

10-20-30



Project

10-20-30 PROJECT SUMMARY — HOKS U17A

What is the 10-20-30 Project?

This project is about more than sport. It's about becoming community builders.

- 10 Years From Now — What will you do to help your sport and your community?
- 20 Years From Now — How will you grow and give back as a leader?
- 30 Years From Now — What legacy will you leave through sport and service?

CTRL-F = Competing, Teamwork, Respect, Leadership, and Fun

- **Competing:** Give your best. It's not about the outcome—it's about effort. Learn from failure, push yourself, and never "mail it in."
- **Teamwork:** Every player has a role. Strong teams trust, support, and agree on shared goals.
- **Respect:** For yourself, your teammates, your coaches, and your opponents. Respect is shown through words, actions, and how we handle wins and losses.
- **Leadership:** Not just captains lead. All athletes can lead by example, mentor teammates, and live the values.
- **Fun:** Joy fuels effort and builds connection. When you love what you do, you give more and grow more.

Communication, Belonging, and Allyship

- **Active Listening:** Focus, eye contact, no distractions. Understand what's being said—don't just wait to respond.
- **Speaking Clearly:** Simplicity matters. Use words that include and connect.
- **Nonverbal Communication:** Body language is powerful. High fives, eye contact, and posture all build team spirit.
- **Belonging:** Respect everyone's differences. A team is a puzzle—every piece matters.
- **Allyship:** Stand up when someone is excluded, teased, or disrespected. Promote a safe, inclusive team culture.

You've got the values. You've got the tools.

Now it's your turn to make it count—on the field, in the locker room, and in the world around you.

Assignment #1

Create a Team Plan For Working With Officials

"It's up to our athletes, coaches, and parents to implement this game plan. We can make a difference, it won't be easy, but it will be worth it."



Assignment #2

Create an Allyship Plan

"Being an ally on a team means actively supporting and standing up for your teammates, especially when they face challenges or discrimination. It involves promoting an inclusive and supportive environment, where everyone feels valued and respected."

Learning About Our Charities

KidSport Calgary & Calgary Flames Sports Bank

- KidSport Calgary helps remove financial barriers so that all kids aged 18 and under can participate in organized sport. They provide grants of up to \$500 per child per year to cover registration fees. All funds raised stay local and help kids in Calgary and the surrounding area.
- Calgary Flames Sports Bank works in partnership with KidSport to provide no-cost equipment to kids in need. They collect, sort, and distribute donated gear so youth across Southern Alberta can play safely and confidently.
- Together, these organizations believe in the power of sport to support children's physical, social, and mental well-being. Their work helps build healthier, more connected communities.
- Your team's charitable efforts will support one or both of these organizations to help ensure all kids can play.

Planning Your Charitable Event

You are now ambassadors for the 10-20-30 Project. You're not just learning—you're taking action.

- **Know Your Purpose:** Why are you doing this? Who are you helping?
- **Plan With Intention:** Consider the audience, location, date, and tone.
- **Lead the Details:** Think of the little things that make a big difference.
- **Represent the Project:** You are the face of the initiative. Show up with integrity, teamwork, and heart.

Your Final Challenge

Ask yourself:

- What can I do in 10 years to support my sport and community?
- Where will I be in 20 years, and how will I give back?
- What kind of impact do I want to make over the next 30 years—starting now?

Project

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Project



HOKS U17a IMPACT Report-May 2025

What You Did

As part of your 10-20-30 Project experience, your team stepped up. On May 6 and May 13, you held two equipment drives. In between, on May 10, you organized a bottle drive. Each effort was focused on one goal: helping other kids get the chance to play sports.

You didn't just show up — you organized, planned, promoted, carried out, and delivered the equipment yourselves. From start to finish, you took ownership of the process and saw it through.

You didn't wait for someone else to lead. You made it happen.

Impact

You raised **\$550** for KidSport Calgary. According to their estimates, that amount could support:

- **55** kids taking one City of Calgary swimming lesson
- **10** kids receiving private swim instruction
- **2** kids playing a full season of U7 lacrosse or baseball
- **2** kids attending beginner golf lessons
- **3** kids joining "Learn to Skate" programs
- **5** skating lessons or tennis lessons

That money will open doors for kids who might otherwise miss out.

You also collected **172** pieces of sports equipment.

- **128 items** were donated to Flames Sports Bank
- **44 items** were redirected to **WINS Calgary**

The gear included lacrosse gloves, sticks, helmets, pads, and other much-needed items.

Based on Flames Sports Bank's averages, your donation will help at least **30 to 40 kids** play the sports they love. If that gear were new, it would cost between **\$6,000 and \$7,000.**

Going the EXTRA Mile

There's a strong connection between Flames Sports Bank and **WINS**. When the Flames Sports Bank receives equipment they can't use or redistribute, they check with **WINS** to see if those items can be repurposed or recycled to support families through **WINS'** community programs and keep items out of the landfill.

That connection means even more of what you collected will go on to help someone — and that's an unintended but meaningful result of your effort.



Why It Matters

For a lot of families, sport is something they simply can't afford. What you did changes that. Because of your clubs' leadership and teamwork, dozens of kids will now get the chance to play, to grow, and to be part of something bigger.

You didn't just complete the 10-20-30 Project. You lived its values — **compete, teamwork, respect, leadership, and fun** — and you showed what they look like in action.

A Final Word

This wasn't just another team activity. This was **IMPACT**. Because of what your team did, other kids will be on the field, in the rink, or in the game — where they belong.



KidSport
CALGARY & AREA

