dylan DeMelo, Eric Comrie, Connor Hellebuyck, and Andrew Copp. The visits were as rewarding for the players as they were for the students in a challenging year.





180+ TOTAL ALUMNI NETWORK
100+ ACTIVE ALUMNI & FRIENDS

WINNIPEG JETS ALUMNI & FRIENDS

Even in a pandemic year, the Winnipeg Jets Alumni & Friends were able to live up to their mission of promoting hockey for all ages through giving back to and staying active in the community. This included supporting charitable golf tournaments, participating in Winnipeg Jets and Manitoba Moose initiatives and lending their voices and knowledge to hockey broadcasts throughout the 2020-21 season. To better serve the community and its membership, the group also formalized its governance with the establishment of the Alumni & Friends Board consisting of Jordy Douglas (President), Ray Neufeld (Vice President), Gerard McDonald (Secretary/Treasurer), Thomas Steen, Randy Gilhen, Derek Meech, Justin Kurtz, and Director of Player & Alumni Relations Anders Strome.

HONOURING DUCKY

Dale Hawerchuk enjoyed a remarkable career in hockey and made an indelible impact on the city of Winnipeg, the Winnipeg Jets organization, and on the game itself. On the 40-year anniversary of his signing with the Jets, True North announced initiatives that will continue to honour the late Hockey Hall of Famer's legacy. In time for the beginning of the 2021-22 NHL season, a two-two-block stretch of Graham Avenue, between Donald Street and Carlton Street, will be marked as Honourary Dale Hawerchuk Way. In August 2022, Hawerchuk will become a permanent fixture in True North Square when a statue in his likeness is unveiled, designed by acclaimed sculptor Erik Blome. Further reinforcing Hawerchuk's connection to community, family, and the roots of Canada's favourite pastime, the first annual Ducky Pond Hockey Classic presented by Canada Life will take place Jan. 13 to 16, 2022 at Camp Manitou in support of Hawerchuk Strong and the True North Youth Foundation.

“Dale, quite simply, is part of the fabric of this city and of the Winnipeg Jets organization. Beyond that, he has contributed so much to the sport of hockey. We are so proud to give Dale these much-deserved honours to showcase his extraordinary career and the remarkable person he was, and ensure his legacy lives well beyond the fans who followed his career and who were lucky enough to see him play.” – Mark Chipman



WINNIPEG JETS/NHL INITIATIVES

Throughout the season, Alumni & Friends members were active in a number of Jets and NHL initiatives:

- ▶ Black History Month – Ray Neufeld, who sits on the NHL's Diversity & Inclusion Committee, served as an ambassador (see p. 13).
- ▶ WASAC - Reggie and Jamie Leach, Trevor Kidd, and Brigette Lacquette brought virtual messages of encouragement to youth, who under normal circumstances would have been able to participate in person (see p. 14).
- ▶ Gender Equality Month - Jennifer Botterill joined a virtual panel discussion titled “Changing the Game” (see p. 13).

ALUMNI & FRIENDS CHAPEL

Several members of the Alumni & Friends formed a chapel group that meets biweekly with Jets and Moose chaplain Lorne Korol.



SCHOLARSHIPS

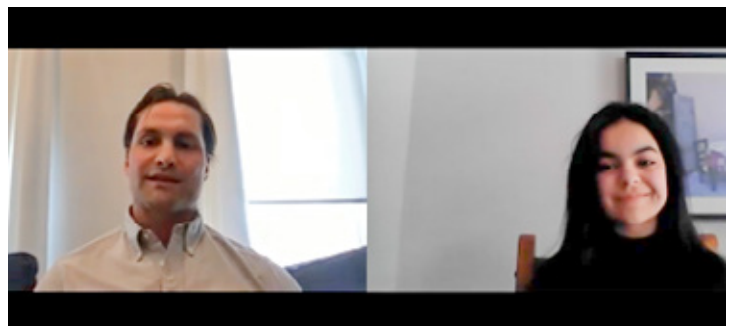
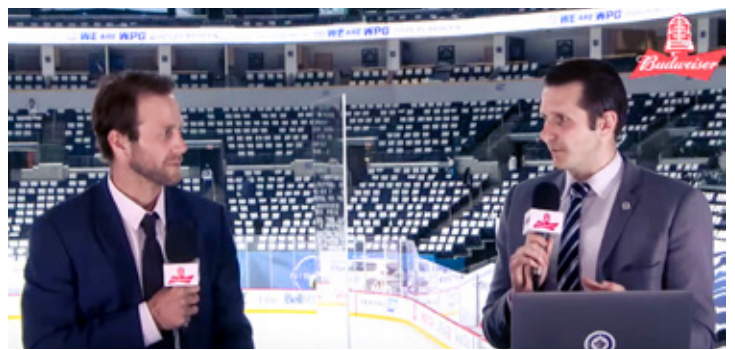
Winnipeg Jets Hockey Academy student Haley was honoured with the 2021 Winnipeg Jets Alumni & Friends Scholarship worth \$1,500 that recognizes strong character and dedication to hard work and improvement. A nine-year veteran of the WJHA program, Haley proved herself as a well-rounded student athlete by graduating with an academic average over 90 percent while giving back to the True North Youth Foundation by volunteering with the WJHA and Camp Manitou. The scholarship will help Haley as she begins an education degree at the University of Winnipeg in fall 2021.



TEAM & CONTENT INVOLVEMENT

The Winnipeg Jets Alumni & Friends remained involved in team initiatives and content throughout the 2020-21 season.

- ▶ Teemu Selanne, Ray Neufeld, Scott Arniel, and Mark Stuart all appeared in episodes of the Jets Legends series that looked back on the first 10 years of Jets 2.0 history.
- ▶ Jordy Douglas, Derek Meech, Grant Clitsome, and Ted Irvine all lent their hockey knowledge to Jets CJOB radio broadcasts throughout the season.
- ▶ Derek Meech and JP Vigier joined JetsTV Live Playoff Edition to cover the Jets' playoff run.
- ▶ Alumni & Friends Kevin Sawyer, Ray Neufeld, the GST line (Tanner Glass, Jim Slater, Chris Thorburn), Tim Stapleton, Trevor Kidd, and Chris Mason made appearances on the Winnipeg Jets Ground Control Podcast.
- ▶ Jay Harrison and former Project 11 ambassador Mark Stuart joined the Project 11 Check In Podcast, while Stuart also joined the P11 Mental Wellness Summit (learn more about Project 11 on p. 27).
- ▶ The GST line (Tanner Glass, Jim Slater, Chris Thorburn), Grant Clitsome, and Matt Hendricks all gave of their time to attend events held for Sociabank clients.





CANADA LIFE CENTRE

True North is proud to partner with Canada Life in a new strategic relationship that saw the home arena of the Winnipeg Jets and Manitoba Moose renamed to Canada Life Centre on July 1. The arena renaming represents a more public showing of the long-standing partnership between two organizations deeply committed to the Winnipeg community. Both have sought to be consistent sources of pride within the community and have storied histories and deep roots in the province. By teaming up for a 10-year partnership, both organizations seek to create even more positive change that will impact Winnipeggers and Manitobans.

@canadalifecentre |
 @canadalifecentre |
 @canadalifectr
canadalifecentre.ca

2021 IIJL World Junior Lacrosse Championship

The first event to be held at the newly named Canada Life Centre was the 2021 International Indoor Junior Lacrosse (IIJL) World Junior Lacrosse Championship. Hosted Aug. 9 to 14, for the first time in Manitoba, the event was supported by True North as part of our community use program. Originally intended to bring more than 300 athletes and coaches from nine nations across the globe to Winnipeg, the event was required to scale back international participation due to COVID-19 travel restrictions and vaccination requirements. Featuring two Canadian teams (Canada West and Canada East), the 2021 event was an opportunity to safely showcase junior box lacrosse on TSN 2 and TSN Direct, helping to increase awareness for the return of the World Junior Lacrosse Championship to Canada Life Centre in 2022.



Photo courtesy of the Canadian Lacrosse League.

Canada Life Centre GBAC Accreditation



During the 2020-21 season, Canada Life Centre achieved Global Biorisk Advisory Council (GBAC) STAR accreditation. This represents a significant milestone for the venue amid the pandemic, as it signifies that the most stringent cleaning, disinfecting and infectious disease prevention protocols are in place to prevent and manage biorisk situations. GBAC STAR accreditation is the gold standard of measuring venues' readiness to prevent and manage outbreaks and pandemics through best practice preparation and recovery protocols, and recognizes compliance with GBAC STAR's 20 core elements that include operating procedures, risk assessment strategies, response measures and more.

GREEN EFFORTS

Canada Life Centre waste diverted from landfills since the facility opened in 2004:



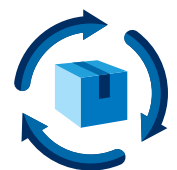
204,088 KGS
OF PLASTIC



257,173 KGS
OF COMPOST



86,000 KGS
OF GREASE



323,165 KGS
OF CARDBOARD



BURTON CUMMINGS THEATRE

While large gatherings were still off limits, local artists, groups, and non-profit organizations had a desire to reinvent their offerings to reconnect with audiences and the community virtually. True North made the Burton Cummings Theatre available for several community-use initiatives, supporting the Winnipeg Folk Festival, Folklorama, and the National Indigenous Peoples Day Artist Showcase 2021. In addition to providing use of the historic theatre, True North's new venture TN Streaming also facilitated the production of many presentations, resulting in engaging programming that could be safely enjoyed from living rooms during a time when Manitobans were encouraged to stay at home.



Folk in the City

In partnership with the Winnipeg Folk Festival, TN Streaming presented Folk in the City: Live at the Burt, a free four-part concert series as part of Safe at Home MB in March 2021 and featuring past Festival friends and new artists spanning several genres from hip hop to soul and African rhythms to American gospel.



Folklorama Fusion

After cancelling the 51st festival in 2020, Folklorama returned with a virtual showcase over three days in August 2021, live from the Burton Cummings Theatre and produced by TN Streaming.



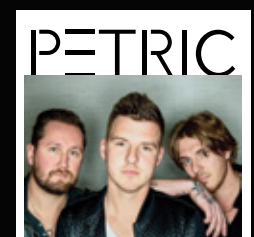
NIPDAS

As part of a program offering mentorship to established and up-and-coming Indigenous artists in Manitoba, Indigenous Music produced and streamed the National Indigenous Peoples Day Artist Showcase, hosted at the Burt in June 2021.



Petric: Live at the Burt

Local country act Petric was the last concert to hit the Burt Stage before the pandemic in 2020 and returned for their streamed show Petric: Live at the Burt in June 2021.





Thank You to our Sponsors:

PRESENTING SPONSOR



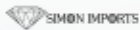
SILVER SPONSOR



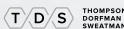
RAFFLE

WINE

BEER



BRONZE SPONSOR



STERLING SPONSOR



TRUE NORTH YOUTH FOUNDATION

Just as True North Sports + Entertainment celebrated a milestone anniversary in 2020-21, the True North Youth Foundation also celebrated 25 years of commitment to Manitoba youth. The TNYF is an evolution of the Manitoba Moose Yearling Foundation, established along with the arrival of the Manitoba Moose in 1996. Over the last 25 years, the foundation has grown from a funding entity focused on youth organizations and initiatives, to running three robust programs – the Winnipeg Jets Hockey Academy (WJHA), Project 11 (P11) and Camp Manitou – which provide enriching educational, sports-based and character-building programming that facilitates physical, social, emotional and intellectual growth in young Manitobans.

Even though TNYF programming has been affected by the pandemic, through innovation and adaptability, the foundation is proud to have been able to support more than 70,000 Manitoba youth during a most difficult year.

The work of the past year would not have been possible without the foundation's loyal donors and supporters who have continued to engage with the foundation from home during 2020-21. The foundation's primary funding source is its gameday 50/50 program, which raised almost \$1.75 million through home, away and special initiative draws over the last season. The foundation also launched its first Chase the Ace draw in April, which wrapped up on Aug. 18 after the ace of spades was caught.

The foundation's signature funding events remained paused (Mike Keane Celebrity Hockey Classic) or adapted this season with the Winnipeg Jets Gala and the Flatlanders Beer Festival both going virtual.

The TNYF remains grateful to the community organizations and corporate partners who have chosen to direct their special event and golf tournament fundraising to the WJHA, P11, and Camp Manitou.

To our donors, sponsors, volunteers, employees, and partners who have supported the TNYF's work to make a difference in the lives of underserved youth this year, we express our heartfelt thanks. The TNYF is privileged to see the impacts of your generosity first-hand and we will continue to share these stories of encouragement and inspiration to celebrate the difference you are making in our community.


@TNYouthFDN | @TNYFDN | TNYF.CA

WINNIPEG JETS GALA DINNER – AT HOME

The eighth annual Winnipeg Jets Gala Dinner presented by Scotiabank was the most unique yet as 800 guests joined a virtual presentation from the comfort of their homes. Local country-folk musician and P11 ambassador Don Amero was joined by TSN's Sara Orlesky in hosting the event with many special Winnipeg Jets and Manitoba Moose guests also participating. One of the hallmarks of the Winnipeg Jets Gala Dinner is the unique experiential prizing available through live auction bidding. This still held true with new and innovative virtual experiences auctioned off, including a cook and dine experience via videocall with Winnipeg Jet Adam Lowry and led by Bell MTS Iceplex's Head Chef, a "Train Like a Jet" virtual gym session with team trainers Jake Wolff and Kyle Vouriot, and a virtual off-ice coaching session with Coach Paul Maurice. Ticket sales and auction bidding combined to raise nearly \$175,000 in support of the True North Youth Foundation.



WINNIPEG JETS HOCKEY ACADEMY

 The Winnipeg Jets Hockey Academy (WJHA) provides a safe, inclusive and supportive environment for underserved youth to experience the community of team sports, grow physical and life skills, and more fully engage with their school and academics. Multi-faceted programming, including weekly hockey sessions, tutoring, mentorship, after-school programming and special events and field trips, aims to increase school attendance and graduation rates within socially and economically challenged schools in Winnipeg.

Successive programming starts as early as in Grade 4 and allows students to build trusting relationships, confidence and skills that will help them grow and thrive through their school careers and into adulthood. Despite the inability to run certain aspects of programming over the past academic year, the WJHA has focused on maintaining connections with its student athletes, and enhancing the supports that were possible, including expanding the tutoring program and promoting physical activity through online workouts.



MINOR HOCKEY

While there were no full-team games or practices this season, the WJHA strived to keep its minor hockey athletes engaged and active. This included hosting Zoom workouts three times a week and offering twice-weekly small group on-ice practices when gathering was permitted. Minor coaches continued to go the extra mile to stay connected with student athletes and encourage their engagement in the program.



TUTORING SUPPORT

The 2020-21 academic year presented a learning curve for all students who had to adjust to remote learning and a less structured learning environment. While weekly hockey programming was not able to proceed, providing academic support was one area the WJHA was able to ramp up to meet the needs of its student athletes this year. The program usually averages 300 hours of tutoring time per month but over the spring logged upwards of 1,000 and 1,500 virtual and in-person (as restrictions allowed) tutoring hours per month which created consistency and helped to keep students engaged and accountable. For some students, this support made the difference of a passing grade and for others it was the little extra needed to improve time management skills, grow confidence and boost grades.



2021 GRADUATES

This year, the WJHA celebrated the graduation of 38 student athletes who have journeyed through the program from Grade 2 to 12. Although pandemic restrictions prevented celebrating this milestone in a more significant way, the WJHA was still able to present each graduate with an authentic Winnipeg Jets jersey with a special WJHA grad patch and a 2021 WJHA student athlete medal to commemorate their journey and commitment to the program.

The Winnipeg Jets Alumni & Friends and Birdies 4 Blades present two exclusive WJHA scholarships annually. This year's recipients were Haley (read more on p. 20) and Miguel, respectively. The Birdies 4 Blades scholarship recognizes a student who has demonstrated long-term commitment to and engagement with the WJHA, as well as a consistent high degree of effort and performance. Miguel will put the scholarship toward pursuit of a nursing degree at the University of Manitoba.



IMPACTS IN ACTION

WJHA, a full family affair

The Starr-Hurleys became a WJHA family in 2012 when then 10-year-old Brendan, now a 2021 graduate, joined the program and set the pathway for his three siblings to fully engage in all the WJHA has to offer. The family was fully immersed in the weekly hockey academy, the after-school program, Camp Manitou, the WJHA minor teams and especially over the last year, virtual tutoring.

From discovering a love of hockey and channeling the life skills learned and confidence acquired to succeed in other areas of life, to the mentorship and mental health and academic support, each of the kids has gravitated to a certain aspect of the program that has helped them to grow and become the best version of themselves.

The WJHA has truly become a family affair with mom Tara just as active as her kids in the program, even participating in the Zoom workouts alongside her kids to maintain connections with their friends and WJHA coaches over the past year. Grateful for the opportunity she could never have provided as a single mom, and for the “immeasurable”

impacts she has seen in her kids, Tara is always first in line to volunteer and give back to the TNYF. She has become a support to other student athletes and families, especially over the past year, providing rides and checking in with other parents, creating community, and helping everyone make the best of a difficult year.



Brendan celebrates his graduation from the WJHA program.

“

I believe the best part about the WJHA is that it gave us something to look forward to as a family that brought us together in sport and in cheering each other on. The biggest take away my kids have come out of the program with is the confidence to do something that they found either out of reach or hard to do; they’ve been able to discover different ways to meet and beat their obstacles. The WJHA has had a profound impact on my kids’ lives, one that will carry them far into the future and I am so very thankful.”

– Tara Starr-Hurley, WJHA parent

IMPACTS IN ACTION



The WJHA's tutoring program motivated Haylee to stay on track with her academics.

“

(The WJHA is) really welcoming and fun. It has helped me see the bigger picture in situations and helped me understand a lot about the world and the things around me. My coaches feel like friends and have helped me a lot mentally. I'm proud of how I've improved as a person and as a hockey player.”

– WJHA student athlete, Haylee



Finding focus through friends


Many students in the WJHA are already experiencing homelife and/or academic challenges that the pandemic has only intensified. Although Grade 8 student Haylee was attending most of her classes, she had a difficult time navigating remote learning and the use of new online platforms. Not being in an actual classroom made her feel disconnected from her teachers and unable to get the support she needed to fully understand her lessons and assignments. Haylee experienced significant anxiety over the past year that made it difficult to focus and further disengaged her from school.

Although she no longer had hockey as an outlet, the WJHA was able to support her in her academics and maintain the sense of community she was used to. Her coaches and tutors provided the encouragement and motivation needed to be present and attentive to her studies and helped her work through some of her anxiety to gain the focus she needed to learn and complete her work.

Haylee went from not completing any assignments and having incomplete marks to completing four to six assignments each day when she was being tutored. Haylee proudly finished the year with grades above 70 percent in two of her three online classes.



PROJECT 11

 The importance of a turnkey program like Project 11 (P11) has only been emphasized during the COVID-19 pandemic as youth, educators and families alike have been challenged with remote learning and the social and emotional impacts of staying at home and missing family, friends and activities.

Over the past year, P11 has continued to grow its preventative cross-curricular, bilingual mental wellness program in Manitoba schools, expanding curriculum, resources and even piloting senior years curriculum, working towards making the program widely available to all grades in 2022-23. Project 11 provides the tools and resources for Manitoba educators to cultivate healthy classroom communities and emphasize the need for mental wellness to be as much a focus as physical well-being. Through videos, self-reflection, exercises and discussions, Project 11 aims to foster healthy emotional expression, constructive problem-solving skills, coping strategies and communication skills that will help students to focus on healthy friendships and behaviours to help them thrive in school, at home, and beyond. Teachers continue to express their appreciation for how P11 helps to generate positive discussion and create a supportive, team-centric classroom culture.

Created in honour of True North's friend and former Manitoba Moose player Rick Rypien, Project 11 is available for free to all Manitoba K to 8 educators and will also offer senior years curriculum following the completion of its pilot program in 2021-22. Virtual and in-person training provided by P11 educators is available throughout the year. Approximately 600 teachers were trained virtually in 2020-21 through 37 training sessions that offered flexibility for teachers' schedules.



451

Manitoba
Schools



64,000+

Manitoba
Students



15,000+

Students
Outside of
Manitoba



2,585

Trained
Manitoba
Teachers



38

Schools
Participating
in All Grades



833

Rural
Classrooms

Visit P11's newly re-launched website: ProjectEleven.ca

SENIOR YEARS CURRICULUM PILOT

Project 11 began a pilot of its senior years curriculum with 40 teachers in 2020-21. The pilot will expand to 45 more teachers who will deliver P11 to their classrooms with more robust curriculum and resources in 2021-22. Building on the K to 8 program, the senior years curriculum is designed to help high school students deal with some of the stressors that may be experienced in young adulthood and which can be associated with the many transitions and challenges that come with maturing. Preliminary feedback from teachers and students indicates that the program has already generated meaningful discussions and enhanced awareness of mental health as an important facet of overall wellness.

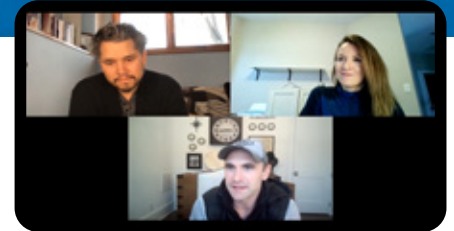


P11 CHECK IN PODCAST

Project 11 launched its Check In Podcast in the fall of 2020 as another way to encourage mental wellness conversations outside of the classroom. Co-hosted by P11's Director of Educational Programs Suzi Friesen and local singer-songwriter and P11 ambassador Don Amero, each episode focuses on a mental health topic pertinent to P11's programming and engages special guests in the conversation, including Winnipeg Jets and Manitoba Moose players, local athletes, media personalities, and community members as well as wellness experts and advocates. Fifteen episodes were released in 2020-21, exploring topics such as trust, kindness, self-acceptance and positive influences. The podcast is a complement to the senior years curriculum currently in pilot and is also a meaningful wellness resource for any teen, parent or young adult. Check out the Check In on Spotify, Apple Podcasts, Google Podcasts or YouTube.



To listen, search
Project 11's Check In on your
preferred podcast platform



VIRTUAL SUMMIT

Project 11 again went virtual for its fourth annual Mental Wellness Summit, producing three age-tailored segments with all-new content for early, middle and senior years students. Featuring Winnipeg Jets and Manitoba Moose players, P11 ambassadors and special guests like Fred Penner, Darcy Oake, Faouzia, Don Amero, Big Daddy Tazz and Desiree Scott, the virtual summit helped to broaden the mental wellness conversation by sharing positivity and inspiration through presenters' personal stories of mental strength and resiliency. By engaging the larger community in these important discussions, Project 11 is able to demonstrate that youth are not alone in dealing with their thoughts, feelings and challenges, and with the assistance of community role models, help them to explore a variety of ways to problem-solve, cope, adapt and create win-win situations. The virtual summit is available at ProjectEleven.ca.



MENTAL WELLNESS SUMMIT





Jen Lowry's class participates in a video call with Winnipeg Jet Nathan Beaulieu, his fiancée Katie, and the TNYF's Director of Educational Programs Suzi Friesen.

IMPACTS IN ACTION



“
One of the reasons Project 11 is so important is because not every student has a support system at home. It is important for us to help today's youth understand mental health in the hopes that it will either help them, or that they'll use that knowledge to help others.”

– Jen Lowry, Senior Years Teacher, École Edward Schreyer School

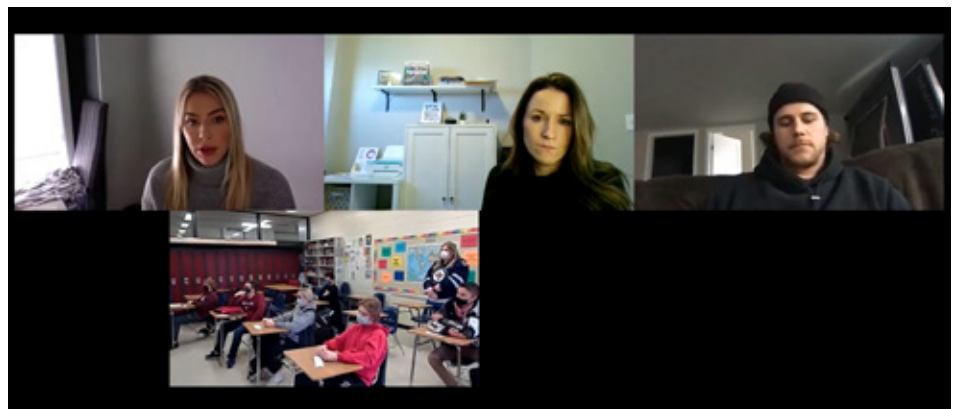
Understanding mental wellness a critical first step

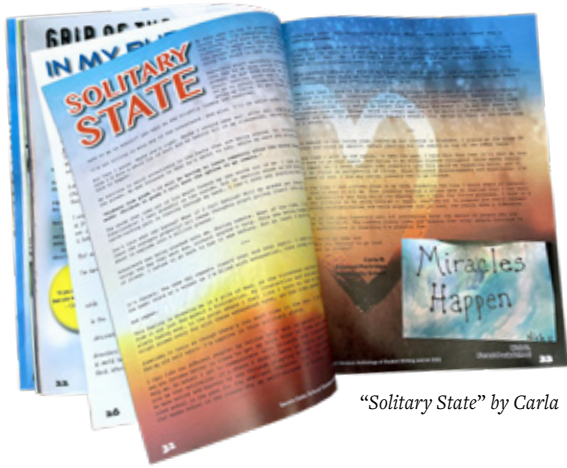
At the age of 19, Jen Lowry experienced a tragic loss that triggered the onset of panic attacks and PTSD. At the time, mental health was not something anyone spoke about, so she didn't understand what was happening to her and was left feeling “weird”, ashamed and like a failure. Her family struggled to understand her anxiety as much as she did and although they did their best to be there for her, it was difficult to feel supported when there was so much left misunderstood.

Having experienced anxiety in isolation, Jen jumped at the chance to bring wellness resources to the high school age group by participating in P11's senior years pilot, both as a contributor to its development and as a facilitator in the classroom.

Adding to the challenges faced in her generation – academic and post-secondary pressures, school/life balance and friendship drama, to name a few – the influence and impacts of social media make a program like Project 11 all the more critical for students

as they navigate young adulthood. Jen has found that Project 11's discussions have allowed students to open up a lot more and to really feel heard. An area of discussion that has been most impactful has been related to experiencing loss. The topic is widely relatable, especially during a year marked by loss, whether of experiences, traditions, relationships, or loved ones. She hopes P11's senior years curriculum will create more awareness for those experiencing what she went through and empower students to ask for help when needed, not only in high school, but throughout their lives.





“Solitary State” by Carla



Illustration by Jill C.,
Edmund Partridge Community School

IMPACTS IN ACTION

“
I was excited to be able to participate in this anthology since it gave me the chance to share my experiences in these creative forms throughout a historical event...I hope that the anthology will demonstrate to others in the future that the pandemic not only caused us a negative impact but also provided a positive side that gave us wellness, resilience and joy.”

– Carla, Project 11 student, Edmund Partridge School



Apart, Yet Together: Seven Oaks School Division Anthology of Student Writing and Art

Remote learning in a bubble, social interactions being limited to screens, and the cancellation of extracurricular activities and outlets are significant adjustments for any 14-year-old. Add having a mom on the frontlines during a pandemic to the mix, and it’s not necessarily a recipe for creativity or inspiration.

Since 2012, Project 11 has been an important part of classroom curriculum for thousands of youth across Manitoba, establishing a foundation for coping and wellness that has helped students like Carla manage the hardships of the past year.


Carla was able to channel her personal experiences into cathartic reflection and creative expression this year thanks to a Seven Oaks School Division (SOSD)/ P11 initiative, Apart, Yet Together: Seven Oaks Anthology of Student Writing and Art – Wellness, Resilience and Joy During the Pandemic 2020-2021. Featuring the work of more than 300 K to 8 SOSD students, the project celebrates the resilience that has helped students cope with the challenges of the COVID-19 pandemic.

Carla worked through her feelings related to significant events and circumstances experienced during the pandemic to create three anthology pieces. Article “Grip of the Impact” features an interview with her mom and speaks to the impacts of her job on the frontlines; poem “In My Bubble” depicts the dramatic changes to school life, before and during the pandemic; and essay “Solitary State” serves as a remembrance of an impactful moment in Carla’s educational

journey. Supported by a Winnipeg Wellness Grant from City Councillor Devi Sharma and available in SOSD and Winnipeg Public Libraries, the anthology will live on as a time capsule of the emotions and feelings surrounding this unique time in history, and will hopefully serve as a source of strength and inspiration for future generations.



CAMP MANITOU

 Camp Manitou is an inclusive and accessible four-season camp located just five minutes from Winnipeg in Headingley. Creative and innovative programming provides campers with adventure and learning that stimulates physical, social, and emotional growth.

This year, the TNYF welcomed Audrey Hicks as Director of Camp Manitou. Camp has always been a part of Audrey's life and she brings a wealth of experience from working or volunteering at five camps in three countries and two continents, as well as creativity to make the Camp Manitou experience even more memorable for campers.

Pandemic restrictions continued to impact programming into the 2020-21 season, but camp was able to proceed with a reduced capacity Spring Break Camp and the outdoor rink was able to accommodate small group WJHA minor hockey sessions as restrictions allowed.

Summer 2021 marked the second year of running reduced capacity day camp with added health and safety measures. After most Manitoba students transitioned to remote learning for the latter part of the 2020-21 school year, it was evident how much the camp experience meant to all 1,200 campers and their families this year.

In addition to providing outdoor adventure to campers, Camp Manitou was able to run its volunteer program which allowed 30 WJHA student athletes (as well as some former campers) to gain valuable work experience and in some cases, work toward or achieve a high school credit requirement.



39
Acres



2.6-ACRE
Custom-Made
Lake



182
Beds



12
Cabins



1
NHL-size
Outdoor Rink



5 MINS
from
Winnipeg

To learn more, visit: CampManitou.mb.ca

HONOURING CAMP MANITOU'S PAST

To permanently recognize the contributions of the seven service clubs that previously operated Camp Manitou – Rotary Club of Winnipeg, Kinsmen Club of Winnipeg, Cosmopolitan Club of Winnipeg, Kiwanis Club of Winnipeg, Optimist Club of Winnipeg, Lions Club of Winnipeg, and the YMCA-YWCA of Winnipeg – a plaque was mounted on the camp grounds.



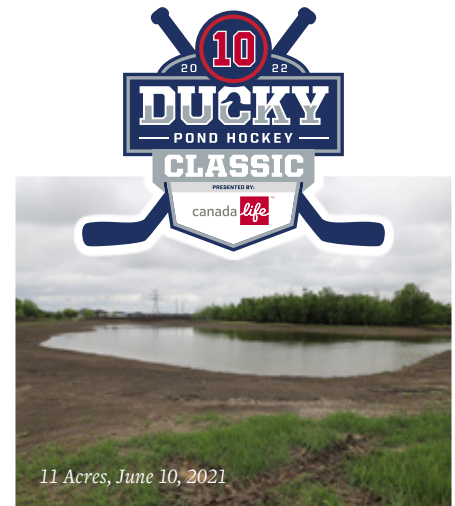


11 Acres, September 24, 2020

CAPITAL CAMPAIGN

In 2019, Camp Manitou launched a capital campaign to build on its commitment to the improvement and expansion of camp. Thanks to the generosity of donors over the past two years, camp was able to proceed with key campaign deliverables including the 2.6-acre custom-made lake which was completed this year as part of an 11-acre expansion. A boat house and dock will also be completed in fall 2021. The lake will host its first water activities for campers in summer 2022 but will first be put to use as the home of the first annual Ducky Pond Hockey Classic presented by Canada Life in January 2022. Progress also continued on the development of the mountain bike trails and BMX pump track over the past year. As part of the capital campaign, the 11-acre expansion will also be home to a beach volleyball court. The introduction of these new activities, along with the new lodge, the Travis Price Centre which opened in June 2020, will allow Camp Manitou to work toward doubling its day camp capacity to 400 campers per day over the coming years.

True North is grateful to all capital campaign donors who are building opportunity for the youth of our community through their generous contributions.



11 Acres, June 10, 2021

CAMP MANITOU CAPITAL CAMPAIGN DONOR LISTING (as of June 2021)

\$5,000,000 +

- Chipman and Thomson Families (TNSE Ownership)

\$2,000,000 - \$4,999,999

- Travis Price Classic & Price Family
- The Paul Albrechtsen Foundation

\$500,000 - \$1,999,999

- Richardson Foundation
- The Winnipeg Foundation

\$100,000 - \$499,999

- Anonymous
- Assiniboine Credit Union
- Canada Life
- Carolyn Sifton Foundation
- Concord Projects Foundation
- James E. Cohen
- Maple Leaf Construction
- Moffat Family Fund
- The Kroft Family and Conviron
- Quintex Services, David Quinton
- Payworks
- Wawanesa Insurance

\$50,000 - \$99,999

- Blake and Jack Fitzpatrick
- BMO Financial Group
- KGS Group
- Novak MacDonald Temporary Capital Fund
- Jim and Leney Richardson
- Jim Gauthier
- Krista and James R. Morden
- Pinnacle Staffing Solutions
- Pollard Family Foundation
- Robinson Family Fund – The Winnipeg Foundation
- The North West Company

\$25,000 - \$49,999

- Anonymous
- Anonymous
- Anthony Allen Office Furnishings
- Brian Lerner
- Cambrian Credit Union
- Catherine Baldwin Filmon
- Charlie and Dayna Spiring
- C.P. Loewen Family Foundation
- Cowin Steel
- CWB National Leasing
- Edward and Stella Kennedy

\$25,000 - \$49,999 (continued)

- Fillmore Riley
- George and Pam Sigurdson
- Kevin Neiles and Tracy Koga
- Phillip and Debbie Hornby
- RG Foundation – Russ Goossen
- Steinbach Credit Union
- The Townsend Family
- Thompson Dorfman Sweatman LLP

\$10,000 - \$24,999

- Bob and Kim Silver
- Brock and Sophie Bulbuck
- Derksen Manitoba
- Gardewine
- MNP LLP
- PwC Canada

\$500 - \$9,999

- Anonymous
- Bob and Nancy Adkins
- Mark Gray
- Matthew Frost Sport Fund
- Oliver and Gennie Plett
- Sigurdson Financial
- Paul Kuzina
- Winnipeg Building & Decorating



Sam (bottom row, second from left) with her fellow WJHA volunteers.

Volunteering leads to confidence, independence, and first job

After giving 360 volunteer hours to camp in summer 2020 and spring 2021, Winnipeg Jets Hockey Academy (WJHA) student athlete Sam made a big transition to camp employee this summer. But the paycheck was not the driving force for Sam, currently in Grade 12 at Sturgeon Heights Collegiate. The positive environment and opportunity to continue learning and working with kids would keep her coming back, even just for fun. Her time

spent volunteering helped her to get out of her comfort zone, build her confidence and realize her strengths.

At first, Sam wasn't sure how good she would be at taking care of and interacting with young campers, especially as someone who experiences anxiety. With the support of her WJHA and Camp Manitou mentors, she soon realized she could work independently, be a strong and effective

leader, and help guide and encourage campers through their adventures. Sam most enjoyed bonding with those who spent multiple weeks at camp and who remembered her from week-to-week. It made her feel good to know she had made meaningful connections and helped campers to feel as comfortable as her mentors had made her feel, both as a camper and as a volunteer.

IMPACTS IN ACTION

“

For me, camp has always been a safe space. I don't have to hide from anyone or even myself. I feel like I am my better self when I am at camp.”

– Sam, WJHA student athlete and Camp Manitou activity leader





IMPACTS IN ACTION



Jack

“

The combination of the phenomenal outdoor activities, unbelievably caring staff, and commitment to creating a positive atmosphere for all kids, makes it by far the best camp we have ever attended. In fact, it is the only camp my kids want to attend. Each and every day they come home happy, tired, and not surprisingly, a little bit muddy – all signs that a great time was had!”

– Jennifer, Camp Manitou parent

Staff create a fun and encouraging atmosphere

To Jennifer, summertime for kids should be all about being active in the outdoors. That’s a belief she’s passed on to her three boys Ben, Jack, and Noah by sending them to summer camp.

It had been a challenge to find a camp that all three kids enjoyed, and that Jennifer and her husband felt offered a safe environment and meaningful experiences to the boys – until Camp Manitou, that is. They’ve found all of that, and more, at Camp Manitou where the boys have gotten their outdoor summer fix for the past four years.

Jennifer and the boys love Camp Manitou so much that all three boys attended six of nine weeks of camp offered this year. Even with a steady diet of camp activities all summer, the boys had no interest in leaving at the end of the day, and Jennifer had no troubles getting them out of bed

and ready for the next day of adventures each morning. Ben, Jack, and Noah certainly attribute that to the activities, of which wall climbing, archery, ziplining, and fire building are their favourites. But Jennifer also credits the amazing counsellors who go above and beyond to make personal connections with each child, bring fun and positivity, and create new and exciting activities. For Ben, that even included encouragement from counsellors on the archery range, resulting in his first-ever bullseye.



Noah



Ben



TRUE NORTH YOUTH FOUNDATION

Empowering Potential



SUPPORT THE TRUE NORTH YOUTH FOUNDATION TODAY!

- **\$1,800** supports a Winnipeg Jets Hockey Academy student for one year
- **\$600** supports a Project 11 classroom for one year
- **\$455** sends a child to overnight camp at Camp Manitou for one week
- **\$150** provides a pair of skates for a Winnipeg Jets Hockey Academy student
- **\$50** provides lunch for a week for a Camp Manitou camper

To make a donation, visit:

[TNYF.ca/DONATE](https://tnyf.ca/DONATE)