



ANNUAL REPORT 2022-2023

MANITOBA ABORIGINAL SPORTS &
RECREATION COUNCIL INC.

A photograph of a woman with grey hair tied back, wearing a black jacket over a purple t-shirt with a graphic design. She is holding a large, round, light-colored drum with both hands and appears to be playing it. The background is blurred green foliage.

Live Life in a Good Way
Cree Mino pimáciho
Ojibwe Mino-bimaadizin
Dene Suwau edeghynah la
Dakota Tanyan opichi'iya un
Michif Machen Bungee
Inuktitut ᐃᓕᓂᓴᓄᓴᓂᓴ ᐱᑕᐅᔨᓂᓴ
Oji-Cree Mino pimaatisin
French Vivre la vie dans le bon sens

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Board of Directors 2022-2023

Jamie Leary-Balfour

Co-chair (First Nation)

Mike Sutherland

Director

Wendy Creed

Director

Trevor Laforte

Director

Kali Moss

Director

Daphne Titterson

Director

Partnerships

MASRC is proud to partner with many different organizations throughout the Manitoba and Canada. We would like to extend our profound gratitude for their partnership, dedication, and work towards empowering Indigenous people to participate in sport and recreation within the province of Manitoba.



MASRC Pillars

Following the renewal of our pillars in 2020, MASRC continues to build on the following 5 areas:



1 Building & Maintaining Capacity

2 Communication

3 Celebration

4 Sport & Recreation Development

5 Community Development

MASRC Pillars

Pillars	Core 1	Core 2	Core 3
<i>Building and Maintaining Capacity</i>	Create space for current Indigenous sport and recreation athletes and leaders to meet regularly	Advance interested athletes and coaches to high performance/ mainstream training and competition	Negotiate and have collaborative conversations with organizations
<i>Communication</i>	Develop a comprehensive communication strategy Start collection of current accomplishments	Lead by example	Develop a provincial presence
<i>Celebration</i>		TRC recommendations	Host annual celebration
<i>Sport and Recreation Development</i>	Increase the number of organized sports, recreation, and physical activity programs and competitions through the province	Create a strong, coordinated system to select Indigenous teams and prepare athletes to participate in NAIG, NAHC, and other elite competitions	Develop partnerships with mainstream provincial sport and multisport service organizations to enhance the Indigenous sport system To support the urban Indigenous population of Winnipeg who face continued exclusion and financial barriers through sport & recreation
<i>Community Development</i>	Increasing our connection, knowledge, and support with all Indigenous communities	Sport for Social Development	

Vision

To empower the Indigenous communities of Manitoba to grow physically, spiritually, culturally, and mentally through sport and recreation.

Mission

The mission of the Manitoba Aboriginal Sports & Recreation Council (MASRC) is to strengthen Indigenous participation in healthy lifestyle activities.



**CREATING
COMMUNITY
AWARENESS**

**MEASURING
SUCCESS**



**TARGETING
COMMUNITY
SUCCESS**

**BUILDING
PARTNERSHIPS**



Building and Maintaining Capacity

Staff Updates

As an organization, we have built a strong and efficient staffing pool. In the fall, we hired a full-time North End Multi-Sports Coordinator directly from our pool of North End Hockey Program coaches. Our coordinator hit the ground running, growing the program by another sport, and increasing the North End Hockey program from 65 to over 100 participants.

We have also hired a new Indigenous Community Sports Consultant, who has been working closely with many communities and stakeholders throughout the province, connecting them with available sports and recreation resources.

Over the past year, we also recruited two assistants to help with data entry for our major games, and with both the Indigenous Sports Hall of Fame and our second book honouring Indigenous people's participation and contributions to sport, in response to the Truth and Reconciliation Commission's Call to Action #87.

Operations Summary

The 2022-2023 fiscal year was very busy, as we prepared for three major sporting events! The focus for the 2022-2023 was on preparing for our major games, in addition to our ongoing program.

1. Transitioned reporting from paper to online through the use of Microsoft Forms.
2. Successfully trained and equipped, MASRC staff to use Microsoft platforms.
3. Optimized SharePoint organization.
4. Expanded communications capabilities with the purchase of a new iPad and Mac computer.
5. Updated and refurbished MASRC technology.

For the 2023-2024 year, we will be developing our strategy surrounding the major games cycle, and how our operational functioning can best support both elite and grassroots development.



Communication

Internal Communication Highlights

Both offices have begun operating programs and events at even greater levels than those before the pandemic. With new and exciting programs requiring promotion every month, our staff worked together to redesign the communications process, efficiently ensuring that requests are received, in process, and that their development can be checked in more readily.

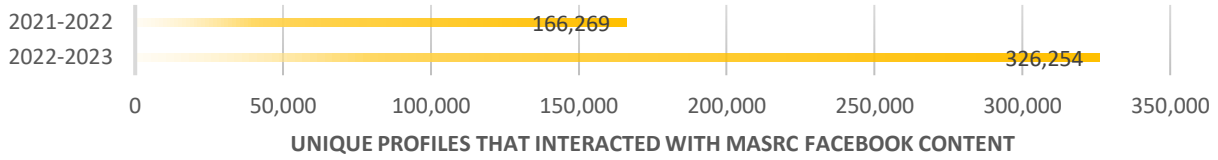
External Communication

In 2022, our organization collaborated with various provincial sports organizations (PSOs), community organizations, and community councils to promote our programs throughout the province. Most notably, we partnered with organizations such as the Winnipeg Ice to promote both our equipment warehouse donation program and the North End Hockey Program, and with Anti-Racism in Sport to promote our Indigenous Women & Girls 5K Walk/Run. We have established the use of a social media content calendar for scheduling content online.

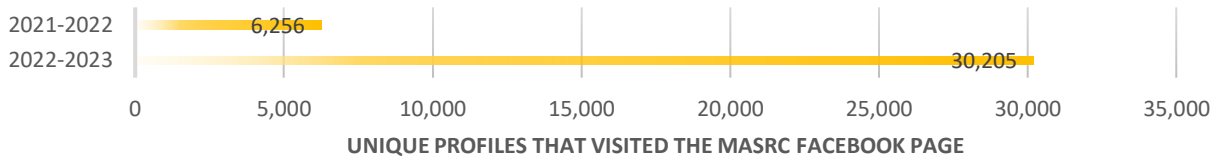
Social Media Reach

Overall, social media reach & engagement followed positive trends. Our most popular content included information about athletes. Unsurprisingly, programs that were low barrier such as our SSD Bike Program and SSD Inner City Bowling also trended well on Facebook, as many families were looking for ways to stay active and to participate in their community.

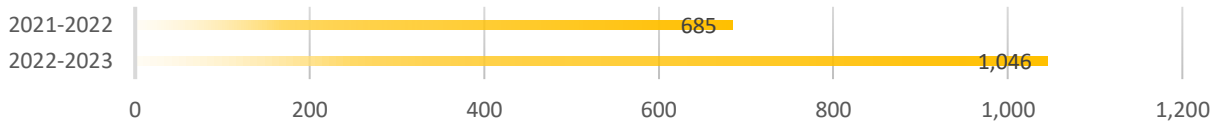
FACEBOOK PAGE REACH PER YEAR



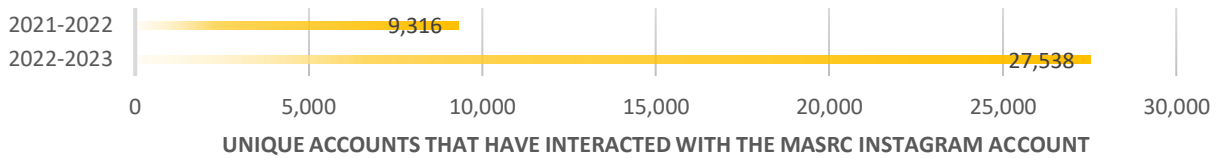
FACEBOOK PAGE VISITS PER YEAR



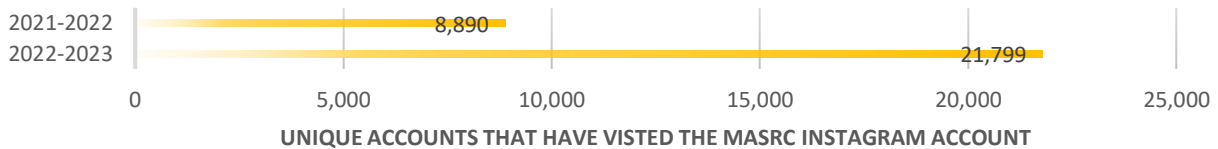
NEW FACEBOOK PAGE LIKES PER YEAR



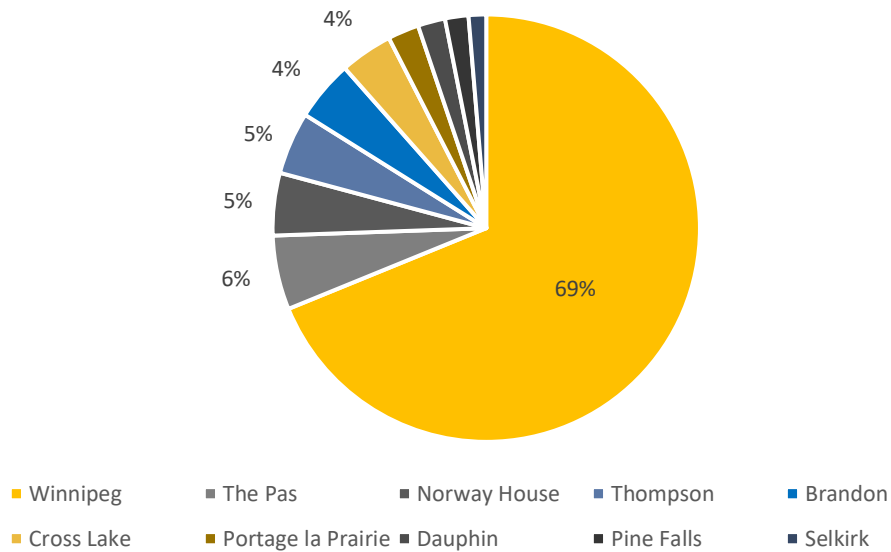
INSTAGRAM PROFILE REACH PER YEAR



INSTAGRAM PROFILE VISITS PER YEAR

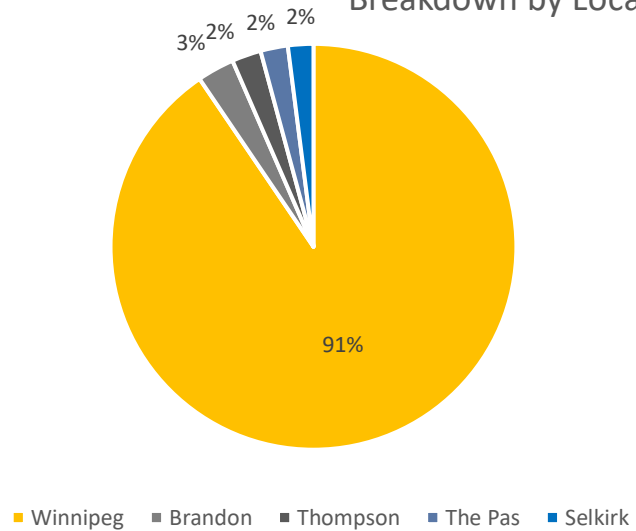


Facebook Page Followers Breakdown by Location



612
**NEW INSTAGRAM
 FOLLOWERS
 BETWEEN APRIL 1,
 2022, AND MARCH
 31, 2023.**

Instagram Followers Breakdown by Location



Social Media Summary

This year, we focused on strengthening and improving our social media presence. With three major sporting events occurring in 2023, engagement improved greatly across all accounts.

- Outreach to isolated communities through Facebook works great! Primarily through community events/buy & sell pages, promoting programs and community visits early and then closer to the events helps establish MASRC as a household name.
- *"Show, don't tell"* messaging: Overall, content that tells stories through video or photos performs substantially better than content that advertises programs/events through words.
- The exception to this is advertising our major events- NAIG, NAHC, Hoop It Up, MIG. These all do well on their own as they are major "keystone" events.

Communications Opportunities

As our social environment changes, our communications opportunities will change, too. The following are a list of communications opportunities that have been identified from the previous year.



- Continue to focus on connecting with isolated communities through traditional channels of communication and through social media.
- Increase brand awareness through partnerships with other organizations and provincial sports organizations.
- Major opportunity to establish regular email communications through an e-mail platform such as MailChimp or Constant Contact.
- Capitalize on major upcoming events to promote brand awareness.
- Unify staff efforts through focused staff-building exercises.
- Utilize paid promotions more effectively.

Celebration

A Celebration of Excellence: Celebrating our Annual Indigenous Sports Awards Winners & Hall of Fame Inductees

For the first time, the Manitoba Aboriginal Sports & Recreation Council invited both our Annual Indigenous Sports Awards recipients and our Manitoba Indigenous Hall of Fame Inductees.

We hosted our event at the stunning Gateway to the Arctic, located in the Assiniboine Park and Zoo. Polar bears swam overhead as we laughed, dined, honoured, and celebrated Indigenous excellence in sport together. Our Annual Indigenous Sports Awards included exceptional nominations from across the province, in a variety of disciplines. We inducted six phenomenal athletes, coaches, and builders into the Manitoba Indigenous Sports Hall of Fame.



Indigenous Athletes of the Year



Abigail Sweeny, Pimicikamak Cree Nation (Cross Lake)

Abigail Sweeny is a Cree athlete from Pimicikamak Cree Nation now living in Winnipeg. She attends Dakota Collegiate, where she led her team to a AAAA varsity female basketball championship (pictured left). Abby spent much of her childhood in Pimicikamak, helping her family on their trap line and spending most of her time outdoors, on the land.

This summer, the grade 11 student will be suiting up to join Manitoba's 19U female basketball team at the 2023 North American Indigenous Games.

Alexander De La Ronde, Red River Metis

Alexander De La Ronde is a Red River Metis lacrosse athlete from Winnipeg. An all-around athlete, Alexander excels at whichever sport he chooses, including his favourite, lacrosse. This past summer, Alexander represented Manitoba at the 2022 Canada Summer Games in Niagara, where he led his team in points. He was also awarded Male Athlete of the Year by the Manitoba Lacrosse Association.

Joining fellow awardee Abigail, Alexander will also be joining Manitoba's 19U male box lacrosse team at the 2023 North American Indigenous Games this summer in Halifax.



Indigenous Coaches of the Year



Mamie Kroeker-Tom, Sayisi Dene First Nation

Not only is Mamie Kroeker-Tom an award-winning rhythmic gymnast, but she is also an amazing role model, volunteer, and coach within the rhythmic gymnastics community.

Mamie currently coaches at the Sapphires Club. She also worked as an outreach facilitator for Rhythmic Gymnastics Manitoba and has introduced hundreds of children to rhythmic gymnastics. This is all in addition to being one of the top gymnasts in the province, training with the HPCTI and representing Manitoba at Elite Canada and the Canadian Championships.

William Whiteway, Fisher River Cree Nation

Focusing on grassroots development, William Whiteway, of Fisher River Cree Nation, is a community leader uplifting youth sports in his community.

William is also a teacher in Fisher River at the high school and coached four high school teams this past fall/winter season. All four teams made it to the conference playoffs, with his female varsity volleyball and basketball teams winning the zone championships. William committed to coaching both the male and female athletes starting in their grade 6 year; now, many of them are finishing their high school years, and will be moving on to post-secondary in the future.



Indigenous Volunteers of the Year



Trechelle Bunn, Birdtail Sioux Dakota Nation

Athlete, mentor, role model, student, volunteer- these are all words that can be used to describe Birdtail Sioux Dakota Nation's Trechelle Bunn. Trechelle is a student-athlete on the University of Manitoba's bison's women's hockey team and plans on studying law after graduating with her bachelors. In September of 2022, Trechelle organized the first annual "Reconciliation Run" in honour of residential school survivors from her community. Taking place on National Truth and Reconciliation Day (September 30, 2023), the Reconciliation Run begins at the ruins of the residential school in Birtle, Manitoba, and finishes in Birdtail Sioux Dakota Nation.

Ray Starr, Sagkeeng First Nation

Ray Starr is an Anishinaabe man living in Sagkeeng First Nation that loves hockey and loves his community.

Over the course of the pandemic, Ray noticed that there was a lack of recreational opportunities for adults in and around his community. Ray used this opportunity to create senior recreational hockey leagues for his community, drawing teams from nearby First Nations as well. He also ran a youth league, and in the summer organizes a ball hockey league- all totally volunteer led and organized.



Hall of Fame Inductees Class of 2022

Brian Chrupalo, Pine Creek First Nation, Official Category

Brian is the first Indigenous football official to referee in the Canadian Football League (CFL). Last year, Brian officiated the Grey Cup Finals, proudly wearing his official referee uniform, made into a ribbon shirt. Brian is also the first official to make calls in an Indigenous language, in Anishinaabemowin.

Arnold Asham, Red River Metis, Builder Category

Arnold Asham is a curler, dancer, and businessman from Kinosota, Manitoba. Arnold created both Asham Curling Supplies and the Asham Stompers, and eventually the Asham Stomperfest. Asham Curling took the world by storm, commercializing curling sports products across the world. Thanks to Arnold's impact, curling has become a wildly popular sport in Manitoba and beyond.

Shelly Hruska, Red River Metis, Athlete Category

Shelly Hruska is an internationally recognized ringette and bandy player, representing Team Canada in both sports. As a member of the ringette national team, Shelly has won both gold and silver, and as a member of the bandy national team, has placed both 4th and 5th. Shelly is also a member of the Manitoba Ringette Hall of Fame.

Michelle Foreman, Red River Metis, Athlete Category

Michelle Foreman was an essential part of the Winnipeg Wesmen national championship basketball teams during the early 1990s, where her skills and leadership helped to lead the team to success. She has remained actively involved in the basketball community as both a coach and referee, helping to mentor and develop young players.

Jamie Leach, Berens River First Nation, Athlete Category

Jamie Leach won the Stanley Cup with the Pittsburgh Penguins in both 1991 and 1992, going on to play professional hockey for 13 years. Since then, Jamie has gone on coach across Canada, and now runs hockey development programs in Indigenous communities across both Canada and the United States.

Maurice Camrye, Red River Metis, Athlete Category

Maurice Camrye was born in St. Vital in the early 20th century. Maurice was a champion boxer; he was awarded the Golden Gloves Award and the Dominion Welter Weight Championship in 1935. The highlight of his career as a boxer was attending the 1936 Olympics in Berlin, Germany, shortly before the start of the Second World War.

2002 NAIG Legacy Award Scholarship Recipients

The MASRC was named as one of the benefactors of the 2002 North American Indigenous Games, Knowledge, Equipment, and Financial Award Legacies. Legacy funds were established through the successful hosting of the North American Indigenous Games held in Winnipeg, Manitoba, July 2002. The Committee was formed to oversee the distribution of financial legacies left from the Games. In the 2002 NAIG Legacy Plan, consideration was made for the development and implementation of a Scholarship Awards Program for Manitoba's Aboriginal athletes and coaches, to be administered by the MASRC for many years to come.

Chloe Gauthier	Hockey	<i>Lorette (Red River Metis)</i>
Ashlyn Lavoie	Hockey	<i>Winnipeg (Sagkeeng First Nation)</i>
Sydney Bass	Ringette	<i>Elie (Red River Metis)</i>
Samantha Pfeil	Rhythmic Gymnastics	<i>Winnipeg (Red River Metis)</i>
Andrew Simard	Athletics	<i>Brandon (Red River Metis)</i>
Kayleigh-Lynn Pagee	Volleyball	<i>Thompson (Nisichawayasihk First Nation)</i>
Kali Hilderman	Hockey	<i>Winnipeg (Red River Metis)</i>
Zerek Menard	Basketball	<i>Brandon (Pine Creek/Camperville)</i>
Madison Haliuk	Hockey	<i>Binscarth (Red River Metis)</i>
Jax Chammartin	Basketball	<i>Lorette (Red River Metis)</i>
Dana Goertzen	Hockey	<i>Winnipeg (Red River Metis)</i>
Nicole Romanuk	Fastpitch	<i>Starbuck (Fisher River Cree Nation)</i>
Payton Leflar	Volleyball	<i>Morris (Red River Metis)</i>
Ariana Wery	Hockey	<i>Richer (Red River Metis)</i>
Ian McPeck	Speed Skating	<i>Winnipeg (Kitchenuhmaykoosib Inninuwug First Nation)</i>
Cabrel St. Vincent	Basketball	<i>Winnipeg (Red River Metis)</i>
Hannah Campbell	Volleyball	<i>Swan River (Red River Metis)</i>
Ashtyn Savoie	Taekwondo	<i>Lockport (Red River Metis)</i>
Aidan Hruska	Volleyball	<i>Winnipeg (Red River Metis)</i>
Jessica Chow (Coach)	Soccer	<i>Winnipeg (Red River Metis)</i>
Preslee Munroe (Coach)	Basketball	<i>Winnipeg (Pine Creek First Nation)</i>

Monthly Awards

In the 2022-2023 year, we awarded 11 Indigenous Athletes of the Month.

March 2023	Jade Pelland	Red River Métis
February 2023	Mason Foreman	Red River Métis
January 2023	Robyn Boulanger	Berens River First Nation
November 2022	Kingston Thomas	Barren Lands First Nation
October 2022	Caridee Pelletier	Peguis First Nation
September 2022	Trina Ross	Cross Lake First Nation
August 2022	Breas Ross	Cross Lake First Nation
July 2022	Tarig Ahmed	Long Plain First Nation
June 2022	Elle Wood	Red River Métis
May 2022	Norman John Lacquette	Peguis First Nation
April 2022	Levi Johnston	Red River Métis

In the 2022-2023 year, we awarded 8 Indigenous Community Champion of the Month awards. Awardees were recognized with a t-shirt, a certificate, and had their story shared on our social media.

March 2023	Kim Avonthay	Red River Métis
February 2023	Antonina Kandiurin	York Factory First Nation
January 2023	Rebecca Kantimere	Waywayseecappo First Nation
November 2022	Marshall Prince	Long Plain First Nation
October 2022	Savanna Sayese	Opaskwayak Cree Nation
July 2022	Tanya Thompson	Red River Métis
June 2022	Ray Starr	Sandy Bay First Nation
May 2022	Heather Lambert	Red River Métis

Tom Longboat Award Winners

Manitoba's Indigenous excellence in sport shines through yet again as two Indigenous athletes from our province were chosen to win the prestigious Tom Longboat Award.

Leah Miller, Pimicikamak Cree Nation

Leah Miller is a Cree rower from Pimicikamak Cree Nation. Leah began rowing at only 13 years old.

Leah's recent accolades include being named to Rowing Canada's CanAmMex Next Gen Team, winning bronze at the National Rowing Championships in women's single sculls, winning gold at the 2022 Rowing Canada Aviron Small Boat Trials for junior women's single sculls, and participating on the Junior Women's National Team for the U19 Junior World Championships where she placed 11th. Leah is currently attending the University of Michigan on a full athletic scholarship.



Connor Church, Red River Metis

Connor Church is a Red River Metis wrestler from Winnipeg, Manitoba.

Connor's recent accolades include placing first at the Canada Cup, placing first at the Canada Summer Games, and placing 3rd overall at the u20 PanAm Championships.

Connor is also a full-time student-athlete, studying business and wrestling at Concordia University. He is also currently a member of the Montreal Wrestling Club.



Sport & Recreation Development

Winnipeg Sports Programs

North End Storm Hockey (Formerly the North End Hockey Program)

The North End Storm Hockey teams are a community-level hockey program for all youth ages 5-15 living in and around the North End of Winnipeg. The program was paused due to pandemic restrictions in the fall of 2020 and throughout the spring of 2021 but started again in the fall. We partnered with Central Community Centre to provide transportation for our athletes. In our second full season, the program was an even bigger success, with over 100 athletes participating in the program.



In our second year of the North End Hockey Program, we had:

7
teams

\$40,000
provided in
registration
subsidies

Over
100
athletes

Participants
were mostly
Indigenous or
newcomers
to Canada

13
coaches



Central Storm Basketball Program

The Central Storm Basketball Program began in the fall of 2022, with drop-in programs running every Saturday and Sunday.

Due to the success of the program, we were able to enter five teams into the Winnipeg Minor Basketball Association. Teams played once per week and practiced one to two times per week depending on their age. Thank you to Central Community Centre for partnering with us. At the end of the season, we had 63 athletes in the program, and 9 coaches.



Outdoor Recreation Wagon Programming

Through our outdoor recreation wagon programming we were able to travel and visit communities throughout the southern part of the province! With this program, we provided a variety of outdoor activities, including snowshoeing, cross-country skiing, ball hockey and soft archery.

Cycle Indigena Urban Bike Program

This year's bike program was even larger than last years', as we dispersed 263 bikes to Indigenous youth living in Winnipeg and Dauphin. We also provided bike locks and helmets to every bike program recipient.

Indigenous Women & Girls Walk/Run Program

In 2021, we launched our Women and Girls Walk/Run Program. This program was created as a safe space for Indigenous women and girls to exercise regularly. This year, the program was facilitated on two separate occasions- once during the winter-spring of 2022, and once during the fall-winter of 2023.

Thanks to new funding opportunities, we were able to hire a facilitator for the program. We had 20 consistent participants in both programs!

Indigenous Women & Girls Run 2022

This year's run was even bigger than before and took place at Kildonan Park for the second year in a row.



48 VOLUNTEERS

**\$4,250.00 RAISED FOR
INDIGENOUS WOMEN &
GIRLS PROGRAMS**

149 RACE PARTICIPANTS

Hoop It Up 2022

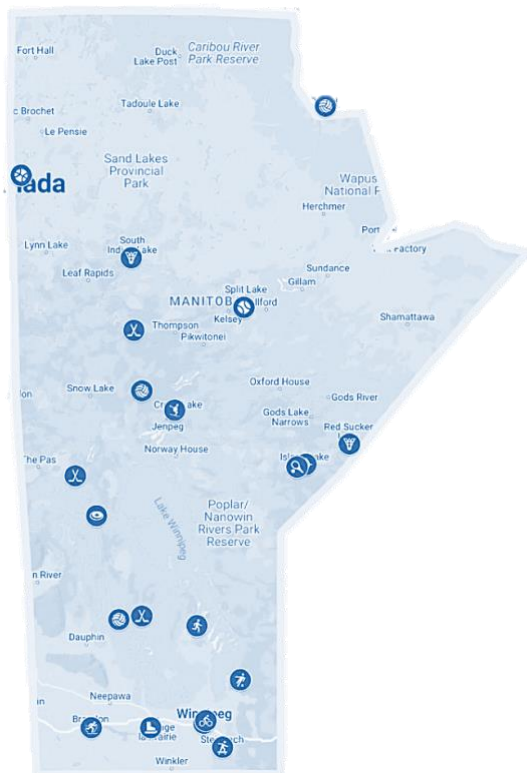
In 2021, the Manitoba Aboriginal Sports & Recreation Council partnered with Hoop It Up, one of the largest 3X3 basketball franchises in North America to bring the exciting two-day event back to Winnipeg! This year, however, we made the promotion and participation of this tournament a priority to Manitoba's Indigenous communities.

For this year's tournament, we joined the Manito Ahbee Festival at the Red River Exhibition Park. We had teams come from across Manitoba, including from Nisichiwayasihk Cree Nation, God's Lake Narrows Cree Nation, and Pine Creek First Nation.

Warehouse Equipment Program

This year, the MASRC Warehouse Equipment program was able to provide over 12,000 pieces of sports and recreation equipment for people across our province.

Equipment requests were distributed across the province to many communities, including:



- Sagkeeng First Nation
- Wabowden
- Barren Lands First Nation
- Winnipeg
- York Factory First Nation
- Long Plain First Nation
- Pinaymootang First Nation
- Nisichawayasihk Cree Nation
- Moose Lake Cree Nation
- Chemawawin Cree Nation
- South Indian Lake Cree Nation
- Steinbach
- Brandon
- St. Theresa Point First Nation
- Red Sucker Lake First Nation
- Cross Lake Cree Nation
- Fisher River Cree Nation
- Crane River First Nation
- Churchill
- Peguis First Nation
- Little Saskatchewan First Nation
- Opaskwayak Cree Nation



Building Community Capacity

Aboriginal Coaching Modules

The Aboriginal Coaching Module (ACM) is a one day, NCCP certified course built with three learning modules. The modules include a Holistic Approach to Coaching, Dealing with Racism in Sport and Individual and Community Health and Wellness. This curriculum reflects the uniqueness of Indigenous culture, values, and lifestyles.

For the 2022-23 year, we hosted:

- 10 Aboriginal Coaching Modules.
- 151 Aboriginal Coaching Modules Certifications issued in total.
- 2 fully trained ACM facilitators based in Winnipeg, 1 partially trained facilitator.

Moving forward, MASRC will focus on:

1. Training and certifying new facilitators.
2. Promoting the module in communities.
3. Working with Sport Manitoba Coaching and other provincial sports organizations to encourage more participation.

Coach, Athlete, and Official Development

Throughout 2022 and 2023, we partnered with provincial sports organizations and community sports programs to provide development for coaches, athletes, and officials across the province.

Some of our most notable partnerships include: partnering with the Manitoba Association of Basketball Officials (MABO) to offer basketball referee training in Norway House Cree Nation, partnering with Softball Manitoba for coach and athlete camps throughout the province, and partnering with 204 Volleyball Club Director, Jared Brown, to offer skill development to the community of Wasagamack.

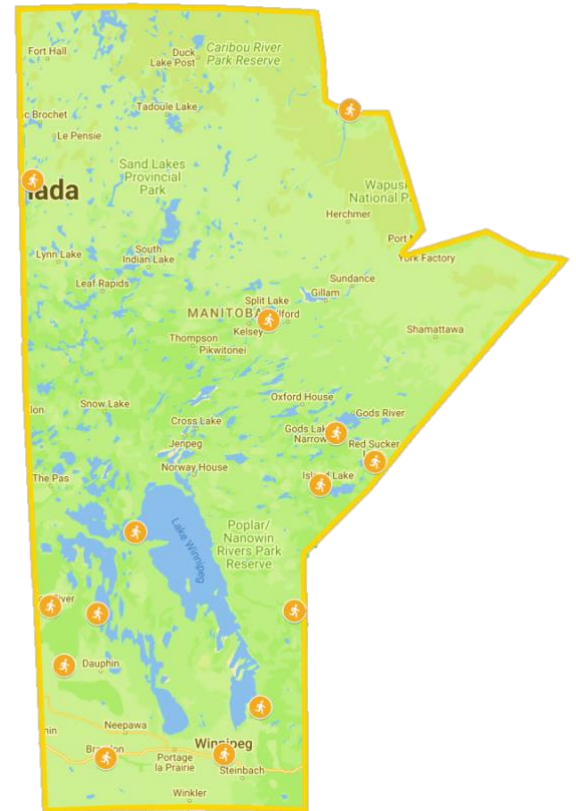
In the next year, we will be looking forward to offering more development to coaches, athletes, and officials to strengthen sports development in rural and isolated communities.

Community Growth

Our Sport for Social Development program grew quickly throughout 2022. A few of our SSD communities finished their 2-year partnership with us and moved on to having their own independent recreation program. At the end of the March 2023, our active Sport for Social Development communities included:

- Barren Lands First Nation
- God's Lake Narrows First Nation
- Sagkeeng First Nation
- Red Sucker Lake First Nation
- Grand Rapids – reconnection
- Swan River
- Churchill

In 2023, we are focusing on community outreach and connecting with recreation volunteers and workers throughout the province. We want to learn how we can better support their programs.



God's Lake Narrows First Nation

God's Lake Narrows has been one of our longest supported Sport for Social Development communities, with our partnership beginning with the community in 2020. In the 2022-2023 year, we visited God's Lake Narrows four times, and supported our SSD Mentees with their programming. God's Lake Narrows currently has one paid recreation worker running youth programs in the evening. God's Lake has graduated out of our Sport for Social Development Program and will be partnering with our Bi-Lateral Indigenous Community Sports Consulting Program moving forward.

Sagkeeng First Nation

Sagkeeng First Nation is another community that has graduated from our Sport for Social Development program to our Bi-Lateral Indigenous Community Sports Consulting Program! They successfully have been running many recreational sports programs and leagues over the past two years and have full-time recreation staff employed in their community. Moving forward, they will be supported by our Bi-Lateral program, which will enable them to focus more on athlete and coach development.

Strategic Plan 2020-2025

Looking Ahead

Based off our pillar systems, MASRC have chosen these 5 areas to focus on as we move forward.

