



BUILT TO REACH MORE

EXPANDING ACCESS. DEEPENING IMPACT.
CHANGING FUTURES THROUGH SPORT.



A NOTE FROM OUR CHAIR AND EXECUTIVE DIRECTOR

This year marked a turning point for MLSE Foundation.

We didn't just grow—we laid the groundwork to reach more youth, in more communities, than ever before. Through expanded community sport programming and new partnerships, we are building toward a future where every young person has access to the power of sport.

Across Ontario, youth continue to face significant barriers to participation. For many, cost, access, and systemic inequities put sport out of reach. But we know that when young people are given the opportunity to play, the impact goes far beyond the game—building confidence, improving wellbeing, and opening pathways to education and employment.

This year, we expanded programs like Ready to Rebound and Kickstart into new communities, bringing sport directly to youth who need it most. With the support of partners like Scotiabank, BMO, and Uber, we are increasing access, reducing barriers, and creating more opportunities for young people to belong, grow, and lead.

At MLSE LaunchPad, we continue to see what's possible when sport is intentionally designed for development. What began as a single facility has evolved into a model that is reaching far beyond our walls—informing how programs are delivered, scaled, and experienced across communities.

None of this work happens alone. It is made possible by the commitment of our donors, corporate partners, and community leaders who share our belief in the power of sport to change lives.

As we look ahead, we are focused on scaling what works—expanding our reach, deepening our impact, and ensuring that more young people have the opportunity to thrive.

Together, we are changing the game.



ARIS KAPLANIS
CHAIR
BOARD OF DIRECTORS



TANYA MRUCK
EXECUTIVE DIRECTOR
MLSE FOUNDATION

2025 IMPACT AT A GLANCE

EXPANDING ACCESS TO SPORT

- MLSE FOUNDATION PROGRAMS REACHED **32,029 YOUTH** FACING BARRIERS TO SPORT
- FOR NEARLY 2/3 OF PROGRAM PARTICIPANTS, THIS WAS **THEIR ONLY EXPOSURE TO THE ORGANIZED SPORT** AND THE MYRIAD BENEFITS ASSOCIATED WITH IT
- **73% OF LAUNCHPAD MEMBERS** CAME FROM HOUSEHOLDS WITH INCOMES UNDER \$37,000

ADVANCING EQUITY & INCLUSION

- 14,936 YOUTH SERVED IDENTIFIED AS BLACK OR INDIGENOUS, OR RACIALIZED
- 19,649 WERE GIRLS AND YOUNG WOMEN
- INCLUSIVE PROGRAMMING CREATED SAFE, WELCOMING ENVIRONMENTS FOR ALL YOUTH

SCALING IMPACT THROUGH COMMUNITY INVESTMENT

- 49 GEOGRAPHICAL COMMUNITIES WERE IMPACTED THROUGH SPORT INVESTMENTS, INCLUDING 11 COMMUNITY ACTION GRANTS OF UP TO \$50,000 INVESTED TO SUPPORT INNOVATIVE AND IMPACTFUL PROGRAMS IN 5 ONTARIO CITIES
- **\$3.8M** WAS INVESTED IN GRASSROOTS SPORT
- NEW AND SCALED PARTNERSHIPS WITH PARTNERS LIKE SUNLIFE, UBER AND BMO ENABLED EXPANDED AND ELEVATED PROGRAM OFFERINGS

IMPROVING HEALTH & WELLBEING

- 82% MET OR EXCEEDED DAILY ACTIVITY BENCHMARKS
- 6,075 YOUTH WERE SUPPORTED THROUGH MENTAL HEALTH COUNSELLING
- ~1,000 HOURS OF COUNSELLING WERE DELIVERED

CREATING PATHWAYS FOR THE FUTURE

- ~345 MEANINGFUL YOUTH EMPLOYMENT OPPORTUNITIES WERE CREATED
- 1,039 YOUTH WERE IMPACTED THROUGH EMPLOYMENT PATHWAYS, INCLUDING TRAINING AND PROGRAMS
- 158 YOUTH RECEIVED INTENSIVE CASE SUPPORT TO BUILD PROTECTIVE FACTORS AND TRANSITION INTO EMPLOYMENT, EDUCATION, OR TRAINING

A MODEL BUILT TO SCALE: MLSE LAUNCHPAD

Since opening in 2017, MLSE LaunchPad has served **more than 90,000 youth**.

We operate six days a week—often seven—delivering over 2,000 sport and life skills programs annually. Each year, **more than 15,000 youth engage at our facility**, supported by **over 40,000 healthy meals and snacks**.

Our \$4M annual operating budget supports deep, measurable impact, including:



>100

youth employed annually



~1,000

hours of mental health counselling



>1,400

students engaged through
curriculum-based programming



~2,000

students participating in tournaments

LaunchPad is more than a facility—it is a proven model for how sport can drive measurable change, now expanding into communities across Ontario.

**18,943**

youth were engaged at MLSE LaunchPad and in neighbourhood schools in 2025

**73%**

of MLSE LaunchPad members came from households experiencing poverty

**79**

locations where programs to meet youth where they are and expand access were delivered

**~45,000**

meals provided nutrition, energy and community to youth members and families, with ~310,000 meals served since 2017

**6,075**

youth have been supported with low-barrier mental health services provided by credentialed therapists since 2017

**1823**

youth built social capital and career foundations through meaningful work opportunities, with 1,039 youth employment pathways created since 2017

**28,000**

members have demonstrated measurably improved life skills since 2017

**~15,000**

local students engaged in sport-based curricular learning in 2025 through school board-linked programs

**65 Sites**

Youth were activated at 65 satellite program sites in collaboration with grassroots and public sector partners

MLSE LAUNCHPAD COMMUNITY PARTNERS

80 participants gained meaningful exposure to careers and experiences in the live entertainment industry through the Inside Live program, delivered in partnership with **Live Nation**, **MLSE**, **ArtHaus**, and **Advance**.

20 youth experiencing homelessness received consistent weekly care through partnerships with **Covenant House Toronto** and **Street Soccer Canada**, creating a safe and supportive space where participants engaged in sport, built community, and accessed critical wraparound supports.

The **Cooking for Life** program equipped participants with hands-on culinary training, workplace readiness skills, and mentorship through placement opportunities within the Nutrition Hub, leading directly to sustainable employment outcomes for youth transitioning into the workforce.

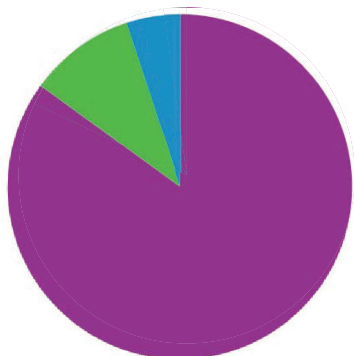
Our Fitness Foundations program, delivered in partnership with **Variety Village**, supported an accessible and inclusive environment where youth of all abilities built confidence, improved physical literacy, and participated in consistent, structured physical activity.

Our House of Hockey and Ready to Rebound programs delivered quality play, inclusion, and life skill development to youth in additional communities facing significant barriers to sport engagement through new partnerships with **Hijabi Ballers**, **Motion Ball Sports**, **Kenora Chiefs Advisory** and **Pic Mobert First Nation**.



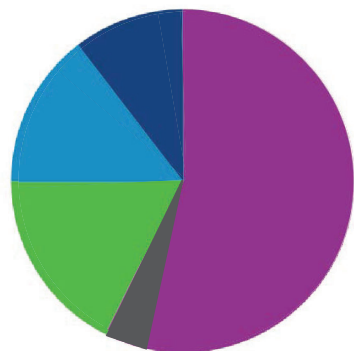
MLSE LAUNCHPAD FINANCIAL OVERVIEW

REVENUE



- DONATIONS & GRANTS | 85 %
- AMORTIZATION OF DEFERRED CAPITAL | 10%
- INTEREST INCOME | 5%

EXPENSES



- PROGRAMMING | 55%
- FACILITY OPERATIONS | 17 %
- ADMINISTRATION | 15%
- AMORTIZATION OF CAPITAL ASSETS | 10%
- FUNDRAISING | 3%



YOUTH STORY: JARED HENDY, MLSE LAUNCHPAD MEMBER

Tell me a little bit about yourself.

I'm in grade 8 and I started coming to LaunchPad around grade 6, I believe.

And was this the first time you had done extracurricular sports programs?

No, but this is the first one that I really liked. It felt closer to me. It felt like I had this community I could just be part of. I was really happy. Originally, I would only do basketball. I've done ball hockey, tennis, multisport, football, soccer. My favorites are multisport and ball hockey because there's a lot of teamwork.

What do you like about the staff here that keeps you coming back?

I can be open with them. Like, sometimes I know I struggle with being open. So, having people I can be open with. And not just a few but an entire community of people I can be open with. It definitely changed my perspective. I can talk about my problems without feeling like I have to hide them.

What other impacts has being a LaunchPad member had for you in your life?

I've gained more friends. I've learned about different sports, and I've met some very important people in my life. When I came, I had a lot of problems and I didn't really know how to work them out. And when I started learning about basketball and started getting closer to the coaches, it started to become clearer what I wanted to do and how I could do it. I feel more confident.



What's the coolest experience you've had as a LaunchPad member?

Definitely going to a Leafs game and going into the VIP boxes. It was thrilling. I was up so high I could see everything, and I was just so happy to be up there with all the friends that I've gained. I think that I'll look back and be incredibly proud of myself for deciding to go to LaunchPad and making the most of the opportunity. I love it. I feel like it's more than just games and a gym you can go to. I can think of so many times I've just been so upset with something. And through LaunchPad, I've been able to solve those things.

What's something at LaunchPad you still want to try?

The dance program.

What kinds of things would you say to other young people about LaunchPad?

I would say if you really would like to expand your horizon - go for it

EVENTS & FUNDRAISING HIGHLIGHTS

TURNING MOMENTS INTO MEANINGFUL IMPACT

Thanks to our partners, supporters, and fans, MLSE Foundation's signature fundraising events and 50/50 lottery once again transformed moments of connection into meaningful impact for youth.

In our 2025 fiscal year, our marquee events—including **Leafs & Legends Charity Golf Classic**, **A Night with Blue & White** and **Reds Soiree**—brought together athletes, corporate partners, and community champions to expand access to sport.

Together, these experiences do more than raise funds—they create opportunities.

FROM DOLLARS TO IMPACT

Every contribution fuels real, measurable change:

- Each \$40,000 50/50 jackpot funds a multi-week Sport for Development program for approximately 80 youth, introducing them to sport, mentorship, and positive role models
- Each \$15,000–\$17,500 event package enables introductory sport programming for 125–150 youth in communities with limited access to sport
- Each Raps City Social ticket helps empower 20 youth to take their first step toward a brighter future through sport

These investments ensure that every dollar raised directly supports youth who need it most - removing barriers and opening doors to opportunity.



2025 SIGNATURE EVENTS



LEAFS & LEGENDS CHARITY GOLF CLASSIC

Presented by Scotiabank

Held in September, this annual tournament brought together Toronto Maple Leafs players, alumni, staff, and partners for a day of connection, competition, and community impact.

From the fairways to the clubhouse, participants traded jerseys for golf clubs—raising critical funds while reinforcing a shared commitment to giving back. The event continues to be a cornerstone of MLSE Foundation’s fundraising efforts, demonstrating the powerful role sport can play both on and off the ice.



A NIGHT WITH BLUE & WHITE

Presented by Rogers

This signature gala welcomed hundreds of guests for an unforgettable evening alongside the Toronto Maple Leafs.

Featuring interactive experiences, exclusive auctions, and direct engagement with players, coaches, and alumni, the event blends entertainment with purpose. Funds raised directly support MLSE Foundation and the Change the Game campaign, advancing equitable access to sport for youth who face barriers.

POWERED BY PARTNERSHIP

These events—and the impact they generate—are made possible by the dedication of our corporate partners, donors, and supporters.

Their commitment enables MLSE Foundation to:

- Expand programs into new communities
- Remove social and financial barriers to sport participation
- Deliver life-changing opportunities for youth

Together, we are transforming moments of generosity into lasting impact.



DONOR RECOGNITION

THANK YOU TO OUR PARTNERS AND DONORS

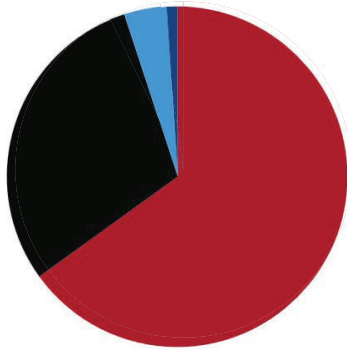
The impact we achieve is only possible because of the generosity, commitment, and belief of our partners and donors.

Your support fuels access to sport, strengthens communities, and creates opportunities for youth to thrive.



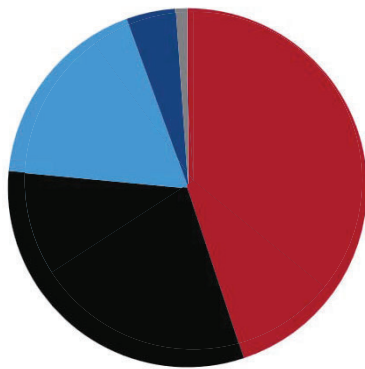
MLSE FOUNDATION FINANCIAL OVERVIEW

REVENUE



- FUNDRAISING ACTIVITIES | **65%**
- DONATIONS & GRANTS | **30%**
- SPONSORSHIPS | **4%**
- INTEREST INCOME | **1%**

EXPENSES



- FUNDRAISING | **45%**
- YOUTH CENTRE FOR SPORTS DEVELOPMENT GRANTS AND SPONSORSHIPS | **32%**
- OTHER GRANTS | **18%**
- OTHER CHARITABLE ACTIVITIES | **4%**
- ADMINISTRATIONS | **1%**

LOOK AHEAD

SCALING WHAT WORKS

The need for accessible sport has never been greater.

With active collaboration growing across the public, private, and not-for-profit sectors, we are scaling our impact—expanding programs, deepening partnerships, and reaching more youth than ever before.

This next chapter is about growth, innovation, and opportunity. Together, we are building a future where every young person can thrive through sport.





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

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