



BEYOND THE WIN

EDUCATION PROGRAMS

Presented by Canada's Sports Hall of Fame

MORE

CLASSROOMS. STORIES. CONNECTION.

Education Campaign

“

Sport is a guide for success in life. Sport has the power to change the world, it has the power to inspire. It has the power to unite people in a way little else does. It speaks to youth in a language they can understand and instills values in youth that will mean much more than any sporting accomplishment.

OUR STORY

Although our museum - **Canada's only national museum of sport**, closed to the public in March 2020, we knew the over 700 Hall of Famers inducted in Canada's Sports Hall of Fame's 66-year history were bigger than one physical location. With the COVID-19 pandemic serving as a catalyst, we doubled down on a vision to bring this nation's rich sporting history to the classroom. And now, **we are impacting more Canadians than ever before.**

Established in 1955, Canada's Sports Hall of Fame has overcome many changing tides but has never wavered in its commitment to **connecting this nation to the transformative power of sport.**

OUR VISION

To build Canada
through the
transformative
power of sport.

**YOU CAN HELP
US GET THERE.**

Click to learn more about
the evolution of Canada's
Sports Hall of Fame.



“Youth deserve to be inspired, empowered, and encouraged by the stories and lessons from the journeys of our Hall of Famers. That is our story. And we want you to be a part of it.”

[Click](#) to read full letter from Cheryl Bernard,
President & Chief Executive Officer



THE WHAT

Education is at the heart of what we do. As the country's only national museum of sport and home to 700 Hall of Famers, our mission is to educate all Canadians on the values, history, and culture of sport. Canada's Sports Hall of Fame believes that access to education is key to supporting youth in achieving their ambitions and because of that need we have developed extensive education programs and resources within our Beyond The Win Education Programs.

Our belief in access is paramount; the entirety of the Beyond the Win Education Programs programming and resources are provided at absolutely no cost to educators. Together we can ensure these unparalleled resources, expand year over year; **reaching more classrooms, with more stories and creating more connection in communities across the nation.**

WHY INVEST IN SPORT & EDUCATION

We believe that access to education is key to supporting youth in achieving their ambitions, and that connecting role models in sport with youth is a powerful tool for inspiring those to dream.

SPORT TEACHES OUR YOUTH:



Teamwork Determination Dream Big & Resiliency
Achieve Goals

95%

OF FORTUNE 500
CEOs **PLAYED**
COLLEGE SPORTS

96%

OF HIGH SCHOOL
DROPOUTS
WERE **NOT**
PARTICIPATING
IN AN ATHLETIC
PROGRAM

The evidence supporting sports participation for young people is overwhelming... It has the power to combat everything from racism to low self-image, to the high-school drop-out rate.

– Sue Castle, Executive Producer of PBS Sports: Get in the Game





HOW BEYOND THE WIN EDUCATION PROGRAMS WORK

The educational programming and resources offered through **Beyond the Win Education Programs** are designed to support and reinforce curricula, without duplicating in-class learning. Through sport's rich history, lessons and values, youth from coast-to-coast-to-coast learn that sport teaches more than sport.

Our exclusive programming cannot be replicated by any other cultural or sporting organization in the country as we are **the only organization in Canada that tells the stories of all sports, all Canadians, all the time.**

We amplify inspiring stories that demonstrate resilience and leadership, connecting youth to the story of a Hall of Famer, and inspire youth to believe that they too can achieve greatness despite challenge and circumstance. Supporting Beyond the Win Education Programs will demonstrate your belief in the value of role models and that education, through the lens of sport, embeds life values into classrooms; **fairness, team building, equality, inclusion and mental health.**



Click here
to learn more

THE IMPACT



38

Hall of Famers on
Tour Programs



24,396

Participants



693

Programs
(Virtual & In-Person)



10

Provinces



3,850

Curricular
Alignments

Reaching
25,000
students
in 2021

our program offerings have **long-term impact** as they are designed to **empower youth** by equipping them with critical life skills and tools for success within and beyond the classroom.

**OUR
GOAL**

**WITH YOUR
SUPPORT,
WE CAN IMPACT**

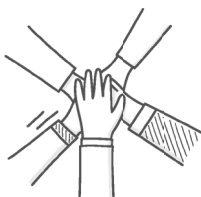
250,000 YOUTH EACH YEAR

IMPACT PRIORITIES



ACCESSIBILITY & TECHNOLOGY

Invest in new scalable technology to enable mass reach and impact of Beyond the Win Education Programs across Canada



COMMUNITY IMPACT & REACH

Continue to build relationships with school boards and districts across Canada and reach new communities



PROGRAM EXPANSION & FOCUS

Continue to research and expand program offerings; supporting teachers by sharing life lessons, teaching social emotional learning, and addressing socially conscious conversations in the classroom



I thought the discussion about racism in sport linked well to current events. It gave students a different perspective of racism.
— Grade 6 Teacher

This year mental health is a huge focus for our students. Positive role models that highlight what it means to be a leader in the world of sport was so important.
— Grade 4/5 Teacher



BEYOND THE WIN EDUCATION ENDOWMENT

INVESTING TODAY ENSURES THE SUCCESS OF TOMORROW.

An endowment is essential to create and grow our education programs and ensures our ability to continue to fulfill our legacy of inspiring youth through storytelling.

Gifts to our endowment ensure perpetual support, laying the foundation for funding of operational expenses that are so vital to build and sustain the impact of Beyond the Win Education Programs in classrooms for years to come.

GIVING LEVELS:

Champions
\$100,000 - \$249,999

Leaders
\$250,000 - \$499,000

Visionaries
\$500,000 +

**Benefits will be provided in relation to giving levels.*

**TOGETHER, OUR
COLLECTIVE IMPACT
CAN MAKE CANADA
STRONGER.**

GOAL: \$8 million

A NOTE FROM THE CAMPAIGN LEGACY CHAIR



“This is an investment for generations to come.

Join other like-minded individuals who share a vision for connecting sport and education. Support our youth in achieving their ambitions and inspire them to dream big. Endowment donors create meaningful legacies and provide stable, dependable support for program development, technology and accessibility. Endowments build a strong foundation for the present and the future.”

— The Honourable Lois E. Mitchell, CM, AOE, LLD
18th Lieutenant Governor of Alberta

Playing a sport not only leads to better physical health, improved decision-making, stronger mental and emotional well-being, it inspires a greater ability to engage with the world. Most importantly, it teaches us to be supportive and inspiring teammates to those around us.

I believe the most profound attribute we learn through sport is adaptability. You learn quickly from winning and losing to assess and ask yourself what went well, and what you could have improved upon. That’s a great skill to learn for everything in life. Every game you play there something you can learn.

JOIN US

Together, we can reach more schools and more students than ever before and enhance our capacity to use the lens of sport to teach, share new perspectives, celebrate differences, and inspire our country's youth to dream big.



Presented by Canada's Sports Hall of Fame

Learn about the impact you can make.

Cheryl Bernard, President & Chief Executive Officer

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beyondthewin.ca



After today's program,
I feel like I can literally
achieve anything!
- Kassan, Grade 4 Student