

# Alberta Sport, Recreation, Parks and Wildlife Foundation

2009-10 Annual Report



A word cloud in the shape of a mountain peak. The words are white and set against a dark green background. Visible words include "agility", "athletic", "challenge", "drive", "energy", "loyalty", "motivation", "play", "strength", "team", "vision", "winning", and "zeal".



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Our province is a dynamic, progressive and beautiful home to over 3.5 million people, and it is known world-wide not only for its natural abundance, but also its energetic spirit. We are dedicated to enhancing quality of life for Albertans by encouraging active lifestyles, promoting athletic excellence and multi-sport games, partnering with and funding community initiatives and fostering the conservation of natural areas.

Alberta **in** action

inspiring, investing, involved + informative

## Introduction

Driven by the spirit of goodwill, sportsmanship and an abiding sense of responsibility, we strive toward new heights and horizons, championing initiatives that enrich lives and communities. The Foundation is supported by the Alberta Lottery Fund, and reports to the Minister of Tourism, Parks and Recreation. We are pleased to present the Annual Report for 2009-10.

We are Alberta **in** action

**in**tro

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efficiency  
respect  
integrity  
accountability  
excellence  
leadership  
creativity

Our mission **in** Alberta

*The Alberta Sport, Recreation, Parks and Wildlife Foundation was incorporated in 1994 under the Alberta Sport, Recreation, Parks and Wildlife Foundation Act with the Government of Alberta as the sole shareholder.*

Our **mission** is clear: Promote, facilitate and enhance active lifestyles and our provincial legacies by developing dynamic partnerships in sport, recreation, parks and wildlife programs.

Our **values** are: **EFFICIENCY** – we deliver comprehensive services to our clients. **RESPECT** – we show consideration and appreciation for diversity. **INTEGRITY** – we conduct ourselves ethically and are open, honest and fair. **ACCOUNTABILITY** – we are responsible for our actions. **EXCELLENCE** – we are committed to continually improving the services we deliver. **LEADERSHIP** – we will initiate collaborative partnerships to achieve our goals. **CREATIVITY** – we will use innovative approaches to achieve business goals.

## Chairman's Message

The Alberta Sport, Recreation, Parks and Wildlife Foundation (the Foundation) provides provincial leadership in inspiring wellness, celebrating achievement, guiding stewardship and enabling participation for all Albertans. The Foundation offers a wide variety of programs and services, from our grant programs that assist local clubs, organizations, communities, provincial sport and recreation associations; to the support provided to our provincial and inter-provincial games, and preservation of acquired natural areas. The Foundation supports the Government of Alberta's core business of "Recreation and Culture through its commitment to help people live active and healthy lives and enhancing the quality of life in Alberta's communities".

During the past year, the Foundation has provided financial and consultative support to 103 provincial sport and recreation association partners. In addition, through the Development Initiatives, Event Support, Future Leaders and Municipal Recreation/Tourism Areas programs, hundreds of local clubs, organizations, villages, towns, cities and municipalities have been impacted.

In collaboration with Sport Canada and through the Sport Participation Initiative, the Foundation was able to encourage participation in sports for under-represented groups, such as girls, women and persons with disabilities, through support provided to provincial sport and recreation associations that specifically targeted these groups. The Foundation also has a bilateral agreement with Sport Canada to increase capacity of the Indigenous Sport Council of Alberta in providing sport opportunities for Aboriginal peoples.

Through the Active Living Program, we emphasize and promote the benefits of an active and healthy way of life for all Albertans. A healthier, more active lifestyle will ultimately positively impact the quality of life we experience and generate a decrease in health problems and associated costs.

Airdrie hosted a very exciting 2009 Alberta 55 Plus Summer Games and Bonnyville/Cold Lake hosted a very well-organized 2010 Alberta Winter Games. The Foundation coordinated Team Alberta's involvement in the 2009 Canada Summer Games in Prince Edward Island and the 2010 Arctic Winter Games in Grande Prairie. The Foundation also coordinated the Pathway to Excellence Program for aspiring athletes to attend the 2010 Olympic Games.

Through consultation, facilitation and collaboration, the Foundation provides opportunities for sport, recreation, active living, park and wildlife programs and services. The Foundation recognizes the invaluable role that volunteers play in the delivery of sport and recreation at the provincial and local level – volunteers are indeed the cornerstone in the delivery of sport and recreation.

*"Original signed by  
William Persley, Chairman"*

**William Persley, Chairman**

direction  
opportunity  
wellness  
participation  
strength  
partnership  
growth

Leadership **in** Alberta



**William Persley, Chairman**

funding + partnerships **in** Alberta

**investing**

**interconnected** + **industrious**

The Foundation offers development initiatives, grants and event support programs to create opportunities for Albertans of all ages to participate and thrive. The Foundation contributes approximately \$8.5 million to 103 provincial sport and recreation associations every year through the Association Development Program which in turn provides services to over 1.2 million Albertans.

***in***vest

funding + partnerships **in** Alberta

*visualize  
focus.  
practice  
performance  
endurance  
planning  
goals*

### ***2009 award winners were as follows:***

#### **Female Athlete of the Year**

Kristina Groves, Speed Skating  
Paula Findlay (junior), Cross-Country/Triathlon

#### **Male Athlete of the Year**

Jeremy Wotherspoon, Speed Skating  
Thomas Hickey (junior), Hockey

#### **Team of the Year**

Kevin Martin Rink, World Men's Curling Champions

#### **Officiating Recognition Award**

Jim Negenman – Calgary, Chris Grabowecky – Calgary,  
Cam Dickson – Calgary, John Jacobs – Stettler

#### **Coaches Recognition Award**

Glen Playfair – Edmonton, Monika Schloder – Calgary,  
Dale Currie – Hinton, Chuck Lee – Lundbreck

#### **Sport Volunteer Recognition Award**

William (Bill) Hatter – Redcliff, Pennylee Leshenko – Alberta Beach,  
George Kallay – Drumheller, Harold Albrecht – Red Deer

## *High Performance Coach Development*

The Foundation provides funding to 24 Provincial Sport Associations employing High Performance Coaches who directly and indirectly mentor the development of Alberta coaches and athletes looking to participate and achieve at provincial, interprovincial, national and international levels including Canada Games, Alberta Games, the Olympics and Paralympics.

In 2009-10, participating provincial sport associations received \$561,894 in support of 38 high performance coaches. The reach of the program extended to over 4,000 athletes in individual and team sports and provided the groundwork to mentor 834 apprentice coaches at all levels.

## *Coach and Officials Initiatives*

The Coach and Official Initiatives program provides opportunities to further coaching and officiating development in Alberta. These initiatives address the priorities identified in the Alberta Sport Plan and the Canadian Sport Policy. In 2009-10, the Foundation awarded \$66,920 to 36 individual coaches and officials and sport organizations in Alberta.

## *2009 Leadership Summit*

The 2009 Alberta Sport & Recreation Leadership Summit – the third biannual conference – was held April 16-18, 2009, at the Banff Centre. Overall, 362 individuals attended the 2009 Summit, including 286 Summit registrants. This represents the largest number of delegates at a Leadership Summit in recent history.

The 2008 Athletes and Team of the Year, along with the volunteer sport, coaches and officials award recipients were announced at the Leadership Summit Awards Banquet.

### ***FAST FACT:***

*Over 231,000 Albertans coach amateur sports.*



## *Pathway to Excellence*

Pathway to Excellence was a program sponsored by the Alberta Olympic and Paralympic Secretariat and coordinated by the Foundation to provide a sporting experience to some of Alberta's most promising emerging athletes.

One male and one female Alberta athlete from 13 different Olympic disciplines had the experience of a lifetime as they took in the atmosphere and environment surrounding actual Olympic competition in Vancouver/Whistler in February 2010. Twenty-six athletes and 23 parents and guardians were able to see top-level athletes in their chosen discipline compete at the highest level.

Upon meeting former national team luger Kathy Salmon, one participant said, "Being able to talk to her was interesting...she was asking (us) questions about sliding on the Whistler track. They were the type of questions a coach would ask another slider...a test to see if the slider is 'getting' the track – 'What is the toughest corner?' 'What makes it tough?' Thank you again for the experience of a lifetime."

## *Sport Participation Initiative*

The benefits of sport are numerous and should be available to everyone, but there are groups in our province that find it challenging to access sporting opportunities. The Sport Participation Initiative, in partnership with Sport Canada, allocated over \$756,760 in funds to 11 different projects which provided opportunities for under-represented populations.

Girls and women, Aboriginal people, persons with disabilities and economically disadvantaged youth have all benefited from the success of the Sport Participation Initiative.

In 2009-10, ongoing programming with InMotion Network, Hockey Alberta (Sledge Hockey), Alberta Curling Federation (Wheelchair Curling), Indigenous Sport Council of Alberta, FunTeam Alberta, Alberta Amputee Sports and Recreation Association, Alberta Sport Development Centre (Capital Region) all contributed to the Initiative.

In addition, 35 organizations were granted one-time project funding of \$189,964 to enhance or increase sport for these populations, or to advance the Canadian Sport for Life movement.

## *Podium Alberta*

In 2009-10, the Podium Alberta program provided support to Alberta's nationally carded high-performance athletes. Podium Alberta was established to:

- help athletes continue their pursuit of athletic excellence at the highest levels of national and international competition;
- encourage athletes to live and train in Alberta ;
- enable athletes to fulfill their educational goals while successfully pursuing excellence in sport;
- increase athlete access to high-performance coaching and sports science practitioners; and
- enhance training and competitive opportunities available to athletes.

The program reimbursed 254 athletes in 35 sports for training and competition expenses totalling over \$1 million.

## *Development Initiatives Program*

The Foundation supports Albertans from all walks of life in their pursuit of sport and recreation. From the individual applicant to a wide variety of organizations, the Development Initiatives Program grants funding for creative and innovative projects that benefit people and their communities.

For 2009-10, grants totalling \$709,500 were provided for 290 community projects relating to sport, recreation, parks and wildlife programs, equipment, athlete training and research projects. Of 400 applications, 290 were granted funding, including \$461,871 for sport, \$152,891 for recreation, \$15,219 for parks and \$80,019 for wildlife.

## Canadian Sport for Life

The province of Alberta is committed to the Canadian Sport for Life, or CS4L movement, and the concept of Long Term Athlete Development (LTAD) – a seven stage model that focuses on three key outcomes – lifelong participation, physical literacy and improved performance.

In 2009-10, the Foundation created the Alberta Ambassador Network, so individuals and sectors could be identified in terms of their CS4L engagement. These individuals came from widely diverse areas of expertise, allowing them a perfect avenue to link Government policy and facilitation of CS4L with those who are actually engaged in activities or training right at ground level.

There are six sectors engaged in the network: Sport, Recreation, Education, Health, Early Childhood and Physical Activity. This ambassador network has allowed for the smooth transfer of information and strategies to be shared both vertically and horizontally between sectors.

Alberta hosted the CS4L Experts and invited the Alberta Ambassadors to Edmonton in January to provide feedback on the CS4L Moving Forward Plan. The Foundation collaborated with Alberta Recreation and Parks Association in the development of a tool for municipalities to implement CS4L principles.

A connection was also created with the Alberta Native Friendship Centres – as 23 youth leaders were trained in the FUNdamental Movement Skills – Community Leader modules. As well, a total of \$99,889 was provided to 19 not-for-profit organizations to implement LTAD initiatives and complete CS4L projects.

### **FAST FACT:**

*96% of young athletes state that coaches were a greater influence on their behaviour than teachers, parents or their peers.*

## Coaching

From the playground to the podium, Alberta's coaches are a vital part of every community. Serving as positive role models, they help guide and mentor our children, while certified coaches and trainers are of vital benefit to athletes of every calibre throughout the province.

The Foundation trained over 1,800 coaches, hosting 10 clinics in seven communities through the multi-sport National Coaching Certification Program in 2009. New partnerships were established with Alberta Education in the creation of two Coaching Career Technology courses, and the Foundation partnered with the National Coaching Institute – Calgary and Calgary Board of Education to design and facilitate a specific sport and multi-sport coach training program.

The Foundation trained 22 FUNdamental Movement Skills Learning Facilitators at a workshop held in Calgary. Even with this support and care, the need for experienced and certified coaches continues to grow.

## Aboriginal Sport Bilateral

The Indigenous Sport Council of Alberta (ISCA), through a two-year (2008-2010) bilateral funding agreement between Sport Canada and the Foundation, continued to deliver programming and new leadership services to Aboriginal communities throughout the province. Sixty-six coaches received their Aboriginal Coaching Manual (ACM) certification, meaning that an additional 22 communities now have certified ACM coaches to deliver courses to other coaches and youth leaders.

Community athlete services engaged through the Run Jump Throw program were delivered to 25 communities throughout the province. The ISCA is now targeting the newly qualified ACM coaches and directing them towards National Coaching Certification Program certification, to help strengthen both coaching and sport in Aboriginal communities. This will also help provide qualified coaches and well-trained athletes for the Team Alberta play-downs in preparation for the North American Indigenous Games in 2011.

## Donation Fund

The Foundation has established the Donation Fund Program to assist recognized not-for-profit sport and recreation organizations and athletes in obtaining financial support. This program was established by the Foundation to help enlist donor support in sport and recreation development.

In 2009-10, the Foundation took in 262 donations representing a total of \$627,433. From these donations received, the Foundation provided grants to provincial associations totalling \$600,633 and grants to Alberta Games host communities totalling \$26,800.

## International Sport Exchanges

Alberta has established strong relationships with its sister provinces, Hokkaido, Japan and Gangwon, Korea through International Sport Exchanges. These exchanges foster sport development, friendship and potential economic development. In 2009-10, a Gangwon tennis delegation of 10 athletes and five leaders visited Alberta.

Through the exchange, delegates were provided sport development and competition opportunities while being exposed to new culture and customs through emerging and enduring friendships. Alberta looks forward to hosting a speed skating delegation from Hokkaido next year.

## Alberta Sport Development Centre Network

The Foundation continues to support the development of Alberta's emerging athletes and coaches through the Alberta Sport Development Centre Network (ASDC). In collaboration with the Canadian Sport Centre Calgary, Sport Canada, post-secondary education institutions, local municipalities, provincial/local sport associations and other regional partners this comprehensive network coordinates services for high-performance athletes and coaches in the regions across Alberta. Services that are offered include athlete performance testing, athlete enhancement programs, "Winning Edge" informational seminars, mental training, sport nutrition and coaching development.

The ASDC network has developed working relationships within each centre's regional sport community along with increasing partnerships with the Provincial Sport Associations and Local Sport Associations in the regions. The Foundation continues to partner with the Centres for Arctic Winter Games and Alberta Summer/Winter Games preparations.

With the addition of ASDC Calgary Region, the ASDC network now consists of seven centres across the province: ASDC Northwest (Grande Prairie), ASDC Northeast (Fort McMurray), ASDC Capital Region (Edmonton), ASDC Central (Red Deer), ASDC Calgary Region (Calgary), ASDC Southwest (Lethbridge) and ASDC Southeast (Medicine Hat).

## Event Support Program

The Foundation's Event Support Program is designed to encourage the development and participation in sport, recreation, parks and wildlife activities through sporting and non-sporting events. During 2009-10, 86 grants totalling over \$415,000 were allocated to provincial sport and recreation associations and local clubs and organizations to host western Canadian, national and international events.

## Alberta's Future Leaders Program

The Alberta's Future Leaders program is a three-way partnership between Aboriginal or Métis communities, the provincial government and the private sector through the Foundation, with assistance from the Alberta Foundation for the Arts.

The partnership provides funding for programs that place trained youth workers and arts mentors in communities for four months during the summer to provide programs and services, and to act as positive role models and mentors. The funding also provides for a leadership training camp for youth, where they can learn skills to bring back to their home communities.

Each community operated with a \$29,500 budget for the summer, from the Foundation, the Alberta Foundation for the Arts, community and corporate sponsors. The funding supported 21 youth worker salaries in nine communities.

One of the key measures of the program is the number of communities that have established full-time recreation/youth development positions after three years of summer youth workers. To date, 17 communities have established positions. In 2009, there were 11,962 program participants and a total of 69,880 program service hours provided.

"I like the advantage and aid the Centre is giving me to get to the next level. I feel I will get to that level with their help and my determination."

*Brandon McLeod, Fencer from Medicine Hat,  
Participant in the Athlete Enhancement Program  
at ASDC Southeast*

active living **in** Alberta

get **involved**

**in**structive + **in**formative

The Foundation supports Albertans of all ages province-wide with services and programs encouraging them to lead active lifestyles. Through funding for participation opportunities, education initiatives, and practitioner training and research, the Foundation is working to enhance the quality of life, self-reliance and health of all Albertans.

***in***volve



active living **in** Alberta

## *The Alberta Active Living Partners*

Promotion of physical activity in Alberta is enhanced by the collaborative efforts of 13 agencies working together as the Alberta Active Living Partners. These partners and their extensive networks are located throughout the province and provide services that directly benefit Albertans of all ages and abilities. All partners receive an annual grant from the Foundation.

## *The Be Fit For Life Network*

In 2009-10, more than 110,000 Albertans were active in 2,236 community programs or events offered by the Be Fit For Life Network. The Be Fit For Life Network, which includes nine regional locations hosted by post-secondary education institutions, reached 135 communities, sharing active living expertise through fitness certification, physical activity assessments, educational presentations, healthy living events, physical activity programs and more.

## *Ever Active Schools*

The Ever Active Schools program inspired and trained more than 6,225 participants to promote healthy, active living in schools and communities, through 159 workshops and Healthy Active School Symposia offered through 10 events across the province.

**FAST FACT:** *The Foundation assists active living agencies by providing over \$1.6 million annually to develop opportunities for Albertans to stay active in schools, communities and workplaces.*

## *Alberta Fitness Leadership Certification Association*

Adding to the delivery of practitioner training, the Alberta Fitness Leadership Certification Association conducted 221 certification courses and 119 professional development courses designed to help urban and rural communities access fitness professionals trained at the highest standards of excellence and safety.

## *Alberta Centre for Active Living*

The Alberta Centre for Active Living held a well-attended 20th anniversary celebration on September 24, 2009. Centre director Judith Down credits the Foundation for its role in creating the Centre and continuing to support 'active living' as a key approach to enabling Albertans to live physically healthy lifestyles.

The Centre's network of 8,100 practitioners play a key role in inspiring physical activity among Albertans of all ages and abilities. A comprehensive website, newsletters, educational events and a growing international reputation have expanded the Centre's reach to over 23,000 people world-wide.

“I’d like to thank the Be Fit for Life program for the wonderful yoga class that was provided for the library staff yesterday. The fact that so much could be done in an office setting with just a chair and a place to stand was a real revelation.”

*Medicine Hat Library*

## *Building Supportive Active Living Environments*

Being active is not simply a matter of personal choice. The environments where we spend time may support or challenge our intentions to be healthy. In 2009-10, the Foundation provided funding to three projects aimed at helping those who work in community, school and health settings make changes to support active living. The Alberta Centre for Active Living's new website Physical Activity for All: Understanding Inclusion ([www.centre4activeliving.ca](http://www.centre4activeliving.ca)) provides practitioners, decision-makers and community leaders with strategies to reach people who do not usually take advantage of participation opportunities.

The Ever Active Schools program worked with the Battle River School Division to prioritize healthy school communities and workplaces as a foundation for success – resulting in school division policy and administrative procedures to facilitate healthy students, staff and community members.

The Alberta division of the Canadian Society for Exercise Physiology established a closer working relationship between medical professionals and the 1,000 exercise practitioners certified across the province to improve access to safe, effective, health-promoting physical activity services.

**FAST FACT:** *The Alberta Fitness Leadership Certification Association and the Alberta division of the Canadian Society for Exercise Physiology program are the longest-standing and only not-for-profit providers of fitness standards and certifications in Alberta, and are endorsed by the Canadian military and the Royal Canadian Mounted Police.*

## *Supporting Children and Youth*

Research shows that active children and youth tend to grow up to be active adults. Through a Memorandum of Understanding between the Public Health Agency of Canada, Health and Wellness, and Tourism, Parks and Recreation, the Foundation provided \$396,000 for projects promoting healthy living and physical activity.

Results included walk-to-school initiatives, physical activity programs in community and rural settings, partnering on new approaches to support healthy school communities on reserves and the development of after school recreation best practices and program guidelines.

**FAST FACT:** *Only 13% of our children and youth were active for the recommended 90 minutes of physical activity a day in 2009. The Foundation recognizes that schools, families, peers, communities and policy are influential areas to focus programs and services.*

multi-sport game **in**itatives in Alberta

**in**spirational

**in**clusive + **in**teractive

The Foundation is committed to multi-sport games which bring together Alberta's best in a showcase of skill, sportsmanship and triumph. The Foundation is proud to provide funding for athletes, coaches and officials as well as financial support for communities who host the Canada, Western Canada, Arctic, Alberta 55 Plus and Alberta Summer and Winter Games.

***in***spire





## 2010 Arctic Winter Games

With great excitement and pride, 350 members of Team Alberta North paraded in front of a home crowd during the Opening Ceremonies to officially kick off the 2010 Arctic Winter Games held in Grande Prairie from March 6 to 13, 2010. The Arctic Winter Games are an international sport festival bringing together athletes from Alaska, Greenland, Northwest Territories, Nunavik (Northern Quebec), Nunavut, Yukon, Yamal (Russia) and Saami (Northern Scandinavia).

Combining both cultural and competitive events, they have become known as 'the friendly games'. Team Alberta North competed in 19 sports and represented 40 different communities north of the 55th parallel. While the Arctic Winter Games includes traditional winter sports such as speed skating and hockey, there are also unique Indigenous-based competitions like Arctic Sports, Dene Games and snowshoeing.

Team Alberta North finished second overall in the medal count, capturing 145 ulus – Arctic Winter Games awards designed in the style of traditional Arctic knives.

## 2009 Canada Summer Games

The 2009 Canada Summer Games were hosted in Prince Edward Island from August 14 to 29, 2009. The host society provided an excellent venue for our emerging athletes to showcase their talents and skills to the rest of Canada. Alberta was represented by 450 athletes, coaches/managers, artists and mission staff.

Team Alberta finished fourth with 76 medals: 20 gold, 31 silver and 25 bronze. In addition the team also finished fourth overall with 212.5 flag points. The Canada Games flag is awarded to the province with the most flag points, based on the performance and participation of all athletes in every sport.

Highlights for Team Alberta included 31 medals from the swim team, 15 medals from the athletics team and 14 medals from the wrestling team. Alberta's team sports combined to win the most medals ever for Team Alberta including gold in basketball (female) and volleyball (male), silver in beach volleyball (female), baseball and soccer (male), and bronze in volleyball (female).

The Alberta Sport, Recreation, Parks and Wildlife Foundation provided team training and selection and Sport Science funding to Provincial Sport Associations. The associations have indicated this funding was extremely important in the development and training of their teams.

The mission staff team worked hard prior to and during the Games to ensure that all coaches and athletes were prepared on and off the field of play. The participants provided extremely positive feedback and had an outstanding Team Alberta and Canada Games Experience.

“The whole Team Alberta and Canada Summer Games was an amazing experience that is a highlight of my coaching career.”

*Harold Northcott, Baseball Head Coach,  
2009 Canada Summer Games*

## *Alberta Winter Games February 4 – 7, 2010*

The Lakeland Region consisting of Bonnyville, Cold Lake and the Municipal District of Bonnyville came together to host its first-ever Alberta Games. Over 2,500 athletes, coaches and officials from 190 different communities across Alberta attended the event.

The region showcased some of its outstanding new sport facilities, and with the support of the 4 Wing Cold Lake Air Force base was able to host 25 different sports. The excitement generated by hosting its first Alberta Games could be seen by the participation of over 3,000 volunteers.

The substantial economic and financial impact are not the only legacy left behind by the games: trained volunteers and renewed community spirit are something that can only be gained when three communities come together to support one of Alberta's premier multi-sport events.

## *Alberta 55 Plus Summer Games July 23 – 26, 2009*

For their first attempt at hosting an Alberta Games, the City of Airdrie had the honour of hosting the 16th biennial 55 Plus Summer Games. Over 800 volunteers promoted the theme 'soaring spirits, winning hearts' and made their community proud as they hosted 1,107 Albertans over the age of 55 from all corners of the province.

Participants were impressed with the top-notch facilities in Airdrie as the Foundation successfully partnered with the Alberta 55 plus Association by promoting and staging playoffs in all 15 competitive activities as well as two cultural competitions.

“People want to feel and look as young as they can. The Summer Games create an avenue where exercise and a proper attitude can help you attain your goals.”

*Dr. Brian Boese,  
First-time Alberta 55 Plus Summer Games Participant*

“[The Alberta Winter Games] ... Excellent opportunity to involve and encourage young people to participate in competitive winter sports.”

*Parent of Athlete, Snowboarding*

parks and wildlife **in** Alberta

**initiative**

**involved** + **industrious**

The Foundation manages donated lands and assets, supports parks and wildlife efforts, and helps others achieve common objectives as guardians of Alberta's natural legacy. In partnership with the private sector, non-governmental organizations and other government departments, we are protecting Alberta's internationally renowned natural treasures.

***in*** *initiate*



## *Managed Recreational Trails*

Aligned with the Government of Alberta's objective of creating an extensive province-wide trail system to support responsible and sustainable recreational activity, the Foundation is proud to partner with the Alberta TrailNet Society, a non-profit organization that supports the safe, sustainable use of recreational trails.

The society serves as an educational resource for Alberta trail mapping – particularly trails beyond the mountain parks region – and is currently developing a provincial trail database that seeks to examine and mitigate the human impact on unmanaged lands. Alberta TrailNet is working to complete the Alberta section of the Trans Canada Trail, which will create a continuous, Canada-wide recreational trail.

It has also partnered with the Alberta Off-Highway Vehicle Association and the Alberta Snowmobile Association in directing the expenditure of \$3 million of Federal Infrastructure funds, matched by provincial and municipal monies to develop \$6 million of new and upgraded trail infrastructure in the province.

**FAST FACT:** *A study in 2009 of non-government trail operators identified 7,168 km of recreation trails being managed in the province.*

## *Municipal Recreation/Tourism Area Projects*

With its vast array of four-season recreational offerings and some of the most pristine wilderness on Earth, Alberta attracts millions of tourists annually.

To ensure unforgettable experiences for visitors and residents alike, Municipal Recreation/Tourism Area Projects (MR/TA Projects) help to maintain outdoor public recreation facilities at the highest standards.

MR/TA projects also help communities to grow their amenities base and assist local businesses with tourism attraction.

In 2009-10, the Foundation provided more than 250 province-wide Municipal Recreation and Tourism Area Projects with operating grants totalling over \$1.4 million. More than 56,600 events from sport tournaments to fishing derbies were made possible with the Foundation's support.

**FAST FACT:** *Through the year, Alberta volunteering took centre stage, with 54,400 volunteers contributing more than 247,500 hours to operate and maintain event venues and facilities.*

## *Park and Wildlife Ventures*

Conserving Alberta's world-renowned natural areas and wildlife habitats is a key Foundation priority. Through charitable land donations, land purchases, land management partnerships with conservation groups and fundraising initiatives, the Park and Wildlife Ventures Program contributes to the province-wide growth of private land conservation practices.

In this regard, the Foundation promotes stewardship and fosters the conservation of natural areas and watersheds vital to ecological diversity within the province.

The Foundation currently holds 21 Alberta land projects and associated trust accounts for the purposes of passive recreation and conservation. Conserving these natural areas is a joint effort among landowners, community groups, industry, government agencies, non-government agencies, donors and volunteers.

Together we are ensuring that future generations can experience Alberta's magnificent natural areas, unspoiled, in perpetuity.

The Foundation is pleased to be part of the Alberta land conservation movement, and celebrates the successes of other conservation initiatives.

**FAST FACT:** *In 2009 the total number of visitors at the Peaceful Valley Provincial Recreation Area and Day Use Lodge during the operation months of May to September was 2,293. The total number of visitors since opening in 1996 was 23,549.*

# Financial Statements

## Auditor's Report



*To the Members of Alberta Sport, Recreation, Parks and Wildlife Foundation  
and the Minister of Tourism, Parks and Recreation*

I have audited the statements of financial position of the Alberta Sport, Recreation, Parks and Wildlife Foundation as at March 31, 2010 and 2009 and the statements of operations and cash flows for the years then ended. These financial statements are the responsibility of the Foundation's management. My responsibility is to express an opinion on these financial statements based on my audits.

I conducted my audits in accordance with Canadian generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the Foundation as at March 31, 2010 and 2009 and the results of its operations and its cash flows for the years then ended in accordance with Canadian generally accepted accounting principles.

*"Original signed by Merwan N. Saher, CA"*  
Auditor General

Edmonton, Alberta  
June 10, 2010



Alberta Sport, Recreation, Parks and Wildlife Foundation  
**Statements of Operations**  
Year ended March 31 (in thousands)

	2010				2009	
	Budget	Unrestricted Fund	Restricted Fund	Endowment Restricted Fund	Total Actual	Total Actual Restated (Note 3)
<b>Revenues (Schedule 1)</b>						
Internal Government Transfers	\$25,120	\$25,120	\$ —	\$ —	\$25,120	\$25,120
Transfers from the Government of Canada	461	461	—	—	461	538
Investment Income	502	101	21	—	122	454
Premiums, Fees and Licences	230	242	—	—	242	202
Other Revenue	2,099	1,037	268	—	1,305	1,290
	<u>28,412</u>	<u>26,961</u>	<u>289</u>	<u>—</u>	<u>27,250</u>	<u>27,604</u>
<b>Expenses – Directly Incurred (Note 2(b) and Schedules 2 and 4)</b>						
Provincial Programs	18,349	17,456	73	—	17,529	17,213
Alberta and Interprovincial Games	2,989	2,500	182	—	2,682	3,980
Active Lifestyles	1,930	2,092	—	—	2,092	2,105
High Performance Athlete Assistance	1,500	1,058	—	—	1,058	993
Municipal Recreation / Tourism Areas	1,493	1,474	—	—	1,474	1,474
Provincial and Regional Development	710	709	—	—	709	754
Percy Page Centre (Note 9)	414	358	—	—	358	347
Parks and Wildlife Ventures	469	267	50	—	317	232
Other Initiatives	130	122	13	—	135	54
Administration	436	439	7	—	446	409
	<u>28,420</u>	<u>26,475</u>	<u>325</u>	<u>—</u>	<u>26,800</u>	<u>27,561</u>
<b>Net Operating Results</b>	<u>(8)</u>	<u>486</u>	<u>(36)</u>	<u>—</u>	<u>450</u>	<u>43</u>
<b>Fund Balances at Beginning of Year</b>		<u>312</u>	<u>4,107</u>	<u>426</u>	<u>4,845</u>	<u>4,802</u>
<b>Fund Balances at End of Year</b>		<u>\$ 798</u>	<u>\$4,071</u>	<u>\$426</u>	<u>\$ 5,295</u>	<u>\$ 4,845</u>

The accompanying notes and schedules are part of these financial statements.

Alberta Sport, Recreation, Parks and Wildlife Foundation  
 Statements of Financial Position  
 As at March 31 (in thousands)

	<u>2010</u>	<u>2009</u>
		Restated (Note 3)
<b>Assets</b>		
Cash (Note 4)	\$3,382	\$2,619
Accounts Receivable (Note 5)	296	752
Prepaid Expenses and Inventory (Note 5)	44	72
	<u>3,722</u>	<u>3,443</u>
Restricted Cash (Note 8)	426	426
Tangible Capital Assets (Schedule 5)	2,332	2,330
	<u>\$6,480</u>	<u>\$6,199</u>
<b>Liabilities</b>		
Accounts Payable and Accrued Liabilities	\$1,185	\$1,354
<b>Fund Balances</b>		
Unrestricted	798	312
Restricted (Note 7)	4,071	4,107
Endowment Restricted (Note 8)	426	426
	<u>5,295</u>	<u>4,845</u>
	<u>\$6,480</u>	<u>\$6,199</u>

The accompanying notes and schedules are part of these financial statements.

Alberta Sport, Recreation, Parks and Wildlife Foundation  
 Statements of Cash Flows  
 Year ended March 31 (in thousands)

	<b>2010</b>	<b>2009</b>
		Restated (Note 3)
<b>Operating Transactions</b>		
Net Operating Results	\$ 450	\$ 43
Non-cash Items Included in Net Operating Results		
Amortization	13	12
Adjustment to opening fund balance	—	(35)
	463	20
Decrease (Increase) in Accounts Receivable	456	(486)
Decrease (Increase) in Prepaid Expenses and Inventory	28	(19)
(Decrease) in Accounts Payable and Accrued Liabilities	(169)	(267)
Cash Provided by (Applied to) Operating Transactions	778	(752)
<b>Capital Transactions</b>		
Acquisition of Tangible Capital Assets	(15)	(8)
<b>Increase (Decrease) in Cash</b>	763	(760)
<b>Cash at Beginning of Year</b>	3,045	3,805
<b>Cash at End of Year</b>	<u>\$3,808</u>	<u>\$3,045</u>

The accompanying notes and schedules are part of these financial statements.

# Notes to the Financial Statements

## Year ended March 31, 2010

### Note 1 Authority and Purpose

The Alberta Sport, Recreation, Parks and Wildlife Foundation (Foundation) operates under the authority of the Alberta Sport, Recreation, Parks and Wildlife Foundation Act, Chapter A-34, Revised Statutes of Alberta 2000.

The purpose of the Foundation is to support enhancement of sport, recreation, parks and wildlife programs for all Albertans.

The Foundation is a Crown agent of the Government of Alberta and as such has a tax exempt status.

### Note 2 Summary of Significant Accounting Policies and Reporting Practices

These financial statements are prepared primarily in accordance with Canadian generally accepted accounting principles for the public sector as recommended by the Public Sector Accounting Board (PSAB) of the Canadian Institute of Chartered Accountants. The PSAB financial statements presentation standard for government summary financial statements has been modified to more appropriately reflect the nature of the Foundation.

#### (a) Reporting Entity

The reporting entity is the Alberta Sport, Recreation, Parks and Wildlife Foundation, which is part of the Ministry of Tourism, Parks and Recreation (Ministry) and for which the Minister of Tourism, Parks, and Recreation is accountable. The ministry annual report provides a more comprehensive accounting of the financial position and results of the ministry's operations for which the minister is accountable.

#### (b) Basis of Financial Reporting

##### Fund Accounting

Transactions are grouped, for accounting and reporting purposes, into funds in accordance with specified activities or objectives. These funds are described as follows:

- Unrestricted fund accounts for revenues and expenses associated with the primary activities of the Foundation
- Endowment fund accounts for contributions received under various agreements with sponsors and matching funds provided by the Foundation. Interest earned on the existing endowment funds can only be used to fund various sport programs, and are therefore recorded as part of the restricted fund. The principal must remain intact
- Restricted fund accounts for non-government contributions received for which donors have specified the purpose, restricted interest earned, related expenses incurred, and funds restricted by the Board of Directors

### Revenues

All revenues are reported on the accrual basis of accounting. Cash received for which goods or services have not been provided by year end is recorded as unearned revenue.

Donations are recognized as revenues when they are received. Donations of materials and services that would otherwise have been purchased are recorded at fair value at the date of donation when fair value can reasonably be determined.

#### Internal Government Transfers

Internal government transfers are transfers between entities within the government reporting entity where the entity making the transfer does not receive any goods or services directly in return. Internal government transfers are recognized as revenue when received.

#### Transfers from Government of Canada

Transfers from Government of Canada are recognized as revenue when authorized by federal legislation or federal/provincial agreements, eligibility criteria if any are met and a reasonable estimate of the amounts can be made.

### Expenses

#### Directly Incurred

Directly incurred expenses are those costs the Foundation has primary responsibility and accountability for, as reflected in the Government's budget documents.

Directly incurred expenses include amortization of tangible capital assets.

Grants are recorded as expenses when authorized and when all eligibility criteria have been satisfied.

#### Incurred by Others

Services contributed by other entities in support of the Foundation operations are not recognized and are disclosed in Schedule 3 and allocated to programs in Schedule 4.

### Assets

Financial assets of the Foundation are limited to financial claims, such as advances to and receivables from other organizations and individuals, as well as inventories held for resale.

Inventories are valued at the lower of cost and net realizable value. Cost is determined on the first in, first out basis.

# Notes to the Financial Statements (continued)

## Year ended March 31, 2010

Assets acquired by right are not included. Tangible capital assets of the Foundation are recorded at historical cost and amortized on a straight-line basis over the estimated useful lives of the assets. The threshold for capitalizing new systems development is \$250,000 and the threshold for major enhancements is \$100,000. The threshold for all other tangible capital assets is \$5,000. All land is capitalized.

Donated tangible capital assets are recorded at their fair value at the time of contribution.

Artworks are not recorded as assets. Purchases of artworks are expensed in the period in which the items are acquired. Donations of artworks are reported as revenue and expenses at their fair value when fair value can be reasonably determined. When fair value cannot be reasonably determined, these donations are recorded at nominal value.

### Liabilities

Liabilities are recorded to the extent that they represent present obligations as a result of events and transactions occurring prior to the end of fiscal year. The settlement of liabilities will result in sacrifice of economic benefits in the future.

### Valuation of Financial Assets and Liabilities

Fair value is the amount of consideration agreed upon in an arm's length transaction between knowledgeable, willing parties who are under no compulsion to act.

The fair values of accounts receivable, and accounts payable and accrued liabilities are estimated to approximate their carrying values because of the short-term nature of these instruments.

### Note 3 Restatement of Prior Year Fund Balance and Program Transfer (in thousands)

The Alberta Sport, Recreation, Parks and Wildlife Foundation had set up an accounts receivable amount of \$98 for the interest earned on a perpetual trust in the prior year. Through a legal review process the receivable amount was deemed to be a part of the perpetual trust, in which the Foundation is only entitled to the investment income once a deemed project has been approved by the trust company. Comparatives for 2009 have been restated as if the Foundation was not in receipt of investment income. The Fund balance on March 31, 2009 is made up as follows:

Fund Balance as previously reported	\$4,943
Transfer from Accounts Receivable	
Investment Income	(98)
Fund Balance at March 31, 2009	<u>\$4,845</u>

The Alberta Foundation for the Arts cultural component of the Alberta Games in the amount of \$150 was transferred from the Foundation to the Department of Tourism, Parks and Recreation. Comparatives for 2008-09 have been restated for this transfer. The effect was to increase the Internal Government Transfer from the Department of Tourism, Parks and Recreation and decrease the Internal Government Transfer from the Alberta Foundation for the Arts.

### Note 4 Cash and Restricted Cash (in thousands)

Cash consists of deposits in the Consolidated Cash Investment Trust Fund (CCITF) of the Province of Alberta. The CCITF is managed with the objective of providing competitive interest income to depositors while maintaining appropriate security and liquidity of depositors' capital. The portfolio is comprised of high-quality short-term and mid-term fixed-income securities with a maximum term-to-maturity of three years. As at March 31, 2010, securities held by the CCITF have a time-weighted return of 1.0% per annum (2009 – 3.0% per annum).

Cash in the amount of \$1,685 (2009 – \$1,729) has been externally restricted and \$146 (2009 – \$146) has been internally restricted and is therefore not available to pay for operating expenses of the Foundation (Notes 7 and 8).

Due to the short-term nature of these deposits, the carrying value approximates fair value.

### Note 5 Accounts Receivable, Prepaid Expenses and Inventory (in thousands)

	2010		2009	
	Gross Amount	Allowance for Doubtful Accounts	Net Realizable Value	Net Realizable Value
Accounts Receivable	\$296	\$—	\$296	\$752
Inventory	20	—	20	16
Prepaid Expenses	24	—	24	56
	<u>\$340</u>	<u>\$—</u>	<u>\$340</u>	<u>\$824</u>

Accounts receivable are unsecured and non-interest bearing.

# Notes to the Financial Statements (continued)

## Year ended March 31, 2010

### Note 6 Artworks (in thousands)

The Foundation has a collection of artworks consisting of 19 (2009 – 19) prints of the Waterfowl of North America Collection #1250 with an approximate value of \$5 (2009 – \$5). There were no artwork dispositions (2009 – Nil) or acquisitions (2009 – Nil) during the year.

### Note 7 Restricted Fund (in thousands)

	2010	2009
		Restated (Note 3)
Investment in Land and Buildings <sup>(a)</sup>	\$2,240	\$2,232
Externally Restricted Funds	1,685	1,729
Internally Restricted Funds	146	146
	<u>\$4,071</u>	<u>\$4,107</u>

<sup>(a)</sup> The land and buildings are governed by restrictions that require the Foundation to use these assets for its programs.

### Note 8 Endowment Restricted Fund (in thousands)

	2010	2009
Externally Restricted Contributions	\$228	\$228
Internally Restricted Matching Funds	198	198
	<u>\$426</u>	<u>\$426</u>

### Note 9 Percy Page Centre

The Foundation operates the Percy Page Centre, Edmonton, to provide accommodation and office services to not-for-profit organizations. These organizations are charged for their use of office equipment, supplies and print shop facilities.

### Note 10 Honoraria (in thousands)

	2010		2009	
	Honoraria <sup>(a)</sup>	Benefits and Allowances <sup>(b)</sup>	Total	Total
Board <sup>(c)</sup>				
Chair	\$21	\$—	\$21	\$—
Other Members (9)	63	—	63	61
	<u>\$84</u>	<u>\$—</u>	<u>\$84</u>	<u>\$61</u>

<sup>(a)</sup> The Foundation has no employees. Staff of the Department of Tourism, Parks, and Recreation administers the Foundation. Disclosure of information on their salaries and benefits, a requirement under Treasury Board Directive 03/2004, is included in the financial statements of the Department of Tourism, Parks, and Recreation.

<sup>(b)</sup> No benefits were provided to board members.

<sup>(c)</sup> Members appointed to the Foundation are paid honoraria for attending Foundation meetings at rates set by Ministerial Order. They are also paid for sub-committee meetings, to attend out-of-town meetings and for attending to other Foundation duties.

### Note 11 Contractual Obligations (in thousands)

	2010	2009
Obligations Under Operating Leases, Contracts and Programs		
Grant Agreements	\$ 495	\$320
Operating Leases	444	272
Service Contracts	110	334
	<u>\$1,049</u>	<u>\$926</u>

Estimated payment requirements for obligations under operating leases, contracts and programs for the next five years and thereafter are as follows:

Obligations Under Operating Leases, Contracts and Programs	
2010 - 2011	\$ 594
2011 - 2012	139
2012 - 2013	126
2013 - 2014	76
2014 - 2015	76
Thereafter	38
	<u>\$1,049</u>

### Note 12 Comparative Figures

Certain 2009 figures have been reclassified to conform to the 2010 presentation.

### Note 13 Approval of Financial Statements

The financial statements were approved by the Board of Directors.

## Schedule 1 – Revenues

Year ended March 31 (in thousands)

	2010				2009	
	Budget	Unrestricted Fund	Restricted Fund	Endowment Restricted Fund	Total Actual	Total Actual Restated (Note 3)
Internal Government Transfers						
Transfers from the Department of Tourism, Parks, and Recreation	\$25,120	\$25,120	\$ —	\$ —	\$25,120	\$25,120
Transfers from the Government of Canada	461	461	—	—	461	538
Investment Income	502	101	21	—	122	454
Premiums, Fees and Licences						
Alberta Games Registration Fees	175	177	—	—	177	188
Alberta's Future Leaders Fees	15	13	—	—	13	14
Conference Fees	40	52	—	—	52	—
	230	242	—	—	242	202
Other Revenue						
Donations	1,630	627	261	—	888	862
Miscellaneous	35	34	—	—	34	27
Refunds of Expenses	20	32	—	—	32	47
Sales						
Percy Page Centre	414	344	—	—	344	352
Parks and Wildlife Ventures	—	—	7	—	7	2
	2,099	1,037	268	—	1,305	1,290
Total Revenues	\$28,412	\$26,961	\$289	\$ —	\$27,250	\$27,604

## Schedule 2 – Expenses – Directly Incurred Detailed by Object

Year ended March 31 (in thousands)

	2010		2009
	Budget	Actual	Actual
Honoraria (Note 10)	\$ 37	\$ 84	\$ 61
Supplies and Services	2,608	2,413	2,134
Supplies and Services from Support Service Arrangements with Related Parties <sup>(a)</sup>	2,760	2,760	2,635
Grants	23,007	21,530	22,719
Amortization of Tangible Capital Assets	8	13	12
	\$28,420	\$26,800	\$27,561

<sup>(a)</sup> The Foundation receives financial and administrative services from the Department of Tourism, Parks, and Recreation.

## Schedule 3 – Related Party Transactions

### Year ended March 31 (in thousands)

Related parties are those entities consolidated or accounted for on the modified equity basis in the Province of Alberta's financial statements.

The Foundation paid or collected certain taxes and fees set by regulation for permits, licences and other charges. These amounts were incurred in the normal course of business, reflect charges applicable to all users, and have been excluded from this Schedule.

The Foundation had the following transactions with related parties recorded on the Statement of Operations and the Statement of Financial Position at the amount of consideration agreed upon between the related parties:

	Entities in the Ministry		Other Entities	
	2010	2009	2010	2009
Revenues		Restated (Note 3)		
Internal Government Transfers	\$25,120	\$25,120	\$—	\$—
Expenses – Directly Incurred				
Other services	\$—	\$—	\$18	\$21
Accounts Payable	\$—	\$4	\$—	\$—

The above transactions do not include support service arrangement transactions disclosed in Schedule 2.

The Foundation also had the following transactions with related parties for which no consideration was exchanged. The amounts for these related party transactions are estimated based on the costs incurred by the service provider to provide the service. These amounts are not recorded in the financial statements but are disclosed in Schedule 4.

	Entities in the Ministry		Other Entities	
	2010	2009	2010	2009
Expenses – Incurred by Others				
Accommodation	\$—	\$—	\$1,453	\$1,025
Other	187	76	—	—
	\$187	\$76	\$1,453	\$1,025



## Schedule 4 – Allocated Costs

Year ended March 31 (in thousands)

Program	2010			2009	
	Expenses <sup>(a)</sup>	Expenses – Incurred by Others		Total Expenses	Total Expenses
		Accommodation Costs <sup>(b)</sup>	Other Services <sup>(c)</sup>		
Provincial Programs	\$17,529	\$ 36	\$ 60	\$17,625	\$17,262
Alberta and Interprovincial Games	2,682	152	67	2,901	4,114
Active Lifestyles	2,092	9	7	2,108	2,114
High Performance Athlete Assistance	1,058	—	—	1,058	993
Municipal Recreation / Tourism Areas	1,474	8	9	1,491	1,484
Provincial and Regional Development	709	—	2	711	755
Percy Page Centre (Note 8)	358	1,223	8	1,589	1,213
Parks and Wildlife Ventures	317	7	11	335	242
Other Initiatives	135	—	2	137	55
Administration	446	18	21	485	430
	<u>\$26,800</u>	<u>\$1,453</u>	<u>\$187</u>	<u>\$28,440</u>	<u>\$28,662</u>

<sup>(a)</sup> Expenses – Directly Incurred as per Statement of Operations.

<sup>(b)</sup> Costs shown for Accommodation (includes grants in lieu of taxes) on Schedule 3, allocated by square footage.

<sup>(c)</sup> Costs shown for Other Services on Schedule 3, allocated by estimated costs incurred by each program.

## Schedule 5 – Tangible Capital Assets

Year ended March 31 (in thousands)

	2010					2009	
	Unrestricted Assets		Restricted Assets <sup>(a)</sup>			Total	Total
	Land	Equipment	Land	Buildings	Land Improvements		
Estimated Useful Life	Indefinite	5 – 10 years	Indefinite	40 years	40 years		
Historical Costs							
Beginning of Year	\$64	\$41	\$2,050	\$255	\$—	\$2,410	\$2,402
Additions	—	—	—	—	15	15	8
Disposals, Including Write-Downs	—	—	—	—	—	—	—
	<u>\$64</u>	<u>\$41</u>	<u>\$2,050</u>	<u>\$255</u>	<u>\$15</u>	<u>\$2,425</u>	<u>\$2,410</u>
Accumulated Amortization							
Beginning of Year	\$—	\$ 8	\$ —	\$ 72	\$—	\$ 80	\$ 68
Amortization Expense	—	6	—	6	1	13	12
Effect of Disposal	—	—	—	—	—	—	—
	<u>\$—</u>	<u>\$14</u>	<u>\$ —</u>	<u>\$ 78</u>	<u>\$ 1</u>	<u>\$ 93</u>	<u>\$ 80</u>
Net Book Value at March 31, 2010	<u>\$64</u>	<u>\$27</u>	<u>\$2,050</u>	<u>\$177</u>	<u>\$14</u>	<u>\$2,332</u>	
Net Book Value at March 31, 2009	<u>\$64</u>	<u>\$33</u>	<u>\$2,050</u>	<u>\$183</u>	<u>\$—</u>		<u>\$2,330</u>

<sup>(a)</sup> Restricted for use in the Parks and Wildlife Ventures program.

## Corporate Sponsors

The Foundation is fortunate to have a number of long-standing corporate sponsors who provide financial support to our programs:

TransCanada PipeLines Limited continued its support of the Development Initiatives Program, assisting many local community projects such as camp development and programs, facility upgrades and minor sport equipment purchases.



NOVA Chemicals is a supporter of the Development Initiatives program, providing assistance to local clubs in many communities throughout central Alberta.



ATCO Gas, a major sponsor since 1998, continued its outstanding support of the Foundation's Games program. ATCO Gas was the co-sponsor of the Opening Ceremonies and sponsor of the Torch Relay for the 2009 Alberta 55 Plus Summer Games and the 2010 Alberta Winter Games.



The direct support received from the major sponsors to Foundation programs is a further example of how dollars and resources are leveraged to benefit amateur sport, recreation, parks and wildlife in Alberta. As well, hundreds of thousands of dollars were contributed by individuals and businesses through the Foundation's Donation Funds to its provincial sport and recreation association partners.

## Alberta's Future Leaders

In the summer of 2009 the following corporations provided sponsor support to the Alberta's Future Leaders program.



ConocoPhillips

devon

THE ENERGY OF  
enerPLUS



StatoilHydro

SUNCOR  
ENERGY

SynCrude

WHITESANDS  
A PETROBANK COMPANY



Elite Sportswear is the "Official Clothing Supplier to Alberta Games and Alberta 55 Plus Games Participants."



National Motor Coach The Calgary-based company became the "Official Transportation Supplier for the Alberta Games." National supplied and coordinated 45 buses to transport over 2,500 athletes and coaches to the 2010 Alberta Winter Games.



RBC Financial Group, another long-time sponsor of Foundation programs, is the official sponsor of the Alberta Games Medals.



## **2009 – 2010 Board Membership**

**William Persley, Chair** – Lac La Biche  
(April 1, 2009 to March 31, 2010)

**Wayne Ayling** – Grande Prairie  
ASRPWF Committee Assignment:  
Active Living Committee  
Development Initiatives Program – North Zone Committee  
Parks and Wildlife Ventures Committee

**Alfred Fischer** – Calgary  
ASRPWF Committee Assignment:  
Development Initiatives Program – South Zone Committee  
Games Committee (Chair)  
Marketing Committee

**Vernon Hafso** – Viking  
ASRPWF Committee Assignment:  
Aboriginal Bilateral Advisory Committee (Chair)  
Development Initiatives Program – North Zone Committee  
Games Committee

**Lloyd Hickman** – Lethbridge  
ASRPWF Committee Assignment:  
Alberta's Future Leaders Provincial Support Committee (Chair)  
Development Initiatives Program – Central Zone Committee (Chair)  
Games Committee (Chair)

**Doug Jones** – Oyen  
ASRPWF Committee Assignment:  
Cultural Advisory Sub-Committee of Games Committee (Chair)  
Development Initiatives Program – South Zone Committee  
Games Committee  
Marketing Committee (Chair)

**Kay Kenny** – Red Deer  
ASRPWF Committee Assignment:  
Active Living Committee (Chair)  
Development Initiatives Program – South Zone Committee (Chair)  
Marketing Committee

**Bill Potvin** – Fort Saskatchewan  
ASRPWF Committee Assignment:  
Development Initiatives Program – North Zone Committee (Chair)  
Parks and Wildlife Ventures Committee (Chair)

**John Short** – Edmonton  
ASRPWF Committee Assignment:  
Development Initiatives Program – Central Zone Committee  
Marketing Committee

**Dale Toogood** – Camrose  
(April 1 to December 31, 2009)  
ASRPWF Committee Assignment:  
Active Living Committee  
Development Initiatives Program – Central Zone Committee

**Bill Werry**, Deputy Minister  
(Ex-officio)  
Alberta Tourism, Parks and Recreation

**Lloyd Bentz**, General Manager  
(Ex-officio)  
Alberta Sport, Recreation, Parks and Wildlife Foundation

## **contact info**

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