



Grand Prize Submission

Leduc Minor Hockey Association





Grand Prize Submission

Tell us about your hockey association.

Leduc Minor Hockey Association is incredibly blessed this season to be celebrating our 50th Anniversary. This is an incredible accomplishment as a minor hockey organization and never have been possible without the dedication of our LMHA families and the support of our amazing community. Leduc Minor Hockey is dedicated to providing on and off ice hockey programming to children and youth of all ages and abilities in the Leduc and surrounding communities. Our program and coaching is aimed toward developing hockey skills, building character, and preparing youth to be good citizens who will continue to contribute to their communities as they grow up and far into adulthood. It is our vision as a Minor Hockey Association to grow a community of healthy engaged citizens who are lifelong hockey players and fans and develop a deep understanding and appreciation of their community. Our core belief is now and have always been “Kids First”, at the heart of our association is a deep-rooted belief in doing what is best for the kids who live to love the game in any way we can.

How would you describe your community?

As a hockey association rooted in a dynamic city, we are incredibly blessed to have such a high level of community involvement. Countless community members turn up in droves to cheer on our athletes, offer up their bottles for fundraising bottle drives, turn out to purchase those 50/50 and raffle tickets and even sign up to volunteer at our home tournaments, all for the love of the game, and the kids on the ice. Our community is rooted in kindness and compassion, which is evident in the countless events held throughout the year to bring everyone together regardless of their situation. From summer concerts and parades, to the family fun fair held every family day that is free for all to attend. The community of Leduc was founded in 1891 by Robert Telford, and Hockey has been a part of the Leduc community since 1932, when the Leduc Tuxis hockey team played their games on an outdoor rink. The citizens of Leduc celebrated their love for hockey in a big way in 1952, with the completion of what is now fondly known as the Alexandra Arena, that still stands and serves our community today. Leduc was incorporated as a city in 1983, and hockey hit the ice here many years before that! The communities love for the game showcased the need for a local association and the Leduc Minor Hockey Association was born. Leduc Minor Hockey Association was incorporated in 1974, so it's safe to say that hockey has been a huge part of our community for almost as long as our community has existed, and our community has loved the sport even longer.

What role does hockey play in your community?

Leduc Minor Hockey prides itself on giving back to our community. Our teams take an active role in giving back in many ways. During the Christmas season, our teams enjoy helping out with Santa's anonymous and bagging groceries at our local grocery stores. We also host multiple food drives throughout our hockey season, mainly during our tournaments. It's great to see our community and communities attending our tournaments happy to help those in need within our city. We have also attended the local senior's homes to share Christmas cards and sing carols and help out with physical activities with our elderly residents. It's an honor as a member of Leduc Minor Hockey to also see our older kids who have aged out of minor hockey returning each year to help coach, and mentor the younger generations of up coming athletes. Historically playing a team sport teaches very valuable life skills. Being able to work as a team to reach a common goal leads far beyond just minor hockey, this is a skill that will be utilized for these kid's entire lives. As they continue to move through their educations and into their careers, the lessons learned on and off the ice through hockey will help ensure they become healthy, and active members of the community. Respect for authority as well as respect for the facilities we are lucky enough to play in is paramount in what is taught by our coaches and helps teach our athletes about respect for their community as they venture out into the world.



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What challenges exist in your community that keep kids from playing hockey?

In the current economic climate, our community members face a lot of the same challenges that all community members across the country are facing now. With the rising cost of living, registration fees, equipment purchases, and travel expenses can be a cost that gets to be too much for a lot of families. Some of the families in our community have also faced health challenges in the past as well. Having a parent or sibling of a player suffering from an illness that requires frequent or constant medical attention has often meant that fees are not in the budget and unfortunately neither is time. There are also many kids with different or special needs who often shy away from joining hockey or sports in general out of fear of being singled out or not feeling included in the team for various reasons. This can make them feel isolated or left out of the group.

What is your hockey association currently doing to overcome these challenges?

Leduc Minor Hockey is committed to an “every kid should be able to play” mantra. This means that regardless of financial status, a family shouldn’t have to avoid hockey simply because of the costs associated. In order to help achieve this goal, Leduc Minor Hockey has partnered with various organizations, such as Jumpstart Funding, Kidsport, and Hockey Canada Assist, to ensure that registration is something everyone can afford. No kid should be excluded due to finances. As an association, we also offer registration payment plans, this helps families break registration down into smaller more manageable payments. For our younger aged kids, we have also partnered with Bauer First Shift, this is a 6 week on ice program geared towards introducing younger athletes and their families to hockey in a fun, and practical way. The program is aimed towards kids ages 6-10, and also equips kids head to toe in brand new Bauer hockey gear. Once this program is complete, Leduc Minor Hockey offers each athlete a spot on a team that matches their age and skill level. We offer a reduced rate registration for these families with a discount provided relative to the team time they did not participate in. Leduc Minor Hockey also has many coaches that have taken various classes and clinics to be able to coach kids with different needs and abilities. We are committed to meeting our athletes where they are at in all aspects. We pride ourselves on being inclusive to all of our potential athletes. Our U7 program is funded largely by our association, providing highly discounted registration rates to encourage kids to get involved and join in on the fun and love of hockey. This discounted registration is extended outside of U7 to any first-time registrant, regardless of age. This helps ensure families aren't discouraged from trying out Hockey only because of the costs. Our association relies on volunteers each season, and as with all associations, fees are necessary to cover the costs associated with typical running costs. Leduc Minor Hockey gives each athlete's family the opportunity to cover their volunteer fees/credits by getting involved. Throughout the hockey season parents have the opportunity to volunteer in various ways, helping with tryouts, washing jerseys, and jumping in to help our tournaments run smoothly. We also partner with the City of Leduc during the off season to provide extra volunteer times. Helping out with the city's Karma Concerts or with the Black Gold Rodeo is a great way to stay involved in our community during the summer months. It takes a community to raise an athlete, and giving back to our community is in our hearts.



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Please share the association's vision for using the \$75,000 Grand Prize to encourage more kids to play hockey by developing solutions that look to remove barriers in the game of hockey and make the game more accessible, inclusive and equitable for everyone?

To make hockey more inclusive in our community it will be crucial to create an environment where everyone, regardless of gender, race, or socioeconomic background feels welcomed and valued. This starts with ensuring access to the sport, such as offering affordable equipment and registration and programs in our community. It's important to foster a culture of respect and openness where all individuals feel safe and supported on and off the ice. If Leduc Minor Hockey was to be awarded the \$75,000.00 it would ensure that we could reach and include so many more youth in our region.

In an effort to make hockey more inclusive to the girls in our community, we would host a "Girls Try Hockey" event. This could be set up as a full weekend camp or be a week long, free to play event for 20-30 young ladies that would consist of 6 one-hour ice times, five of which would be skills and skating development and on the final day a fun game for all participants to partake in. Geared towards girls between the ages of 6 and 11, to get them on the ice learning the fundamentals of hockey in a fun, and practical way. We would offer assistance getting all applicants geared up to be on the ice in proper fitting equipment sourced and sponsored from Bauer, and our local sports equipment store. Each player would also receive a t-shirt or a jersey. Leduc Minor Hockey would also ensure that any participants who wished to join a team for the remainder of the season would have a spot on a female or co-ed team that matched with their age and skill level. Another event we would host would be the "Spice Up The Ice" event that we have held in the past. This would be a one-day event hosted during the IIHF World Girls Ice Hockey Weekend. Consisting of fun and interactive contests, skills challenges, development programs and mentorship, and also a visit from PWHL player Daniel Serdachny and closing out the day with an NCI game.

This would also give us the opportunity to Rebrand our female teams with Jerseys to make them more inclusive and colour match our LMHA colours featuring their own team's name, allowing them to be their own identity but still remain identifiably part of Leduc Minor Hockey Association. Currently all of our teams fall under the "Leduc Roughnecks" team name, but we would love to showcase or female teams with a name all their own. This would lead towards generating a new Female Hockey Motto.

We would also open up a Registration Scholarship for the 2025-2026 & 2026-2027 seasons that community members could apply for to cover registration costs, as well as an Equipment Sponsorship that registrants can apply for, to help cover the cost of replacing equipment that may be damaged, too small or simply worn out. This would be open to any player registering in Leduc Minor Hockey Association from U7 through U18, and would be awarded by the board. A significant portion of the budget would be geared specifically to offering many more development camps and the purchase of specialized on ice equipment. We want to foster an environment where kids can feel included no matter their abilities or needs. This equipment would be made available at all 4 of the ice facilities in the city and to every team. The development camps would be offered to the association as a whole, and LMHA would be able to cover all of the costs associated so that all kids could attend. and we would have any equipment that might be needed. These would be run as PD Day camps for co-ed, female and goalies to attend on their PD Days off school. This funding would also allow us to increase our individual team's development funds significantly, allowing our teams to book specific development based on their needs together as a team. This development could include but not be limited to things like, power skating, edge training or dry land training.



Grand Prize Submission

Kruger Big Assist Grand Prize Proposal

Budget Summary:

Development Camps

*PD Day camps throughout the entire season will be free of charge for all players who wish to attend and will include co-ed, female and goalie specific 1-hour camps run on PD Days

*Goalie camps will be hosted throughout the season free of charge for all goalies and a U9 Try A. Goalie camp will be held free of charge for any U9 kids wishing to try out being a goalie for a few hours.

*Extra funds will be allocated to each team to increase their team development budget so they can book private development sessions (power skating, stick handling, dry land training etc.) as a team

*Girls Try Hockey - a (weekend or 6 week) program designed to get girls on the ice. Geared to girls ages 6-11 to get out and try hockey and develop a love of the game. Equipment also sponsored by LMHA

*Spice up the Ice event - 1 day event held during the IIHF girls ice hockey weekend including fun contests, skills challenges, development programs and mentorship.

*New coaching equipment including specialty equipment so our coaching staff can meet all our players where they are (e.g. noise making pucks for kids who may be vision impaired)

*Rebranding Our Girls Teams - Providing our female teams with their own identity and name (Leduc Sparks), while striving keep them inclusive in LMHA by getting new jerseys that match the LMHA colours.

*Registration Scholarship - Providing families who may not qualify for our other funding options the ability to apply to LMHA for assistance with registration costs. This would cover the full registration fee for each approved athlete and would be used for the upcoming 2025-26 season as well as the 2026-27 season as well.

*Equipment Sponsorship - open to all LMHA players, the ability to apply for sponsorship to replace equipment that may be damaged, too small or simply worn out



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Kruger Big Assist Grand Prize Proposal Continued

	July - August 2025	Timeline 2	July - August 2026	Total
Program # 1				
Registration Scholarship	\$5,000.00		\$5,000.00	\$10,000.00
Equipment Sponsorship	\$2,500.00		\$2,500.00	\$5,000.00
Program # 2				
Female Rebranding	\$20,000.00			\$20,000.00
Program # 3				
Free PD Day Development Camps - Co-ed, Female & Goalie	\$19,000.00			\$19,000.00
Spice Up the Ice	\$2,500.00			\$2,500.00
Girls Try Hockey			\$5,000.00	\$5,000.00
Program # 3				
New Coaching Equipment	\$3,000.00			\$3,000.00
Specialized Coaching Equipment	\$500.00			\$500.00
Increasing Team Development budgets	\$10,000.00			\$10,000.00
TOTAL	\$62,500		\$12,500.00	\$75,000.00



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WE'VE COMMITTED OVER
\$1 MILLION
TO GIVE MORE KIDS
ACCESS TO HOCKEY



 **CANADIAN COMPANY PROUDLY**
SUPPORTING CANADA'S GAME