



The R.A.Y.S. Foundation

Alberta Foundation for the  
Recovery of Youth in Sports

# Annual Report

## 2011

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## Another great year has come and gone

As the 2011 year came to a close so did the second year of this charity's existence. This two page report gives a brief update on this year's activities and plans for moving forward.

### Accomplishments

#### lululemon athletica donation

We would like to make special acknowledgement to lululemon athletica Chinook Centre for their generous contribution to our charity's cause. In early 2012 we received our first corporate donation. We were excited to see that companies like lululemon are committed to community engagement and the promotion of recreation in youth.

Our organization was a good fit for lululemon as their culture and core values resemble our own. Specifically, values such as raising the level of health

in the world and creating positive change are things that we both strive to achieve. Thank you to the staff of lululemon athletica at Chinook Centre for your contribution.

#### Community Spirit Program

The Community Spirit Program is run by Alberta Culture and Community Spirit.

*The goal of the program is to increase individual charitable giving to help support Alberta's nonprofit and charitable organizations.*

The program works by providing a donation grant to Charitable organizations to help subsidize their operating costs, capital projects, and charitable programs.

In the fourth quarter of 2010, our organization put together a grant application which we successfully obtained in 2011. We received

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approximately \$1000 which was spent on promoting and raising awareness of our existence to young athletes who may be injured while playing sports, as well as covering some administrative costs.

In particular we advertised in community newsletters and social networking sites where youth are more likely to see advertisements. We also operated a booth at the Elite 2012 Youth Conference where some of the grant money was used to develop a tri-fold and rack cards to distribute at the conference.

We would like to extend our gratitude to the office of Alberta Culture and Community Spirit for the work they do and to the Community Spirit Program for the financial support it provided.

#### Bowness Fundraiser

This year, our emphasis was not as much on fundraising, but more so focused on raising awareness of our organization and obtaining applications for funding.

Nonetheless, we still pursued the

“freezie fundraiser” at Bowness High School as we had done last year. This event was just as successful as it has been last year. Students were excited at the opportunity to purchase a cool refreshing treat during the lunch hour, and this also provided us with a great opportunity to raise awareness of our cause directly among our targeted audience. This year’s freeze fundraiser, held in May, raised approximately \$130.

### Individual Donations

Apart from the fundraiser and corporate donation, we were fortunate enough to receive donations from various generous individuals, including members within the community, online donors, as well as from members of the charity itself.

## Challenges

Of the many challenges that could be faced by a newly founded, up and coming charity, the biggest challenge faced by our organization was raising awareness of our existence. If members of the local community are not aware of the presence of our organization and the fact that we are here to assist those individuals in need of our assistance, we will not be able to succeed with our primary goal of promoting rehabilitation and recovery of youth who have been injured in their sport. Consequently, we pursued contacting various media outlets, including the Calgary Herald, CTV News, as well as Global Calgary.

### Looking Forward

As stated, one of the primary goals of the organization looking into upcoming years is raising awareness of the existence of our organization. Our previous years were primarily focused with administrative tasks, obtaining sufficient funding, and forming a solid volunteer foundation. As we have been successful in completing these tasks, our current principal focus is on raising awareness of our existence. In order to do so, we will be using several different means including:

- Renewed focus on attaining a press release via different media outlets
- Using paid means of advertisements, including community newsletters within Calgary
- Use of online advertisements
- Charity booths at various networking events catered directly towards our targeted audience
- Approaching different sporting organizations in an attempt to have internal advertising within the network of the group

#### FAST FACTS



8%

Increase in income from last year.



20%

Reduction in expenses compared to 2010.

#### FOR MORE INFORMATION

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