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RESEARCH NOTE

#PARG 2023-31RN

Canadian Foundations Associated with Professional Sports Clubs

True North Youth Foundation (Winnipeg)

François Brouard, DBA, FCPA, FCA

Lucille Perreault, PhD, CPA, CMA

Manuel Litalien, PhD

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This research note summarizes some information regarding the True North Youth Foundation associated with the Winnipeg Jets.



**TRUE NORTH
YOUTH FOUNDATION**

Introduction

Professional sports clubs are very popular in Canada. However, foundations associated with them are not well known. In an effort to present some of those foundations, a number of research notes are prepared for all Canadian foundations associated with professional sports clubs in the major professional sport league, namely hockey (National Hockey League (NHL)), football (Canadian Football League (CFL)), baseball (Major League Baseball (MLB)), basketball (National Basketball Association (NBA)), and soccer (Major League Soccer (MLS)).

The mapping exercise presents each Canadian foundation along two main sections: descriptive and financial. An overview research note (PARG 2023-23RN) presents the series of research notes, including a list of professional sports clubs' foundations by city and a list of professional sports clubs' organizations by specific sport in Canada (see also Appendix A).

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Description of the Organizations

The True North Youth Foundation is associated with the Winnipeg Jets and the Manitoba Moose. All organizations are located in Winnipeg, Manitoba.

Winnipeg Jets



Established in 1972 / 2011, the Winnipeg Jets is a professional ice hockey team part of the National Hockey League (NHL). They played in the Central division of the Western Conference. They presently play in the Canada Life Centre in Winnipeg.



In 1972, Winnipeg was granted one of the founding franchise of the World Hockey Association (WHA) and was subsequently integrated in the NHL following a merger of the NHL and the WHA. The Winnipeg Jets played during the period 1972-1996. The Atlanta Thrashers was founded in 1997, but suffered financial difficulties and the team was eventually relocated to Winnipeg in 2011.

Manitoba Moose



Established in 1994, the Manitoba Moose is a professional ice hockey team part of the American Hockey League (AHL). They played in the Central division of the Western Conference and presently play in the Canada Life Centre in Winnipeg.



True North Youth Foundation

The True North Youth Foundation was established in 2011 and is the foundation of the Winnipeg Jets and Manitoba Moose. True North Youth Foundation's stated mission is "providing underserved youth in Manitoba the opportunities they need to fulfill their ultimate potential" (True North Youth Foundation, 2022, p.4)

The True North Youth Foundation is a Canadian registered charity, namely a public foundation per *Income Tax Act* rules. Figure A presents the corporate structure.



Figure A – True North Youth Foundation



Financial Information

Financial information was obtained through the Canada Revenue Agency (CRA) website and more specifically the T3010. The T3010 is the Registered Charity Information Return that is required for all registered charities operating in Canada. Schedule 6 of the T3010 provides rich information on a foundation's assets, liabilities, revenue, and expenditures. Financial data from 2018 to 2023 was gathered through T3010 returns published on the Canadian Revenue Agency (CRA) website. The three most recent years are presented. Unlike financial statements, the T3010 does not provide comparatives from the previous year. Each year must be viewed individually.

The year end of the foundation is June 30.

Financial summary

Table 1 presents a financial summary with assets, liabilities, net assets (calculated by difference between assets and liabilities), revenue and expenditures.

Table 1 - True North Youth Foundation – Financial summary

Description	2020 \$	2021 \$	2022 \$
Total assets (4200)	17,023,488	21,250,556	23,810,858
Total liabilities (4350)	4,642,380	7,846,171	9,910,111
Total net assets	12,381,108	13,404,385	13,900,747
Total revenue (4700)	6,317,873	8,927,992	8,778,067
Total expenditures before gifts to qualified donees (4950)	6,613,075	6,293,654	7,764,603
Total amount of gifts made to all qualified donees (5050)	293,601	231,181	517,280
Total expenditures (5100)	6,906,676	6,524,835	8,281,883

Source: True North Youth Foundation (CRA T3010 Information Return 30 June 2020, 2021, 2022)

In 2022, the assets equal almost \$24 millions of dollars; the liabilities equal almost \$10 millions of dollars and the net assets equal \$14 millions of dollars.

In 2022 and 2021, the revenue equal almost \$9 millions of dollars. The total expenditures equal around \$8 millions of dollars, the total expenditures before gifts to qualified donees equal almost \$8 millions of dollars and the amount of gifts made to all qualified donees equal \$517,280 in 2022, \$231,181 in 2021 and \$293,601 in 2020.



Financial position

Table 2 presents assets, Table 3 presents property not used in charitable activities and Table 4 presents liabilities.

Table 2 - Assets

Description	code	2020 \$	2021 \$	2022 \$
Cash, bank accounts, and short term investments	4100	155,683	2,467,240	4,727,945
Amounts receivable from non-arm's length persons	4110			
Amounts receivable from all others	4120	263,614	121,479	401,708
Investments in non-arm's length persons	4130			
Long term investments	4140	6,321,621	7,814,136	7,708,894
Inventories	4150			
Land and buildings	4155			22,215
Other capital assets	4160	11,877,515	13,047,469	13,815,087
Accumulated amortization of capital assets	4166	(1,772,190)	(2,384,572)	(3,033,745)
Other assets	4170	177,245	184,804	168,754
10 year gifts	4180			
Total assets	4200	17,023,488	21,250,556	23,810,858

Source: True North Youth Foundation (CRA T3010 Information Return 30 June 2020, 2021, 2022)

Table 3 - Property not used in charitable activities

Description	code	2020 \$	2021 \$	2022 \$
Average value of property during the 24 months before the beginning of the fiscal period	5900	-	-	-
Average value of the property during the 24 months before the end of the fiscal period	5910	-	-	-

Source: True North Youth Foundation (CRA T3010 Information Return 30 June 2020, 2021, 2022)

Table 4 - Liabilities

Description	code	2020 \$	2021 \$	2022 \$
Accounts payable and accrued liabilities	4300	1,691,101	883,620	779,020
Deferred revenue	4310	3,641,219	6,962,551	9,116,482
Amounts owing non-arm's length persons	4320	(689,940)		14,609
Other liabilities	4330			
Total liabilities	4350	4,642,380	7,846,171	9,910,111

Source: True North Youth Foundation (CRA T3010 Information Return 30 June 2020, 2021, 2022)

Revenue and expense

Table 5 presents a summary of revenue and Table 6 presents a summary of expenditures.



Table 5 - Revenue

Description	Code	2020 \$	2021 \$	2022 \$
Total eligible amount of all gifts with tax receipts	4500	546,708	627,286	712,382
Total eligible amount of tax-receipted tuition fees	5610			
Total amount of 10 year gifts received	4505			
Total amount received from other registered charities	4510	26,913	64,240	158,228
Total other gifts received for which a tax receipt was not issued by the charity (excluding amounts at lines 4575 and 4630)	4530	972,084		
Total revenue received from federal government	4540	286,978	42,471	95,138
Total revenue received from provincial/territorial governments	4550	21,304	295,879	297,263
Total revenue received from municipal/regional governments	4560	540	1,500	
Total tax-receipted revenue from all sources outside of Canada (government and non-government)	4571			
Total non tax-receipted revenue from all sources outside Canada (government and non-government)	4575			
Total interest and investment income received or earned	4580	(239,962)	1,497,026	(88,376)
Gross proceeds from disposition of assets	4590			
Net proceeds from disposition of assets (show a negative amount with minus sign)	4600			
Gross income received from rental of land and/or buildings	4610	600,649	258,315	504,337
Total non tax-receipted revenues received for memberships, dues and association fees	4620			
Total non tax-receipted revenue from fundraising	4630	3,970,503	5,845,200	6,744,351
Total revenue from sale of goods and services (except to any level of government in Canada)	4640			
Other revenue not already included in the amounts above	4650	132,156	296,075	354,744
Total revenue	4700	6,317,873	8,927,992	8,778,067

Source: True North Youth Foundation (CRA T3010 Information Return 30 June 2020, 2021, 2022)

Table 6 - Expenditures

Description	Code	2020 \$	2021 \$	2022 \$
Advertising and promotion	4800	17,844	6,124	9,033
Travel and vehicle expenses	4810	6,426	15,231	22,387
Interest and bank charges	4820	22,654	84,100	25,592
Licences, memberships, and dues	4830			
Office supplies and expenses	4840	114,772	113,321	117,409
Occupancy costs	4850			
Professional and consulting fees	4860	144,620	71,356	12,730
Education and training for staff and volunteers	4870	5,263	2,198	5,444
Total expenditures on all compensation	4880	2,167,693	1,315,481	1,782,138
Fair market value of all donated goods used in charitable activities	4890			
Purchased supplies and assets	4891			
Amortization of capital assets	4900	480,573	616,674	657,422
Research grants and scholarships as part of charitable activities	4910			
All other expenditures not included in the amounts above (excluding gifts to qualified donees)	4920	3,653,230	4,069,169	5,132,448
Total expenditures before gifts to qualified donees	4950	6,613,075	6,293,654	7,764,603
Of the amounts at line 4950				
a. Total expenditures on charitable activities	5000	3,441,900	1,615,253	3,048,570
b. Total expenditures on management and administration	5010	431,830	323,039	509,037
c. Total expenditures on fundraising	5020	2,258,073	3,701,636	3,547,070
d. Total other expenditures included in line 4950	5040	481,272	653,726	659,926
Total amount of gifts made to all qualified donees	5050	293,601	231,181	517,280
Total expenditures	5100	6,906,676	6,524,835	8,281,883

Source: True North Youth Foundation (CRA T3010 Information Return 30 June 2020, 2021, 2022)



Compensation and numbers of employees

Table 7 presents a summary of compensation and number of employees. In 2022 and 2021, the total compensation equals more than \$1 million of dollars and around 20 full-time employees and more than 150 part-time or part-year employees.

Table 7 - Compensation and number of employees

Description	code	2021		2022	
		\$	number	\$	number
Total compensation for all positions	390	1,317,481		1,782,138	
Full-time employees	300		20		21
Part-time or Part-year employees	370		156		157
Total compensation for part-time or part-year employees	380	423,918		644,802	
Compensation (ten highest)					
\$1 to \$39,999	305		-		-
\$40,000 to \$79,999	310		8		8
\$80,000 to \$119,999	315		2		2
\$120,000 to \$159,999	320		-		-
\$160,000 to \$199,999	325		-		-
\$200,000 to \$249,999	330		-		-
\$250,000 to \$299,999	335		-		-
\$300,000 to \$349,999	340		-		-
\$350,000 and over	345		-		-

Source: True North Youth Foundation (CRA T3010 Information Return 30 June 2021, 2022)



ABOUT THE AUTHORS

François Brouard, DBA, FCPA, FCA is a Full professor in the Sprott School of Business, Carleton University, Founding director of the Sprott Centre for Social Enterprises / Centre Sprott pour les entreprises sociales (SCSE/CSES), a member of the Professional Accounting Research Group (PARG) and a member of Philab.
francois.brouard@carleton.ca

Lucille Perreault, PhD, CPA, CMA is an independent researcher and a member of the Professional Accounting Research Group (PARG). lucilleperreault@cmail.carleton.ca

Manuel Litalien, PhD is an Associate professor in the Department of Social Welfare and Social Development, Nipissing University and co-director of Philab Ontario.
manuell@nipissingu.ca

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Appendix A

List of Professional Sports Clubs Foundations by City in Canada with notes

City	Foundation Name	Professional sports club(s)	PARG RN
Overview			2023-23RN
Ottawa	OSEG Foundation	Ottawa Redblacks Ottawa 67's	2023-24RN
	Senators Community Foundation (formerly, Ottawa Senators Foundation)	Ottawa Senators	2023-25RN
Montréal	Fondation du Club de Hockey Canadien pour l'enfance / Montreal Canadiens Children's Foundation	Canadiens de Montréal Rocket de Laval	2023-26RN
	Fondation des Alouettes / Alouettes Foundation	Alouettes de Montréal	2023-27RN
	Fondation Impact de Montréal	Club de Football CF Montréal	2023-28RN
Toronto	MLSE Foundation	Toronto Maple Leaf Toronto Raptors Toronto Argonauts Toronto FC	2023-29RN
	Jays Care Foundation	Toronto Blue Jays	2023-30RN
Winnipeg	True North Youth Foundation	Winnipeg Jets Manitoba Moose	2023-31RN
Regina	Saskatchewan Roughrider Foundation	Saskatchewan Roughriders	2023-32RN
Calgary	Calgary Flames Foundation	Calgary Flames	2023-33RN
Edmonton	Edmonton Oilers Community Foundation	Edmonton Oilers	2023-34RN
Vancouver	Canucks for Kids Fund Vancouver Canucks Alumni Association	Vancouver Canucks	2023-35RN
	Whitecaps Foundation	Vancouver Whitecaps FC	2023-36RN
	BC Lions Alumni Association Foundation	BC Lions	2023-37RN
Comparative analysis			2023-38RN

