

Alberta Sport, Recreation, Parks and Wildlife Foundation

Annual Report 2010-11



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Message from the Chair

The Alberta Sport, Recreation, Parks and Wildlife Foundation (the foundation) provides provincial leadership in inspiring wellness, achieving athletic excellence, celebrating achievement, guiding stewardship and enabling participation for all Albertans. The foundation offers a wide variety of programs and services, from grant programs that assist local clubs, organizations, communities, provincial sport and recreation associations; to the support provided to provincial and inter-provincial games; and preservation of natural areas. The foundation supports the Ministry of Tourism, Parks and Recreation's goal of "Albertans increasingly choose physically active lifestyles through participation in sport and recreation, and athletes excel through sport development opportunities."

The foundation promotes a healthy quality of life and assists Albertans to realize their potential through four strategic priorities:

- Increase participation in sport, recreation and physical activity with a focus on increasing levels of participation by all Albertans but particularly children, youth and under-represented groups.
- Enhancing athletic excellence and achievement through the support of provincial and inter-provincial games and recognizing the importance of role models in inspiring active lifestyles; and working to enhance the achievements that will motivate all Albertans, especially youth.
- Enhancing promotion of the foundation through creating a greater awareness of the mandate, programs and services to increase participation and financial support from private and corporate sources to support those programs.
- Enhancing preservation and use of acquired natural areas to play a role in the physical and emotional health of children and adults. The foundation contributes to these positive outcomes through the preservation and recreational use of the natural areas for which it is responsible.

The foundation provided financial and consultative support to provincial sport and recreation association partners in the delivery of services to Albertans. 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 positively impacted.

In collaboration with Sport Canada and 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 signed a bilateral agreement with Sport Canada to increase capacity of the Indigenous Sport Council of Alberta to provide sport opportunities for aboriginal peoples.

Through the Active Living Program, we promoted the benefits of a healthy and active way of life for all Albertans. In collaboration with the Public Health Agency of Canada and Alberta Health and Wellness, a number of community projects were initiated.

Peace River/Grimshaw hosted a very exciting 2010 Alberta Summer Games and St. Albert hosted a very well-organized 2011 Alberta 55 Plus Winter Games. The foundation also coordinated Team Alberta's involvement in the 2011 Canada Winter Games in Nova Scotia.

Through consultation, facilitation and collaboration, the foundation provided opportunities for sport, recreation, active living, park and wildlife programs and services across Alberta. The foundation continues to recognize 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 programs.

Original signed by
Kay Kenny, Chair

The Foundation

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.

Objects

The objects of the foundation are:

- to develop and maintain sport programs, facilities and services;
- to develop and maintain recreation programs, facilities and services;
- to develop and maintain parks programs, facilities and services;
- to develop and maintain fish and wildlife programs, facilities and services;
- to raise funds to be used in assisting the foundation in the carrying out of its objects.

Mission

To facilitate and enhance Albertans' activities, lifestyles and legacies through the development of active partnerships in sport, recreation, active living, and parks and wildlife programs.

Values

Efficiency – we efficiently deliver 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 accountable for our actions

Excellence – we are committed to continually improving the services we deliver

Leadership – we initiate collaborative partnerships to achieve our goals

Creativity – we use innovative approaches to achieve business goals

Governance

The *Alberta Public Agencies Governance Framework* (adopted in 2008) notes the expectations of government agencies regarding all elements of governance, including accountability and transparency. The Alberta Sport, Recreation, Parks and Wildlife Foundation is subject to the provisions of the Governance Framework. The foundation's Mandate and Roles document, an agreement between the Minister of Tourism, Parks and Recreation and the Alberta Sport, Recreation, Parks and Wildlife Foundation's board, spells out the details of the foundation's governance. The document is reviewed regularly to ensure that roles and responsibilities continue to be well defined.

Link to Tourism, Parks and Recreation 2010-13 Business Plan

The foundation supported the Tourism, Parks and Recreation 2010-13 business plan through goal three – Albertans increasingly choose physically active lifestyles through participation in sport and recreation, and athletes excel through sport development opportunities.

The foundation fully supported the Government of Alberta as it developed *Active Alberta*, a recreation, active living and sport policy that will help address the high levels of obesity among children and youth, encourage more active, healthy lifestyles for all ages and increase participation in sport and recreation.

Core Business 1: Supporting Sport and Recreation

The foundation provides a number of programs and services that are aimed at increasing participation in sport, recreation and physical activity. The foundation supports programs that enhance quality of life, encourage self-sufficiency and promote volunteer participation.

Goal 1: Sport and recreation organizations deliver programs and services that enable increased and sustainable participation by all Albertans.

Recreation and sport are vitally important to the physical, social and emotional health and well-being of Albertans.

To support Albertans' participation in sport and recreation, the foundation provided \$8.2 million of financial support to 103 provincial sport and recreation organizations. In addition, support was provided to the Indigenous Sport Council (Alberta), the Alberta Sports Hall of Fame and Museum and the Canadian Sport Centre – Calgary.

The benefits of sport are numerous and should be available to everyone, but there are groups in the province that find it challenging to access sporting opportunities. Through implementation of the Sport Participation and Aboriginal Sport Bilateral agreements, key actions of the Canadian Sport Policy were addressed.

The Sport Participation Initiative, in partnership with Sport Canada, allocated more than \$750,000 in funds to 11 different projects which provided opportunities for under-represented groups. Girls and women, Aboriginal, Métis and First Nation people, persons with disabilities and economically disadvantaged youth have all benefited from the Sport Participation Initiative. In 2010-11, 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.

As part of the Sport Participation Initiative, the foundation provided 35 organizations with one-time project funding of approximately \$200,000 to enhance or increase sport for these groups, or to advance Canadian Sport for Life movement to improve the quality of sport and physical activity in Canada.

The foundation secured a one-year extension to the Aboriginal Sport Participation Bilateral with Sport Canada for \$95,000, and provincial support continued from Rural Alberta's Development Fund. This funding was provided to the Indigenous Sport Council of Alberta to increase capacity of the organization, whose main goal is to provide opportunities for Alberta's Aboriginal population to participate in sport under qualified leaders. The Indigenous Sport Council of Alberta held a leadership conference in May 2010 with a theme of "building capacity in sport and recreation in aboriginal communities."

The Indigenous Sport Council of Alberta continued its leadership development through coaching programs. Over 105 individuals were accredited in the Aboriginal Coaching course. As well, 92 completed the National Coaching Certification - Program Introduction to Competition. Community athlete services were provided through the *Run Jump Throw* program which was delivered in communities throughout the province.

The Alberta's Future Leaders program is a three-way partnership between Aboriginal or Métis communities, the provincial government and the private sector. The programming is facilitated through the foundation, with support from the Alberta Foundation for the Arts. The partnership provides funding that places trained recreation 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 supported a leadership training camp for youth, where they learned skills to bring back to their home communities. In 2010, there were 6,405 program participants, and a total of 26,334 program services hours provided by 18 youth workers in eight communities.

The Peace Region played host to the 2010 Alberta Summer Games from July 19 to 25. Nearly 2,500 athletes, coaches and technical officials from across Alberta competed in 15 different sports. Athletes ranging from 11 to 17 years of age qualified to attend the games through zone playoffs.

In partnership with the Alberta 55 Plus Association, the foundation helped promote healthy lifestyles at all ages through the Alberta 55 Plus Games - a four-day event that brings the spirit of competition and fun to seniors in the province. In February 2011, the Alberta 55 Plus Winter Games were hosted in St. Albert where approximately 1060 participants from all over Alberta competed in 13 activities; from alpine skiing, euchre, hockey, curling, five-pin bowling and darts. St Albert was a tremendous host, thanks to the efforts of nearly 750 volunteers.

Alberta's certified coaches and trainers are a vital part of every community. Serving as positive role models, they help mentor children, and are of tremendous benefit to athletes of every caliber throughout the province.

Through a variety of partnerships with organizations such as Alberta Education, the National Coaching Institute and the Calgary Board of Education, the foundation coordinated the training of 3,033 coaches, hosting 147 workshops in 14 communities through the multi-sport National Coaching Certification Program in 2010. The foundation also provided training and support to facilitators for both the FUNdamentals Movement Skills and the Competitive Development components of the multi-sport National Coaching Certification Program.

The foundation established the Donation Fund Program to assist recognized not-for-profit sport and recreation organizations and athletes in obtaining financial support by helping to attract donations to support sport and recreation development. In 2010-11, the foundation received 214 donations representing a total of more than \$625,000.

The renewal of the Alberta Sport Plan, identified as a priority action under *Active Alberta* will commence following the renewal of the Canadian Sport Policy in 2012.

Core Business 2: Promoting Active Living

The foundation supports Albertans of all ages with services and programs that inspire and encourage active living. Through funding for participation opportunities, public education initiatives, practitioner training and research, the foundation works to enhance the quality of life, self-reliance and health of Albertans.

Goal 2: Health related fitness and active living programs, services and environments are developed, enhanced and delivered to Albertans.

The promotion of physical activity in Alberta is enhanced by the collaborative efforts of 13 agencies working together as the Active Alberta 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.

In 2010-11, more than 86,000 Albertans were active in 5,708 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 institutions, engaged communities, sharing active living expertise through fitness certification, physical activity assessments, educational presentations, healthy living events, physical activity programs and more.

The Ever Active Schools program inspired and trained more than 9,176 participants to promote healthy, active living in schools and communities, through 197 workshops. Additionally, 10 Healthy Active School Symposia offered across the province reached 962 participants from 209 schools.

Adding to the delivery of practitioner training, the Alberta Fitness Leadership Certification Association conducted 244 certification courses and 190 continuing education courses designed to help urban and rural communities access fitness professionals trained at the highest standards of excellence and safety.

The Alberta Centre for Active Living's network of 6,753 practitioners plays 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 more than 33,253 people worldwide.

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 2010-11, the foundation provided funding to six projects aimed at helping those who work in community, school and health settings make changes to support active living. The Alberta Fitness and Leadership Certification Association piloted an Ever Active Kids program to after school care centres in Edmonton. Ever Active Schools provided support to general teachers to teach physical literacy skills. The Safe Healthy Active People Everywhere program trained youth leaders in high schools to encourage students to participate in active transportation. The Steward Centre for Physical and Personal Achievement supported people with a disability to make the transition to a physically active lifestyle - by getting people in motion, more places, more often. The Alberta Recreation and Parks Association conducted a scan of Alberta from a physical literacy perspective to develop recommendations for new community-based physical literacy programs. The Duke of Edinburgh's Awards expanded the Active Youth - Active Communities program to rural communities in northern Alberta.

Through a Memorandum of Understanding between the Public Health Agency of Canada, the Ministry of Health and Wellness, and the Ministry of Tourism, Parks and Recreation, the foundation provided \$125,000 for projects promoting healthy living and physical activity. Results included a physical literacy pilot project in Boys and Girls Clubs across Alberta; the production of new resources for practitioners working with Albertans to increase their physical activity; and the development of active living events or programs to reduce the barriers and increase access for urban Aboriginal youth.

Core Business 3: Athletic excellence and achievement

The foundation strives to give Albertans opportunities to excel in athletics to the level of their abilities and interests. Multi-sport games and major single sport events develop a sense of community and create an environment in which pride, enthusiasm, spirit and fair play flourish. Games and major events allow participants to express their individuality and to explore the potential of their physical and mental abilities.

Goal 3: Organizations deliver programs that facilitate athletic excellence and achievement for Albertans.

The foundation provided support to the Steward Centre for Physical and Personal Achievement to help the organization achieve its mission to create, disseminate and apply knowledge of physical activity, athletic development and motor skill development specific to persons with disabilities.

The foundation supported the development of Alberta's emerging athletes and coaches through the Alberta Sport Development Centre Network. 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 coordinated services for high-performance athletes and coaches in 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 network consists of seven centres across the province: Northwest (Grande Prairie), Northeast (Fort McMurray), Capital Region (Edmonton), Central (Red Deer), Calgary Region (Calgary), Southwest (Lethbridge) and Southeast (Medicine Hat).

The foundation provided funding to 24 provincial sport associations to employ high-performance coaches who mentor Alberta coaches and develop athletes looking to compete at provincial, inter-provincial, national and international levels, including the Alberta Games, Canada Games, the Olympics and Paralympics.

In 2010-11, 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 supported 248 athletes in 40 sports training and competition events totaling approximately \$1 million.

The 2011 Canada Winter Games were hosted in Halifax, Nova Scotia between February 11 and 27. Team Alberta - 337 athletes, coaches/managers, artists and mission staff - finished fourth with 75 medals: 20 gold, 25 silver and 30 bronze. In addition, Team Alberta also finished fourth overall with 265 flag points. The Canada Games flag is awarded to the province/territory with the most flag points based on the performance and participation of all athletes in every sport.

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 2010-11, 87 grants totaling \$410,000 were allocated to provincial sport and recreation associations, and local clubs and organizations to host western Canadian, national and international events.

Core Business 4: Preservation and use of acquired natural areas

A healthy natural environment is an essential component of the foundation's vision. The protection and preservation of our natural resources enhances the quality of life of all Albertans. The availability and enjoyment of our natural environments through recreation, wildlife habitat, public use areas and facilities is essential to realizing those quality of life benefits.

Goal 4: Natural areas acquired by the foundation are preserved, enhanced and used by Albertans.

Conserving Alberta's world-renowned natural areas and wildlife habitats is a key foundation priority. Through charitable land donations, purchases, and management partnerships with conservation groups and fundraising initiatives, the Park and Wildlife Ventures program contributes to the province-wide growth of private land conservation of natural areas and watersheds, which are vital to ecological diversity within the province.

The foundation currently holds 21 Alberta land projects and associated trust accounts for the purpose of recreation and conservation. Conserving these natural areas is a joint effort among landowners, community groups, industry, government agencies, non-government agencies, donors and volunteers. Donations for specific properties are deposited in trust accounts to be used on that specific property according to identified donor wishes that are acceptable to the foundation.

Financial Statements

The 2010-11 financial statements are included in the Ministry of Tourism, Parks and Recreation annual report and can be accessed at <http://tpr.alberta.ca/about/publications/2011/Alberta-Sport-Recreation-Parks-and-Wildlife-Foundation.pdf>.

Performance Measures

1.a Adult participation in sport and recreation:

Percentage of adult Albertans who participated in sport and recreational activities

2006-07	2007-08	2008-09	2009-10	2010-11	Target
81.3%	78.6%	85.6%	80.4%	88.2%	83.0%

Source: Tourism, Parks and Recreation Survey of Albertans

Description

This measure indicates adult Albertans' participation in sport and recreational activities in the past year. Albertans were asked if they had participated in activities such as walking, bicycling, skiing, golfing, skating, swimming and amateur sports.

Results

In 2010-11, 88.2 per cent of adult Albertans participated in sport and recreational activities, exceeding the target by 5.2 per cent.

Analysis

The 2010-11 result is the highest result since 2000-01. Results may be affected by many external influences such as the residual impact of the 2010 Winter Olympic and Paralympic Games held in British Columbia, personal lifestyle choices (e.g., time spent on the internet or watching television), the disposable income Albertans have to spend on sport and recreational activities and media reporting on the importance of living an active, healthy lifestyle. The main motivators reported to increase physical activity are more free time or less work (28.7 per cent) and increased motivation or enthusiasm (19.5 per cent). The foundation continues to promote and support provincial sport and recreation organizations, and facilitates participation in sport and recreation by hosting events in the province. In 2010-11, events included the Alberta Summer Games and the Alberta 55 Plus Winter Games.

1.b Activity levels of Albertans age 12-19: adult participation in sport and recreation:

Percentage of Albertans age 12-19 who are active or moderately active in their leisure time

2006	2007	2008	2009	2010	Target
Biennial Survey	72.3%	73.1%	75.5%	74.7%	73.0%

Source: Statistics Canada: Canadian Community Health Survey

Notes: In 2008, the Canadian Community Health Survey transitioned from a biennial survey to an annual survey. The 2005 and 2007 results have been restated in 2009 as the rates were recalculated by Statistics Canada to exclude non-response categories ("refusal", "don't know" and "not stated") in the denominator.

Description

This measure indicates the percentage of Albertans age 12 to 19 years who are active or moderately active in their leisure time. Albertans were asked if they had participated in a recreational activity such as walking, bicycling, skiing, skating, swimming and amateur sports in the past three months. The result is based on a combination of questions related to the type, frequency and duration of each of the identified activities.

Results

In 2010, 74.7 per cent of Albertans age 12-19 were active or moderately active in their leisure time exceeding the target by 1.7 per cent.

Analysis

The results may be affected by many external influences such as lifestyle factors (e.g., leisure-time physical activity and time spent watching television or playing video games) and a negative perception of health. Other factors that may affect the results include level of education and socio-economic status (e.g., the amount of disposable income available to parents have for sport and recreational activities, admission fees and other charges for facilities or programs). A continued emphasis on encouraging Albertans 12-19 years of age to live an active, healthy lifestyle is needed to maintain or increase the result. There is also a need to consider youth culture (e.g., social networking and competing sedentary interests) and opportunities to use TV and computers in the promotion of recreation, active living and sport programs and services. The foundation continues to partner with provincial recreation, active living and sport organizations who provide significant opportunities for adolescents in communities and schools to enjoy active, healthy lifestyles. The foundation also continues to support programs that create opportunities for under-represented populations (e.g., girls, Aboriginals, persons with disabilities and economically disadvantaged youth) to participate in recreation, active living and sport.

2.a Albertans who are physically active:

Percentage of Albertans who are physically active

2002	2005	2007	2009	2011	Target
57.0%	60.2%	62.4%	58.5%	54.3%	60.0%

Source: Alberta Centre for Active Living Alberta Survey on Physical Activity

Description

This measure indicates adult Albertans' current participation in leisure-time physical activity outside the work hours. Albertans were asked how many times a week, on average, did they do strenuous activity (activity is exhausting and typically makes you sweat and your heart beat fast, e.g., running, hockey, soccer, aerobics, cross country skiing and vigorous swimming), moderate activity (activity is not exhausting, e.g., fast walking, easy bicycling, easy swimming and dancing) and mild activity (activity requires only minimal effort and doesn't usually cause you to sweat, e.g., yoga and easy walking) for more than 15 minutes during their free time.

Results

In 2011, 54.3 per cent of Albertans are physically active at a level required for health benefits, 5.7 per cent less than the target.

Analysis

Performance measures 1.a and 2.a may appear to be similar however there are differences between the two. Performance measure 1.a indicates adult participation in sport and recreational activities within the past year at any time. Performance measure 2.a inquires about strenuous, moderate and mild activities for more than 15 minutes outside work hours during a 7-day period (week). The information from performance measure 2.a will benefit organizations who offer physical activity programs and services outside of the work period.

The 2011 result is consistent with physical activity trends across Canada. Results may be affected by many external influences such as socio-demographic factors (i.e., age, education, income) and accessibility to physical activity opportunities.

3.a Athletes access sport sciences:

Percentage of eligible athletes who access the sport sciences offered by the foundation in preparation for Canada Games

2010-11	Target
82.0%	80.0%

Source: Sport Science Providers Reports

Description

This measure indicates the percentage of eligible athletes who access the sport sciences offered by the foundation in preparation for Canada Games.

Results

In 2011, 82 per cent of eligible athletes accessed the sport sciences offered by the foundation in preparation for Canada Games, exceeding the target by two per cent.

Analysis

To prepare for the 2011 Canada Winter Games, Team Alberta provided Sport Science opportunities to athletes and coaches. Multi-sport games of this magnitude can create greater pressures and distractions for athletes and coaches and provide new challenges to their mental game. By introducing sport psychological and nutrition services leading up to the games, athletes and coaches can incorporate both mental skills and nutrition practices into their training routines increasing the chances of successful and confident performances. The number of eligible hours available for sport psychology and nutrition increased from previous years.

4.a Number of land protection projects:

Number of land protection projects in which the foundation participated

2006-07	2007-08	2008-09	2009-10	2010-11	Target
21	21	21	21	21	22

Source: Park and Wildlife Ventures web page

Description

This measure indicates the number of land protection projects in which the foundation participated.

Results

In 2010-11, the foundation participated in 21 land protection projects.

Analysis

The foundation continues to work with potential donors to secure properties for land protection projects.

2010/2011 ASRPWF Board Membership

William Persley, Chair from April 1 to December 31, 2010

Location: Lac La Biche

Kay Kenny, Chair from March 24 – 31, 2011

Location: Red Deer

ASRPWF Committee Assignment:

Active Living Committee (Chair)

Development Initiatives Program – South Zone Committee (Chair)

Marketing Committee

Wayne Ayling

Location: Grande Prairie

ASRPWF Committee Assignment:

Active Living Committee

Development Initiatives Program – North Zone Committee

Parks and Wildlife Ventures Committee

Alfred Fischer

Location: Calgary

ASRPWF Committee Assignment:

Development Initiatives Program – South Zone Committee

Games Committee (Chair)

Marketing Committee

Vernon Hafso

Location: Viking

ASRPWF Committee Assignment:

Aboriginal Bilateral Advisory Committee (Chair)

Development Initiatives Program – North Zone Committee

Games Committee

Lloyd Hickman

Location: Lethbridge

ASRPWF Committee Assignment:

Alberta's Future Leaders Provincial Support Committee (Chair)

Development Initiatives Program – Central Zone Committee (Chair)

Games Committee

Doug Jones, Board Member from April 1 to December 31, 2010

Location: Oyen

ASRPWF Committee Assignment:

Cultural Advisory Sub-Committee of Games Committee (Chair)

Development Initiatives Program – South Zone Committee

Games Committee

Marketing Committee (Chair)

Bill Potvin

Location: Fort Saskatchewan

ASRPWF Committee Assignment:

Development Initiatives Program – North Zone Committee (Chair)

Parks and Wildlife Ventures Committee (Chair)

Lyn Radford

Location: Red Deer

ASRPWF Committee Assignment:

Active Living Committee

Development Initiatives Program – Central Zone Committee

Games Committee

John Short

Location: Edmonton

ASRPWF Committee Assignment:

Alberta's Future Leaders Provincial Support Committee

Development Initiatives Program – Central Zone Committee

Marketing Committee

Tim Moorhouse (Ex-officio)

Assistant Deputy Minister, Recreation and Sport Development Division

Tourism, Parks and Recreation

Lloyd Bentz (Ex-officio)

General Manager

Alberta Sport, Recreation, Parks and Wildlife Foundation

Corporate Sponsors

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

TransCanada PipeLines Limited

Trans Canada PipeLines Limited continued its support of the Development Initiatives Program, assisting many local community projects.

NOVA Chemicals

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

ATCO Gas

ATCO Gas, a major sponsor since 1998, continued its outstanding support of the foundation's games program.

Global Television

Global Television produced daily news features on the Alberta Games and Alberta 55 Plus Games.

Elite Sportswear

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

National Motor Coach

National Motor Coach, a Calgary based company, is the "Official Transportation Supplier for the Alberta Games."

RBC Financial Group

RBC Financial Group, another long-time sponsor of foundation programs, is the "Official Sponsor of the Alberta Games Medals."

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 2010 the following corporations provided sponsor support to the Alberta's Future Leaders program.

ATCO Electric

Pembina Pipeline Corporation

PNK Transportation Services Ltd.

Cenovus Energy

Devon Canada

Conklin Community Enhancement Society

Shell Canada Energy