ANNUAL REPORT

April 1, 2024 - March 31, 2025



Manitoba Aboriginal Sports & Recreation Council

TABLE OF CONTENTS

ABOUT THE MASRC	
BOARD OF DIRECTORS	
PILLARS OF THE MASRC	
BUILDING & MAINTAINING CAPACITY	
ENGAGING WITH OUR COMMUNITY	
MANITOBA INDIGENOUS SPORTS HALL OF FAME	
AWARDS & RECOGINITION	
BUILDING COMMUNITY CAPACITY - URBAN DEVELOPMENT	
ACROSS THE PROVINCE	 19
COACH & OFFICIAL DEVELOPMENT	2
DADTNEDCHIDC	

ABOUT THE MASRC

The Manitoba Aboriginal Sports & Recreation Council (MASRC) is the Provincial-Territorial Aboriginal Sports Body (PTASB) for the province of Manitoba.

- 1. We are a not-for-profit organization established in 1988 and incorporated in 1994.
- 2. We believe that physical activity is a healthy and positive tool to empower and build strong and vibrant Indigenous peoples and communities.
- 3. We act as the "bridge" between existing partners in the sport and recreation delivery system and Indigenous communities in Manitoba.

Our focus is to work with Indigenous nations, organizations and individuals to develop sustainable programs that improve opportunities for Indigenous people in Manitoba to participate in sport, recreation, and physical activity.

Vision

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

Mission

To strengthen Indigenous participation in positive healthy lifestyle activities.



BOARD OF DIRECTORS

JAYMIE LEARY BALFOUR

Co-Chair

Norway House Cree Nation

WENDY CREED

Director

Keeseekoowenin First Nation

KALI MOSS

Director

Norway House Cree Nation

DAPHNE TITTERSON

Co-Chair

Red River Métis

KRISTEN ERICKSON

Director

York Factory Cree Nation

MIKE SUTHERLAND

Director

Peguis First Nation





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

BUILDING & MAINTAINING CAPACITY

Core 1: Create space for current Indigenous sport and recreation athletes and leaders to meet regularly.

Core 2: Advance interested athletes and coaches to high performance/mainstream training and competition.

Core 3: Negotiate and engage in collaborative conversations with other organizations.

COMMUNICATION

Core 1: Develop a comprehensive communication strategy.

Core 2: Lead by example.

Core 3: Develop a provincial presence.

CELEBRATION

Core 1: Create space for current Indigenous sport and recreation athletes and leaders to meet regularly.

Core 2: Advance interested athletes and coaches to

high performance/mainstream training and competition.

Core 3: Negotiate and engage in collaborative conversations with other organizations.

SPORT & RECREATION DEVELOPMENT

Core 1: Increase the number of organized sports, recreation, and physical activity programs and competitions through the province.

Core 2: Create a strong, coordinated system to select Indigenous teams and prepare athletes to participate in NAIG, NAHC, and other elite competitions.

Core 3: Develop partnerships with mainstream provincial sport and multi-sport service organizations to enhance the Indigenous sport system.

COMMUNITY DEVELOPMENT

Core 1: Increasing our connection, knowledge, and support with all Indigenous communities.

Core 2: Sport for Social Development.

Core 3: To support the urban Indigenous population of Winnipeg who face continued exclusion and financial barriers through sport & recreation.



BUILDING & MAINTAINING

Staffing

The increase in equipment donations and requests encouraged the MASRC to hire Donna Mathieson, our new Warehouse Supervisor. In Donna's time with the MASRC, she has increased the capacity of the warehouse by tracking inventory and organizing all new and used equipment.

Meanwhile, the recent growth of the Sport for Social Development Program (SSD), enabled the hiring of the new Sport for Social Development Supervisor, Nicole Robak. In her role, Nicole is eagerly partnering with communities to provide sports and recreation programming and education.

Operations

During the past year, significant advancements were made in our operations at the MASRC.

- 1. The NAHC registration system was revamped promoting new payment options like e-transfer and online registration ahead of the ID camp. This allowed participants to pay their fees before the start of the camp and have a more user friendly experience with the registration process.
- 2. The MASRC is proudly conducting all financial operations in house. This is a major achievement in development of capacity, training, and autonomy.
- 3. Restructured our nomination forms for the Hall of Fame & Annual Awards. The goal was to create a more accessible experience by encouraging the submission of all applications through our website.
- 4. Significant upgrades were made to our website for the first time in years. The information is reorganized, displayed more clearly through a variety of tabs, and is easier to navigate. All program event news, and registration forms are highlighted on the opening page of our website. It is also much easier to connect with MASRC staff directly.



ENGAGING WITH OUR COMMUNITY



Facebook

- Page reach for 2024 2025: 1.5 million, showing a growth of 255.3%
- Visits for 2024 2025: 76.7 thousand, with a growth of 132.6%
- New followers: 2.5 thousand, an increase of 39.1%



Instagram

- Profile reach for 2024 2025: 29.2 thousand, showing a growth of 35.1%
- Visits for 2024 2025: 37.6 thousand, showing a growth of 68.4%
- New followers: 567.



Mailchimp

Since launching our newsletters through Mailchimp in 2024, we have over 1,500 subscribers. This has been a major drive in traffic to our website and social media accounts. This has increased engagement across all our social media and has increased registration numbers with all our programming.



We are actively leveraging Facebook & Instagram to foster engagement in remote and isolated communities, focusing on Sport for Social Development and Indigenous Community Sport Consultations. Our strategy includes a targeted approach to maximize brand awareness through Facebook, Instagram, and Mailchimp specifically in Manitoba. We are capitalizing on major upcoming events such as the National Aboriginal Hockey Championships (NAHC), North American Indigenous Games (NAIG), and the Manitoba Indigenous Summer Games (MISG). These platforms provide significant opportunities to enhance brand visibility, engage with our audience, and showcase our commitment to community and sport. By curating compelling content and engaging with local communities, we aim to solidify our presence and outreach across these platforms.



MANITOBA INDIGENOUS SPORTS HALLOFFAME



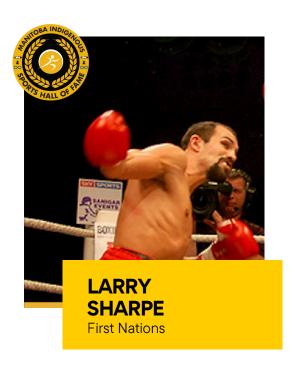
2025 Inductees

This year, the MASRC inducted seven individuals into the Manitoba Indigenous Sports Hall of Fame. As an organization dedicated to the promotion of Indigenous sport and recreation, our objective aligns with the Truth and Reconciliation Commission of Canada's 87th Call to Action. We aim to showcase Indigenous excellence and skill in a manner that honours the resiliency, dedication, and legacy of Indigenous Peoples across Canada.

For us this endeavor is more than just recognizing athletic achievement. It is about using sport as a platform to empower Manitoba's Indigenous communities, demonstrating that success is not only attainable but also purposeful. By celebrating the achievements of our inductees, we highlight the invaluable contributions of Indigenous Peoples to our society and nurture the emergence of future leaders within these communities.

www.mishof.com





Larry Sharpe is a First Nations boxer and kickboxer born in Pine Falls, Manitoba. Making his professional kickboxing debut in 2000, he earned an undefeated professional record and 3 titles: the International Sport Karate Association Kickboxing Canadian Title, the World Kickboxing Association North American Title, and the International Kickboxing Federation's North American Title. In 2002, Larry was ranked #1 in the world by the International Kickboxing Federation. In 2002, he also made his professional boxing debut and won the Canadian Middleweight Title and the World Boxing Association North American Super Welterweight and the World Boxing Association Fedecentro Middleweight Titles. Sharpe retired from professional boxing after 34 professional fights with a record of 25 wins (12 by knockout) and 9 losses.

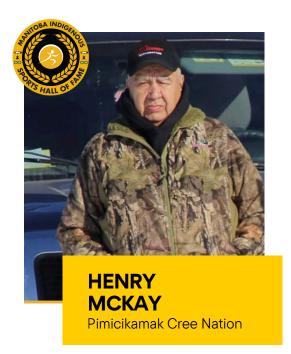


Chantal Fritzsche is a Red River Métis ball hockey athlete from St. Anne, Manitoba, who has represented Team Canada for ten years. In 2015 and 2017, Chantal competed in the ISBHF World Championships and earned gold. In 2022, she returned to the ISBHF World Championships as a Masters athlete and won silver. In 2023, she competed once again, won gold and earned Player of the Game and All-Star honours. In 2024, Chantal competed at the Canada Ball Hockey National Championships where she earned gold and was named Top Forward and an All-Star. A year later, Chantal earned the inaugural Masters Ball Hockey National Championship Title in Winnipeg and was named MVP Forward and an All-Star.



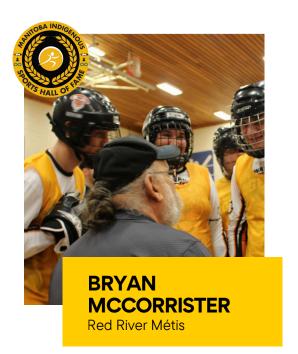


Trina Ross of Pimicikamak Cree Nation represented Team Canada at the 2022 ICF Dragon Boat World Championships in Racice, Czech Republic, as a participant in both 10-member and 20-member dragon boats. She returned with 8 medals: 3 gold, 1 silver, and 4 bronze. As the only Indigenous woman, the Pimicikamak Cree Nation flflag was showcased in the Czech Republic alongside the Canadian flflag. In 2022, Ross received the Order of Sport Excellence, and in 2024, she returned to the ICF Dragon Boat World Championships in Puerto Princesa, Philippines, where she earned 4 silver medals and 2 bronze. Ross is also an accomplished York Boat athlete, having earned Championships in 2019, 2020, 2021, and 2024.

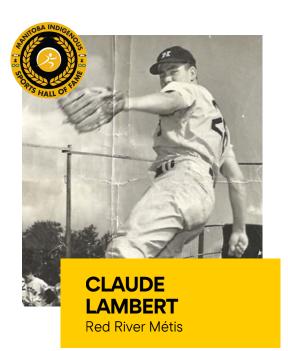


Henry McKay of Pimicikamak Cree Nation has been the community's Recreation Director since 1993. For more than twenty years, McKay has facilitated hockey and softball programming acting as a coach and mentor. He has also played an integral role in preparing youth for the North American Indigenous Games (NAIG) since its inception in 1990. For more than 25 years, he has organized Pimicikamak's Treaty Days and Trappers' Festival. He also served on the board of the Manitoba Aboriginal Sports & Recreation Council for 8 years. McKay has dedicated his life to creating recreation and sports programs for those in his community.





Bryan McCorrister, a Red River Métis man from Portage la Prairie, has been coaching with Special Olympics since 1980. For the last 40 years, McCorrister has supported floor hockey athletes and has made countless provincial games appearances in 2004, 2006, 2008, 2010, and 2012. In 2016, McCorrister was awarded 35 years of service for coaching with Special Olympics. There would be no Special Olympics program in Portage la Prairie if not for McCorrister, who has played a vital role in the recruitment of volunteers and athletes, in addition to serving as a coach, referee, mission staff, technical representative, and mentor.



From St.Laurent, Manitoba, Claude Lambert, a Red River Métis baseball athlete is considered one of the greatest pitchers in Manitoba's history. After an outstanding performance at the Canadian Junior Championships in Winnipeg, Lambert was signed by the Houston Astros in 1965. During his professional career, he played for both the Bradenton Astros of the Florida State Rookie League and the Salisbury Astros of the Class-A Western Carolinas League. In 1967, he pitched for the Class-A Lexington Braves. He finished his career with a 14-11 record and combined earned run average (ERA) of 4.73. He pitched 175 innings, struck out 161, walked 102, and had a winning percentage of .560. Lambert is also a member of the Manitoba Baseball Hall of Fame.





Paul Chartrand, a Red River Métis baseball pitcher and hockey player from St. Laurent, Manitoba, played for various teams in Canada and Australia during his 30-year career. In 1974, Chartrand moved to Australia where he played 10 years of semi-professional baseball. In 1975, he led Queensland to an Australian National Championship, and in 1979, pitched a 20-strikeout no-hitter against the lpswich Musketeers, cementing his legacy as one of the greatest pitchers in Australian history. In 1983, he returned to Canada and won bronze at the National Senior Championships in Sudbury. Chartrand is a member of several halls of fame, including the Manitoba Baseball Hall of Fame. As an esteemed lawyer and professor, Chartrand has dedicated his life to advocating for Indigenous rights in policymaking.



AWARDS & RECOGNITION

TOM LONGBOAT AWARDS



CHANTAL FRITZSCHE

Chantal's athletic accomplishments are a testament to her talent, hard work, and leadership. Among her major accomplishments are winning the Gold Medal in 2023 at the International Street & Ball Hockey (ISBH) World Championships (Masters) (USA). She also won Player of the Game and All-Star Selection in the same championship. In 2024 Chantal was recognized as the Top Forward, and All-Star Selection in the Canada Ball Hockey (CBH) National Championships. She also won the Gold Medal in the CBH National Championships and was Captain of Team Manitoba Masters.



LUKE ENNS

Luke has distinguished himself as a leading athlete in competitive canoeing and kayaking, achieving remarkable success on both national and international stages. As a member of the Canadian National Team, he represented Canada at the 2024 Sprint Canoe Junior World Championships in Plovdiv, Bulgaria, earning a 6th place finish in the Men's Kayak 4's event. Luke's impressive athletic résumé includes a gold medal in Men's Kayak Singles at the 2022 Sprint Canoe Nationals, multiple podium finishes at the 2023 North American Indigenous Games, and representation at the 2023 Olympic Hopefuls Regatta in Poznan, Poland. He has also earned gold at the International Bratislava Regatta and secured podium finishes at the Italian Trials, among other international accolades.



AWARDS & RECOGNITION ANNUAL AWARDS

Each year, the MASRC honours six exceptional Indigenous athletes, coaches, and volunteers for their outstanding dedication and achievements in their respective sports. This year's recipients represent a diverse range of disciplines, including hockey, lacrosse, volleyball, and basketball.



LINNÉA MISNER INDIGENOUS ATHLETE OF THE YEAR

Linnéa Misner is a proud member of the Red River Métis Nation. After beating out 64 teams and winning the Stoney Creek University Showcase in September 2024, Linnéa's team was ranked #1 in Canada. She was selected for Hockey Manitoba's Program of Excellence and represented Team Manitoba at the U18 National Championship in New Brunswick in November 2024. To date, she has won Gold (Membertou 2022), Silver (Winnipeg 2023), and Bronze (Grande Prairie 2024), with the chance to win her fourth medal in this upcoming tournament in Kamloops, BC.



SETH DE LA RONDE INDIGENOUS ATHLETE OF THE YEAR

Seth De La Ronde is a proud member of the Red River Métis Nation. In the winter of 2021, Seth faced a life-changing challenge when he was involved in a severe car accident that resulted in a broken neck. Medical professionals said that he might never play sports again. However, Seth refused to let this setback define him. With unwavering resilience and determination, he dedicated himself to recovery and emerged stronger than ever. Proving that adversity can be transformed into an opportunity for growth.



DANA GOERTZEN INDIGENOUS COACH OF THE YEAR

Dana Goertzen is a proud member of the Red River Métis Nation. Dana has shown remarkable dedication to female hockey by coaching the U15 Winnipeg East Saints. Her involvement in coaching younger players is a testament to her passion for helping others develop as athletes on the ice and as individuals outside of the rink. She demonstrates drills with proficiency, ensuring players understand and can execute them effectively. This ability to mentor and instruct makes her an invaluable asset to any organization.



AWARDS & RECOGNITION ANNUAL AWARDS

Each year, the MASRC honours six exceptional Indigenous athletes, coaches, and volunteers for their outstanding dedication and achievements in their respective sports. This year's recipients represent a diverse range of disciplines, including hockey, lacrosse, volleyball, and basketball.



ROGER RHÉAL VERMETTE INDIGENOUS COACH OF THE YEAR

Roger Rhéal Vermette is a proud member of the Saint Adolphe Métis Nation. Roger is an outstanding, dedicated, and hard-working coach and teacher at Collège Gabrielle-Roy. In the last 15 years he has been coaching several volleyball teams including Grade 7 and 8 Boys and Girls, Junior Varsity Boys, Varsity Boys and most recently, Junior Varsity Girls. Roger has also been a main contributor in building one of the strongest high school volleyball programs in our province. Roger took the Junior Varsity Girls' volleyball team to the championship final at the Junior Varsity "A/AA" provincials, where they earned the silver medal.



REBECCA KANTIMERE INDIGENOUS VOLUNTEER OF THE YEAR

Rebecca Kantimere is a proud member of the Waywayseecappo First Nation. In 2024 Rebecca volunteered her time as Assistant Coach for MASRC's WMBA Spring Season. She also volunteered as the Team Safety Rep for the U13 and U11 Central Storm Hockey teams. Rebecca supports the teams in many ways by offering to drive players in need of transportation to nearly every practice and games. Her dedication to these teams has built strong connections with the many coaching staff, players, and parents over the years. Her support for the North End Sports Programs has made a huge positive impact on the success of the programs.



JOSEPH SUTHERLAND INDIGENOUS VOLUNTEER OF THE YEAR

Joseph Sutherland is proud member of Peguis First Nation. He has been actively involved in Coaching for the last three years, running the Jr. Redmen Program. This program takes kids from the city of Winnipeg and First Nation communities and gives them a chance to play in Aboriginal tournaments each spring. He also runs hockey camps every fall prior to the start of the hockey season. In November 2024 he held a hockey camp in Peguis with just under 100 kids attending. He also ran camps in Tataskweyak Cree Nation and Makaso Sakahigan with approximately 85 kids in total at those camps in northern Manitoba.



AWARDS & RECOGNITION

MONTHLY AWARDS

Over the past year, we have honoured six Indigenous Athletes of the Month awards and five Indigenous Community Champion of the Month awards. These recognitions highlight our dedication to celebrating excellence and leadership within Indigenous communities. Moving forward, we are actively committed to identifying inspirational Indigenous role models.

2002 NAIG LEGACY SCHOLARSHIPS

In 2024, the 2002 NAIG Legacy Scholarship awarded \$13,800 in scholarships to Indigenous coaches and athletes from 20 communities across the province. These scholarships recognized athletic and academic achievement, while also fostering growth and development within Indigenous sports leadership. By honouring their dedication and talent, this initiative reflects our ongoing commitment to supporting and uplifting Indigenous athletes and coaches as they continue to inspire and lead both on and off the field.

RECIPIENTS

MIKYLA BENNETT	WINNIPEG SOCCER*
ADRIAN DEER	WINNIPEG MULTI-SPORT
GIANA DENORA	WINNIPEG SOCCER*
LUKE ENNS	WINNIPEG CANOE*
ASHLEY GARLAND	WINNIPEG MULTI-SPORT*
EMMIT GILLESPIE	STONEWALL MULTI-SPORT*
(=	
RACHEL HALLDOESON	LUNDAR HOCKEY*
CAITLYN HOLLYWOOD	LUNDAR HOCKEY* WINNIPEG SOCCER*

*Denotes Team Manitoba NAIG or NAHC alumni status



AWARDS & RECOGNITION

2002 NAIG LEGACY SCHOLARSHIPS

RECIPIENTS

SAMANTHA MEDEIROS | WINNIPEG | MULTI-SPORT

RYLEE NORMAND | WINNIPEG | BADMINTON*

ABIGAIL POTT | WINNIPEG | LACROSSE*

SEANNA PRICE | WINNIPEG | MULTI-SPORT*

NATALIE RAMPTON | KENTON | HOCKEY*

ALYCIA ROSS | WINNIPEG | MULTI-SPORT

NEVAEH STINSON | MINNEDOSA | SOFTBALL*

MADISON STREAMER | CRANBERRY PORTAGE | MULTI-SPORT*

SARAH THOMAS | WINNIPEG | SOCCER*

ANGELE TURENNE | WINNIPEG | SOCCER*

MAXIME VERMETTE | ST. ADOLPHE | VOLLEYBALL*

COACHES

TAYLOR AUDETTE | ST. ADOLPHE | HOCKEY*

CARSON BEGGS | WINNIPEG | SWIMMING*

SARAH CARTER | WINNIPEG | MULTI-SPORT*

JESSICA CHOW | WINNIPEG | SOCCER*

WYATT HOFER | WINNIPEG | LACROSSE*

*Denotes Team Manitoba NAIG or NAHC alumni status



BUILDING COMMUNITY CAPACITY URBAN DEVELOPMENT

North End & Central Sports Programs



The 2024 - 2025 season for North End Sports was marked by significant achievements and opportunities for growth across both programs.

In our Winnipeg Minor Basketball Association (WMBA) program, each player had an official Storm jersey for all games in the season. The Winnipeg Sea Bears hosted all our teams for a skills camp at the Canada Life Center on the Sea Bears' court. All teams also received complimentary tickets to watch a Sea Bears game.

The Manitoba Minor Ball Hockey League (MMBHL) program had a lot of returning players with half of the players from the 23-24 NEHP 13U. They formed a close bond with the rookies by the end of the season. They had the first winning streak in MMBHL history and to celebrate we were able to take them to a Winnipeg Jets game.

The Softball program had the most registrations since the program launched and had 100% attendance with every game and practice. It had 12 participants from previous Central Storm WMBA teams, 17 participants from our NEHP, five participants from our Ball Hockey Spring team, and many of these participants played in more than one program.

The North End Hockey Program (NEHP) had 66 returning players and eight returning coaches. We also had a successful Cash Calendar fundraiser that raised \$18,000 which went towards more ice time, tournaments, development, and other program costs.



BUILDING COMMUNITY CAPACITY URBAN DEVELOPMENT

MASRC Urban Bike Program



The MASRC's Urban Bike initiative underwent strategic adjustments this year to better serve Indigenous youth returning to Winnipeg for school in the fall. This modification was crucial in ensuring that these youth have access to safe transportation, thus facilitating their participation in essential sport and recreation activities. While the initiatives impact for this reporting period includes the distribution of 60 bikes between April and June 2024, it is important to note that the full scope of success extends beyond these specific dates.

The initiative not only promotes active lifestyles through biking but also addresses significant social development goals by bridging the transportation gap that often hinders Indigenous youth from attending extracurricular programs, school, or work. by providing bikes, MASRC empowers these youth to engage more fully in programs that support their overall wellbeing.

Indigenous Women & Girls Run



The fourth annual Indigenous Women & Girls Run was a remarkable gathering that saw 150 participants and the support of 30 volunteers. The event, held to raise awareness and funds for Indigenous women and girls, featured esteemed figures such as Elder Joanne Roulette of Sandy Bay First Nation, the Binesi Ikwewag Singers and a jingle dress performance by Lacy Bird.

Together we raised over \$2,500. These funds will directly benefit programs and essential gear tailored to empower Indigenous women and girls, ensuring they have the resources they need to thrive.



ACROSS THE PROVINCE

MASRC Sports Equipment Bank

In 2024, over 5,000 pieces of equipment were distributed, supporting a wide range of sports and recreational activities. The distribution breakdown highlights the MASRC's commitment to meeting diverse community needs.

Total pieces of equipment distributed: 6,051

Community Requests: 47

Winnipeg Individual Requests: 37

Winnipeg Organization Requests: 13

Winnipeg School Requests: 8

Winnipeg Indigenous Organization Requests: 6

These resources were distributed to Indigenous communities and organizations including Swan Lake, Cranberry - Portage, Lake Manitoba, Opaskwayak, St. Theresa Point, God's Lake, Cross Lake, Peguis, Norway House, Dauphin River, Garden Hill, Ebb and Flow, Dakota Tipi, Sagkeeng, Tootinaowaziibeeng, Moose Lake, Churchill, Pinefalls, and Thompson.



RECREATION

ACROSS THE PROVINCE

Manitoba Indigenous Summer Games (MISG)

The MASRC has been working and focusing on the return of the Manitoba Indigenous Summer Games in 2026. The games will be taking place at two locations over two weeks.

Norway House Cree Nation: July 8 - 12, 2026

Sagkeeng Anicinabe Nation: August 10 - 15, 2026

To participate, athletes must be permanent residents of Manitoba and belong to First Nations, Inuit, or Métis communities, and be born on or after January 1, 2009.



COACH & OFFICIAL DEVELOPMENT

Aboriginal Coaching Modules (ACM)

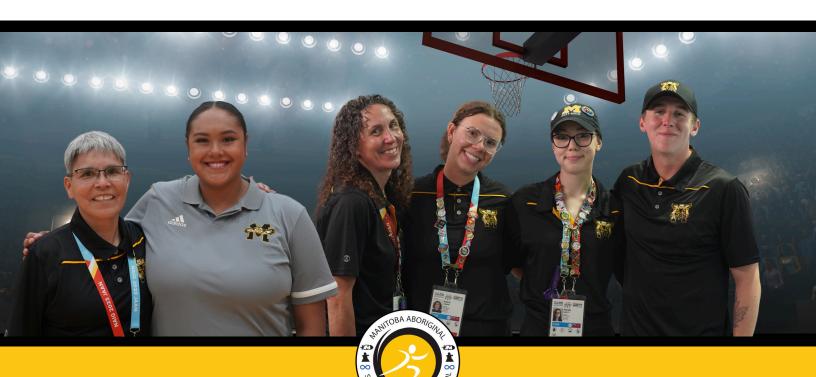
- Facilitated 8 ACMs with 102 participants.
- 66 participants identified as Indigenous.
- 36 non-Indigenous participants.
- 36 female, 30 male, and 1 non-binary/2 Spirit participants.

MASRC Coaches Corner Initiative

- Launched in January 2024.
- Held six virtual meetings.
- Welcomed coaches from Winnipeg, Brandon, Cranberry-Portage, O-Chi-Chak-Ko-Sipi, Sioux Valley, Little Sask, OCN, and Pukatawagan.

Provincial Team Support

- MFNERC Gathering 25 PE teachers from First Nations schools across the province.
- Frontier School Division presentation on MISG to 30 PE teachers.



PARTNERSHIPS

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





















































STAY CONNECTED

321 - 145 PACIFIC AVE. WINNIPEG, MB R3B 2Z6

P: 204.925.5737

E: info@masrc.com

W: www.masrc.com