



Engage | Educate | Inspire

Hockey Education Reaching Out Society (HEROS) is a volunteer-driven charity that uses the game of ice hockey to teach life skills and empower marginalized youth. HEROS was founded on the Downtown Eastside in Vancouver, and provides free programs to youth of all backgrounds from a grade four level, right up to post-secondary. We provide opportunities for personal growth through sport training, educational development, and scholarships guiding participants to become constructive citizens and future community leaders. Since 2000 we have helped over 17,000 children and youth across Canada.

EMPOWERING CHILDREN ON AND OFF THE ICE

HEROS is a mentor-based hockey program that provides free programming on and off the ice to our most vulnerable young people. We give them a “team for life”. We celebrate those first tentative steps and their first goal on the ice and provide a safe and stable environment for young people to succeed and connect off the ice. We facilitate mentor relationships between dedicated volunteers and the participants as well as peer mentoring of older participants with their younger counterparts while focusing on four fundamental behaviours: listening, respect, discipline and having fun.

HEROS is more than hockey. We support academic development, and personal success beyond post secondary school with participants attending a variety of institutions across Canada. Some participants receive financial assistance for minor hockey, post-secondary and vocational education.

HEROS offers two main on ice hockey programs that are completely free for all participants:

Future Stars and All Stars.

FUTURE STARS

- Grades four through eight
- Participants identified through partner schools or social services agencies
- Everything required to play hockey is provided for free
- Start with basics of putting on their gear and learning to play and eventually how to become more self assured and resilient
- Introduction of mentoring relationship
- Learn the importance of being part of a team

ALL STARS

- Grade eight and higher
- Youth transition from the Future Stars program
- Weekly programming including ongoing mentorship and life-skills training
- Enhance opportunities for success as participants move into independent adulthood
- Training for positions as peer mentors in Future Stars programs

HEROS also offers programming outside of the regular hockey season including:

- Summer and spring hockey based programming
- Life skills development sessions
- Post-secondary application and preparation
- Vocational exploration
- Early literacy promotion
- Physical literacy opportunities (fishing, golf, wakeboard/waterski)



“My family came from Syria. I was having trouble making friends as I didn’t speak English. HEROS helped me make friends, it helped me feel Canadian.”

Suleyman, age 12





MORE THAN HOCKEY

We promote personal growth using mentor-based hockey programming as the catalyst but our success is measured on and off the ice. To help our participants achieve their dreams off the ice we provide workshops in areas like:

- Conflict resolution and healthy relationship building
- Drug awareness and addiction prevention
- First aid training
- Financial literacy
- Hockey coaching and referee training
- Vocational exploration, preparation, training and goal setting
- Professional skills such as resume writing, interviewing and personal presentation
- Tours of local post secondary institutions
- Work experience placements and internships
- Volunteer and "give back" opportunities for youth participants in their communities

"I have learned how to deal with things, how to deal with the pressure better. It has taught me to never give up."

Courtney, age 12

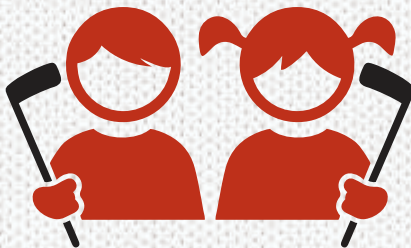
"Playing hockey takes away worries and frees your mind. HEROS has taught me to respect and help teammates."

Chima, age 12



MORE THAN 30 PROGRAMS IN 12 CITIES:

Calgary, Edmonton, Saskatoon, Blackfalds / Red Deer, Montreal, Ottawa, Sunshine Coast, Surrey, Toronto and New York, Vancouver, Winnipeg, Regina and Victoria



Over **17,000 YOUTH** in programs **ACROSS CANADA, SINCE 2000**



225 VOLUNTEERS provide more than **15,000 HOURS OF SERVICE**



At HEROS we are committed to long-term investment in our most vulnerable youth.

86%

OF OUR FAMILIES STRUGGLE TO MEET THEIR BASIC NEEDS

95%

COULD NOT AFFORD TO REGISTER THEIR CHILD IN A SPORT WITHOUT HEROS

65%

OF VOLUNTEERS HAVE PARTICIPATED FOR 5 YEARS OR MORE



40%

OF OUR PARTICIPANTS ARE NEW CANADIANS

30%

ARE INDIGENOUS

40%

LIVE IN SINGLE PARENT FAMILIES

36%

OF PARTICIPANTS AND VOLUNTEERS ARE FEMALE



P: 1.855.333-HERO (4376)
E: info@heroshockey.com

heroshockey.com