



Calgary Stampede Foundation Community Report 2022





Calgary Stampede Foundation is honoured to acknowledge that we are gathered on the traditional territories of the Blackfoot Confederacy (Siksika, Kainai, and Piikani), Îyâxe Nakoda (Bears paw, Chiniki, and Wesley) and Tsuut'ina First Nations Peoples, and the Métis Nation of Alberta Region 3. These lands have always been a gathering place. The Calgary Stampede and Calgary Stampede Foundation are honoured to continue that tradition.



The Calgary Stampede Foundation supports youth of Alberta by providing dynamic programming to enhance their leadership skills, personal growth, citizenship, and education. Our vibrant and welcoming campus connects arts, heritage, and education for year-round visitors and learners.

Strong Youth. Stronger Community.

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Greetings from our Board Chair

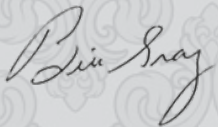
On behalf of the Calgary Stampede Foundation Board and employees, as well as the youth and families whose lives are positively impacted by our programs, we extend our sincere thanks and gratitude for your support and partnership.

I have very much enjoyed and been inspired by witnessing the dedication, creativity, and personal development of youth participating in our programs over the years as a Stampede Foundation director and now as Chair of the Board. In 2022, young performers in our programs returned to touring, winning competitions, and performing for sold-out venues, while youth in our education programs and Indigenous programming enjoyed greater cross-program collaboration facilitated by our dedicated team. Your support of these programs makes all that possible.

Our vision of welcoming visitors, learners, and educators to inspiring spaces is ever-growing. Stampede Campus spaces have been used by community groups from around the city and Sam Centre construction commenced this summer to great excitement.

I'm very excited to share the Foundation's highlights and milestones for the year, and the impact of your support; creating strong youth for a stronger community.

Sincerely,



Bill Gray
Board Chair, Calgary Stampede Foundation

2022 Milestones

Young Canadians Spring Show



The Young Canadians kicked off the year with their Spring Show at the Jubilee Auditorium in March. The show's theme was centered around Broadway musicals and featured high-quality renditions of musical favourites. This show was choreographed and produced in just seven weeks and showed the high caliber of performance craft that the Young

Joan Snyder Legacy



We were sorry to say goodbye to Joan Snyder, a longtime supporter and friend of the Stampede Foundation. Joan was a leader in the community through her advocacy for women in sport and contributions to the city she loved. In a final act of generosity, Joan left over \$100 million to a variety of causes she was passionate about, including the Stampede Foundation. We are grateful for this legacy of Joan's, and she will be remembered by us for many years to come.

Stampede Time Success



This year the Calgary Stampede celebrated 10 days of festivities with more gusto than ever! Our performing arts programs excelled on stage, steps, and in the Nutrien to excited crowds from across the world. Community spirit was felt by all, and was evident by the visitor numbers, with 1.2 million guests visiting Stampede Park over the 10 days and first Friday attendance numbers reaching an all time high.

Sam Centre Groundbreaking



Showband DCI Achievement



2023 Calgary Stampede Poster



On the final Friday of Stampede, we formally broke ground on the Sam Centre project. Lead donors Don and Ruth Taylor were in attendance, as well as Premier Jason Kenney, Minister Francois-Phillipe Champagne, and Siksika Elder Noran Calf Robe, whose grandfather participated in the first Calgary Stampede.

The 140 members of Calgary's famed marching band performed in Drum Corps International's Open Class Finals, which took place in Indianapolis, Indiana, resulting in a well earned banner as International Class Champions.

In addition, the Showband competed in a drumline battle as well as a dynamic Soundsport performance, showcasing the Stampede spirit and the uniqueness of the Showband.

The 2023 Calgary Stampede poster was unveiled to the public in November, with a nod to one of the Stampede Foundation's youth programs.

22-year-old Calgarian Brooklyn Payne chose to showcase the Showriders, celebrating western spirit and youth in communities. You can read more about the Youth Poster Competition on page 24.

A Year in Numbers



219

Donors



5,332

Youth in our programs



\$8,520,741

Total raised



1,725

Hours of instruction for
Performing Arts programs



64

Donors giving
annually



54

Classes in
Education programs

Community Partnerships

The Calgary Stampede Foundation is proud to partner with organizations throughout Calgary to embark on collaborative projects that help us achieve our vision of a stronger community for all. Since 2018, the Stampede Foundation has partnered with the Werklund School of Education at the University of Calgary to co-develop and co-create community-based education projects hosted at Stampede Campus. As a leader in community education, the Stampede Foundation is pleased to contribute to the growth of community-based learning, providing enhanced learning opportunities for learners and educators.

The Calgary Stampede Foundation and Calgary Stampede agreed to a Memorandum of Understanding (MOU) with Glenbow in 2022, which will see the sharing of collections and programming to ultimately bolster the exhibitions and experiences at Stampede's Sam Centre, and further Glenbow's vision of ensuring that its collections are accessible to all. This collaboration will provide opportunities to develop joint programs and exhibits, with collective perspectives offering guests fun and participatory experiences through authentic and relevant artifacts.



Stampede Campus

As a whirling hub of activity for internal and external groups, Stampede Campus provides 465,000 sq. ft. of inspiring spaces for local and visiting artists to practice, meet, and perform. It is the culmination of the Calgary Stampede's and Calgary Stampede Foundation's vision for a year-round, world-class gathering place for the community, and is the primary rehearsal facility for the Calgary Stampede Foundation's performing arts programs.

In addition to the Foundation's youth programs, Stampede Campus welcomed 16 new external community groups to its spaces this year, a huge jump. Together with the Stampede, these groups helped Stampede Campus host over 55,000 hours of programming in 2022. Some of those external community groups and events include:

Calgary Fiddlers (returned from 2021)

Autism Calgary (returned from 2021)

Calgary Taiko Society

CW4WAfghan

Business training and Board meetings

Multiple Celebrations of Life



115

Events and
bookings



55,000

Hours of usage and
programming



26

Tipi Holders

Sam Centre

Whether you're lining the parade route, watching dancing at Elbow River Camp, or cheering loudly at the Rodeo, the Calgary Stampede has been a catalyst for community connection since 1912. To celebrate this heritage and inspire new connections for the future, the Calgary Stampede Foundation introduces the Sam Centre.

Located at the heart of Stampede Campus in Calgary, the Sam Centre will bring Calgary Stampede stories to life through highly participatory and immersive experiences fueled by technology, compelling story-making, and western hospitality.

Here you arrive as a guest and return as family. Welcoming visitors from around the world, the Sam Centre will be a 30,000 sq. ft. cultural experience, bringing the excitement of the Calgary Stampede to year-round visitors and life-long learners alike. The Sam will also deliver critically needed facilities to house the Stampede's Collection and Archives and make them publicly accessible for students, researchers, and the public for the first time.

Construction is set to be completed in Q4 2023, with opening scheduled for spring 2024. In our first year of operation we expect to host approximately 86,000 visitors.

Q3 / 2022

Construction Start



Q1 / 2023

Experience Production

✧ Fabrication Start



Q4 / 2023

Substantial Completion

✧ Experience Installation



Q2 / 2024

Sam Centre Opens



Young Canadians School of Performing Arts

The Young Canadians School of Performing Arts gives youth the opportunity to train in dance, voice and performance - while inspiring both artistic and personal excellence. They train and perform throughout the year - their hard work culminating in both a spring production, and the Bell Grandstand Show at the Calgary Stampede. They learn from an incredible team of specialists who encourage technical development and artistic excellence, while promoting citizenship, leadership and personal growth.

The Young Canadians had their first major performance since 2019 in April where they presented "All Aboard for Broadway" at the Jubilee Auditorium. The show featured medleys and excerpts from popular Broadway musicals, complex choreography and live vocals. The show was produced in just 7 weeks due to pandemic restrictions, and was eagerly welcomed by an excited and supportive audience.

In May, preparations began for the 2022 Bell Grandstand Show, where the Young Canadians performed once again as a full cast after 3 years. The fall saw a return to training, several public and private community performances, recording sessions, and an educational and fun Winter Showcase at the Grand Theatre to demonstrate their progress, talent and training to family and friends.

"The time and dedication is worth it when we get to perform. Every moment is perfect, from the energy the audience puts out, to the fireworks in the background. There's so much pride and fulfilment that comes from performing with The Young Canadians, and a feeling of closeness between the performers and the audience."

- Dylan Sweet, Senior YC



96
Members



372
Rehearsals



560
Instructional Hours



Calgary Stampede Showband

The Calgary Stampede Showband is a premiere performance ensemble with 141 members, aged 16 to 21, from Calgary and the surrounding area. With 142 annual performances, the program offers diverse opportunities to develop performance, musicianship, interpersonal, and leadership skills.

Showband had a great year, performing along the Red Mile to celebrate the Calgary Flames during playoffs, marching in the Fort Macleod Santa Claus Parade, and holding the Field the Rhythm Camp over the summer. At the camp, 135 youth were able to explore the marching bands and try out instruments, resulting in 43 new registrants for the Round-Up Band, 37 new registrants for the Calgary Stetson's Band, and 9 new registrants for Showband.

In August, the Showband went on their first tour since 2019, traveling to Indianapolis to participate in Drum Corps International (DCI) World Championships for the first time, where they were named International Class Champions. As one of the most prestigious stages for marching performances, having the Showband's first entrance into DCI World Championships result in a banner is a testament to their hundreds of hours of practice and dedication to their craft. What an incredible return to touring!

"The most positive aspect of Showband is the development of a community, with like-minded individuals that grow together mentally and emotionally. They have lofty goals but work together to achieve them. They take responsibility for their own actions, and I am proud to see my child come out of their shell to have more confidence in themselves and their abilities."

- Showband Parent



141
Members



720
Instructional
Hours



142
Performances

Calgary Stampede Showriders

The Calgary Stampede Showriders are a unique musical team and mounted colourguard for Alberta youth aged 14 to 21. The Showriders program provides youth with opportunities to learn individual and group equine skills, and ride and perform in an engaging and team oriented environment.

This year the Showriders hard work and practice paid off as they performed more shows than ever before during the Calgary Stampede. The team rode into a sold-out Nutrien arena and performed beautifully.

With appearances at the High River Parade, Canmore Parade, and Handhills Stampede to name a few, the Showriders are showcasing their expert horsemanship across North America.

The Showriders are also the subject of the 2023 Calgary Stampede Poster, painted by 22-year old Brooklyn Payne. The artist accompanied the Showriders to some of their performances in 2022 to really get a feel for the skill and teamwork of the team. This well deserved recognition has been met with great pride from the Showriders team.

“The Showriders program provides excellent mentorship to young people in our community, fostering maturity, accountability, and teamwork. The program offers tremendous coaching, as members gain new skills and build on the talents of themselves and their equine partners, to become the amazing team we all see during performances.”

- Showrider Parent



10
Members



297
Instructional
Hours



84
Performances

Stampede School

Stampede School is an educational experience for students in grades 1 to 12 that relocates their classroom to Stampede Park. In their new setting, students and teachers experience deep and innovative learning and make connections to history, agriculture, Indigenous cultures, and western heritage.

Stampede School has been working with students and teachers for 20 years to provide high-quality, engaging education on western agriculture, Indigenous cultures, local history, and more. As part of Campus Calgary / Open Minds, a consortium of 12 educational sites classrooms can use, this year Stampede School was one of the top programs in the number of applications received.

This spring, students explored the banks of the Elbow River, focusing on changes brought on by the flood as well as learning about environmental stewardship of the waterways. After stumbling upon the shells of invasive northern crayfish, students were stunned to find a handful of live animals too!

"Stampede School enables my students to link theory that is taught in the classroom with practice. The conversations and questions they have about our city, past, and Indigenous peoples have been extraordinary. Many of the students are from immigrant families, so having the ability to connect to our land and heritage has been eye opening for them."

- Participating Teacher



554
Participants



550
School Hours



22
Classes

OH Ranch Education

Through the OH Ranch Education program, Grade 4-6 students explore Alberta's history, heritage, sustainability, ecosystem management, environmental stewardship, and more. Students are engaged and empowered to think deeply and develop connections to their community, helping them to understand their impact on the world around them.

The education team continues to develop the OH Ranch Education program to enhance learning opportunities. As part of this development a field kit has been created, this includes sampling squares, magnifying loops, and fur and feathers from local species. This kit has enabled students to explore the region in a new way and develop meaningful understandings of the ecosystem and the role we play within it. This allows student to enhance their classroom learning and build on their OH experience after the field study.

A wonderful new addition to the OH Ranch experience, Cowboy Don and his wonderful horse Missy, have joined the team! Don has been a lifelong cowboy and loves sharing his many years of stories with the students. Along with his stories, he brings his sidekick Missy, who is a retired therapy horse. The students get to meet and pet Missy and learn about her previous career. This is a first for many students who participate in the program, and is always a memorable experience.

"Many of our students never get the opportunity to visit places outside of the city. Each year I have a student who has never been out in such a rich environment. The class were able to make personal connections to rural life and ranch life, which really deepened their understanding of what they're learning in the classroom."

- Participating Teacher



781
Participants



160
School Hours



32
Classes

Stampede Summer Camp

The Stampede Summer Camp is a week-long program providing an opportunity for youth to connect with each other, develop a sense of belonging, and have fun. Youth engage in a variety of activities, with visits from local Elders, the Calgary Fire Department and horses!

This year Stampede volunteers came out to the camp and put on a traditional pancake breakfast for the campers. Each participant was welcomed with a cowboy hat to give them a taste of western hospitality before getting involved with a wide variety of exciting and enriching activities. A new addition to summer camp this year was professional bullfighter Brett Monea. A staple at the Calgary Stampede Rodeo and many other rodeos, Brett taught our day campers the art of bullfighting, with campers getting to try out moves on the practice dummy - no reals bulls involved!

In a great show of cross-program collaboration, Amy and Angie from Heard Wellness Through Horses, a Stampede School favourite activity, joined Summer Camp with equine assistants Freckles and Bart. Freckles and Bart are full-time therapy horses, so they were the perfect, patient horses to teach campers about horse body language and communication.

Summer Camp participants also had a one of a kind experience practicing their dancing skills with Elder Shirley Hill. Elder Shirley is a fancy shawl dancer, who shared her skills and knowledge with the campers. She led them in a smudge, let them explore her miniature buffalo jump, and taught them how to hoop dance.

"This is the best camp I have ever attended. One week doesn't feel long enough!"

- Camp Participant



53
Participants



10
Facilitators



100%
Happy Campers!

Indigenous Youth Program

The Indigenous Youth Program brings together Indigenous youth between the ages of 9 to 14 to participate in activities designed to connect to cultural traditions, spend time with other Indigenous youth and young adults, and have fun. Facilitators are Indigenous young adults who serve as role models for the participants while teaching them about their cultures.

In May, participants learned how to make and care for their own pair of moccasins. Participants also learned about tipis and - with help from facilitators - set up a tipi inside Sweetgrass Lodge. These activities connect youth to one another and to their cultures. In November, the Indigenous Youth Program and the Young Canadians collaborated on a day focused on movement and dance, and included a visit from Calgary Stampede First Nations Princess contestants. In the morning, guest facilitators taught the youth introductory powwow dance moves and songs. In the afternoon, YC faculty hosted participants at TransAlta Performing Arts Studios to learn a dance routine. The day marked a milestone collaboration and participants were excited to learn through dance.

"A place that celebrates my child's culture is an amazing gift!"

- Participant's Parent

65

Participants



20

Hours of
programming



12

Facilitators

Elbow River Camp & Painted Otter Tipi

In 2022, Elbow River Camp, presented by Enbridge, welcomed 26 participating families, the first full camp since 2019, resulting in 25 vendors and 15 tents during Stampede. The Camp's stage filled bleachers daily, and we're excited to watch the returning growth in 2023. For over 100 years, Elbow River Camp has promoted and preserved the relationship between the Calgary Stampede and Treaty 7 families.

On May 26, the Painted Otter Tipi was raised and welcomed current and past Stampede volunteers and employees to remember and honour Warren Connell. The Otter Tipi was transferred in Spring 2022 after more than a year of consultation and guidance and is a space for people to learn about the historic and unique relationship between the Calgary Stampede and Treaty 7 First Nations families.

During his 37-year career with the Calgary Stampede, Warren worked closely with the Tipi Holders of Elbow River Camp, deepening the organization's longstanding relationships with participating families. Throughout his work, he earned respect and was gifted the name Painted Otter at a ceremony in 1992. Grant Little Mustache transferred the design at a ceremony led by Elder Bruce Wolfchild; it features an otter design to honour Warren's gifted name.



Youth Poster Competition

The Calgary Stampede Youth Poster Competition is a unique youth achievement program that provides talented young Albertans with the opportunity to showcase their artistic abilities on a world stage. This program provides \$20,000 worth of scholarships to the top 8 artists, from the Dustin Peers Memorial Scholarship, funded by the Brandon Flock Foundation.

Kane Pendry was the talented artist whose work was selected as the Calgary Stampede Poster for 2022, portraying the spirit of competition and the rush of the Relay Races, with a nod to the Stampede's longstanding relationship with Indigenous peoples. Kane's is a student of Design at the University of Alberta, and his artwork has been shared interntionally through his winning poster.

"I grew so much as an artist trying to find a way to bring this Stampede Poster to life. As an artist, I love the colours of the Relay Racers, and the skill of the horses. When I had the opportunity to stand just feet away and watch the Relay Racers at last year's Stampede, I was enthralled by their work.

- Kane Pendry



4-H on Parade & 4-H Rodeo

After a two-year hiatus, the Calgary Stampede welcomed back 4-H on Parade to Stampede Park. This popular long-time event showcases the achievements, dedication and hard work of youth members from 28 Calgary-region 4-H clubs. Over 400 animals including horses, canines, sheep and cattle moved into the Nutrien Western Event Centre and Agriculture Barn for the event. In addition to the animal projects, participants were able to highlight their passion for learning new skills and their acumen in categories such as welding, small engines, clothing and textiles, photography, and archery.

Approximately 75 4-H youth members representing 25 Alberta 4-H clubs attended a series of clinics taught by industry-leading experts, including Calgary Stampede and Canadian champions at 4-H Rodeo. Next generation competitors had the chance to listen and participate in sessions about cow riding, breakaway roping, basic/advanced riding, rodeo skills and ground roping. Competitors also vie for a championship belt buckle, among other awards, in events such as barrel racing, pole bending, goat tying, roping, breakaway roping, cow riding and steer daubing.

85

4-H on Parade
Participants



75

4-H Rodeo
Participants



90

Approximate hours
of programming

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The 1912 Society is a group of passionate donors contributing \$1,912 or more annually towards ensuring that the Calgary Stampede Foundation's programs and spaces remain exceptional, accessible, and sustainable.

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When you join the 1912 Society, you unite with a group of passionate donors who are an essential part of the Stampede family. Together, we can help young people achieve their goals by providing inspiring programs and spaces to create the next generation of super citizens.

For more information on the 1912 Society, please contact Ryan Hancock at rhancock@calgarystampede.com

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