



CREATING POSSIBILITIES FOR CHILDREN ON ICE

2014 Pre-budget Consultation Proposal related to CANADA'S ECONOMIC ACTION PLAN

EXECUTIVE SUMMARY

Canada has over 2500 Rinks Across Canada. With Skating being a key part of Canada's national heritage and culture, skating due to lack of financial resources can be problematic for many countries. Skate To Great was founded in March 2012 by Canadian Olympian, Kaitlyn Weaver, and Evan Kosiner, a recipient of His Excellency, The Governor General of Canada's Caring Canadian Award. M.P. John Carmichael has been an instrumental supporter since day one and along the way. Together with industry partners such as Ryerson University, FedEx, Lowe's, 1-800-GOT-JUNK, StorageMart, Price Waterhouse Coopers and more, Skate To Great has collected over 6000 pairs of skates for Canadian charities, schools and community programs across Canada. With the goal of making sure every kid in Canada has the right to skate regardless of their circumstances, we (Skate To Great) with the Government of Canada's support would like to make this dream a reality via a program to "support Canadian rink refurbishment" via Canada's Economic Action Plan. The proposal set forth describes in detail how we would accomplish this. We appreciate your time and consideration with this matter.

OVERVIEW

Of a "Rink Improvement Program" which via the proposed program execution would allow for deserving kids in Canada to have the "right to skate" and for it to no longer be a privilege.

CONTEXT

Skate To Great is a registered Canadian Charity, intended to ensure every kid in Canada has the opportunity to skate regardless of their circumstances. Founded in March 2012 by Canadian Olympic Figure Skater, Kaitlyn Weaver (age 24) and Serial Entrepreneur, Evan Kosiner (age 26), the duo began formulating a team of charities, community programs, corporations and sports organizing bodies to make this dream into a reality. With the assistance of countless volunteers and the in-kind services of FedEx Canada, Lowe's, StorageMart, Price Waterhouse Coopers, 1-800-GOT-JUNK and others, Skate To Great is able to collect, store, sort and distribute skates at over 100 locations nationally. These skates benefit existing schools, charities and community programs do what they do best. Skate To Great has supported charities like Courage Canada (assisting blind children playing hockey), HEROS Hockey (assisting at-risk youth), Big Brothers Big Sisters in various regions (every kid in Toronto needing skates and helmet has received them from Skate To Great the past two years) and countless other charities, schools and community programs. Siskinds Law, where Canadian Gold Medalist Tessa Virtue's father is a partner and their COO is an NHLPA Agent representing Toronto Maple Leaf Nazem Kadri, understands the teambuilding and leadership skills that skating brings youth. Siskinds Law donates their legal services pro bono to Skate To Great. Ryerson University's Digital Media Zone provided resources and office space to launch Skate To Great. Skate To Great then was able to give back to Ryerson by providing hundreds of skates for Maple Leaf Garden's (now Mattamy Athletic Centre) for their community programs. His Excellency, The Governor General of Canada, David Johnston presented Co-Founder Evan Kosiner with the Caring Canadian Award at the 2013 Figure Skating World Championships in London, Ontario. Skate To Great has been profiled on CBC's Hockey Day In Canada, CBC's Stephen and Chris, Canadian Living Magazine, CTV News, CityNews, CP24, Global News, The Forest Hill Village Post/Post City Magazines, the television show StorageWars and the Canadian Jewish News. Bell Media, Rogers and SkyWords Traffic have also provided Public Service Announcement spots across their various media properties.

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A new partnership for 2015 with Play It Again Sports and other used sports stores has allowed Skate To Great to ensure corporate used sports stores can now benefit from those wishing to donate their equipment in exchange for Skate To Great receiving store credit which it can use to keep up with the purchase of helmets and laces, something that has been problematic for the the charity.

PROPOSAL

Canada has approximately 2500 indoor rinks and some of them are in need of repair. We have more rinks per capita than any other country in the world. Many kids in Canada go without the opportunity to skate due to financial circumstances or due to a disability. Skate To Great would like to assist with both of these issues. Unfortunately for many families receiving a tax credit later doesn't make any difference when money isn't available for their kids to provide these services up front. Many of these key families in need, do not stand to benefit much from the current tax credits available from having their kids involved in sports. That's how this proposal is different.

PROPOSED IMPLEMENTATION AND STRUCTURE

- Skate To Great will identify and receive simple applications from family who are considered to be living in poverty and/or have a disabled child/youth, also including new immigrants (an application simple enough for a single parent with a basic education to fill out or can be filled out by our managed call center staff via telephone).
- Skate To Great will as part of the program commission a Canadian call centre (perhaps SITEL a subsidiary of Canadian Onyx Corporation and used by many major Canadian corporations) to call the full database of 2500 Canadian rinks to establish contact and fill them in our program. The call centre staff will offer the rinks the option to sign up to the program for the rink to receive direct deposit payments at a fixed rate for skate rentals and admission to public ice time from Skate To Great. The rink will be assigned a rink ID and an automated 1-800 number to call whenever one of the recipients arrives at the rink.
- Cards with a unique number will be sent to the child in the family. As children's feet grow skate rentals make the most sense. This card allows kids approved via the program five rentals per season and admission for public ice time. Skate To Great would also like to provide the child with a helmet (at cost is approximately \$33-39).
- When a child wants to use their card to skate, the rink calls the 1-800 number and enters their rink ID and the number on the back of the child's card. At the end of the month, the rink receives a fixed rate for each skate rental (eg. \$5/10 slightly discounted from standard retail rental rates). This income is now a new line of revenue for rinks as typically this market wouldn't be a skating client. Across Canada this provides the Government a way to distribute funds for rink improvement and benefit Canadian kids at the same time vs. just handing out funding to arenas. This brings families together, encourages exercise amongst youth and breaks down barriers for kids to participate in sport.
- Skate To Great will create a new online portal to streamline the rink direct deposit process. The portal will also allow kids or parents to check and/or dispute any credits being used and identify fraudulent rinks which process the cards without the child's knowledge. Skate To Great will handle the dispute resolution process.

- Skate To Great will also take out a blanket insurance policy to protect rinks due to skate rental loss and/or liability coverage for children participating in the programs. Most rinks already have liability policies in place.
- Ideally a press conference featuring key Government personnel and top former hockey, figure and speed skaters will assist in announcing the initiative. Canada will likely receive international press coverage being “the first nation to implement skating to make skating available for all children.”
- We propose that for children with disabilities, two credits be issued per skating occurrence to allow an assistant to join the disabled child on the ice and assist as needed.

Skate To Great would like to partner with one of the major Canadian financial institutions to conservatively invest a single grant for the management of this program and use the interest primarily to fund the program on a yearly basis. This will assist in making the program sustainable for many years to come.

We’re estimating our “skate and ice time rental” to be \$5 per occurrence per child with five occurrences being provided per season. For some children (but not all) we may have to provide a helmet ranging from \$20-40. After shipping a card to the child’s family, a helmet, call centres and and general management expenses, we would assume this would cost \$50-120 per child. Some children will not use all five skates and after 1-2 seasons we should have an estimate of how many skate sessions kids use on average and can allow applications accordingly.

In an ideal world we would appreciate \$10 million in one time funding. Investing this with one of the major banks we’ve been told we could see anywhere from 6-8% fairly conservatively in yearly interest. This would allow us \$600,000 per year for many years to come to manage and provide opportunities for kids to skate and funding to go towards rink improvement. We could manage this opportunity with much less money (eg. \$1 million) or much more money as it reasonably scales with the funding we receive, directly correlating to how many kids we will be able to accept yearly. We will also actively be seeking corporate partners and philanthropists to attempt to match and increase our funding for this program.

We thank you for your consideration and welcome any questions you may have.

Please contact Skate To Great’s Co-Founder at Chairman, Mr. Evan Kosiner at evan@skatetogreat.org or directly at 416.781.6503. Skate To Great’s Administrator is Michelle Koch who can be reached at michelle@skatetogreat.org.