

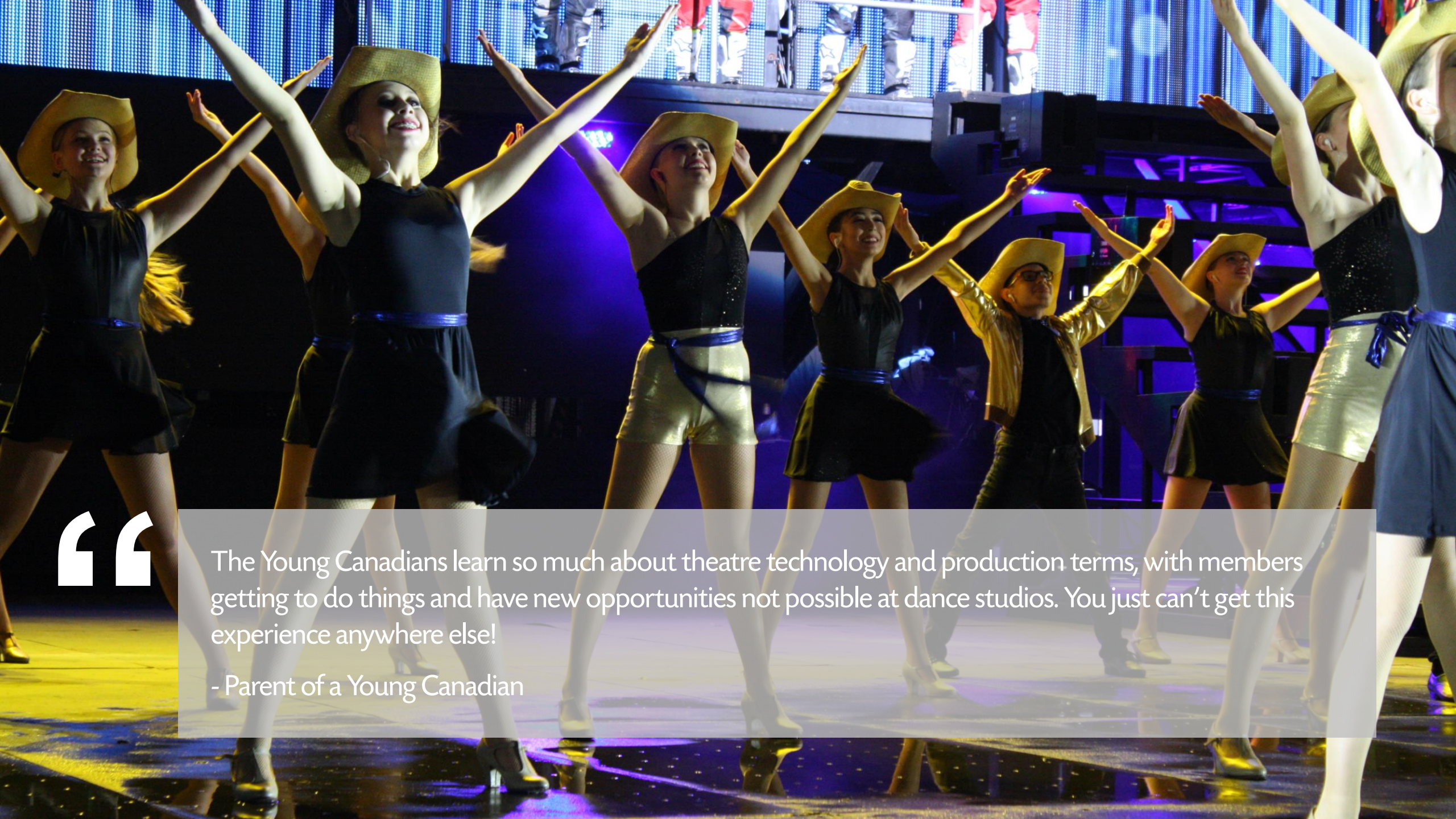


2021 Foundation Report

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.

Strong Youth. Stronger Community.





“

The Young Canadians learn so much about theatre technology and production terms, with members getting to do things and have new opportunities not possible at dance studios. You just can't get this experience anywhere else!

- Parent of a Young Canadian



“

We had a fantastic week and experience at Stampede School. The kids LOVED the activities, and I was blown away at how much the kids learned and how excited they were to journal about all the different elements of the classes. Stampede School has taught them skills that will follow them throughout the rest of the year.

- Grade 6 Teacher

Thank You

On behalf of the Board and staff of the Calgary Stampede Foundation, we extend our sincere gratitude and thanks for your support and partnership. The last year has not been without obstacles and new challenges and we are proud to say that the Stampede community showed true resilience and strength to overcome these challenges.

In particular, we are inspired by the young leaders, learners, performers, and athletes participating in our programs, as they adapted to the current climate with determination and compassion. We began the year with many of our youth programs being delivered virtually, before making a successful return to in-person activities in the spring. Whether learning about the history of southern Alberta at the OH Ranch, or giving the performance of a lifetime with the Calgary Stampede Showband, young Calgarians dedicate themselves to education, creativity, and personal development on a level that inspires us daily.

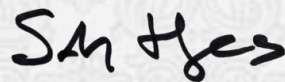
With Youth Campus spaces open once again, and SAM Centre preparation underway, we are excited to showcase our Stampede stories in a vibrant district full of youth achievement, super citizens, and inspiration for the future.

This annual report highlights the Foundation's accomplishments and milestones for the year, and the impact of your generosity. We promised the community we would ride again, and we are proud to keep that promise as we focus on our mission, now more than ever: strong youth for a stronger community.

Sincerely,



Bob Thompson
Board Chair, Calgary Stampede Foundation



Sarah Hayes
Executive Director, Calgary Stampede Foundation

Milestones of 2021



In the midst of the Stampede time excitement, the cowbells rang out in the Foundation office as the Federal Government's Cultural Spaces program awarded a grant towards the development and construction of the highly anticipated SAM Centre.



In August, volunteers and friends of the Calgary Stampede gathered at D'Arcy Ranch Golf Club to raise money for the Foundation's Stampede School program. This year was a resounding success, raising over \$53,000 bringing the cumulative total raised by this tournament to over \$1,053,000! Thank you to the Divot Classic committee for their dedication and support organizing this great day for a great cause.

Stampede School shifted to online classes in January, with program staff and facilitators working hard to continue offering a high-quality educational experience. It was a busy spring packed with new and exciting activities, including a discussion with Canadian documentary maker Cheryl Foggo, farm animal observations with Butterfield Acres, and virtual tipi-raising exercises with Darren Weaselchild.



Stampede Park welcomed visitors back for 10 days of celebration showing the resilience and spirit of our community. Our performing arts programs wowed audiences, with the Calgary Stampede Showriders taking part in more performances than ever before! The Foundation collaborated with the CS historical committee to deliver walking tours to guests, offering unique opportunities to see the Stampede through a different lens. The Trailblazers Tour featured tales of the West and the people behind the creation of the Stampede, while the Poop Tours offered an agricultural outlook, proving to be a huge hit!





In September, students from St James School in Calgary were among the first to experience the return of in-person classes at the OH Ranch. One teacher said *"I am still taking in the day that my class had at the OH Ranch. As I was observing the students throughout the day, I could see how every single learner was having an 'aha moment' in this special place. The place, and the people, had an impact on all of us that will last a lifetime."*



On December 1, the Optimist Festive Showcase kicked off the holiday season with upbeat, festive numbers from the Calgary Stampede Showband and the Young Canadians, as well as other musical groups from across Calgary. We'd like to thank the Optimist Club of Calgary for their support throughout the year, and for putting on such a wonderful event. We'd also like to congratulate the young performers for another stellar production that left smiles on our faces for days!

The Canadian Federal Election took place in September, with Doherty Hall being transformed into a polling station for the occasion. Youth Campus continues to come to life with community bookings and events happening throughout the year, solidifying the site's role as a world-class community hub for artists and members of the public.



4-H Rodeo made a successful return to Stampede Park in September with 67 participants taking part in clinics with professional instruction in areas of Roping, Horsemanship and Goat Tying. Instructors included CS Champions and Canadian Champions, as well as some up-and-coming competitors in Rodeo. There was also a rodeo competition, where participants were eager to showcase their learnings and for many, compete for the first time.





“

The OH Ranch gave us an absolutely extraordinary experience. It was learning beyond anything that one can achieve in the classroom.

- Grade 4 Teacher

Strong Youth. Stronger Community.

Impact of programs

In 2021, the focus of our programs was to provide students just what they needed at this time: the support system; activities they love; social connections and community; sense of belonging; moments of confidence and growth; care for them as young people; and a euphoric feeling of getting back to what they love.

- Safest place possible – Our team went above and beyond restrictions, working with Alberta Health, government bodies, and other community organizations to be prepared to welcome students safely when able.
- Adaptable, Flexible, Creative – Programming remained creative, with collaborative alternative programming including Stomp! workshops, video production, zoom showcases and hybrid learning styles.
- Focus on wellness – Wellness workshops were held for performing arts members, with access to counselling, member drop-ins to support members through this time, dedicated social time during rehearsals, and adapted classes and rehearsals to allow for better conversation.

Youth Development Framework

Our programs use four points of wonderful – sense of belonging; developing life long skills; impact of programs; community reach – sharing a common purpose in building strong youth and developing academic, performance, and life skills.



Stampede School



15

Virtual classes

6

In-person classes



570

Students
(approximate number)



25

Guest Speakers

Stampede School is a first-class, week-long 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.

An advantage of virtual delivery has been students' opportunities to visit new places via Zoom. This year, lessons were designed where students would virtually visit Knoxville Farms to learn about horses, Lantz Farms to learn about dryland farming and where our food comes from, and Butterfield Acres where students observed the spring babies and learned about the everyday role these farm animals have in our lives.

"All of my students were engaged with the work they participated in; asking questions about the Big Four; making animal observations, learning about Indigenous perspectives and ways of life, and learning the stories behind the beautiful Stampede posters. A definite highlight was our chicken egg observations, when we witnessed a little chick hatching live! What a truly special experience."

- Grade 4 Teacher



OH Ranch Education



10

In-person visits to the OH Ranch

The OH Ranch Education program explores Alberta's history, heritage, sustainability, herd management and more. The program provides direct connections to Grade 4, 5 and 6 Science and Social Studies curriculum through unique, interactive and authentic learning experiences at one of Alberta's most historic properties.



11

Classes took part in the virtual pilot program

We were pleased to launch our virtual pilot project in spring 2021. This pre-program component gives insight into the importance of a visit to the OH Ranch, as well as strengthening students' connections between their learnings at the ranch to the curriculum. Feedback for the pilot program was very positive, with teachers remarking that virtual sessions kept students interested and engaged.



506

Students participating in OH Ranch Education classes or components since Jan 2020

"I could see students' faces light up when talking about the Foothills region, physical features of the land and OH Smith – all of which they have learned about this year. Using Google Earth to see the size of an acre and the size of OH Ranch in comparison to the school and Stanley Park was effective. This virtual experience makes it possible to offer the program to more students and the learning was incredibly valuable."

- Teacher, Rideau Park School



Calgary Stampede Showband



357

Number of rehearsal hours



129

Showband members in 2020/21



108

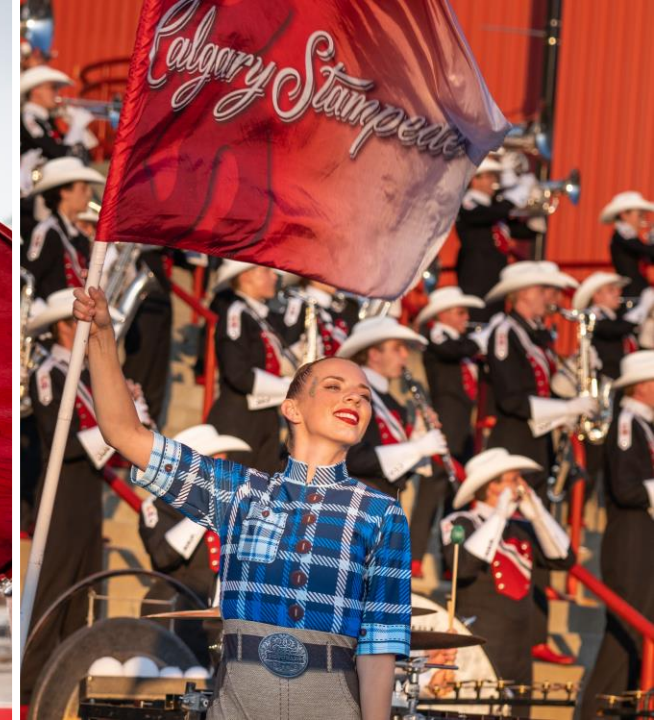
Returning members in 2020/21

The Calgary Stampede Showband is a premiere performance ensemble with youth aged 16 to 21 from Calgary and the surrounding area. With over 200* annual performances, the program offers diverse opportunities to develop performance, musicianship, interpersonal, and leadership skills.

Some members returned to in-person rehearsals in March of this year, with all members being back together in June, ready for their return to the Calgary Stampede. The Showband ended their season on a spectacular note, with their return to the steps of the Saddledome. Audiences were blown away by energetic performances by band members and the colourguard. The band was also able to perform its field show production in front of an excited audience the day before Stampede. In a standard year, rehearsals would begin in January, however these talented musicians were able to deliver high-quality performances after just five weeks of practice, an inspiring feat!

"This year was so special, with the program doing everything in its power to run as normal. Showband means the whole world to me, and I would never miss it for anything else. It's my true family and true home."

- Showband Member



The Young Canadians



120

**Young Canadians
in 2020/21**



794

Views of 'The Project' videos



292

**Rehearsal and
Performance hours**

The Young Canadians School of Performing Arts is an engaging opportunity to train youth in dance, voice and performance, by a professional faculty. Training is provided by a diverse team of specialists who encourage technical development, artistic creation and performance excellence. The Young Canadians train and perform throughout the year, leading to their performance for an enthusiastic audience at the annual Bell Grandstand Show at the Calgary Stampede.

This year, members of the Young Canadians worked on their ensemble performance to create a series of spectacular videos for 'The Project'. These videos feature Stampede Park locations, while promoting the creativity of the youth involved in their program as they showcase their skills. These impressive performances are available to view below.

Rise Up – Andra Day – Senior Company Young Canadians

Come Alive – The Greatest Showman – Young Canadians

"As parents in the middle of a pandemic, we greatly appreciated the measures that the Young Canadians took to ensure the safest environment for all members. On performance nights from the Grandstand Show, our daughter came home with so many exciting things to talk about. When she saw people in the seats and on the tarmac she felt doubly inspired, talking about the connection with audience members and feeding off their excitement. It was as she put it, 'the best experience of her life!'"

- YC Parent



Calgary Stampede Showriders



12

Showriders in 2021



68

Performances in 2021



14

Clinics and workshops

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 horsemanship skills, and ride and perform in an engaging and team oriented environment.

This year, the Showriders got back in the saddle for the Calgary Stampede, after being unable to perform since the summer of 2019. The team performed daily at the Nutrien Western Event Centre and the Grandstand Infield for thousands of spectators each day, dazzling audiences with more performances than ever before. They continued their summer of shows with a wonderful appearance at the Strathmore Rodeo, where members of the public got to meet the horses and their brilliant riders.

"Considering how little time we had together, with minimal practice time, to say the least, the Calgary Stampede Showriders absolutely NAILED the performances!"

- Showrider Member



Indigenous Connections

Indigenous Youth Program

The Indigenous Youth Program was launched in 2017, bringing together Indigenous youth between the ages of 9 and 14 to participate in activities specially designed to build resilience, connect to traditions and ensure a day of fun. Facilitators are First Nations individuals who also serve as role models for the participants. After a session in March 2020 the program went on hiatus, with facilitators working hard to stay engaged with Indigenous youth throughout the year by designing informational colouring pages, recording greetings for participants and sharing their community spirit. Plans are currently underway for the program's return in spring 2022 with further sessions planned for the fall.

Elbow River Camp

Elbow River Camp is located along the Elbow River and remains a vibrant part of the Calgary Stampede to this day, with visitors able to experience the cultures of the Siksika, Piikani, Kainai, Tsuut'ina and Stoney Nakoda First Nations. In 2021, the Calgary Stampede and Tipi Holders put new protocols in place to ensure the safety of all involved. Elbow River Camp held two opening and two closing ceremonies; Tipi Holders were split into two groups, each participating in 5 days of Stampede.

Katari Right Hand

Katari Right Hand was awarded a 'Strong Youth' Scholarship from the Calgary Stampede Foundation for contributions towards making our community stronger. Her impact on others through her inspiring artistry, willingness to bridge cultures and youth leadership, mark Right Hand out as an exemplary candidate for this scholarship.



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. Generously funded by the Brandon Flock Foundation, this program provides \$20,000 worth of scholarships to the top 8 artists, from the Dustin Peers Memorial Scholarship. This is one of Canada's largest art scholarships with a top prize of \$10,000.

Now in its fifth year, interest in the poster competition has grown exponentially. With the successful launch of a social media campaign, we saw a record number of applications this year, with just over 175 talented youth applying.

Information sessions, masterclasses and mentorship sessions were all successfully moved to virtual delivery over the course of the 2022 program. While we eagerly await the reveal of the 2022 Calgary Stampede Poster, here are some facts about the history of these true works of art.

30,000
Posters
distributed
annually

\$20,000
In Educational
scholarships

1912
The first year
the poster
tradition began



2022

?

Youth Campus Updates



10

**Community groups using
Youth Campus spaces
in 2021**



465,000

Sq. ft. of usable spaces



10,000

Hours of use in 2021

Continuing the Calgary Stampede's legacy of bringing people together, Youth Campus is the culmination of the Calgary Stampede's and Calgary Stampede Foundation's 10-year master plan and vision of creating a year-round, world-class gathering place for the community.

It is the primary rehearsal facility for all of the Calgary Stampede Foundation's performing arts programs, as well as providing space and opportunities for local and visiting artists to flourish. The site features innovative, community-based programs, industry leading arts training facilities, and indoor and outdoor performance and gathering places.

Youth Campus saw a flurry of activity in 2021, bringing life to this inspiring corner of Stampede Park. In addition to the near-constant use of Campus spaces by the Foundation's youth programs, external community groups are frequent users of both indoor and outdoor venues.

Youth Campus will soon be home to the restored Oliver House, which will serve as a leadership hub for youth in the community, generously supported by the Rotary Club of Calgary at Stampede Park. Oliver House is scheduled for completion in Spring 2022. In addition, the highly anticipated SAM Centre will be a key feature of Youth Campus once construction is completed in 2023.



SAM Centre



SAM Centre

What is SAM?

SAM Centre will open in 2023 as a year-round immersive experience that connects Calgarians with stories, artifacts, and peoples of the Calgary Stampede with the aim of creating a genuine and enduring sense of community identity and belonging. SAM will be approximately 30,000 sq. ft, and will include:

Uniquely tailored immersive exhibits and experiences

These spaces will involve guests in the historic and ongoing story of Stampede through interactive, immersive and engaging experiences.

Vibrant learning spaces

A diverse, multi-use facility, SAM is designed to ignite curiosity and foster learning in individuals and groups of all ages and backgrounds.

Connections with collections

SAM will house a new Collections space where guests can connect with Stampede stories and artifacts in new ways, closer than ever!

A year-round community gathering space

SAM will be a place for celebration, learning and sharing through active and flexible spaces that inspire community participation and collaboration.

Excitement and Excavations

SAM Centre will sit on the site of Calgary’s first real general hospital, built in 1899. The iconic Rundle Ruins, which are adjacent to SAM on the north side, are all that remain from the early hospital that was demolished in the 1970s. However, during the excavation of the site in preparation of SAM construction, several artifacts from the mid-20th century have been discovered, from bottles and pins to old toys. The site will continue to be monitored for the rest of the excavation. Who knows what other historical surprises the earth will turn up...

[Click here for news coverage of this exciting discovery.](#)

Timelines

Nov 2021	North Admin Building Demolition
Jan 2022	Site Excavation
Mar 2022	Interior Experience Design Complete
Apr 2022	Construction Begins
Late Fall 2023	SAM Centre Opening (Tentative)

Thanks To Our Donors

Leadership & Capital Campaign Donors \$1 million +

AltaLink	Estate of Arthur (Bud) Hall
BMO Financial Group	Hunter Family Foundation
BURNCO Rock Products Ltd.	Ron and Toni Jackson
Calgary Foundation	John and Sheilagh Langille
Calgary Stampede	Norris Family Foundation
Cenovus Energy	Nutrien
Wayne and Eleanor Chiu	RGO Office Products
Coril Holdings Ltd.	Robson Family
Marcel Coutu and Anne Maxwell	Rotary Club of Stampede Park
Doherty Family	Shane Homes
Enbridge Inc.	Bill (In Memoriam) and Sharon Siebens
ENMAX Corporation	Suncor Energy Foundation
Government of Canada	Taylor Family Foundation
	TransAlta

Major Donors \$100,000 +

Calgary Stampede Volunteer & Friends Divot Classic
Susan and Stan Church
John Finn
M. Ann McCaig
Richard and Elizabeth Olver

1912 Society Donors

Trailblazer \$25,000 +

Marcel Coutu and Anne Maxwell
John and Sheilagh Langille
M. Ann McCaig
Shelly and Alan Norris
Mike and Linda Shaikh
Bob and Gretchen Thompson

Bullrider \$10,000 +

Brandon Flock Foundation
Susan Church
Clyde and Toni D'Arcy
Shane Doig
Siobhan Doherty
Shane Ellis
John Finn
Dave Lantz
Penny Leckie
Steve Letwin
Richard and Elizabeth Olver
Dean and Barb Prodan
Pat and Bob Steele

Mustang \$5,000 +

Susan Brown
Tim Harvie
Todd Hawkwood
Randy Kerr
James and Linda Moore
John and Carol Stueck

Member \$1,912 +

Sherry and Steve Austin
Kay and Julia Best
George Brookman
Archie Bushfield and Karen Hand
Mike Casey and Brenda Armitage
Lee Cummings
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Bill Gray and Rebecca Stewart
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Sandra Lunder
Kim McConnell
David and Jenny McDermid
Morton Family Foundation
Barry and Val Munro
Brian Olson
Will and Lisa Osler
Bob Sartor
Donald and Eleanor Seaman Family Foundation
Scott and Deb Thon

What is the 1912 Society?

In 2012, the Foundation created the 1912 Society, named in honour of the philanthropic and community leaders that founded the Stampede.

When you join the 1912 Society, you unite with a group of individuals who are an essential part of the Stampede family. Together we can help young people achieve their goals by providing skill-building programs that inspire leadership and creativity.

Your donation makes a meaningful statement about how much you value the development of strong and community-minded young people.

An annual gift at one of the society's giving levels allows you to play an important role in ensuring our youth programs remain excellent, accessible, and sustainable.

1912 Society Giving Levels

Member - **\$1,912 +**

Mustang - **\$5,000 +**

Bull Rider - **\$10,000 +**

Trailblazer - **\$25,000 +**

To find out more about the 1912 Society, please contact us at csfoundation@calgariystampede.com



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