



Grand Prize Submission

Lac des Deux Montagnes Hockey Association



Proudly Assisting Canadian Communities



Grand Prize Submission

Tell us about your hockey association.

The Lac des Deux Montagnes Hockey Association (AHMLDM) is a dynamic regional organization that brings together over 600 players from six municipalities every year. It is a focal point for the development of minor hockey in the region. As the association continues to grow, it benefits from the constant influx of new families, resulting in a steady increase in registrations.

The AHMLDM offers a structured, safe and inclusive environment, welcoming youth of all levels, from beginner to competitive. Its mission is based on fun, player development and respect for sporting values. The organization can count on a rigorous Board of Directors and the remarkable commitment of numerous volunteers, coaches and families, who actively contribute to the quality of the coaching offered.

Beyond the sport, the association plays an important role in the social life of the community, fostering a sense of belonging and collaboration between the different towns of the territory. This excellence has in fact been recognized on a number of occasions, including through the title of Association of the Year in the region two years ago, and through recognition as Hockey Québec's most beautiful logo last year.

In short, AHMLDM is a healthy, growing organization with deep roots in its community.

How would you describe your community?

Our community is dynamic, family-oriented and growing rapidly. It brings together residents from a number of municipalities, resulting in a wide variety of profiles, including young families, new arrivals and households with different economic realities. This diversity helps create an inclusive and enriching environment for all.

Sports, and hockey in particular, are an important part of community life. It acts as a real place of gathering, reinforcing a sense of belonging and fostering exchanges between families, volunteers and local partners. Their commitment helps create a warm, stimulating environment focused on youth development. Collaboration between different municipalities is a key element of our community. It enables us to pool our resources and efforts to offer accessible, well-structured sports activities. This synergy helps to maintain a high level of quality in youth coaching. However, this rapid growth comes with its challenges. The increase in registrations puts pressure on accessibility, particularly in terms of costs and logistical constraints. More and more families want to offer their children the opportunity to play hockey, but some face financial limitations. Despite these challenges, our community remains deeply committed to making the sport accessible and supporting our youth, through solidarity and collaboration.

What role does hockey play in your community?

Hockey occupies a central place in our community and acts as a true social pillar. Far beyond the sporting aspect, it structures young people's daily lives and actively contributes to their overall development. Through hockey, young people acquire not only technical skills, but also essential values such as teamwork, discipline, perseverance and respect. Hockey also promotes healthy lifestyles by encouraging regular physical activity, commitment and self-improvement. It provides a constructive framework that helps the youth develop in a positive, structured environment. In our community, hockey also plays a key social role. It creates strong links between families, volunteers and the various players in the community, reinforcing a sense of belonging. Arenas become gathering places where lasting relationships are forged and the community rallies around a shared passion. Moreover, hockey is a channel for inclusion, enabling young people from different backgrounds to rub shoulders and share enriching experiences. It thus helps build a united, committed and proud community. In short, hockey is much more than just a sport: it's an engine for personal and collective development, at the heart of community life.



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

The challenges that limit access to hockey in our community are mainly structural and financial. By far the biggest challenge is the lack of ice time. We only have access to one arena to serve a territory that includes several municipalities, while demand continues to grow. This reality forces us to make difficult choices: reducing practice time, merging teams or, in some cases, refusing registrations. In practical terms, this means that motivated young people simply don't get the chance to play, which also limits their development by reducing their time on the ice.

Added to this are significant financial obstacles. The cost of equipment and registration is a challenge for many families, especially in a context of rising living costs. Although we put in place various initiatives to support families, these costs can still be a barrier to participation.

Logistical constraints also complicate access. Late or distant schedules, combined with travel between municipalities, can be a challenge for families, especially those with limited resources.

Consequently, even if the interest in hockey is present, these barriers significantly limit access to the sport. Our goal remains to find sustainable solutions to enable more young people to play hockey in a structured, inclusive and accessible environment.

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

Despite the significant challenges associated with accessibility, our association takes a proactive approach and implements several concrete measures to maximize access to hockey for the youth of our community.

First of all, we rigorously optimize the use of available ice time. Each time slot is used to the fullest, thanks to efficient scheduling, including the grouping of certain practices and tight team management. This organization allows us to offer as much ice time as possible to a greater number of players.

At the same time, we are constantly striving to obtain additional ice time. We're actively looking to rent time slots in nearby arenas, such as Boisbriand and Complexe AP, to meet growing demand. Although this involves logistical challenges, these solutions enable us to temporarily increase our capacity.

We also rely on the involvement of our volunteers, who play an essential role in the running of the association. Their commitment makes it possible to offer high-quality supervision while keeping costs more affordable for families. This community engagement is a key driver in supporting our mission.

Last but not least, we ensure efficient management of our resources and teams to keep costs down and maximize opportunities for young people.

Despite all these efforts, we are now reaching the limits of our capacity. The lack of infrastructure remains a major obstacle, and without additional solutions, it continues to restrict access to hockey for many young people in our community.



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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.

If our association receives the \$75,000 in funding, our vision is clear: to eliminate the main barriers to playing hockey so that it becomes more accessible, inclusive and equitable for all children in our community. Our main goal is to significantly increase the number of young people who can join and remain active in hockey over the next 12 to 18 months.

Our action plan focuses on three concrete and mutual approaches. Firstly, increased ice access. A significant portion of the funding will be devoted to purchasing additional ice time in nearby arenas (e.g., Boisbriand, Complexe AP) and exploring alternative solutions such as the use of synthetic surfaces. This investment will enable us to increase the number of registrations accepted and offer players more practice time.

Secondly, reducing costs for families. We will set up a structured program of loaned or subsidized equipment (helmets, skates, basic equipment), as well as targeted financial support for families in need. The aim is to significantly lower the financial barrier of registration.

And finally, improving experience and retention. By offering more ice time and quality coaching thanks to our volunteers and trainers, we aim to promote the enjoyment, development and loyalty of our young players.

The success of this plan will be measured by clear indicators: an increase in the number of registrations, a decrease in the number of refusals, and an improvement in the retention rate. This approach is realistic, measurable and directly aligned with the needs of our community.



Grand Prize Submission

Kruger Big Assist Grand Prize Proposal

Our \$75,000 investment plan is spread over a period of 12 to 18 months, and aims for concrete, measurable and rapid results right from the first season.

Program 1 – Ice access (\$40,000)

Objective: Increase the number of players and practice time.

Calendar: Spring/Summer 2026: Identifying and reserving ice time, Fall 2026: Start of activities (addition of teams/practices), Winter 2026-2027: Full rollout

Deliverables: 20-30% increase in available ice time, reduced number of rejected registrations, increased ice time per player

Program 2 – Accessible equipment (\$15,000)

Objective: Reduce registration costs for families.

Calendar: Spring/Summer 2026: Purchase and organization of equipment, Fall 2026: Loan program launch, Winter 2026-2027: Use at full capacity

Deliverables: Complete equipment inventory (helmets, skates, etc.), 50 to 75 young people supported per season, direct reduction in registration costs

Program 3 – Financial support for families (\$10,000)

Objective: Ensuring accessibility for all.

Calendar: Summer 2026: Setting eligibility criteria, Fall 2026: Allocation of aid, Winter 2026-2027: Follow-up and adjustments

Deliverables: 25 to 40 families supported, decrease in cost-related dropouts, greater socio-economic inclusion

Program 4 – Initiation and development (\$10,000)

Objective: Attract and retain new players.

Calendar: Summer 2026: Program creation, Fall 2026: Launch (clinics/free trials), Winter 2026-2027: Team integration

Deliverables: 30 to 50 new young people initiated, increased retention rate

Budget summary

Ice access: \$40,000

Equipment: \$15,000

Family support: \$10,000

Initiation and development: \$10,000

Total \$75,000

This plan is realistic, measurable and directly aligned with the needs of our community. It will significantly increase access to hockey from the very first year.



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Kruger Big Assist Grand Prize Proposal

	Spring/Summer 2026	Fall 2026	Winter 2026-2027	Total
Ice access				
Find and reserve ice time	\$500			\$500
Start of activities (adding teams/practices)		\$15,000		\$15,000
Full rollout			\$24,500	\$24,500
Accessible equipment				
Purchase and organization of equipment		\$15,000		\$15,000
Financial support for families				
Setting eligibility criteria	\$0			\$0
Allocation of aid		\$9,000		\$9,000
Follow-up and adjustments			\$1,000	\$1,000
Initiation and development				
Launch (clinics/free trials)		\$3,000		\$3,000
Team integration			\$2,000	\$2,000
Advanced clinics			\$5,000	\$5,000
TOTAL	\$500	\$42,000	\$32,500	\$75,000



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