

INTERPRETING SASKATCHEWAN'S SPORT HISTORY

The Summer Olympics

June 5, 2021 to January 18, 2022



Athletic Fashion

November 30, 2021 to present



The Winter Olympics

January 22, 2022 to present



Anniversary Class

March 5, 2022 to present



PARTNERSHIPS & PROGRAMMING

Creating Active Champions Education Program

July 5-August 20, 2021

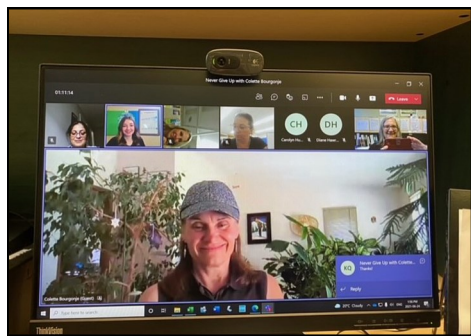
Partner: Community Initiatives Fund
(CIF)



Never Give Up

May 18-June 24, 2021

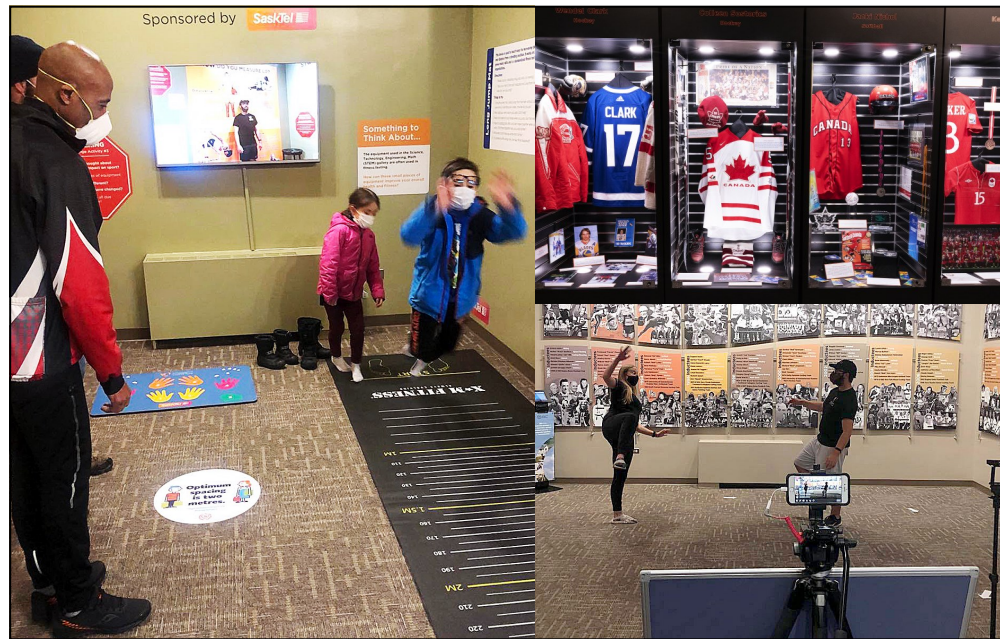
October 19-November 24, 2021
Partner: SaskTel



Frost Day at the SSHF

February 5, 2022

Partner: Regina Downtown
Business Improvement District



@SaskSportsHF

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 <https://sasksportshalloffame.com>

DID YOU KNOW...

- 527 inductees from 52 sports are in the Hall of Fame, representing 146 communities in Saskatchewan
- The permanent collection contains more than 19,000 items valued at just under \$1 Million
- Added 530 new items to the collection
- Added 1,510 new items to the Sask Collections database which now has 24,661 total artifacts, photographs and other items catalogued.
- Added 550 newly digitized items to the permanent collection. There are currently more than 19,600 digitized scans of items within the permanent collection.
- SSHF videos have been viewed more than 33,818 times on YouTube during the 2021-22 fiscal year. That is an increase of 214% over the past year
- 222,909 people reached on the SSHF Facebook page during the last year
- 1,468 Likes on facebook.com/SaskSportsHF (an increase of 6.7% over 2020)
- 1,615 Followers on Twitter @SaskSportsHF (an increase of 4.3% over 2020)
- 956 Followers on Instagram @SaskSportsHF (an increase of 9.3% over 2020)
- 471,400 Impressions on Twitter @SaskSportsHF during the past year (an increase of 49.7% over 2020)
- 102,806 page views on <https://sasksportshalloffame.com> in 2021



SASKATCHEWAN
— SPORTS —
HALL OF FAME

2021
ANNUAL REPORT

BOARD CHAIR'S REPORT

It has been another challenging but exciting year at the Saskatchewan Sports Hall of Fame. I am proud of what we accomplished over the past 12 months and for what the future holds. While we weren't able to gather in-person as often as we wanted, we celebrated some notable successes this year as the staff adapted brilliantly to the changing world.



As Board Chair, I commend our Board of Directors and staff for the agility they demonstrated by pivoting to serve our members and remain relevant through the pandemic. Like many organizations, 2021 was primarily a year of virtual programming for the Hall. The experience gained through the pandemic will allow our organization to better serve our patrons by offering both in-person and virtual programming. Having said that, it's great to see the Hall return to a "new normal" which includes the resumption of in-person programming and activities.

Congratulations to our Executive Director, Sheila Kelly, and her amazing staff for developing an outstanding featured exhibit. Curated by Bryann Seib, *Prairie Pride: A History of Saskatchewan Football*, was a great success. Having this exhibit in place helped us launch Education Coordinator Vickie Krauss' online field trip program for classrooms in Regina and across the province. The success of this exhibit earned the Hall of Fame two prestigious awards in 2021, including:

- The Canadian Association for Sport Heritage (CASH) Award of Excellence. This is the first year that CASH has given out an annual award and it was so gratifying for the Hall to win the first CASH Award of Excellence.
- An International Sports Heritage Association "ISHY Award". We have won ISHY Awards in the past, but it is always exciting to be recognized by the international sport heritage community. When the Pro Football Hall of Fame in Canton calls to let you know you won an international honour you know you're in good company!

White Rabbit VR helped us transform this physical exhibit into a virtual tour with the support of Communications Coordinator Matthew Gourlie.

As part of our return to a new normal, I am pleased to announce that the in-person Induction Dinner for both our 2021 and 2022 Induction Classes is scheduled for September 24 at the Conexus Arts Centre in Regina. The Induction Dinner is the highlight of our year as an organization and we are all very excited to honour these two worthy classes.

As a Board, we are focused on renewal and providing a strong foundation for the future of the Hall. To that end, we are pleased that four new directors have put their names forward to join the board. With new members joining our board, I acknowledge and thank Rankin Jaworski for his years of service. Rankin served as Board President from 2017 to 2020 and provided exceptional leadership to both the board and staff during his time with the organization. We hope to keep Rankin involved with the Hall for many years to come!

Finally, in 2021 we launched a new Planned Giving campaign and refreshed website. Our legacy donors have helped fund major projects in the past and this campaign is an important part of our vision to be self-sustaining in the future. I encourage our inductees and members to check this program out.

Thank you for your continued support of the Hall.

Robb Elchuk

2020 BOARD OF DIRECTORS

Chair:	Robb Elchuk	Directors:	Samer Awadh
Vice Chair:	Trent Blezy		Laurel Garven
Treasurer:	Mike Babcock		Tennille Grimeau
Past Chair:	Rankin Jaworski		Tim Leier
			Kelvin Ostapowich

EXECUTIVE DIRECTOR'S REPORT

How wonderful it is to hear excited children's voices ringing throughout the Saskatchewan Sports Hall of Fame (SSHF) galleries once again! It took almost another year for us to attain significant in-person visitation levels, such has been the hold of the COVID-19 pandemic, but as an organization we feel like we have weathered the storm and look forward to brighter days ahead.

Overall, the SSHF enjoyed many successes during the year which are represented through other components of the annual report. One of the most significant projects embarked on included the revitalization of our website and the prioritization of legacy giving. With a new "Giving" landing page on the website, potential donors can explore options for supporting the SSHF through a legacy gift. No donation is too small. A planned donation of \$10 per month provides increased opportunity to the SSHF in the future as Saskatchewan Lotteries offers a complimentary "donor incentive" program that provides a 20% top-up on legacy contributions of \$120 or more per year. We have seen the opportunity that legacy gifts provide to our organization. Our 50th Anniversary traveling mobile exhibit came to fruition as a result of commitments made decades earlier. If you are interested in discussing a possible gift to the SSHF, please call me (306-780-9233) for more information. *Your legacy is our future!*

Jordana Buchan is a prime example of how legacy gifts create big opportunities. After working one year as a SSHF summer student and then completing a Field Placement with us through the Museum Technology program at Algonquin College, Jordana re-engaged with the SSHF as a director on the board. In 1998, at the age of 25, Jordana purchased a life insurance policy through the Sport Legacy Fund program choosing to designate the SSHF as the owner and beneficiary. In 2012, Jordana was diagnosed with Stage 4 Breast Cancer. On July 12, 2021, Jordana lost her fight to cancer but her vision lives on.

Throughout her life, Jordana constantly strove to make the SSHF a better organization. Whether it was creating exhibits during her schooling years or pushing us to develop better education and special event programming to support family visitors in partnership with community organizations. Her heart was always with the SSHF and her enthusiasm unbridled. Jordana's legacy gift will allow us to move forward with Phase II of our Hall of Fame Gallery exhibit. When complete this final phase will provide hundreds of schoolchildren annually, not to mention visitors of all ages, the opportunity to truly immerse themselves in Saskatchewan's sport history to a level never before available at the SSHF. *Jordana's legacy is our future!*

While the tourism industry continues to be challenged by the realities of the lingering pandemic, the SSHF is happy to end our fiscal year in a strong position. At the same time, we have no allusions with regard to what the future might hold. Our success is due in large part to the following individuals and organizations:

- Saskatchewan Lotteries for our core funding.
- SaskTel for sponsoring the very successful *Never Give Up* education program.
- Community Initiatives Fund (CIF) for their support of our summer program, Creating Active Champions.
- Tourism Saskatchewan for underwriting the costs associated with our website redevelopment and e-commerce opportunities.
- Signature Print-It for sponsoring a portion of our Planned Giving print campaign.
- The 29 individuals and corporations who chose to support our Fan, Teammate, All-Star and MVP giving program (recognition on the website).
- Every individual and organization who chose to purchase a membership and/or donate this past year.
- Emergency funding programs provided through Canadian Heritage, the Government of Canada, and the Canadian Museums Association.
- Sterling Truck & Trailer Sales and Horno Leasing for maintaining the safety and security of the traveling mobile exhibit while it has been off the road.

As we enter 2022 we are less fixated on the challenges, and more focused on the opportunities available to us. With the continued support and generosity of our inductees, volunteers, sponsors, donors and partners we know that we will achieve success. Thank you for being there for us, we cannot preserve, interpret and celebrate Saskatchewan's wonderful sport history without all of you.

Sheila Kelly

SSHF HONOURED WITH TWO AWARDS



The SSHF received the first CASH Award of Excellence for *Prairie Pride: A History of Saskatchewan Football*.



The SSHF also received a 2021 International Sports Heritage Association ISHY Award (above) for *Prairie Pride*. A still from the virtual tour of the exhibit is shown at left.

SSHF PROGRAMMING CONTINUES TO DIVERSIFY

In the first year of the COVID-19 pandemic the SSHF's virtual tours allowed Education Coordinator Vickie Krauss the opportunity to offer tours and programming while many students and schools were still learning remotely. This past year, the SSHF has built on their virtual offerings and have diversified the avenues in which the stories of great Saskatchewan athletes can be shared with young students.

For the first time, our *Never Give Up* program was offered in both the spring and fall. SaskTel sponsored the spring offering that saw 901 students and teachers from 26 different communities take part in the 12 sessions. In the fall, 1,146 students and teachers from nine communities took part. Ted Jaleta, Lisa Franks, and Colette Bourgonje shared their inspiring stories in the spring and fall, while Arnold Boldt was added for the fall. In addition, 1,070 students and teachers from 41 classes took a virtual tour this year and 268 students and teachers from 11 classes took part in our outreach programming. In the last few weeks of our fiscal year, in-person tours resumed in earnest and 389 students from 15 classes in Regina came to see the Hall of Fame in person.



Education Coordinator Vickie Krauss hosts a virtual tour featuring stories of inductees who served in the military leading up to Remembrance Day in 2021.