

BELLEVILLE SENATORS 2022/23 SEASON

COMMUNITY IMPACT REPORT



BELLEVILLE SENATORS COMMUNITY IMPACT

The Belleville Senators are proud to announce the fundraising totals from the club's community initiatives last season, included in this season's Community Impact Report.

Over the course of the 2022-2023 campaign, the Sens were able to donate \$246,996.31 back to community groups and charities in the Bay of Quinte Region and beyond, through various events and activations. Those included the CAA Chuck-A-Puck program, 50/50 draw and specialty jersey auctions for Hockey Fights Cancer and History of Hockey nights, with funds also raised through the sale of memorabilia like signed pucks and sticks in the CAA Arena Community Alley.

The team also donated more than **2,600** tickets over the course of the season to local first responders, military members, Indigenous groups and more, including the BP Buddies program (supporting The Children's Foundation, United Way Hastings & Prince Edward, Big Brothers/Big Sisters of Hastings & Prince Edward, and the YMCA of Central East Ontario).

Along with the monetary donations, Belleville Senators players and staff gave their time visiting 21 schools across the Quinte Region, interacting with more than **4,000** students and handing out thousands of team-made activity and colour books along the way, while also taking part in multiple community events and parades both through the season and last summer.

Community Impact has been a cornerstone of the Senators' mission since moving to the Bay of Quinte for their inaugural season in 2017-2018, with this season's fundraising total once again setting a new benchmark as the team's community initiatives and impact continue to grow.

\$246,996.31*



*Totals as of published date (June 14)

BY THE NUMBERS

CAA Chuck-A-Puck: **\$37,007.10** across 12 organizations

Senators Community Foundation 50/50 draw contributions: **\$106,865**

Specialty Jersey Auction Donations: **\$5,000**

In-game fundraising through "Sens Community Alley": **\$7,453.99**

Donated Tickets: **2,687 (\$58,103)**

General Community Event Support and Donations: **\$31,567.22**

Belleville Senators Varsity Scholarship (Loyalist College): **\$10,000**

BP Buddies Attendees: **190** participants were able to attend games and meet players

Sens In School: **21** school visits, **17** schools returned to games (+6 school choirs), **4,000+** students involved in visits, **8,000+** Belly colouring books distributed. (1,500 tickets purchased by Sens In School groups, 998 from school choirs)



SENS IN SCHOOL PROGRAM

Throughout the American Hockey League season, the Belleville Senators organization gave their team personnel a unique opportunity to return to the classroom with the “Sens in School” initiative.

While Senators players were not called upon to recite their vast knowledge of arithmetic, geography, or even history, they received the chance to help inspire over four thousand local students with their academics and various athletic pursuits. During all 21 visits to area schools, the core values of discipline, hard work, personal development, inclusion and integrity were reinforced while students also had fun answering questions, reading stories, and playing games.

In conjunction with the Hastings and Prince Edward, Algonquin and Lakeshore Catholic, and Kawartha Pine Ridge school boards. Elementary grade participants would also receive a special in-house designed colouring or an activity book featuring beloved mascot Belly. In total, eight thousand booklets were distributed, and the program impacted over four thousand students.



BP BUDDIES PROGRAM

The Children's Foundation, the United Way, Big Brothers and Big Sisters and the YMCA are there to help in the Bay of Quinte region, and so are the Belleville Senators. With that in mind, the Senators and Boston Pizza Belleville are making sure beneficiaries of those agencies can also enjoy American Hockey League action at CAA Arena through the BP Buddies initiative.



The real centrepiece of the program is the fun, camaraderie and entertainment that the participants enjoy. The game experience includes a special in-game welcome, and a chance for an exclusive meet and greet with players following the game. The innovative program is just one more way that the Senators are partnering with local businesses and support agencies, to help to make a vital difference in the community.

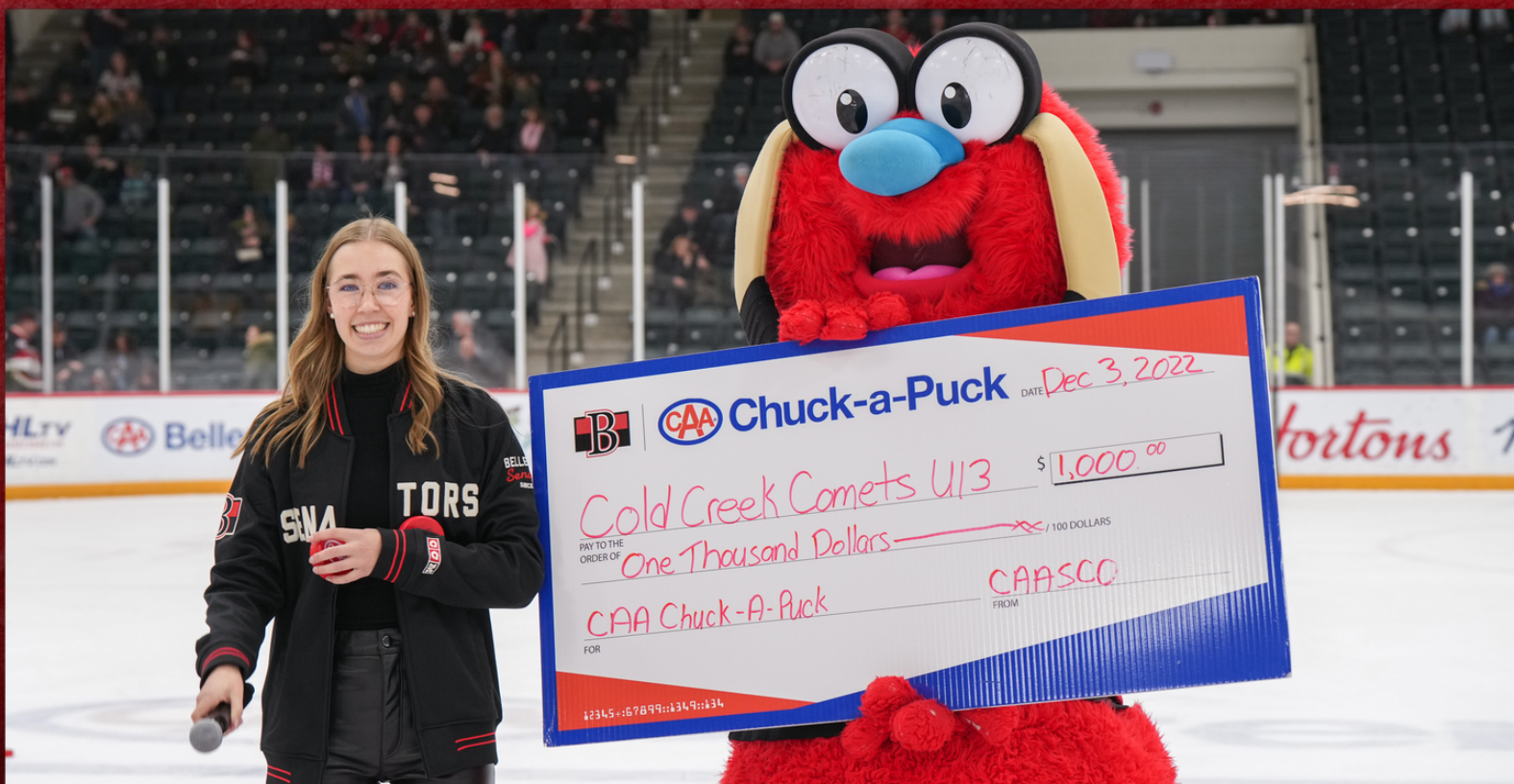


CAA CHUCK-A-PUCK

This past season, the Belleville Senators were able to help a total of eleven local community organizations, teams, and charities raise **\$37,007.10** in total funds toward their unique causes.

Through the generosity of CAA, each group also received a \$1000 donation to help with their fundraising goals.

To register for next season's CAA Chuck-a-Puck, visit: bellevillesens.com/caa-chuck-a-puck



50/50 FUNDRAISING

During the 2022-2023 season, Belleville Senators, through the Senators Community Foundation 50/50 draw, were able to donate a total of **\$106,865** back to the Bay of Quinte, with all proceeds being directed to partner charities in the region.



SEN FOR A DAY: PETER OWENS

It is hard to imagine that the Belleville Senators were able to make a more meaningful signing than that of 8-year-old Peter Owens this season.

After agreeing to terms on his one-day American Hockey League contract on February 17, 2023, Peter was able to spend the day with the Senators organization, making lifelong memories along the way as he took part in the morning skate, pre-game activities, player introductions and media availability.

Following his unrivalled experience, Peter has continued to receive good news. He has since gone into remission and finished his planned treatments after being diagnosed with Ewing Sarcoma.



WORLD ELITE: INTRO TO HOCKEY PROGRAM

Throughout each Tuesday in the month of March, the Belleville Senators and World Elite Training partnered to host development clinics geared toward helping each participant aged 7-9 learn the fundamentals of hockey and skating with the support of Senators players and World Elite trainers.



SENS ALL IN PROGRAM

The 2022-2023 hockey season was surely one to remember for the **Belleville Bearcats U11 A team** as they participated in the Belleville Senators All In Program.

Throughout the course of the season, the Bearcats had the opportunity to take part in unique experiences such as Blueline Club, High Five Tunnel, Chuck-A-Puck, Belly's Clean-up Crew, locker room tour and a special end-of-the-season dinner at Boston Pizza.

They also had the chance to learn through exclusive skill development sessions with Kyle Betts, Jack Dougherty, Maxence Guenette and Roby Jarventie. During each practice and event, the Senators' players helped to instil the core values of development, growth, and leadership.



BREAK A STICK, PLANT A TREE PROGRAM

Ask any equipment manager, and they will tell you that a broken stick is a significant point of contention. Over the course of a season, many sticks are shattered and fragmented, and while few people think of the loss of materials involved, the Belleville Senators found a sustainable way to address this issue. They have chosen a sustainable method of replacing some of the loss from this inevitable consequence of operating an American Hockey League club.

As part of their “Break-A-Stick, Plant-A-Tree” initiative, the Senators, in conjunction with Quinte Conservation and student volunteers from St. Theresa Catholic Secondary School, were able to plant a total of 250 trees and shrubs in a 6,888 square metre area of Riverside Park in Belleville, located on the east side of the Moira River, across the road from CAA Arena.

While equipment damage will always present itself in professional hockey, the Senators will continue designing programs to help offset these losses and benefit their community.



MILITARY APPRECIATION NIGHT

It is hard to overstate the importance of the Canadian Armed Forces in the Bay of Quinte Region. The area is home to CFB Trenton, the nation's largest Air Force base, and many service members are proud to call the region home. The Belleville Senators are equally proud of their connections to current personnel and veterans, as well. Once again, this season, the organization honoured the brave men, women, and families of the Canadian Armed Forces when the team hosted the Rochester Americans on November 12, 2022. Several fundraising activations also helped benefit local military charities throughout the evening, including a silent auction table, mystery puck fundraiser, and a CAA Chuck-A-Puck benefitting the 8 Wing Trenton Military Family Resource Centre. The Senators were also able to donate **400 tickets** to local military members and their families.



HOCKEY FIGHTS CANCER NIGHT

This season, the Belleville Senators hosted their annual Hockey Fights Cancer game on November 19, 2022. The organization marked the occasion by wearing lavender-accented jerseys, which were auctioned following the contest, in support of The Trenton Memorial Hospital Foundation's campaign for a new mammography unit for the breast assessment centre at Trenton Memorial Hospital.

The game also featured donations from the Senators Community Alley being directed to the Trenton Memorial Hospital Foundation. TMHF Volunteers also made their way through CAA Arena during promotional timeouts to "pass the bedpan" and collect more charitable contributions. In total, the Senators were able to raise \$2,500 for the Trenton Memorial Hospital Foundation through their jersey auction.



FOOD DRIVE NIGHT PRESENTED BY ROSEBUSH ENERGIES

Ahead of the holiday season, the Belleville Senators held their annual Food Drive Night, presented by Rosebush Energies, on December 3, 2022.

Once again, fans in attendance and the Bay of Quinte community were more than generous with their donations of perishable food items for Gleaners Food Bank.



TEDDY BEAR TOSS

The Belleville Senators began the Holiday Season with a fan favourite community initiative, as the Teddy Bear Toss returned on November 26, 2022, with all toys being donated this year to the Belleville Firefighters Toy Drive.

Fans in attendance didn't have to wait long as they were able to enthusiastically throw their stuffed animals and toys onto the ice after Angus Crookshank found the back of the net with the Senators' first goal of the game in the opening frame.



WOMEN IN HOCKEY NIGHT

The Belleville Senators hosted their annual Women in Hockey Night on Saturday, January 7, 2023, as the organization continued in their advocacy for equality in sport.

As part of the festivities, special guests of honour Olympic Gold Medalist Victoria Bach, 2X World Inline Champion Jackie Jarrell and local author of Hockey Moms: The Heart of the Game, Theresa Bailey, spoke at an exclusive roundtable event alongside Belleville Senators' Senior Vice President, Business Operations, Breanne Matthews.

The game also featured fundraising efforts in support of the Belleville Bearcats Girls Hockey Association and a special pregame ceremony highlighting women working in the organization.



BELL LET'S TALK GAME

On January 14, 2023, the Belleville Senators, in partnership with Bell Let's Talk, continued to raise awareness about mental health and help to end the stigma around mental illness.

Throughout the game, the members of the Senators organization shared in-game messages promoting mental health awareness and initiatives and discussing how they make their mental health a priority.

Members of the Quinte West Youth Centre were also on hand to promote an increased focus on youth mental health, with Bell supporting the QWYC by donating tickets and a special cheque presentation during the pregame ceremony.



INDIGENOUS COMMUNITIES NIGHT

On February 4, 2023, the Belleville Senators were honoured to host their first-ever Indigenous Communities Night. Working closely with the Tsi Tyónnheht Onkwawén:na language school on the Tyendinaga Mohawk Territory and other stakeholders.

The Senators were able to donate over 400 tickets to members of the Tyendinaga Mohawk community. The organization also commissioned two specialty logos from local Mohawk artist Kory Parkin, which they used on t-shirts, with part of the proceeds going to the language school. The night also included a ceremonial puck drop featuring Chief R. Don Maracle, Elected Chief of the Mohawks of the Bay of Quinte and Tsi Tyónnheht Onkwawén:na students. During the game, fans were able to take part in a special vendor market highlighting several local Indigenous artists, craftspeople, and bakers.

The Belleville Senators are committed to continue building a strong relationship with the Tyendinaga Mohawk Community and look forward to making their Indigenous Communities Night an annual event.



PRIDE NIGHT PRESENTED BY MAGNA AUTOSYSTEMS

As part of the Belleville Senators' continued commitment and support of the LGBTQ+ community, The organization was proud to host Pride Night in partnership with Magna Autosystems on February 18, 2023.

The Senators also welcomed several LGBTQ+ friendly and inclusive local businesses throughout the CAA Arena concourse, including SERNA Custom Artwork and the Enrichment Centre and members of Bay of Quinte Pride.

As part of the initiative and to help further the spirit of inclusion in hockey, Prior to the game, the Senators also hosted Drag Queen Rowenawhey for a special dinner show at McFarland's Pub, presented by the Grind & Vine.



COMMUNITY SKATES PRESENTED BY CAA

In partnership with CAA, the Belleville Senators were once again able to host community skates throughout the season, including on Family Day, where fans were invited to take the ice with their favourite players for an hour following the Senators' afternoon contest against the Laval Rocket.



COMMUNITY HEROES NIGHT PRESENTED BY BELL

The Belleville Senators honoured those that help and support the Bay of Quinte region with the return of Community Heroes Night presented by Bell on March 4, 2023.

Fans were encouraged to nominate local heroes they'd like to see recognized. In total, the organization was able to donate 600 complimentary tickets to those elected heroes.

Throughout the game, the organization highlighted frontline workers for their commitment to the greater good of our community. The evening also featured a ceremonial faceoff, including local first responders and essential workers, along with a Parade of Heroes during the first intermission.



HISTORY OF HOCKEY: BELLEVILLE BULLS NIGHT

A storied part of hockey history in the Bay of Quinte was on full display on March 25, 2023 as the Senators organization honoured the Belleville Bulls in front of an energetic crowd at CAA Arena.

Local fans were particularly enthusiastic about the commemorative jerseys the club wore in a tribute to the franchise that brought high-level major junior hockey to the city from 1981-2015. In total, Senators were able to raise a total of \$2,500 for local charities through their jersey auction.

It was also a special occasion as a significant number of alumni were on hand to reconnect with the community, while several others sent heartfelt video messages for the event.

While fans are now fortunate to enjoy the American Hockey League experience, many also remember the impactful memories of the past and athletes who were able to contribute to both leagues.

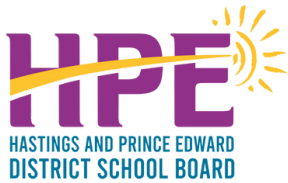
The success of the event has led to some planning to hold a similar event in upcoming seasons potentially, or if nothing else, remind the community that while the Ontario Hockey League might be gone, the Senators are more than filling that void.



HISTORY OF HOCKEY
BULLS NIGHT

THANK YOU TO ALL THOSE INVOLVED!

PARTNERS, ORGANIZATIONS, FANS, AND THE
ENTIRE BAY OF QUINTE COMMUNITY!



Big Brothers Big Sisters
of Canada



LOYALIST Of Applied Arts
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