



ANNUAL REPORT 2021-2022

MANITOBA ABORIGINAL SPORTS & RECREATION COUNCIL INC.



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Board of Directors 2021-2022

Jaymie Leary Balfour	<i>Co-chair (First Nation)</i>
Jayme Menzies	<i>Co-chair (Métis)</i>
Dr. Heather McRae	<i>Co-chair (Métis)</i>
Trevor La Forte	<i>Director</i>
Mike Sutherland	<i>Director</i>
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Bree Cruise	<i>Director</i>
Jordan Bighorn	<i>Director</i>
Kali Moss	<i>Director</i>



Message from MASRC Board of Directors & Executive Director

On behalf of the Board of Directors and Manitoba Aboriginal Sports & Recreation Staff, we present our annual report for 2021-2022.

This year was one of growth, adaptability, change, and choosing new paths. Many Indigenous communities were under lockdown, and found it difficult to participate in sport and recreation as usual. Pivoting from in-person programming to virtual, and then back to in-person as needed, MASRC adapted quickly to the ever-changing needs of the communities we serve. Reflecting on this past year, as an organization MASRC is proud to present this report consisting of these updates from across the province.

Our goal this past year was to ensure Indigenous people had opportunities to participate in sport and recreation in a safe environment, all while ensuring their health and wellbeing, and creating different paths for people to participate. We are thankful for those we serve that maintained their trust in our commitment and dedication to their wellbeing during this uncertain time.

At this time, we would like to thank our sport partners and the countless volunteers, coaches, parents, and athletes that make sport happen. We would also like to thank the greater Indigenous community, including many Indigenous organizations such as the Manitoba Metis Federation, Assembly of Manitoba Chiefs, Winnipeg Aboriginal Sports Achievement Centre, and countless others for their dedication to wellness in Indigenous peoples' lives. We would also like to thank Jumpstart Canada, the province of Manitoba, and the Government of Canada for their ongoing financial support during the 2021-2022 year. Thank you to our Manitoba Aboriginal Sports & Recreation Council Board of Directors for their commitment and dedication throughout the year. And thank you to our corporate sponsors for their ongoing support of our initiatives throughout the province.

The Manitoba Aboriginal Sports & Recreation Council look forward to a "new normal"; one that includes Indigenous people wholistically engaging in sport and recreation from all corners of the province, and that creates a strong future of Indigenous athletes, coaches, volunteers, and leaders.



Jaymie Leary-Balfour
Co-chair
Board of Directors



Dr. Heather McRae
Co-chair
Board of Directors



Mel Whitesell
Executive Director
MASRC

About the Manitoba Aboriginal Sports & Recreation Council

The Manitoba Aboriginal Sports & Recreation Council (MASRC) is a non-profit established in 1988 and incorporated in 1994. We believe that physical activity is a healthy and positive tool to empower and build strong and vibrant Indigenous people and communities. Our focus is to work with Indigenous communities, organizations, and individuals to develop sustainable programs to create more opportunities for healthy lifestyle choices.

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.



MASRC Pillars

Following the revision of our pillars in 2019, MASRC continues to build on the following 5 areas- Community Development, Building and Maintaining Capacity, Communication, Sport & Recreation Development, and Celebration.

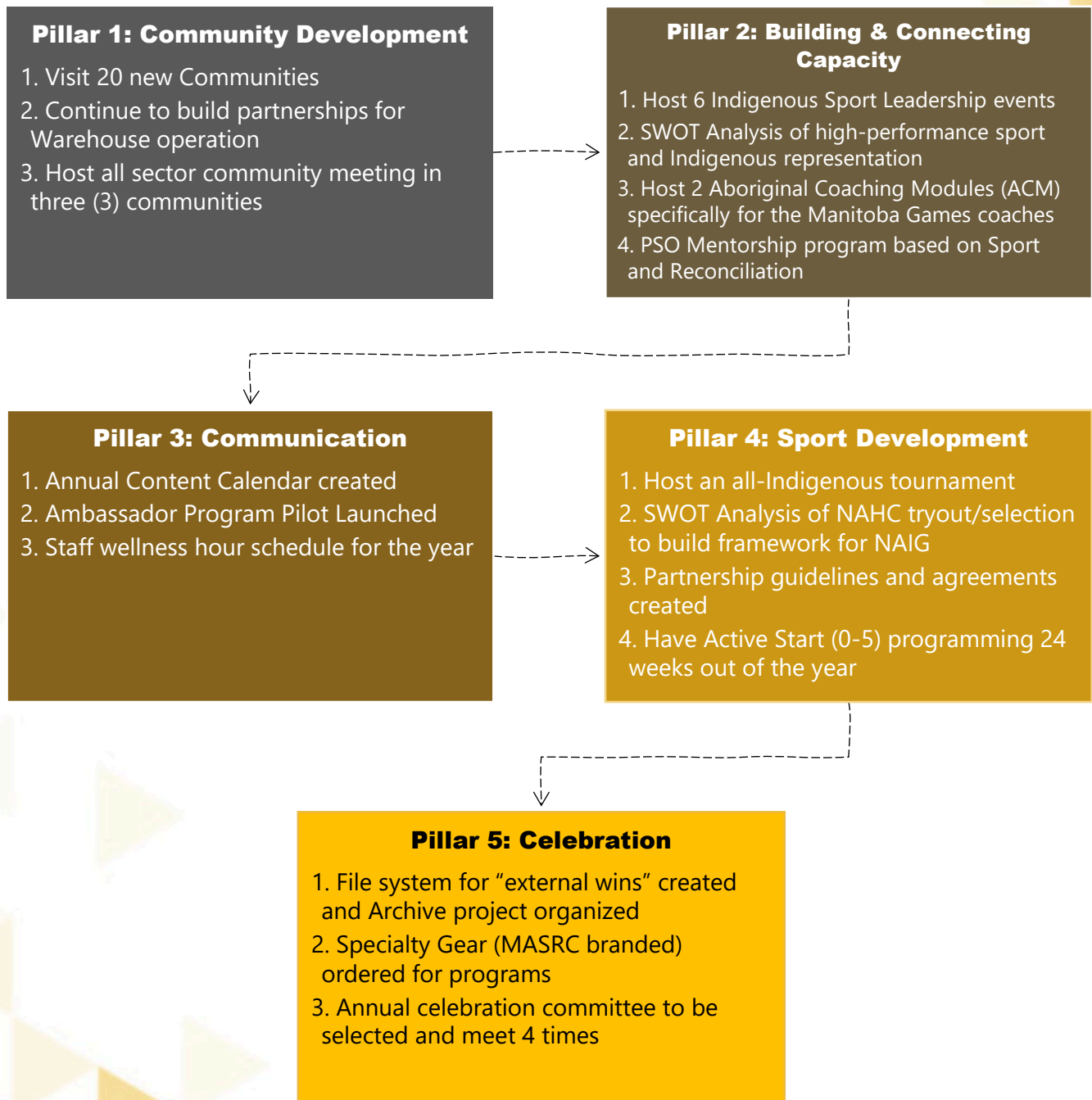


Pillars	Core 1	Core 2	Core 3
Building and Maintaining Capacity	Create space for current Indigenous sport and recreation athletes and leaders to meet regularly	Advance interested athletes and coaches to high performance/ mainstream training and competition	Negotiate and have collaborative conversations with organizations
Communication	Develop a comprehensive communication strategy	Lead by example	Develop a provincial presence
Celebration	Start collection of current accomplishments	TRC recommendations	Host annual celebration
Sport and Recreation Development	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
Community Development	Increasing our connection, knowledge and support with all Indigenous communities	Sport for Social Development	To support urban Indigenous populations who face continued exclusion and financial barriers through sport & recreation

Strategic Plan 2020-2025

Looking Ahead

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



Building and Maintaining Capacity

Staffing

Over the fiscal year, our focus pivoted from growth towards strengthening positions and reinforcing departments. We created full-time positions for our Communications Coordinator, the North End Multi-Sport Program Coordinator, and added two positions to our Sport for Social Development department. We also hired six additional part-time facilitators to facilitate various programs across Winnipeg, including our walking programs, sports at Central, and even rock climbing!

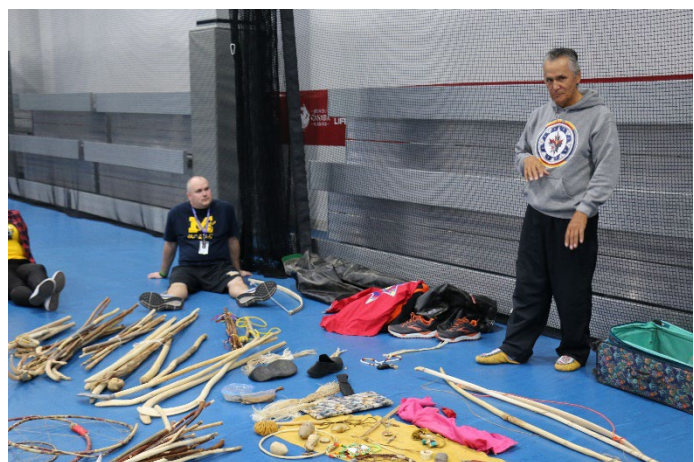


MASRC staff spent over 80 hours in the last year participating in team building exercises. Staff spent time engaging in traditional games and land-based learning, canoeing, engaging in physical activities, as well as learning about the different Indigenous nations and their cultures in Manitoba.

Future Considerations

In the future, our priority is on maintaining and building depth and experience in these positions. We will also focus on building unity and strength between our departments.

In 2023, MASRC staff will be organizing 3 major sporting events, as well as many other smaller programs and initiatives, and will need a unified, strong workforce to maximize our future potential.



Operations

MASRC had a busy year for operations! With growing staff, we have had to accommodate for increasing workflow. From new technology to software updates, MASRC has remained current in the operations realm. Our largest operational highlight was the transition of our entire backend operations onto Microsoft SharePoint from Google Drive in June 2021. This transition presented a learning opportunity for MASRC staff to improve their technical skills as an organization.

- Optimized SharePoint organization
- Expanding our workflow capabilities with the purchase of 7 new computers
- Transitioned all 20 computers onto new anti-virus, Bitdefender
- Created a new template for storing community information & tracking social metrics
- Updated and streamlined Asana operations
- Revitalized reporting systems
- Purchased new technology for upcoming North American Indigenous Games tryouts and communications
- Worked closely with our IT company to streamline operations



MASRC SSD staff playing hockey on one of their many community visits.

Communication

Internal Communication

This year, we established the use of Workplace by Facebook to promote inter-communication between offices and staff. Asana was also utilized for project planning and coordination. We also transitioned from Google Drive to SharePoint by Microsoft, as mentioned previously. Overall, adoption of all platforms was positive, with a short learning curve for all staff. As an office, we are still discovering ways to maximize both platforms, and are excited for the communications opportunities it may present.

External Communication

Over the course of the pandemic, our communications staff found themselves pivoting from traditional means of communication, including email, fax, print, and word of mouth marketing, and relying more heavily on social media.

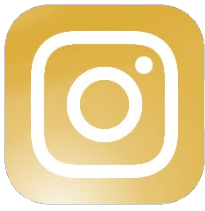
Social Media Reach

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.

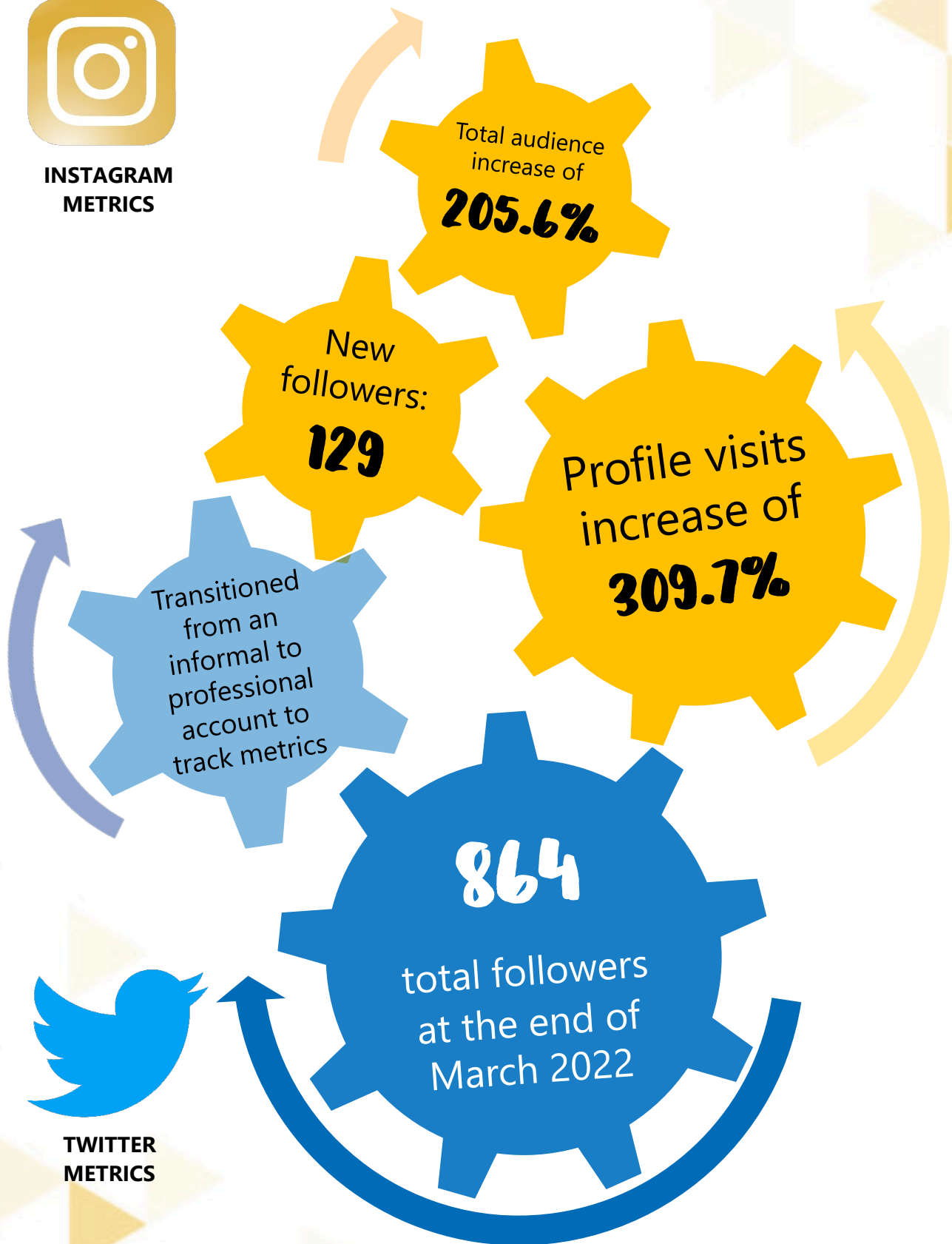
Facebook

- Generally positive increase in interactions, with an uptick towards the end of the year. Posts containing real photos, stories, and community members do much better than program advertisements on both Facebook & Instagram





INSTAGRAM METRICS



TWITTER METRICS

Email

- Audience increased by approximately 100 subscribers from 1250-1350
- Used primarily to distribute the newsletter
- 5 bi-monthly newsletters

Ambassador Program

The Ambassador Program continued for its second year with a much more 'select' pool of ambassadors.

- 6 ambassadors from across the province
- Shared content about and with MASRC on their social media platforms
- Were provided with MASRC "swag" for their participation

Monthly Recognition

- 9 Athletes of the Month
- 5 Community Champions of the Month
- Focus on expanding program and outreach to have consistent nominees from monthly

Communications Opportunities

- Increase engagement in remote/isolated communities via Facebook focusing on Sport for Social Development and the Indigenous Community Sport Consultations
- Monopolize on brand awareness through Instagram and Twitter in Manitoba
- Utilize email campaigns more effectively and more frequently to capitalize on engagement and distribution
- Capitalize on major upcoming events to promote brand awareness- NAHC, NAIG, MIG, & Hoop It Up
- Promote teambuilding through reestablishment of "Wellness Hour" on a regular basis

Celebration

A History of Excellence: The Untold Stories of Manitoba's Indigenous Sport

Written by Carriera Lamoureux, Scott Taylor, & Janice Forsyth

The purpose of this book was to highlight and honour the resiliency of the Indigenous spirit. The role of sport in the history of Canada's Indigenous Peoples is contentious. Sport was a tool employed by the colonizing Europeans to civilize Indigenous Peoples by reshaping their behavior and introducing them to what they believed was an activity and a phenomenon unique to their developed culture and societies.

This book sought to highlight those small, yet powerful moments of resistance, and to celebrate those instances of quiet defiance in the same way it praises international success.

In mainstream sport and in western society more broadly, success, redemption, and resiliency, are assumed to count when they are made public in grand displays of triumph. That determinant is a mark of colonialism, and a reality Indigenous Peoples were subjected to for centuries. Only when we see those moments, can we accept them and consider them worthy of our praise and approval.

However, as shown in this book, perseverance was not only confined to those extra ordinary moments. Instead, it was the generations of subtle push-back that defined this exchange in sport.

The story of sport for Canada's Indigenous Peoples is one that elevates the unremarkable in the same capacity as the incredible. It includes Olympic gold medals and national championships, in the same way it includes seemingly simple decisions to raise money for hockey equipment within the confines of the reservation, so the young people would have a chance to participate in sport. These moments involve creating all-Indigenous teams to compete in non-Indigenous, mainstream sport tournaments, that ultimately establish a dynasty. They include bringing elements of their unique cultural identity to the teams they participate on and the events they compete in.

All these small yet powerful actions, whether they receive national recognition or not, created a ripple effect that served as a reminder that the Indigenous spirit will never die. Although those moments may not be recognized until after their effects have been felt, their impact is everlasting, inspiring new generations of coaches, athletes, and builders to continue sharing their voice and culture with the world.

Virtual Hall of Fame & Museum



The Virtual Hall of Fame & Museum is a direct response to TRC's 87th Call to Action. Therefore, the MASRC is intentional in their efforts "to publicly document the countless ways in which Indigenous Peoples have served as athletes, coaches, and builders in the province of Manitoba. This Hall of Fame and Museum preserve stories of excellence, commitment, tenacity and passion in an effort to educate Canadians about the contributions Indigenous Peoples have made to the world of sport."

In April of 2022, the MASRC hosted their induction ceremony and celebrated the careers and contributions of 16 Indigenous athletes, coaches, and builders at this inaugural event. These inductees included: Reggie Leach, Jill Mathez, and Jocelyne Larocque.

For more information on the Hall of Fame or Museum, check out our website: <https://www.masrchof.com/>.

Awards

2002 NAIG Legacy Scholarships

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 2002 NAIG Legacy 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 the life of the fund.

2002 NAIG Legacy Scholarship Recipients

Jessica Chow	<i>Winnipeg</i>
Karly Cote	<i>La Broquerie</i>
Heaven Moneyas	<i>Winnipeg</i>
Terrianna Constant	<i>The Pas</i>
Maquire Lee	<i>Flin Flon</i>
Alexandra Menow	<i>Norway House</i>
Trinity Grove	<i>St. Andrews</i>
Jolyne LeClair	<i>Notre-Dame-de-Lourdes</i>

Coaching Scholarship Recipients

Bryden Bukich	<i>Winnipeg</i>
Taylor Richot	<i>MacGregor</i>
John-Paul Beauchemin	<i>Thompson</i>
Jessica Chow	<i>Winnipeg</i>

Annual Awards

Each year the MASRC chooses 6 recipients to receive our Aboriginal Athlete, Coach, and Volunteer of the Year Awards. Despite living through a pandemic, the individuals chosen to receive these awards continued to move forward and progress in the face of adversity. For the 2021 year, our recipients were:

Aboriginal Athlete Award-Female

Jocelyn Larocque, *Hockey*
Red River Métis, Ste. Anne

Aboriginal Coach Award- Female

Jill Fast, *Football*
Red River Métis, Portage la Prairie

Aboriginal Volunteer Award-Female

Jennifer Chartrand, *Basketball*
Pine Creek First Nation

Aboriginal Athlete Award-Male

Pine Creek Warriors; Rylan Chartrand,
Mason Chartrand, Kamdyn Chartrand, Phillip
Desmarais, *Basketball*
Pine Creek First Nation

Aboriginal Coach Award-Male

Kyle Prystupa, *Hockey*
Berens River First Nation, Selkirk

Aboriginal Volunteer Award-Male

Kendall Robinson, *Wrestling*
Cross Lake Band of Indians

Tom Longboat Awards

Manitoba's Indigenous excellence in sport shines through yet again as two Indigenous athletes from our province were selected for the prestigious Tom Longboat Award. The Tom Longboat Awards were established in 1951 to recognize Aboriginal athletes for their outstanding contributions to sport in Canada.

2021 Tom Longboat Award Recipients



Kerri Einarson, Red River Métis
Curling

Kerri Einarson is a proud Métis woman from Camp Morton, Manitoba. In addition to being a wife and a mother of twins, Kerri is an elite-level curler with a heavily decorated career. Within the 2021 competitive season alone, Kerri was a Canadian Women's Curling Champion for the second consecutive year, Canadian Mixed Doubles Champion, placed 6th in the Women's Worlds and 4th in the Mixed Doubles Worlds, earning Canada's 2022 Beijing Olympic berths in both Women's and Mixed Doubles competitions. "Kerri's dedication to the pursuit of excellence in the sport of curling is truly inspirational," said Resby Coutts, Vice-President of the Manitoba Curling Hall of Fame.



Connor Roulette, Misipawistik Cree Nation & Sandy Bay First Nation
Hockey

Conner Roulette is a First Nation athlete from Winnipeg, Manitoba with ties to the Misipawistik Cree Nation and the Sandy Bay First Nation. Conner was drafted 34th overall by the Seattle Thunderbirds in the 2018 WHL Bantam Draft and was recently selected by the Dallas Stars with the 111th overall pick in the 2021 NHL Draft. Conner also competed for Team Canada Red at the 2019 U-17 World Hockey Challenge and won gold with Team Canada at the 2021 U-18 IIHF World Hockey Championship. "His commitment to the game of hockey is outstanding, only slightly less than his commitment to be an incredible human being," said Conner's mother Tannyce Cook.

Sport & Recreation Development

Winnipeg Sports Programs

North End Multi-Sport Program

North End Storm Hockey

The North End Storm Hockey teams are a community-level hockey program for male & female 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 spring of 2021, but tentatively started again in the fall. We also partnered with Central Community Centre to provide transportation for our athletes. Overall, the program was a success in its inaugural season with MASRC.

In our first year of truly running the program, we had:

- 4 teams- U7, U9, U11, U13
- 10 coaches
- Combined U15 team with Seven Oaks
- Combined U7 team with Central Community Centre
- 58 athletes
- Majority of athletes were Indigenous
- Provided almost \$20,000 in registration subsidies to 90% of North End Hockey families



After the season had finished, the Winnipeg Ice WHL team hosted us at their home game on March 16th, 2022! Central graciously provided transportation from Central and St. John's Highschool. Between the teams and their families, we distributed 100 tickets, as well as food and drinks. Athletes were invited onto the ice to skate during intermissions. We will be partnering with them again in 2023!



Sports at Central Community Centre

As restrictions changed, so did our sports programs at Central. Throughout 2021-22 year, we hosted a variety of programs such as:

- Basketball at Central
- Soccer
- Drop-In Coed Volleyball
- Floor Hockey
- Learn to Play Baseball
- Gym-class games

Basketball was the most successful of these, with MASRC running a successful youth development program and senior men's drop-in. In the future, North End Sports will focus on establishing a third sports program for families interested in playing grassroots softball.

Agoojin Volleyball Club

For their second year of running the program. After the club season ended prematurely in February 2021, Agoojin pivoted from club programming to provide camps and skills sessions during summer and fall of 2021. Program highlights include:

- 16U and 14U teams
- 28 female or two-spirit Indigenous athletes
- 8 Indigenous female coaches & 2 Indigenous club directors
- Both teams competed in 3 tournaments and provincials
- Cultural activities included: soapstone carving, beading workshop and kits, powwow fitness, 3 team feasts... all of these were provided/led by Indigenous community leaders
- 16U team travelled for a weekend of practices in Opaskwayak Cree Nation

Cycle Indigena Urban Bike Program

The Urban Bike Program was a huge success, with bikes being distributed in both Winnipeg and Dauphin! Program highlights include:

- 130 new bikes, helmets, locks, and whistles distributed in Winnipeg
- 45 new bikes, helmets, locks, and whistles distributed in Dauphin
- Over 250 applicants
- 4 staff from various bike shops helped us assemble the bikes

Looking forward to the next year, MASRC is planning to distribute twice as many bikes in the future.

Indigenous Women & Girls Programs

Indigenous Women & Girls Walking & Running Program

In 2021, we launched our Women and Girls Walking & Running Program. This program was created as a safe space for Indigenous women and girls to exercise regularly.

Program highlights:

- The women in this program shared that they felt empowered and supported by the other women, keeping them consistent with their exercise.
- 15 participants
- Program was facilitated by Sport for Social Development Mentees in both Winnipeg, Churchill, and Sagkeeng, with Sagkeeng hosting 15 participants!

Indigenous Women & Girls Run 2021

In its inaugural year, the Indigenous Women & Girls Run was a success! With the support of sponsors, volunteers, and through partnering with Anti-Racism in Sport Winnipeg as well as Athletics Manitoba, we were able to host a ground-breaking event in support of programs for Indigenous Women & Girls. Highlights from the day include Barbara Bruce, a member of the Red River Metis community opening the event with drumming and prayer, as well as having our walking program members participate in the run!

In the future, MASRC looks to bring this event to an even higher level- including more race participants, creating an even larger event, and adding longer race distances!

88

**RACE
PARTICIPANTS**

\$8,500

RAISED

30

VOLUNTEERS





Map of equipment distributions.

Equipment Warehouse

Despite challenges such as lockdowns and the cessation of sports during the pandemic, many communities benefited from our equipment warehouse program. Over the course of the 2021-22 year, we distributed:

- Over 4000 total pieces of equipment distributed
- 30 communities
- 16 First Nations
- 10 "northern" communities (further than the 53rd parallel)
- Over half of equipment pieces distributed were to support hockey programs

Manitoba Indigenous Games

The Manitoba Indigenous Games (MIG) were delivered to schools across Manitoba in 2021.

- Worked closely with Frontier School Division and Manitoba First Nations Education Resource Centre & Manitoba First Nations School System to figure out how to deliver games virtually
- Developed MIG Tech packs in all events
- Developed educational resources (videos and presentations) to provide teachers, in order to help them prepare for the Games
- Hosted a MIG logo contest for clothing and medals (pictured right)
- Packaged and delivered materials/equipment/supplies to schools throughout MB
- Of the 43 registered schools, 25 were able to participate (COVID-19 was a barrier to participation)



Road to Gold Hockey Camps

Over the 2021 summer, MASRC partnered with MMF to help coordinate the Road to Gold Hockey Camp. The first week took place at Seven Oaks Arena, and then continued outside of the city to The Pas and Thompson. MASRC staff facilitated dryland training, as well as cross-sports training consisting of soccer and basketball.

- 100 participants in Winnipeg
- 40 in The Pas
- 40 in Thompson
- 8 staff that contributed to the camp
- 4 on-ice instructors
- 4 dryland instructors/cross-sports instructors



Hoop It Up 2021

In 2021, The MASRC 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 time, however, we made the promotion of this tournament a priority to Manitoba's Indigenous communities.

Taking place at the Sport for Life Centre, we hosted almost 60 teams, including teams from across Manitoba, and even as far away as Minnesota and Alberta! We also received many in-kind donations and sponsorships from local businesses in support of the tournament.



The highlight of the tournament was the success of the all-Indigenous Pine Creek Warrior 18U team, which won their division, and continued to win the North American Hoop It Up Championship later that summer in Arizona.

The tournament was hosted again in May of 2022 in conjunction with Manito Ahbee Festival and will return in May of 2023. We are excited to yet again host some of the best 3X3 basketball players in the world.

Community Development

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. Hosting the ACM over the previous year could prove a challenge as we adjusted to ever-changing restrictions on capacity limits.



For the 2021-22 year, we had:

- 4 Aboriginal Coaching Modules
- 54 participants in total
- 2 fully trained ACM facilitators based in Winnipeg

Moving forward, MASRC will focus on:

1. Training and certifying new facilitators
2. Promoting the module and travelling to communities
3. Working with Coaching Manitoba to encourage more participation

Community Development

Throughout the fiscal year, our Sport for Social Development staff mentored recreation stakeholders throughout the province. Staff also facilitated many programs throughout the province.



Sport for Social Development 2021-2022

17

communities

80%

employment
rate*

33

mentees

9

northern*
communities

*80% of mentees are employed during or after participation in the SSD program

*9 northern communities north of the 53rd parallels

God's Lake First Nation

Throughout the 2021-22 year, MASRC staff worked closely with two mentees from God's Lake. Due to restrictions on travel and transportation at the time, staff were unable to visit the community, but much was accomplished over the year. Both mentees were able to gain employment with their band in their community as recreation workers.

Sagkeeng First Nation

MASRC staff worked closely with community members from Sagkeeng to create and promote multiple sports programs throughout the year. Sagkeeng is also home to two mentees, with one that is currently employed within their recreation department.

Programs included:

- Winter Recreation Program (75 participants)
- Traditional Games Presentations (115 participants)
- Traditional Lacrosse Presentations (50 participants)
- Basketball Skills Sessions (40 participants)

Little Black River First Nation

MASRC SSD staff met with mentees from Little Black River virtually over the 2021-22 fiscal year, as they were unable to travel into the community due to pandemic restrictions. Home to three mentees, Little Black River is a small, vibrant community that enjoys recreational sports, including basketball. In May 2021, due to the success of their recreational basketball program, Little Black River sent multiple teams to compete in our Hoop It Up 3X3 basketball tournament.

Other Sport for Social Development communities included St. Malo, Ste. Anne, Sagkeeng First Nation, and Rolling River First Nation.



Map of our Sport for Social Development Communities 2021-2

Partnerships

MASRC is proud to partner with many different organizations throughout the province. We would like to extend our profound gratitude for their partnership, dedication, and continuous support towards increasing and strengthening Indigenous participation in sport in Manitoba.



**Central
Community
Centre**



**Special Olympics
Manitoba**



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Government
of Canada





M A S R C



EMPOWER. STENGTHEN. GROW.