



2018 Annual Report





Thank You

Dear Donor,

On behalf of the Calgary Stampede Foundation, I want to sincerely thank you for your generous support.

You have helped to make 2018 a remarkable year highlighted by the realization of many very exciting and significant milestones. We opened Doherty Hall, we held our third annual Farm Safety Day, and recently hosted our successful fundraising event - Strong Youth. Stronger Community.

Thanks to your support, the Calgary Stampede continues to transform into a year-round, world-class community gathering place. It's very rewarding to see our We're Greatest Together spaces come alive with the sounds of young people learning, making friends, and coming into their own. On any given day you can see Stampede School kids along the river journaling in ENMAX Park, students' arm-in-arm with their friends at the Campus, 4-H'ers proudly showing their cattle into the Nutrien Western Event Centre, and many countless more examples.

Your investment in youth gives them the opportunity to become people of character and capable future leaders who have a strong sense of identity and who are empowered to engage positively in the community around them.

We are honoured to be working together with you and are proud of all that we've accomplished. Your support goes a long way to provide meaningful experiences and improve the quality of life for all Calgarians. We truly are greatest together!

As you read through this Annual Report, I hope you see both the short and long term impact of the Calgary Stampede Foundation's accomplishments through its many facilities and programs. We look forward to keeping you informed on project and program updates. If you are interested, I would be pleased to arrange a tour for you of any of our completed projects. You are welcome to contact me at 403.261.0349 or shayes@calgarystampede.com

With appreciation,

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.



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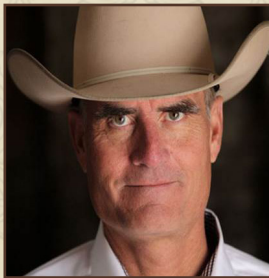
2018 Calgary Stampede Foundation Board

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.

This year, we said farewell to George Brookman who completed his term as a Stampede Foundation Director. We thank him for his outstanding leadership and steadfast commitment to preserving the culture of Stampede. As well, Peter Valentine stepped down from his position as Honorary Director. We wish Peter well, his passion and many contributions will be long ingrained in the heart of this organization.

In December, we are delighted to welcome Shelly Norris to the board as Stampede Foundation Director. Shelly brings a wealth of knowledge in accounting, management, philanthropy, and fundraising to advance the Foundation's strategic plan.

The Calgary Stampede Foundation wishes to thank its volunteers and board members for their dedication, passion, and leadership.



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



Wayne Chiu
Founder, president and CEO, Trico
Homes



Susan Church
Community Leader



Bill Gray
Partner, Miles Davison LLP



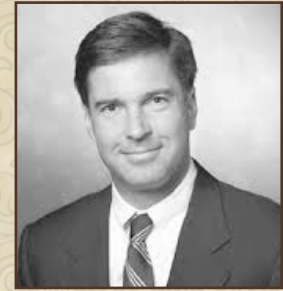
Fauzia Lalani
P. Eng, Director of transportation,
travel and strategy, Suncor Energy



Kim McConnell
Founder, former CEO AdFarm



Shelly Norris
Community Leader



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 Director



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

2018 Milestones



January, 2018

Jock Osler Studio Naming
Celebration



April, 2018

Hunter Family Gift
Announcement



May, 2018

4-H on Parade



July, 2018

Young Canadians 50th
Anniversary Grandstand
Show



October, 2018

Doherty Hall Opening

March, 2018

Arts in Motion



April, 2018

Cultural Spaces Gift
Announcement



June, 2018

Cowgirls' Trail Ride



September, 2018

1912 Society Event at
Don and Ruth Taylors



November, 2018

Stampede Foundation
Fundraiser



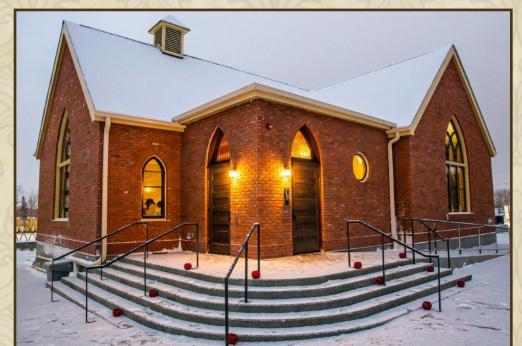
New Facilities and SAM Centre

"Our government is proud to have supported the construction of Doherty Hall, which gives the Calgary Stampede Foundation a new and much needed performance and rehearsal space that honours the heritage of the region."

*-Honorable Pablo Rodriguez,
Minister of Canadian Heritage and
Multiculturalism*



"As a fifth-generation farmer I know how hard women work on the farm and that's something that motivates me every day to do my best — it's what I wanted to show in my piece." *-Rebecca Shuttleworth*



Project Details

Our exciting campus focuses on youth achievement in vibrant year-round educational and performing arts spaces. The Calgary Stampede Foundation programs and other community partners, including Calgary Arts Academy, benefit from the 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.

Highlights include:

- The TransAlta Performing Arts Studios is currently being used at 90% capacity year-round and on average over 600 students from Foundation programs and partner programs come to Stampede Park daily.
- Doherty Hall grand opening was on October 17. The 130-person hall is a stunning heritage re-creation of the Westbourne Baptist Church, and now lives as a modern and professional performance space to be used by artists of all ages.
- Youth from across Alberta were invited to compete for their chance to create the 2019 Stampede Poster art for the first time in the Calgary Stampede's history. The chosen piece was created by Rebecca Shuttleworth who was inspired by women in western culture.
- Calgary Opera received a major provincial grant towards the development of their new facility; an announcement is expected in 2019.
- For the first time, all campus programs came together to perform on the BMO Amphitheatre at Listening to Our City featuring over 700 young artists.
- Construction on the BURNCO Courtyard and Enbridge Plaza is expected to begin spring 2019.

SAM Centre Update:

Open year round, the SAM Centre will take western storytelling to a new place exploring our past, present and future, bringing to life the stories of everyday heroes and local champions - our neighbours, friends, founders and leaders, first peoples, grandfathers, grandmothers, brothers and sisters.

When complete, the SAM Centre will become the centrepiece of the campus and of Calgary. With it we will bring together dynamic programs for community building, multi-purpose learning opportunities including Stampede School and other youth programs, and access to our extensive stampede heritage archives collection all in one facility.

In 2018 The Stampede Foundation received two generous leadership Gifts towards the SAM Centre.



Doug and Diane Hunter made a gift of \$1.5 million to the naming of the Vern Scown Galley, a place that highlights the contributions of people, like Vern, who helped build Alberta and made it the great province it is today



Shelly and Alan Norris increased a previous major gift to a leadership gift of \$1 million towards the naming of the collections space.

Agriculture and Western Events

"I benefited from 4-H on Parade by learning how to show sheep. I also learned how to market them to sell, as well as making new friends. It was fun winning a ribbon with my projects and having fun with my friends and projects. Also don't forget the yummy pancake breakfast!"

- Trace Wooliams, 4-H Member of Airdrie Beef & Sheep Club



"I learned that we need to balance our social, economic, and environmental barrel by making changes to our agricultural techniques. I learned that I am very lucky to live in Canada where there is lots of fresh water. Other places are not so fortunate. It is important because when we reach 2050 I will know what to do."

- Journey 2050 student

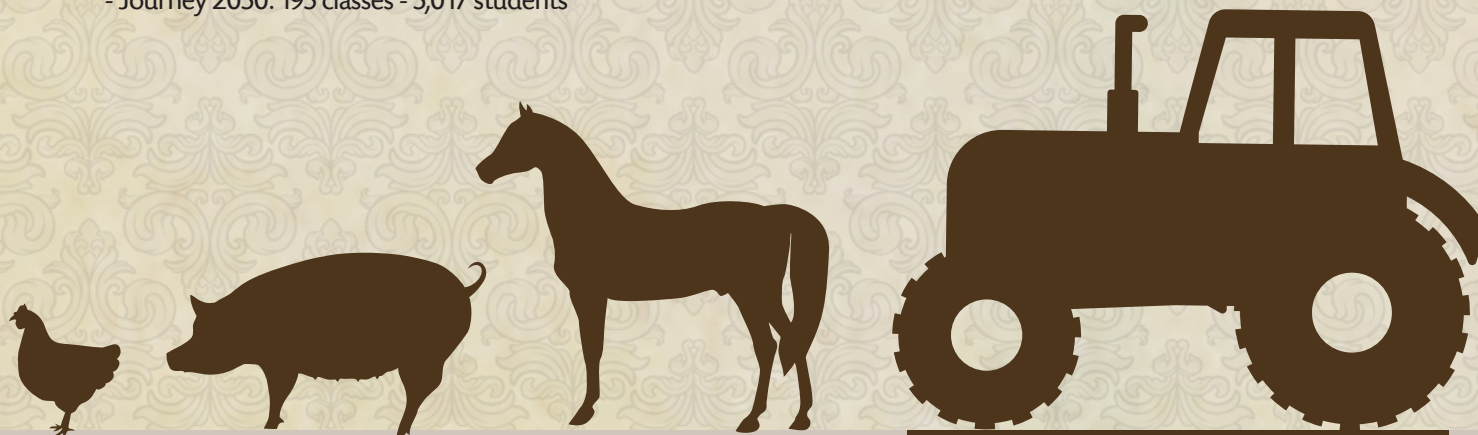
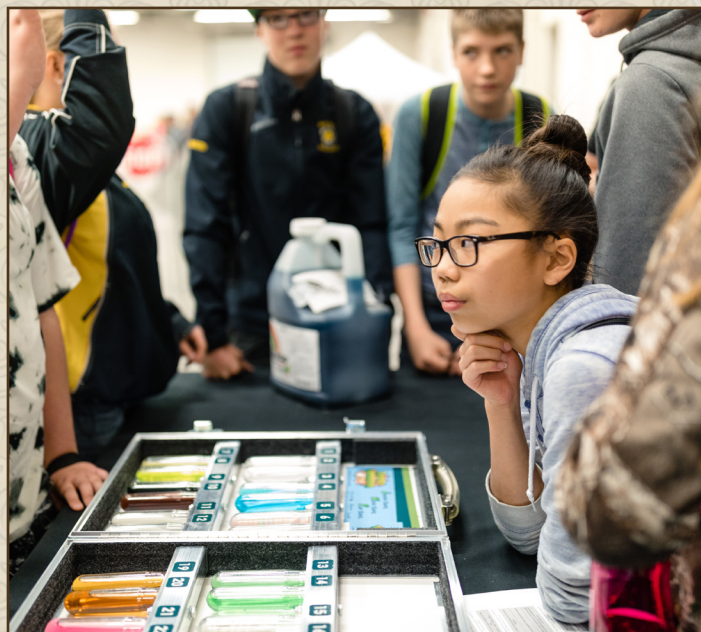
Project Details

The Nutrien Western Event Centre is a special place where we celebrate our deep agricultural roots by hosting large-scale western events and promoting agricultural education for urban and rural youth. This space helps to raise awareness of food production, farming, cattle ranching, and livestock to a wide variety of audiences.

We are proud to showcase the accomplishments and innovations of one of our province's most valued industry sectors in a world-class setting. In 2018, we hosted over 60 events and meetings helping connect our many agriculture partners with urban and rural audiences through entertainment, exhibition, and education.

Highlights include:

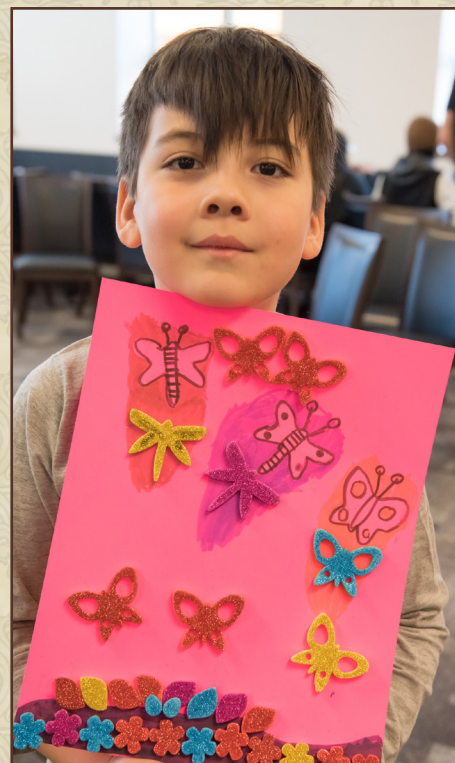
- In 2018, the Nutrien Western Event Centre hosted several events including the CS Arts in Motion, Rockstar Energy Triple Crown, Monster Energy Tour, Rocky View High School Rodeo, the CPS Mounted Patrol Equine Training, Cutting Horse and Team Roping Canada Finals, Pro-Rodeo Canada Series Finals, 4H Rodeo and 4H on Parade, the Canadian Team Cattle Penning Association and Royal West.
- The 2017-18 school year saw a total of 6,556 students in the 3 agriculture and education programs below:
 - Stampede School: 25 classes - 456 students
 - OH Ranch Education: 44 classes - 1,083 students
 - Journey 2050: 195 classes - 5,017 students



ENMAX Park and Indigenous Programming

"The Village is one of my favourite places to visit. Amazed by the tipis and traditional clothing, warm bannock!!! And then later on by the stories behind the clothing and headdress, and the tipi stories. So much history, honour and tradition. Excited to come back next year"

-Sampede guest



Project Details

Opened in 2016, ENMAX Park quickly became a valuable and engaging space benefiting our First Nations partners while also enriching the experiences of visitors to Stampede Park.

ENMAX Park hosts festivals, recreation activities, and educational programming, and it provides a scenic salute to western history, Indigenous culture, and the environment.

This place celebrates the peoples that make up the tapestry of Calgary and encourages communities to come together to learn, grow, and foster mutual respect.

Highlights include:

- In July, the Calgary Stampede and Indian Village tipi owners decided to rename Indian Village to Elbow River Camp. Working in close partnership, the name was chosen due to its historical significance to the First Nations people of the area. In Dene, Stoney, and Blackfoot the word for Calgary refers to the bend in the Elbow River – the elbow.
- The name change officially took place at the village ceremony on Sunday, July 15, 2018.
- In September, the third annual Fall Fair was held at ENMAX Park featuring the largest market the fair has ever seen, with more than 60 vendors and over 1,800 attendees.
- The new Indigenous Youth Program teaches Indigenous youth the importance of traditional knowledge and nurturing one's own mental and physical health in a culturally sensitive and welcoming environment. The program held 7 sessions and reached over 225 youth. The sessions covered a range of subjects such as robotics and coding, and taught them through the lens of Indigenous ways of knowing and values.
- Three Indigenous Awareness Week events were held in Sweetgrass Lodge and ENMAX Park throughout the year including the Awotaan 25th anniversary powwow and U of C Campfire Chats.



Youth Program Updates

"Although, being a Young Canadian has taught me so many things, I think the most valuable piece I have learned would be how to be myself. The many supportive people here don't pressure me to be someone else, but instead encourage me to be who I am."

- Young Canadian member



"Students were excited to see 'real' cows and hear 'real' cow sounds. Many students had never seen the foothills up close or experience a ranch."

- Teacher

Project Details

The Calgary Stampede Foundation takes great pride in educating youth about Indigenous culture, the arts, agriculture, and our western heritage. Through our best practice educational programs, we are providing young people with experiences that will build life skills, positively shape their values, and give them a genuine sense of community spirit.

Highlights include:

- On June 1-3, 4-H on Parade hosted 520 youth from 37 clubs from across the Calgary region. The Saturday night event featured food trucks, fiddlers, and games all of which were very popular amongst the youth members, parents, and club leaders. The bull sale results on Sunday were also strong.
- OH Ranch Education saw 100% participation growth fulfilling all available 40 field study days, doubling the students and classes attending from 2017.
- A part of Stampede School, a new Summer Camp program was piloted with great success this past August. Reaching 59 newcomers, Indigenous, and Calgarians from all walks of life, the camp brought together these diverse young people to build their social confidence and enhance their community engagement.
- Young Canadians celebrated their 50th anniversary. The Grandstand Show enlisted several alumni to choreograph, host, perform, and participate in a virtual choir.

- All performing arts programs are seeing an increase in interest and membership from 2017. A new year-round YC juniors program accepted 26 members.

- Calgary Stampede Showband won 6 awards during their season, including "Outstanding Performance", "Best in Class", and "Best of Show", at Drum Corps Internationals Soundsport in Indianapolis, Indiana.

- Showriders received the "Outstanding Mounted Riding Group" award for their professionalism, teamwork, and precision at the Cheyenne Frontier Days in Cheyenne, Wyoming.

- Calgary Stampede Showband and Showriders were invited to perform in the 2019 Rose Parade in Pasadena, California. This parade sees hundreds of thousands of spectators on the parade route and reaches a total global audience of 73.5 million.



2018 Leadership Donors

Government of Alberta

AltaLink

BMO Financial Group

Richard Bonnycastle

BURNCO Rock Products Ltd

Calgary Foundation

Calgary Stampede

Government of Canada

Cenovus Energy

Coril Holdings Ltd.

Enbridge Inc.

ENMAX Corporation

Hunter Family Foundation

Ron and Toni Jackson and
Family

John and Sheilagh Langille

Nutrien

The Nat Christie Foundation

Shelly and Alan Norris

RGO Products Ltd.

The Robson Family

Shane Homes Ltd.

Bill and Sharon Siebens

Suncor Energy Foundation

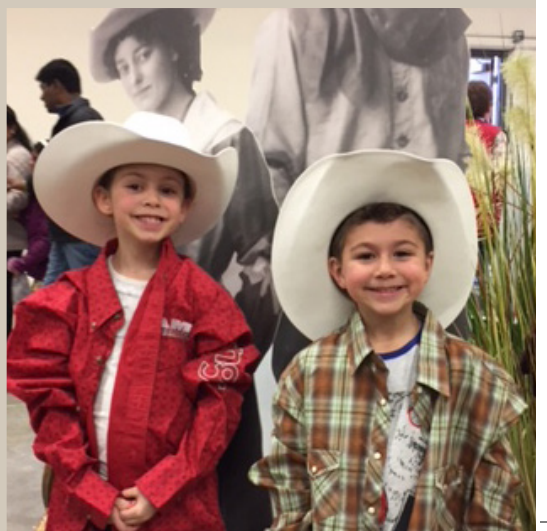
The Taylor Family Foundation

TransAlta Corporation

Walton Group of Companies

Anonymous Donors







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Vice President, Foundation

Calgary Stampede

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