

Philanthropie et sport : état des lieux



École d'automne 2024 du Philab November 28 novembre 2024



François Brouard, DBA, FCPA, FCA
Manuel Litalien, PhD

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Structure de la session

- Introduction
- Survol d'études réalisées
 - Professional sports and foundations
 - Hockey Canada
 - Canada Soccer
 - RCAAA
- Discussion et échanges
- Conclusion

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Introduction Documents pour la session

- Document principal
 - Présentation
 - Diapositives de présentations antérieures
 - ANSER /ARES 2024 Annual Conference Professional sports and foundations
 - ANSER/ARES 2023 Annual Conference Hockey Canada
- Document avec les rapports et notes de recherche, articles, communications

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Introduction Problem and context

- Sports in Canada
 - Complex social phenomenon
 - Part of social fabric
- Nonprofit sport organizations = 21% NPO
- □ NPO sport org. = 73% with no paid staff
- High visibility of sports

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Source : Gumulka, Barr, Lasby & Brownlee (2005)

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Introduction Sport and philanthropy

- Numerous charities and RCAAA associated with sports organizations
- Organizations in Canada
 - Amateur sports
 - Professional sports
- International organizations







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PARG Ét

Étude

Professional sports and foundations

François Brouard, DBA, FCPA, FCA Manuel Litalien, PhD

(with the collaboration of Lucille Perreault, PhD)

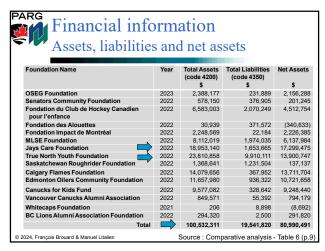
Report PARG /Philab:

Canadians Foundations Associated with Professional Sports Clubs, PARG / Philab, December 2023, 172p.

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Revenue						
Foundation Name	Year	Total Revenue (code 4700)	Total eligible amount of all gifts with tax receipts (code 4500)	Total amount received from other charities (code 4510)	Total other gifts received tax receipt was not issued (code 4530)	Total non tax- receipted revenue from fundraising (code 4630)
OSEG Foundation	2023	1,327,352	77,843	113,675	465,132	597,953
Senators Community Foundation	2022	1,969,461	101,531	-	-	1,863,679
Fondation du Club de Hockey Canadien pour l'enfance	2022	5,036,061	1,016,129	8,885	-	4,265,671
Fondation des Alouettes	2022	181,662	14,907	-	-	166,755
Fondation Impact de Montréal	2022	421,852	236,691	27,230	-	144,574
MLSE Foundation	2022	10,845,141	1,453,102	1,000,736	2,740,872	5,578,216
Jays Care Foundation	2022	19,213,939	2,479,858	1,419,128	-	12,821,605
True North Youth Foundation	2022	8,778,067	712,382	158,228	-	6,744,351
Saskatchewan Roughrider Foundation	2022	4,991,321	129,892	-	224,865	4,526,817
Calgary Flames Foundation	2022	7,573,822	283,523	-	-	7,216,429
Edmonton Oilers Community Foundation	2022	76,016,997	427,236	-	-	75,479,602
Canucks for Kids Fund	2022	11,179,888	786,857	149,348	180,895	10,007,942
Vancouver Canucks Alumni Association	2022	572,684	90,192	-	-	
Whitecaps Foundation	2021	0	-	-	-	
BC Lions Alumni Association Foundation	2022	128,925	12,620	-	-	112,887
Total		148,237,172	7,822,763	2,877,230	3,611,764	129,526,481
% of Total revenue		100%	5.3%	1.9%	2.4%	87.4%

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Financial information Expenditures - Total and gifts OSEG Foundation 820.583 314.961 1.135.544 OSEG Foundation
Senators Community Foundation
Fondation du Club de Hockey Canadien
pour l'enfance
Fondation des Alouettes
Fondation Impact de Montréal
MLSE Foundation 1,229,300 5,195,486 515,118 593,019 2022 2022 1.744.418 2022 204,486 12,000 216,486 2022 682,286 682.286 4,212,480 10,824,466 7,764,603 2,964,747 2022 5,988,203 4,015,860 10,200,683 14,840,326 Jays Care Foundation
True North Youth Foundation
Saskatchewan Roughrider Fo 2022 2022 2022 517,280 1,351,141 Calgary Flames Foundation 2022 767,996 61,328,001 3,940,779 21,039,684 4,708,775 82,367,685 2022 2,658,338 36,425 4,527,081 377,893 Whitecaps Foundation BC Lions Alumni Association Foundation 43.625 43 625 2022 98,248,424 139,231,232 © 2024, François Brouard & Manuel Litalien Source: Comparative analysis - Table 8 (p.12)

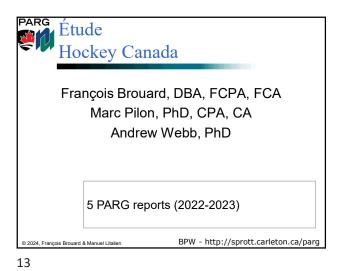
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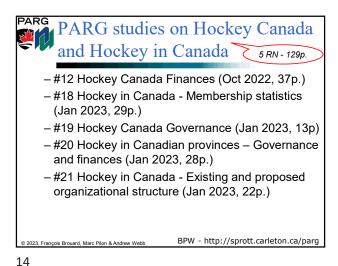
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Expellului	CS	DETOI	c gira	s by ty	hes a	
		To	tal expenditu	res before gifts	to qualified don	iees
Foundation Name	Year	Total	Total	Total	Total	Total other
		(code	charitable	man & adm	fundraising	expenditures
		4950)	(code 5000)	(code 5010)	(code 5020)	(code 5040)
OSEG Foundation	2023	820,583	170,024	48,319	190,674	
Senators Community Foundation	2022	1,229,300	-	10,554	1,218,636	
Fondation du Club de Hockey Canadien pour l'enfance	2022	5,195,486	2,684,941	678,618	1,675,062	158,865
Fondation des Alouettes	2022	204,486	-	35,546	168,940	
Fondation Impact de Montréal	2022	682,286	388,350	51,666	107,029	
MLSE Foundation	2022	4,212,480	376,404	127,811	2,708,265	
Jays Care Foundation	2022	10,824,466	5,622,335	584,027	4,618,104	
True North Youth Foundation	2022	7,764,603	3,048,570	509,037	3,547,070	659,926
Saskatchewan Roughrider Foundation	2022	2,964,747	202,860	321,924	2,439,963	
Calgary Flames Foundation	2022	767,996	419,436	341,157	7,402	
Edmonton Oilers Community Foundation	2022	61,328,001	359,045	776,686	60,192,270	
Canucks for Kids Fund	2022	1,868,743	27,093	57,094	1,784,556	
Vancouver Canucks Alumni Association	2022	341,468	65,675	36,000	240,793	
Whitecaps Foundation	2021	154		No detailed	information	
BC Lions Alumni Association Foundation	2022	43,625	-	14,464	31,861	
Total		98,248,424	13,364,733	3,592,903	78,930,625	818,79
% of Total	\neg	100%	13.6%	3.7%	80.3%	

Conclusion

Need for better understanding
Mapping is interesting
- 17/20 professional clubs / teams
- 15/16 foundations
- Presence of foundations all across Canada
- Diversity of foundations (size, community)
- Focus on youth and sports
More scrutiny is needed (governance)





Hockey Canada Context of a crisis 2018 Sexual misconduct incident (gala) 2018 Allegations of sexual misconduct funds from National Equity Fund

2022 Settlement of a complaint with Public and political outrage Loss of sponsors Independent review by Judge Cromwell Election of a complete new Board

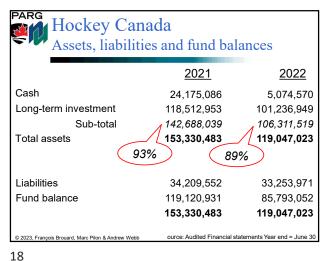
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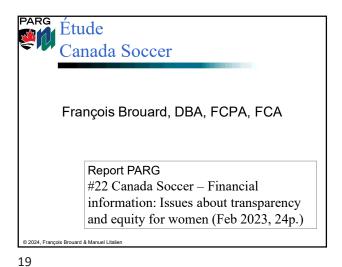
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Figure A - Hockey Canada Group Members (13) Board Board Board of directors of directors of directors Hockey **Hockey Hockey** Canada Canada Canada **Foundation** Foundation US Registered RCAAA public Exempt foundation organization **Partners** Sponsors

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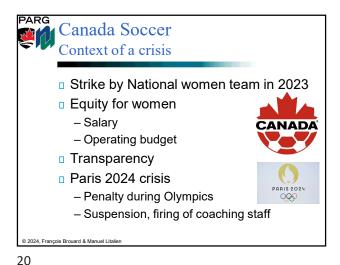


Figure B - Canada Soccer Group Board Board of directors of directors Canadian Canada Soccer Soccer (The Canadian Soccer **Foundation Association Incorporated** / Fondation / L'Association canadienne Canadienne de soccer incorporée) de soccer Registered RCAAA public foundation

CRA#122473473

February 29, 1972

Figure C - Canada Soccer and Some Stakeholders Canadian FIFA Soccer **Players** Association CONCACAF Association of Canada Canada **Players** Soccer Canadian Premier Women's League (CPL) **National Team** contract Canadian Men's Soccer **National Team Business**

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CRA#857323117

June 30, 2010 November 9, 2022

Canada Soccer
Finances and governance

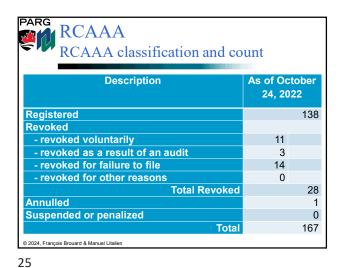
Canada Soccer
- Transparency
- Finances
- Accountability
- Governance

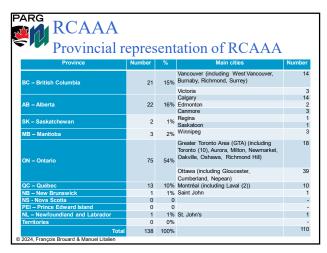
François Brouard, DBA, FCPA, FCA
Andrew Webb, PhD
Marc Pilon, PhD, CPA, CA

Report PARG
#16 Registered Canadian Amateur
Athletic Association (RCAAA) (Nov
2022, 19p.)

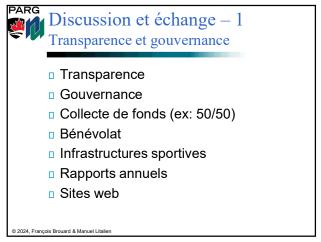
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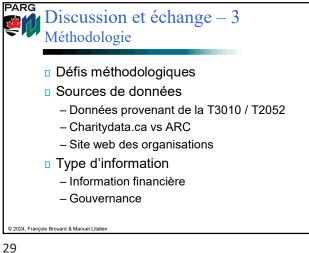


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Discussion et échange – 2 Écosystème et impact Écosystème Amateur / Professionnel Impact social du sport (santé) Inclusion sociale par le sport Éthique du sport (ex: Soccer) M □ Fondation associée au sport - Tim Horton - Canadian Tire © 2024, François Brouard & Manuel Litalie

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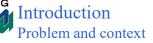
PARG

Structure of the presentation

- Introduction
- Methodology (source and teams)
- Financial comparison of foundations
 - Assets. liabilities and net assets
 - Revenue
 - Expenditures
- Conclusion

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- Sports in Canada
 - Complex social phenomenon
 - Part of social fabric
- Nonprofit sport organizations = 21% NPO
- □ NPO sport org. = 73% with no paid staff
- High visibility of professional sports
- Less visibility for foundations associated with professional sports clubs

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Source : Gumulka, Barr, Lasby & Brownlee (2005)

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- Part of a mapping exercise
- Need to describe and present financial information on foundations associated with professional sports clubs in Canada

Report PARG /Philab: Canadians Foundations Associated with Professional Sports Clubs, PARG / Philab, December 2023, 172p.

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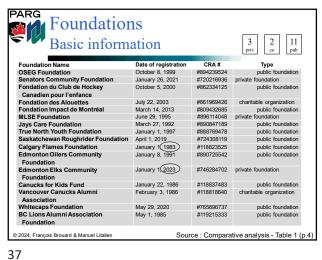
http://carleton.ca/parg



Methodology
Sources of information

CRA T3010 (3 years)
Overview + 14 RN + Comparison
Content of 16 RN
Description of the organizations
(foundations + teams)
Financial information
Mostly: 1 team = 1 foundation
Some exceptions: ex:

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Financial info Assets, liabilities			sets	
Foundation Name	Year	Total Assets (code 4200) \$	Total Liabilities (code 4350)	Net Asset
OSEG Foundation	2023	2,388,177	231,889	2,156,2
Senators Community Foundation	2022	578,150	376,905	201,2
Fondation du Club de Hockey Canadien pour l'enfance	2022	6,583,003	2,070,249	4,512,7
Fondation des Alouettes	2022	30,939	371,572	(340,63
Fondation Impact de Montréal	2022	2,248,569	22,184	2,226,3
MLSE Foundation	2022	8,112,019	1,974,035	6,137,9
Jays Care Foundation	2022	18,953,140	1,653,665	17,299,4
True North Youth Foundation	2022	23,810,858	9,910,111	13,900,7
Saskatchewan Roughrider Foundation	2022	1,368,641	1,231,504	137,1
Calgary Flames Foundation	2022	14,079,656	367,952	13,711,7
Edmonton Oilers Community Foundation	2022	11,657,980	936,322	10,721,6
Canucks for Kids Fund	2022	9,577,082	328,642	9,248,4
Vancouver Canucks Alumni Association	2022	849,571	55,392	794,1
Whitecaps Foundation	2021	206	8.898	(8.69
BC Lions Alumni Association Foundation	2022	294,320	2,500	291,8
Total		100,532,311	19.541.820	80.990.4

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Revenue						
Foundation Name	Year	Total Revenue (code 4700)	Total eligible amount of all gifts with tax receipts (code 4500)	Total amount received from other charities (code 4510)	Total other gifts received tax receipt was not issued (code 4530)	Total non tax receipted revenue from fundraising (code 4630)
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Fondation Impact de Montréal	2022	421,852	236,691	27,230	-	144,57
MLSE Foundation	2022	10,845,141	1,453,102	1,000,736	2,740,872	5,578,21
Jays Care Foundation	2022	19,213,939	2,479,858	1,419,128	-	12,821,60
True North Youth Foundation	2022	8,778,067	712,382	158,228	-	6,744,35
Saskatchewan Roughrider Foundation	2022	4,991,321	129,892	-	224,865	4,526,81
Calgary Flames Foundation	2022	7,573,822	283,523	-	-	7,216,42
Edmonton Oilers Community Foundation	2022	76,016,997	427,236	-	-	75,479,60
Canucks for Kids Fund	2022	11,179,888	786,857	149,348	180,895	10,007,94
Vancouver Canucks Alumni Association	2022	572,684	90,192	-	-	
Whitecaps Foundation	2021	0	-	-	-	
BC Lions Alumni Association Foundation	2022	128,925	12,620		-	112,88
Total		148,237,172	7,822,763	2,877,230	3,611,764	129,526,48
% of Total revenue	\neg	100%	5.3%	1.9%	2 4%	87.4

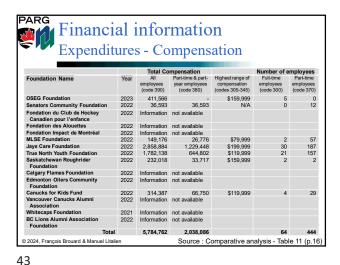
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Senators Community Foundation
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Fondation des Alouettes
Fondation Impact de Montréal
MLSE Foundation 1,229,300 5,195,486 1.744 418 2022 593,019 5,788,505 2022 204,486 12,000 216,486 2022 682,286 682.286 2022 4,212,480 10,824,466 5.988.203 10,200,683 14,840,326 Jays Care Foundation
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Saskatchewan Roughrider Foundation 2022 7,764,603 2,964,747 Calgary Flames Foundation 2022 767,996 61,328,001 3.940.779 4,708,775 82,367,685 ton Oilers Community Foundation 2022 21.039.684 2,658,338 36,425 4,527,081 377,893 Whitecaps Foundation BC Lions Alumni Association Foundation 43 625 43.625 2022 98,248,424 139,231,232 © 2024, François Brouard & Manuel Litalien Source: Comparative analysis - Table 8 (p.12)

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PARG Financia	l ir	forr	natic	m		
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Expenditu	res	belor	e giii	s by ty	pes 3	
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		10	otal expenditui	res before gifts	to qualified don	iees
Foundation Name	Year	Total	Total	Total	Total	Total other
		(code	charitable	man & adm	fundraising	expenditures
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Total		98,248,424	13.364.733	3.592.903	78.930.625	818,791
% of Total	-	100%	13.6%	3.7%	80.3%	
,,						

Financial information Expenditures before gifts by types % Total Total fundraising other (code 5020) (5040) Total man & adm (code 5010) 5.9% 0.9% 13.1% 23.2% 99.1% 32.2% 820 583 OSEG Foundation
Senators Community Foundation
Fondation du Club de Hockey
Canadien pour l'enfance
Fondation des Alouettes
Fondation Impact de Montréal
MLSE Foundation 2022 2022 1,229,300 5,195,486 100% 3.1% Jays Care Foundation
True North Youth Foundation 8.5% 2022 2,964,747 10.9% 82.3% 767,996 61,328,001 Foundation
Canucks for Kids Fund
Vancouver Canucks Alumni
Association
Whitecaps Foundation
BC Lions Alumni Association 2022 2022 1,868,743 341,468 1.4% 19.2% 154 43.625 73.0% Total 98,248,424 13,364,733 100% 3,592,903 78,930,625 818,791 3.7% 80.3% 0.8% Source : Comparative analysis - Table 10 (p.14) © 2024, François Brouard & Manuel Litalien

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Conclusion

- Need for better understanding
- Mapping is interesting
 - 17/20 professional clubs / teams
 - 15/16 foundations
 - Presence of foundations all across Canada
 - Diversity of foundations (size, community)
 - Focus on youth and sports
- More scrutiny is needed (governance)

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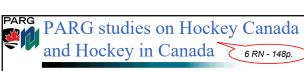
Crise à Hockey Canada: Information
financière et gouvernance /
Hockey Canada in Crisis:
Financial information and governance

ANSER/ARES 2023 Annual Conference
Toronto (York) – May 28 mai, 2023

François Brouard, DBA, FCPA, FCA
Marc Pilon, PhD, CPA, CA
Andrew Webb, PhD

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- -#12 Hockey Canada Finances (Oct 2022, 37p.)
- #16 Registered Canadian Amateur Athletic Association (RCAAA) (Nov 2022, 19p.)
- -#18 Hockey in Canada Membership statistics (Jan 2023, 29p.)
- -#19 Hockey Canada Governance (Jan 2023, 13p)
- -#20 Hockey in Canadian provinces Governance and finances (Jan 2023, 28p.)
- #21 Hockey in Canada Existing and proposed organizational structure (Jan 2023, 22p.)

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BPW - http://sprott.carleton.ca/parg

Context



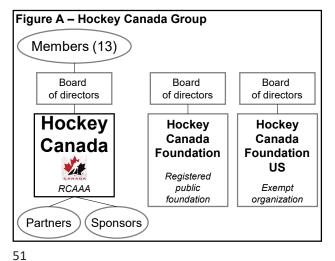
- 2018, IIHF World Junior Championship (London, ON)
- 2018 Sexual misconduct incident (gala)
- 2018 Allegations of sexual misconduct
- 2018 Police investigation
- 2022 Lawsuit Ontario \$3.55M (HC / CHL)
- 2022 Settlement of a complaint with funds from National Equity Fund

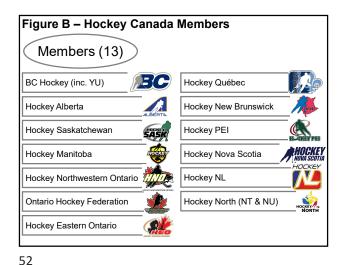
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Hockey Canada Membership Coaches & Officials 2022 179 179 3.555 6.589 10.144 19,691 15,368 4,323 4,935 2,533 7,468 4.604 1.349 5.953 4,047 923 4,970 21.579 4,745 26,324 14.846 3.767 18.613 2,853 1,135 3,313 892 4,205 345 904 1.249 2,295 687 65 **81,642** 102 24,473 106.115

53 54



Hockey Cana Assets, liabilitie		lances
	<u>2021</u>	2022
Cash	24,175,086	5,074,570
Long-term investment	118,512,953	101,236,949
Sub-total	142,688,039	106,311,519
Total assets	153,330,483	119,047,023
93%	6) (8	9%
Liabilities	34,209,552	33,253,971
Fund balance	119,120,931	85,793,052
	153,330,483	119,047,023
© 2023, François Brouard, Marc Pilon & Andrew Webb	ource: Audited Financial	statements Year end = June 30

Hockey Canada Revenue, expenditures and excess						
-3M marketing; -12M International event: +7M insurance registration	<u>2021</u>	<u>2022</u>				
Revenue	61,902,779	57,965,967				
Expenditures	62,870,605	79,137,487				
+1M marketing; +3M national event; +10M National teams; -3M International event; +3M insurance						
Excess (deficiency) before other items	(967,826)	(21,171,520)				
Unrealized gain on investments	11,545,483	(12,590,348)				
Government assistance	2,648,389	433,989				
Excess (deficiency)	13,226,046	(33,327,879)				
© 2023, François Brouard, Marc Pilon & Andrew Webb	ource: Audited Financial s	statements Year end = June 30				

Hockey Canada Foundation
Assets, liabilities and net assets

2021

Cash and short-term investment 23,379,066

Total assets

28,341,884

available

Liabilities

958,858

Net assets

27,383,026

Source: CRA T3010 Year end = June 30

	ada Foundati	
	<u>2021</u>	<u>2022</u>
Revenue	3,917,377	Not
Expenditures	1,933,368	available
Excess (deficiency)	1,984,009	
© 2023, François Brouard, Marc Pilon & Andrew Webb	Source: CRA	T3010 Year end = June 30





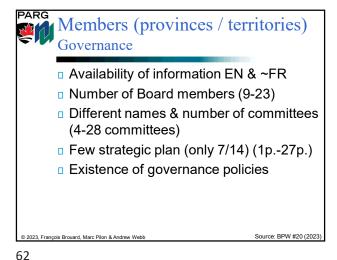
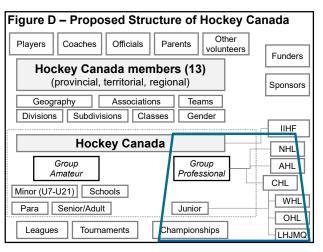


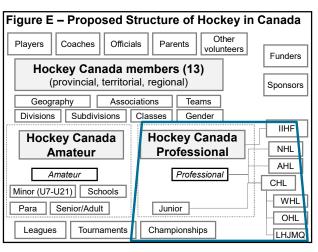


Figure C - Existing Structure of Hockey in Canada Other Players Coaches Officials Parents Funders **Hockey Canada members (13)** (provincial, territorial, regional) Sponsors Geography Associations Teams Divisions Subdivisions Classes Gender IIHF **Hockey Canada** NHL AHL Amateur Professional CHL Minor (U7-U21) Schools WHL Para Senior/Adult Junior OHL Tournaments Championships LHJMQ

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11



Conclusion Reality check in hockey

- Hockey Canada in turmoil and crisis
- Lack of financial disclosure
- Need for better financial information
- Numerous governance issues
- Similar issues in provinces / territories
- Action already taken
- New Board of directors elected in 2022 for 1 year only (for transition)

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Conclusion Looking forward for the sector

- Not only Hockey Canada, but all RCAAA
- Issues in other sports (Canada Soccer)
- Need for better financial disclosure
- Governance to be reviewed
- A lot to do, to be continued ...

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Appendix

- Introduction
- Hockey Canada and Hockey in Canada
- Financial information
- Governance issues
- Suggestions on structure
- Conclusion



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Hockey Canada Membership - Categories of players

- Amateur (M & F/W)
 - Minor U7-U21 (Elite, AAA, AA, BB, A, B, C, D)
 - Schools (primary, high school, collegial/USports)
 - Junior (Major, A, B, C, Female)
 - Senior / Adult recreational
 - Para / Sledge
 - Special needs
 - First shift (6-10)
- Professional









Members (provinces / territories) Finances

- Different year end (Mar, Apr, Jun, Jul)
- Lack of availability of financial statements (F/S for only 5/14)
- Budget requirement (8/14), no budget publicly available
- Assets & revenues (info on only 5/14)
- Annual reports (info for only 6/14)
- Existence of financial policies

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Organizational structure
Challenges

HC control all aspects of hockey
Myriad of org., asso., leagues, teams
Need more emphasis on grassroots
Too much emphasis on competitions
Financial richness of Hockey Canada
No financial transfer from HC to local
Lack of support for women and para
Junior hockey



