



2023-2024

ANNUAL IMPACT REPORT

CHANGING THE GAME, BUILDING A BETTER TOMORROW



A NOTE FROM OUR CHAIR AND EXECUTIVE DIRECTOR

MLSE Foundation is an organization built on the belief that sport has the power to change the world. With the support of the Toronto Argonauts, Toronto Maple Leafs, Toronto Raptors and Toronto FC, we enable transformational sport opportunities that empower youth and communities. As we reflect on the impact we've achieved in 2023-2024, we want to thank our donors and partners, whose investments and collaboration empower the next generation to use sport to recognize and reach their potential.

We know that by changing the game, we can change the future. In 2023-2024, our powerful impact was enabled by growth, refined outcomes, and collaborative partnerships. These key factors kept us on track to invest \$30M through our four-year Change the Game fundraising campaign, culminating in 2025. Thank you for your game-changing commitment to our shared impact.



ARIS KAPLANIS
CHAIR, BOARD OF DIRECTORS



TANYA MRUCK
EXECUTIVE DIRECTOR,
MLSE FOUNDATION

THE NUMBERS



THIS YEAR, MLSE FOUNDATION PROGRAMS REACHED **29,656** **YOUTH** FACING BARRIERS TO SPORT.

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22,242 CAME FROM HOUSEHOLDS LIVING BELOW THE POVERTY LINE.



FOR **74%**, OUR PROGRAMS WERE THE **ONLY ORGANIZED SPORT** THEY COULD ACCESS.

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WE ALSO **CREATED 337 PAID OPPORTUNITIES** FOR YOUTH FACING EMPLOYMENT BARRIERS.



YET THE NEED REMAINS URGENT:

1 IN 5

ONTARIO YOUTH **CAN'T AFFORD** TO PLAY SPORTS

IN THE **GTA**, IT'S

1 IN 4

FOR YOUTH BORN OUTSIDE CANADA, IT RISES TO

1 IN 3

41%

OF INDIGENOUS YOUTH IN NORTHERN ONTARIO **HAVE NO ACCESS AT ALL.**

**THE FUTURE DEMANDS ACTION:
EVERY YOUNG PERSON DESERVES THE POWER OF SPORT.**

MLSE LAUNCHPAD IMPACT

YOUTH FIRST, ALWAYS

Since opening in 2017, **MLSE LaunchPad** has provided Sport For Development programming, mentorship, and wraparound support such as counselling and nutrition programs to **84,220 youth**.



HIGHLIGHTS IN 2024 INCLUDE:



12,100

youth participated in programming at our facility, including **5952** girls & young women, **4925** Black youth, and **404** Indigenous youth.



1400

students engaged in programming that taught school curriculum through sport.



1500

youth joined programs with partners like Square Circle and National Ballet School.



900

youth and families accessed **900 hours** of free mental health counselling.



50+

programs ran every week, with **MLSE LaunchPad at full capacity daily.**



40,000

healthy snacks and meals were served; for **1 in 5 youth, it meant they didn't go hungry.**



1823

youth engaged during NHL All-Star Week; **half were girls**, and **>95% felt welcomed and included.**



3100

youth across Ontario accessed basketball, hockey, soccer or football programming through our community sport programs.



10

youth aged 6-10 built physical literacy, closing gaps in fundamental movement skills **in just 10 sessions.**



82%

of members hit daily activity benchmarks – **more than double the national average.**



18%

of Ready for Work program participants lived below the low-income cutoff two years post-program, **compared to 78% pre-program.**



YOUTH STORIES

At 14, Trivien has grown up at LaunchPad. Diagnosed with Autism Spectrum Disorder, he found belonging through basketball and ball hockey - building confidence, friendships, and leadership skills that shine far beyond the court.

“I feel grateful to have this place. The best parts are having a safe place that gets me off the screen and encourages healthy eating. They’ve shaped me - mentoring, building an elite mindset, and discipline.”



Maya, 16, joined LaunchPad in 2018. What began as a place to play became a space to lead - today she serves on the Youth Advisory Council, using her voice to guide programs and policies for the next generation.

“A lot of my personal qualities have developed because of coming here. I can’t think of any other way I would have had the option to play sports, and that instilled my confidence and life skills. Of course, I still get nervous, but I’ve gained a lot of skills. This space gave me a lot of my best experiences.”

FUTURE FOCUS

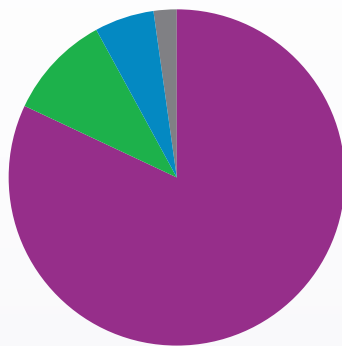
As we close 2024, MLSE LaunchPad stands at a turning point. We are pushing beyond our walls; bringing girls-only sport to new communities from Moose Factory to Scarborough, building digital tools that organizations across North America are already adopting, and expanding programming to meet the growing demand from youth who need us most.

This progress has only been possible because of our partners. But the need is greater than ever. In 2025, we will scale in ways we've never attempted before - delivering more programs, deepening research, and transforming underused spaces into hubs of belonging and opportunity.

To do this, we need champions by our side. The next chapter of MLSE LaunchPad cannot be written alone. Together with community and corporate partners, we can help ensure every young person has the chance to thrive through the power of sport.

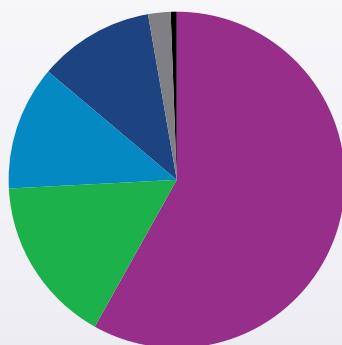
MLSE LAUNCHPAD FINANCIAL REVENUE & ACTIVITIES EXPENSES

REVENUE



- DONATIONS & GRANTS | 82%
- AMORTIZATION OF DEFERRED CAPITAL | 10%
- INTEREST INCOME | 6%
- GIFTS IN KIND | 2%

EXPENSES



- PROGRAMMING | 58%
- FACILITY OPERATIONS | 16%
- ADMINISTRATION | 12%
- AMORTIZATION OF CAPITAL ASSETS | 11%
- GIFTS IN KIND | 2%
- LOSS ON DISPOSAL OF CAPITAL ASSETS | 1%

COMMUNITY INVESTMENT & PARTNERSHIPS

This year, **MLSE Foundation invested \$1.1 million in grassroots sport organizations**, pairing funding with capacity-building supports that strengthened every one of our grantee partners. By leading with trust and collaboration, our grant making is creating lasting, transformational change alongside the community leaders and sport providers youth already know and rely on.

We funded more than 25 grassroots sport organizations across Ontario, offering every type of sport imaginable to help young people discover their potential, grow their confidence, and find their purpose through play. From Foundation for Black Communities, ENAGB, Canadian Women & Sport, Friends of Ruby, as well as the dozens of partners across the province, our investments are expanding access, amplifying equity, and building sustainable pathways through sport.

Beyond funding, we worked hand-in-hand with local partners to rebuild and reimagine community sport spaces, meeting youth where they are and bringing opportunity directly into neighbourhoods with the greatest need. These spaces are more than gyms and fields, they are safe, inclusive hubs where youth can grow, belong, and lead.



**HARRY GAIREY OUTDOOR ICE RINK
(ALEXANDRA PARK)**

EVENTS & FUNDRAISING HIGHLIGHTS

Thanks to our teams, partners, and supporters, 2024's signature fundraising events and 50/50 lottery transformed dollars into meaningful initiatives addressing current needs. Auston Matthews took to the links (and the blackjack table) with his entire team, and the Raptors showed out to show support for MLSE Foundation's work.

Each \$17,500 booth purchase provided extraordinary access to our team's stars while enabling an introductory sport clinic for 150 youth in a community with limited access to sport opportunities and connecting young people to possibility.

For every \$40,000 50/50 jackpot that was powered by fans and partners, MLSE Foundation was able to fund programs like a multi-week Sport For Development program introducing 80 youth to hockey, basketball, soccer, football and positive role models at a crucial point in their development.



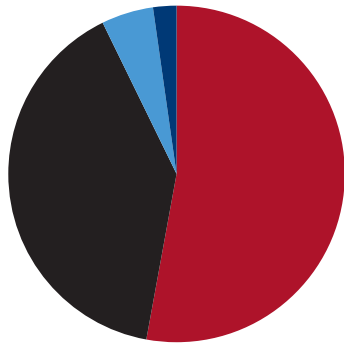
DONOR RECOGNITION

THANK YOU TO OUR PARTNERS AND DONORS



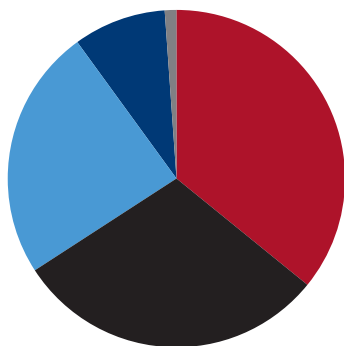
FOUNDATION REVENUE & EXPENSES

REVENUE



- FUNDRAISING | 53%
- DONATIONS & GRANTS | 40%
- SPONSORSHIPS | 5%
- INTEREST INCOME | 2%

FOUNDATION EXPENSES



- FUNDRAISING | 36%
- YOUTH CENTRE FOR SPORTS DEVELOPMENT GRANTS & SPONSORSHIPS | 30%
- OTHER GRANTS | 24%
- OTHER CHARITABLE ACTIVITIES | 9%
- ADMINISTRATIONS | 1%



LOOK AHEAD



THANK YOU

We are deeply grateful to all our donors and partners. Everything we have achieved this year has been possible because of you.

Together, we've proven that when youth have access to sport, they unlock resilience, leadership, and opportunity.

And we are just getting started. With your continued support, our goal is to open a second LaunchPad to double our reach, scale our most successful partnerships, and pioneer new initiatives that respond directly to the needs we hear from communities every day.

The need has never been greater, and the opportunity has never been clearer. With your partnership, we can rewrite what's possible for youth through sport.





**THANK YOU FOR YOUR COMMITMENT.
JOIN US IN CHANGING THE GAME.**

CONTACT US

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