

Words of Gratitude



The Calgary Stampede Foundation was launched in 1995 with funding from the Calgary Stampede and from donations by some 300 volunteers who became founding donors. Since then, many individuals have given significant sums and in 12 years our net assets have grown to exceed \$8 million.

In 2005 I was honoured to be asked to serve as the chairman of the Stampede Foundation. That year the Stampede Foundation also undertook a major shift in its goals and structure.

A long-term plan

Our goals changed to better match the Stampede's new vision and long-term master plan. These include making significant investments over the next 20 years to totally revitalize the Stampede into a year-round gathering place for our community where western values can be honoured and promoted. In addition, our structure had to change to ensure we could operate with charitable status for our donors.

Our expanding role

Our focus is to increase programming capability by bringing under our governance many existing Stampede programs. These include the Young Canadians School of Performing Arts, where nearly 200 youth receive exceptional training free of charge. It also includes the Stampede School, where students from across our province attend programs focused on our western culture and heritage. We will continue transitioning programs in 2008 and 2009.

In addition, we are setting aggressive new fundraising goals to support the level of activity planned by the Stampede and our community.

Below are some examples of this increased effort:

1. In August over \$50,000 was raised at the 10th annual volunteer golf tournament – the *Jerry D'Arcy Divot Classic* – thanks to an enthusiastic group of volunteers led by past president and tournament organizer, Danny Copithorne. These funds will be directed towards Stampede School.
2. *September's Pavilion – Western Contemporary Art Auction*, gave us the opportunity to partner with local art galleries and celebrate a growing interest in western contemporary art. Over 125 guests attended this inaugural event which was held in the Stampede's Victoria Pavilion and connecting barns, giving guests a uniquely western art experience and supporting contemporary artists and the programs of the Stampede Foundation.
3. *October's Giddy-Up Gala*, staged annually by the Stampede Queens' Alumni, raised a record \$250,000 for five local charities that support children with special needs. In addition, a portion of the proceeds are being allocated towards a future program for these children on Stampede Park.

The road ahead

Looking ahead, our progress will continue. A comprehensive development plan was approved in late December that will ensure we are well positioned to achieve our mandate to generate income that will guarantee our youth programs well into the future. As well, coincident with the Stampede's expansion plans, the Stampede Foundation plans to fund several new components which may include new facilities for youth agriculture education and training, or improved facilities for the Young Canadians and Stampede School.

However, in order to finance capital projects we need to raise significant funds. While we are fortunate to be part of a city with enormous prosperity, there are many needs that compel potential donors. We believe that providing the youth of Alberta with opportunities to develop strong roots in their culture and helping to shape our next generation of citizens is worthy of such support.

We are very fortunate to have a board whose dedication and shared commitment contribute significantly to this organization. I'd like to thank these outstanding volunteers and colleagues for their contribution of leadership and time. We all look forward to new directions and successes in the years ahead and invite all Albertans to be a part of our vision.

A handwritten signature in black ink, appearing to read "Steve Snyder". The signature is stylized with a large, sweeping initial "S" and a distinct flourish at the end.

Steve Snyder
Chairman

March 20, 2008