



Hockey Helps the Homeless
44 East Beaver Creek, Unit #4
Richmond Hill, Ontario
L4B 1G8

Hockey Helps the Homeless: MEDIA FACT SHEET

OUR MISSION:

At Hockey Helps the Homeless, we leverage Canada's affinity for hockey to raise awareness and financial support for the homeless through education, fundraising, and partnering with solutions-based local homeless support agencies.

ABOUT: Hockey Helps the Homeless

At Hockey Helps the Homeless we believe that every Man, Woman and Child should have a place to call home and the supports they need to thrive. To ensure all homeless Canadians have a fighting chance, we host Pro-Am and Collegiate Hockey Tournaments across Canada. We invite you to join the over 15000 Donors, 2500 Players, and 1000 Volunteers who participate annually as together we Play with Purpose.

We currently host 14 Pro-Am Charity Hockey Tournaments annually, across Canada. Tournament cities include Toronto, Vancouver, Montreal, Calgary, Edmonton, Kitchener-Waterloo, York Region (Markham), Barrie, London and Collegiate Tournaments at Queen's (Kingston), Western (London) and Durham College (Oshawa). In 2018, we are hosting first annual Tournaments in Mississauga and Halifax.

OUR HISTORY: From Humble Beginnings

- In 1996, Hockey Helps the Homeless (HHTH) was born from a simple idea – use hockey to help Toronto's most needy. A group of Toronto businessmen used donated ice time at then Maple Leaf Gardens to host a charity hockey Tournament for friends and colleagues. No one imagined that Hockey Helps the Homeless would grow into what it is today.
- The inaugural Tournament, then called Hockey for the Homeless would raise just over \$8,000 which was used to create 300 survival kits. The men took to the streets to hand out the kits to Toronto's most vulnerable.
- In 1999, Hall of Famer Mike Gartner, friends of one of the HHTH Founding Members suggested the Tournament be turned into a Pro-Am and in 2004 the second HHTH Tournament took place in Montreal.
- 20 years later, HHTH hosts Pro-Am and Collegiate Tournaments in 15 Canadian cities, collectively raising over \$12,000,000 since the inaugural Tournament took place over 20 years go.

HOMELESSNESS IN CANADA: By the Numbers

- 250,000 Canadians access homelessness emergency services or sleep outside in a given year
- 30,000 people in Canada are homeless on any given night
- 50,000 people on any given night are considered "hidden homeless" couch surfing, or sleeping in poor or unaffordable housing
- 10% of families do not have enough money to meet the most basic needs

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FUNDS RAISED:

At Hockey Helps the Homeless we know that there's more than one story when it comes to how people end up homeless and that's why there is more than one way to help. At Hockey Helps the Homeless we partner with local homeless support agencies and invest in people, projects and programs that provide housing and the supports required to thrive.

We do so by supporting organizations and programs committed to ending Homelessness through a number of means, including:

- Emergency, Transitional and Long-Term Housing Solutions
- Education, Training and Employment
- Youth Support Services
- Sports and Recreation Programing; and
- Other Key Supports Required to Thrive.

MEDIA CONTACT:

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