



2017 Annual Report





Thank You

Dear donor,

On behalf of the Board and staff of the Calgary Stampede Foundation, as well as the youth and families whose lives are positively impacted by our programs, I want to sincerely thank you for your generous support and partnership in the work of the Foundation.

You have helped make 2017 a remarkable year highlighted by the realization of many very exciting and significant milestones. With your support, the Calgary Stampede is being transformed into a year round, community gathering place with world class facilities and best practice, educational programs.

Together we are creating special places and programs so our youth can experience a sense of belonging and purpose while also developing increased confidence, life-long friendships and leadership skills that will serve them well throughout their lives.

In 2017 we celebrated two official openings: the TransAlta Performing Arts Studios and the BMO Amphitheatre. We also hosted our second annual Farm Safety Day in the Agrium Western Event Centre and welcomed the Calgary Arts Academy into their new facility on our beautiful Youth Campus.

As you read about these events and many others in this year's Annual Report, I hope you see the impact of our shared vision coming to life! We are honoured to be working together with our donors, supporters and friends to raise up a generation of strong youth who possess the skills, confidence and vision needed to make a stronger community. We truly are greatest together!

We look forward to keeping you informed as our plans for the future continue to unfold. On that note, please let me know if I can arrange a tour for you of any of our completed projects. You can contact me at 403.261.0349.

Sincerely,

Sarah Hayes
Vice President, Foundation
Calgary Stampede



By creating programs and places for youth to thrive, the Calgary Stampede Foundation creates motivated and engaged young Calgarians, empowered to do amazing things.

Strong Youth.
Stronger Community.



Table of Contents

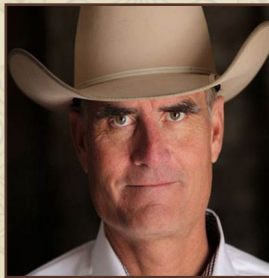
Calgary Stampede Foundation Board	6
2016/2017 Milestones	7
Youth Campus Update	8
Agriculture Discovery Zone Update	10
ENMAX Park Update	12
Program Updates	14
2017 Leadership Donors	16
Donor Recognition & Benefits	16

2017 Calgary Stampede Foundation Board

The Calgary Stampede Foundation (CSF) relies on the strong, visionary leadership of our volunteer Board of Directors who together contribute an abundance of expertise, wisdom and enthusiasm to the work of the Foundation.

In September 2017 we recognized the outstanding contributions of three very dedicated Stampede Foundation Board members as they completed their terms as Stampede Foundation Directors: Steve Allan (Past Chair), Barry Munro, and Mike Casey.

We were also delighted to welcome Bob Thompson, Past President and Chairman of the Calgary Stampede, as our incoming Chair as well as three additional new board members: Bill Gray, Fauzia Lalani, and Scott Thon. We are grateful for the many contributions of the Calgary Stampede Board of Directors.



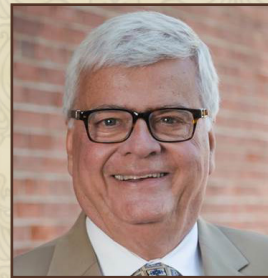
Bob Thompson
Foundation Board Chair
President and CFO, Brownstone
Asset Management



Mel E. Benson
President, Mel E. Benson
Management Services Inc.



Kay Best
Corporate Director and
Community volunteer



George Brookman
CEO, West Canadian



Susan Brown
Senior Vice President, Alberta and
Northwest Territories Division,
BMO



Wayne Chiu
Founder, President and CEO, Trico
Homes



Susan Church
Chair, Fundraising Committee,
Calgary Stampede Foundation



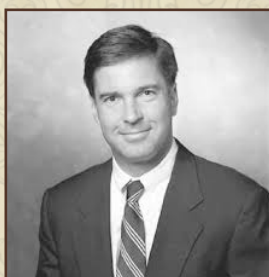
Bill Gray
Partner, Miles Davison LLP



Fauzia Lalani
P. Eng, Director of Transportation,
Travel and Strategy, Suncor Energy



Kim McConnell
Founder and former CEO, AdFarm

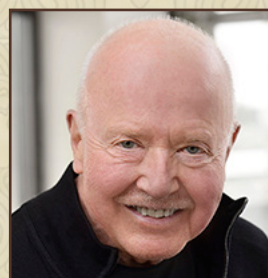


Dean Prodan
CFO and Director, Whitehorn
Resources Ltd., Portfolio Manager
for Priviti Capital Corp. and
Director of Whitewater Ski
Resort.



Scott Thon
President and Chief Executive
Officer, Altalink

Honorary Directors



Peter Valentine



M. Ann McCaig
C.M., A.O.E., LL.D.
Foundation Board Chair Emeritus

2016/2017 Milestones



September, 2016

Stampede School visited the OH Ranch



January, 2017

4H Programs added to Stampede Foundation family



May, 2017

2nd Annual Farm Safety Day held



July, 2017

Young Canadians celebrated Canada's 150th with Jann Arden



November, 2017

BMO Amphitheatre opened on the eve of BMO's 200th Anniversary



November, 2016

OH Historical Centre opened



March, 2017

TransAlta Performing Arts Studios opened



June, 2017

New 1912 Society Annual Giving Program launched



July, 2017

Stampede Showband's "Mosaic" took home gold medal at the 2017 World Music Competition



November, 2017

Indigenous Youth Program hosted 38 youth in Sweetgrass Lodge

Youth Campus Update

"The experts that presented to my students were fabulous. The patience, knowledge and passion about what they presented encouraged engagement, thinking and curiosity."
- Teacher, on Stampede School



"Stampede Showband has taught me how kindness, teamwork and excellence can let you surpass obstacles you otherwise couldn't."

- Student

Project Details

Our exciting new Youth Campus combines a focus on youth achievement with vibrant year-round educational and performing arts spaces. Our youth programs and other community partners, including Calgary Arts Academy, are benefitting from shared facilities and creative spaces.

With the help of our donors we are creating a special community hub where young people from across southern Alberta can pursue their passions in the performing arts, education, and agriculture.

Youth Campus highlights include:

- In March of 2017 the TransAlta Performing Arts Studios were opened and immediately filled with young people participating in Stampede programs including the Young Canadians and Stampede Showband.
- The Calgary Fiddlers and Jazz YYC became partners with the Calgary Stampede Foundation in April creating new synergies and collaborations among youth training, practicing, and rehearsing in Youth Campus facilities.
- In September, construction began on Walton Hall to transform this historic church facility into a 150-seat performance and rehearsal space expected to open in the fall of 2018.
- Students and teachers from the Calgary Arts Academy moved into their newly renovated facility on Youth Campus in October 2017.
- The BMO Amphitheatre was officially opened at a special celebration in November with a new stage and outdoor seating space for 800 people in a picturesque setting where Calgarians will be able to enjoy music, entertainment and the arts.

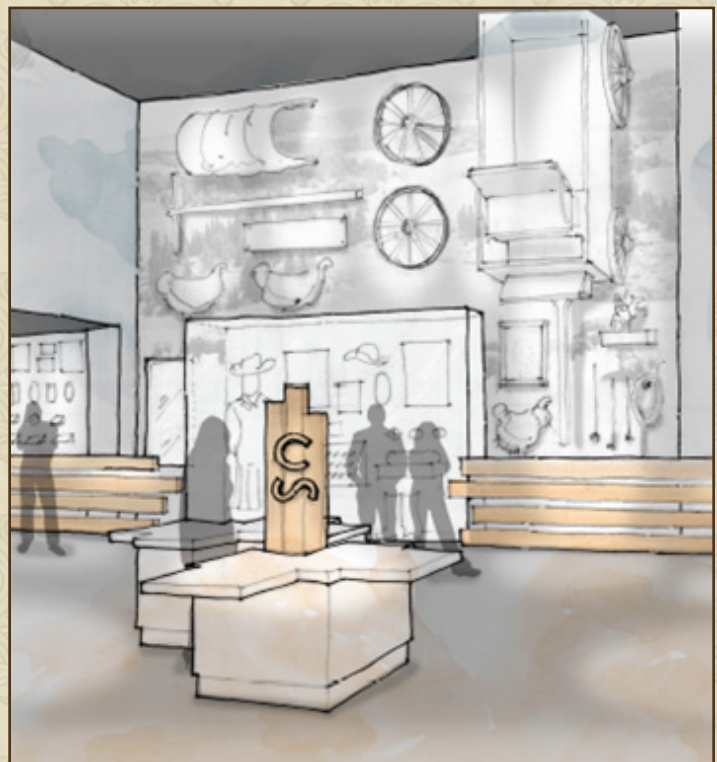


SAM Centre Update

As the historical centerpiece of our new Youth Campus, the SAM Centre will be a remarkable facility that will serve as a year-round gathering place for visitors from around the world. It will be custom designed to have an atmosphere of learning, preservation, and celebration as we bring together museum quality galleries, dynamic exhibition spaces, multi-purpose learning areas and our extensive western heritage archives collection all in one facility.

Sam Centre highlights include:

- December 2016, Aldrich Pears and Associates completed the 100% schematic design for the SAM Centre.
- Planning continues with architects and historical specialists on the SAM Centre interior. These plans include a special gallery to showcase travelling exhibits and a dedicated space to house the Stampede's extensive archives collection.
- Our goal is to have the development permits for the SAM Centre completed in 2018.



Agriculture Discovery Zone Update

"One of my favourite parts of 4-H on Parade is that I get to practice my judging skills on lambs and the more I practice the better I get. This will help me with my future career as a veterinarian. 4-H teaches us how to do better!"

- Participant



"Students are more aware of how we need to be more cognizant of how we use the land around us in order to keep everything on Planet earth sustainable."

- Teacher

Project Details

The Agriculture Discovery Zone is a special place where we celebrate and showcase the deep agricultural roots that have both shaped and defined the development of western Canada for over 125 years. By hosting large-scale western events and promoting agricultural education we have created a space that helps to raise awareness of food production, farming, cattle ranching, and livestock.

We are proud to have many opportunities to showcase the accomplishments and innovations of one of our province's most valued industry sectors in a world-class setting. In 2017 we hosted over 50 events helping connect our many agriculture partners with urban and rural audiences through entertainment, exhibition, and education.

Agriculture Discovery Zone highlights include:

- In 2017, the Agrium Western Event Centre hosted several events to include the Arabian Horse Show, 4H Rodeo and 4H On Parade, Aggie Days, Royal West Show Jumping, the Calgary Comic and Entertainment Expo, Farm Safety Day, Canadian College Rodeo Finals, Calgary Police Service Mounted Patrol Training and Rendezvous Canada Rodeo.
- In April, our popular education program – Journey 2050 – went global with the launch of an exciting new app called Farmers 2050 which is engaging students all around the world in the quest to address current and future food sustainability.
- In May, we hosted our second annual Farm Safety Day in the Agrium Western Event Centre sponsored by AltaLink and attended by over 600 students from rural and urban communities around the province.
- In November, the Agrium Western Event Centre was used for shooting the Heartland Season 11 Fall Finale.



ENMAX Park Updates

"The new space is excellent, I am glad we visited this great outdoor community get together at ENMAX Park!"
- Fall Fair Attendee



Project Details

ENMAX Park was opened in 2016 and has quickly become a valuable asset and engaging space benefiting our First Nations partners while also enriching the experiences of visitors to Stampede Park.

As an outdoor venue for festivals, recreation, and educational programming, ENMAX Park is the place where communities can gather. It provides a scenic salute to western history, Indigenous culture and the environment and contributes to our mission to create a year-round gathering place where Calgarians and visitors from all around the world can come for recreation, learning and celebration.

ENMAX Park highlights include:

- Throughout 2017, Sweetgrass Lodge hosted over 42 meetings for community groups as well as event administration teams, festival events, and various other youth groups.
- In May, Calgary Opera held their outdoor festival, Opera in the Village, in ENMAX Park for the first time.
- In September, over 1900 people were welcomed to the second Community Fall Fair.
- This July, The Calgary Stampede Foundation received the bison tipi for the Indigenous Youth Program from Herman Yellow Old Woman through a traditional Tipi transfer ceremony.
- In November, Indian Village was a finalist at the International Aboriginal Tourism Conference for best Outdoor Aboriginal Cultural Experiences (Alberta).



Special guests who attended Indian Village in 2017:

The Right Honourable Justin Trudeau, Prime Minister of Canada

The Honourable Carolyn Bennett, Minister of Indigenous and Northern Affairs Canada

The Honourable Kent Hehr, Minister of Veterans Affairs

The Japanese Princess (shown below)

Elizabeth Aubin, serving American Ambassador to Canada

Thomas Palaia, Consul General at the American Consulate in Calgary

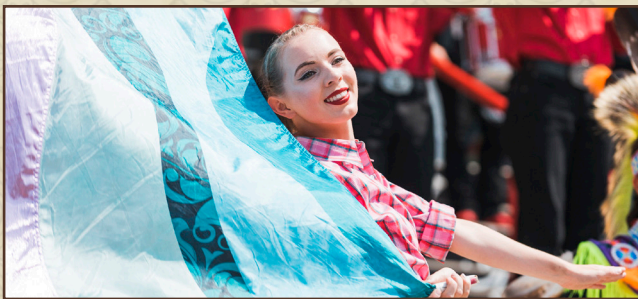
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Program Updates

"The biggest impact I have noticed is how the students relate what we are learning about Calgary's past with their experiences at Stampede School. They are confident in their understanding and share it with others. Most recently, students in my class have been teaching the other grade one students about what they learned."

- Teacher



"Stampede Showband has taught me how kindness, teamwork and excellence can let you surpass obstacles you otherwise couldn't."

- Student

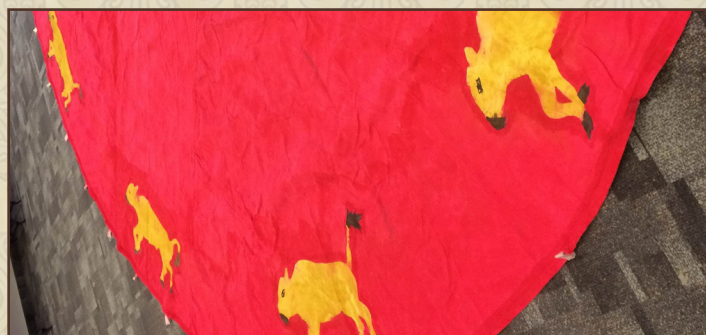
Project Details

The Calgary Stampede Foundation takes great pride in educating youth about Indigenous culture, the arts, agriculture, our western heritage, and food sustainability. Through our best practice, educational programs our mission is to help youth develop strong roots in their culture, and heritage while also enhancing personal growth, citizenship, and education. Together, we are providing our young people with opportunities that would not otherwise be possible.

- In 2017, youth in our programs collectively contributed over 3,323 volunteer hours to the community and performed in front of over 240,000 people locally and at various venues around Canada and the world.
- On November 18, we launched the the Buffalo Riders of the Elbow Society focused on encouraging Indigenous youth to connect with their culture, learn valuable life skills and have fun.
- In 2018, we will kick off the 50th anniversary of the Young Canadians with various events and activities including pop up workshops with distinguished alumni and a special fundraising event.
- In October, 99 applications were received for the Young Artist Poster Competition. In early 2018, the young artist who will design the iconic 2019 Calgary Stampede Poster will be selected.

“The Young Canadians has not only helped me improve my singing, dancing, and overall performance, but it has shaped my social life and my identity.”

- Student



2017 Leadership Donors

Agrium	Cenovus Energy	RGO Products Ltd.
Government of Alberta	Coril Holdings Ltd.	Dave Robson and Family
AltaLink	Enbridge Inc.	Shane Homes Ltd.
BMO Financial Group	ENMAX Corporation	Bill and Sharon Siebens
Richard Bonnycastle	Ron and Toni Jackson and Family	Suncor Energy Foundation
BURNCO Rock Products Ltd	Ted and Enid Jansen	The Taylor Family Foundation
Calgary Foundation	John and Sheilagh Langille	TransAlta Corporation
Calgary Stampede	The Nat Christie Foundation	Walton Group of Companies
Government of Canada		Anonymous Donors

Donor Recognition and Benefits

The Stampede Foundation looks forward to continuing to work with you on our partnership plan. Below are details regarding progress on our agreement.

We provided name recognition in the following collateral and print materials:

- Calgary Stampede annual report
- Monthly Calgary Stampede 'Saddlebag' newsletter
- Stampede Planner
- Temporary donor wall
- Calgary Stampede Foundation Report to the Community materials
- Calgary Stampede Foundation Report to the Community speaking program
- Verbal recognition at other Calgary Stampede Foundation and campaign events
- Temporary donor recognition installed at prominent locations for Youth Campus
- Stampede time: special donor benefits such as special parking, VIP tickets and chute tours





FOR MORE INFORMATION CONTACT:

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Vice President, Foundation

Calgary Stampede

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calgarystampede.com/foundation