



GRINDSTONE AWARD FOUNDATION

IMPACT REPORT 2025

A LETTER FROM OUR TEAM

Our focus remains the same. We believe no girl should ever be kept off the ice because of cost. This goal has become a collective movement. This past year reminded us, in the most powerful ways, why this work matters.

We watched girls lace up skates for the very first time. We saw returning players light up when they learned they could come back for another season. We stood in arenas from coast to coast and felt the energy of a community that refuses to let financial barriers define who gets to play.

This year brought exciting new partnerships, deeper connections with the hockey world, and a historic amount of grants awarded. But the real milestones? They happened in dressing rooms and on benches, in shared celebrations and traditions, in the quiet confidence of a girl who knows her team has her back.

None of this is possible without you. Every dollar donated, every hour volunteered, every story shared — it all adds up to something extraordinary.

This is more than hockey. This is belonging. This is empowerment.
This is her game.

With gratitude and grit,
The Grindstone Team



GRANDSTONE

OUR MISSION

To provide funding for young female hockey players across Canada who have the passion to play but face financial challenges.



Inclusion on the Ice

Equity, Diversity, Inclusion, & Reconciliation in everything we do



Grassroots Engagement

Community-powered from coast-to-coast



Transparency & Accountability

Responsible stewardship of every dollar



Girl-Centered Empowerment

She belongs on the ice

ONE GOAL: **GET GIRLS IN THE GAME**

2025 BY THE NUMBERS

100

Registration Grants
Awarded

36 sets for
skaters **4** sets for
goalies

Equipment Grants
Distributed

\$50,000

Total Funding Allocated

9

Provinces & Territories
Reached

30+

Volunteers Nationwide

300+

Total Grants Since 2014

COAST-TO-COAST NATIONAL REACH



Serving female hockey players in communities large and small, from rural towns to major cities



Grant recipients spanning provinces and territories across Canada

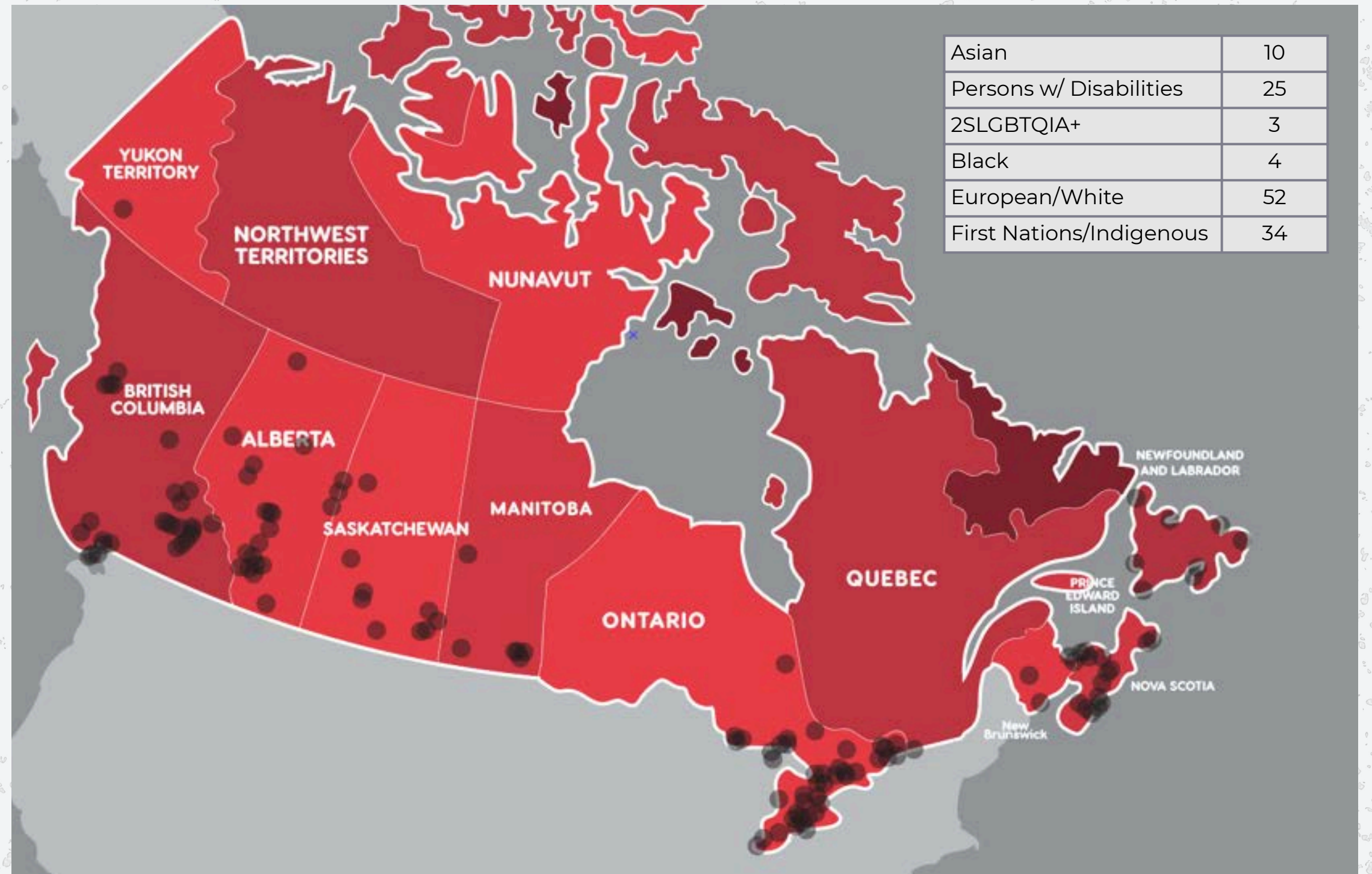


Growing awareness through community outreach, social media, and ambassadors



Presence at national hockey events and tournaments

We want the diversity of Canada to be reflected on the ice in every arena across the country.





The Brodeur sisters with Emerance Maschmeyer

“When my husband was suddenly diagnosed with terminal brain cancer at 31 it caught our family completely off guard and wasn't something we were prepared for financially. My husband grew up playing hockey and comes from a big hockey family. He always dreamed of passing the love he has for this sport onto his 3 girls. His diagnosis left him in a position that he is unable to work and so we are a family of 5 on a single income. Grindstone is an organization that has been monumental to my family and allows them to continue on in this incredible sport by helping eliminate the financial burden that otherwise may prevent my daughters from continuing on. This sport has had such an incredible impact on my girls and has presented them with such incredible opportunities that they will treasure for the rest of their lives. Grindstone Award Foundation is built and run by such incredible volunteers that recognize how important female hockey is and I have no doubt they could move mountains if necessary to ensure the next generation of female athletes have the same opportunities to play by helping eliminate financial barriers that would otherwise prevent girls from playing. I can not thank them enough for everything they have done and continue to do for families like ours. We are forever grateful.”

Sincerely,

**The Brodeur Family
(Landon, Erin, Taylor, Kenzie, and Vanessa)**



“Thank you to Grindstone for helping to give my daughter the opportunity to play hockey. My child has been the benefactor of both equipment and registration grants and we are grateful to this organization for the support in ensuring my daughter the opportunity to play hockey year after year. Without Grindstone, hockey could just be a wish, but with the support of many staff members and programs, we are proud to have hockey be a real part of my daughter's life. Thank you!”

April (Ava's mom)



2025 PARTNERSHIPS & SPONSORS

Our sincere thanks and stick taps to our sponsors, donors, and supporters.

★ PREMIER TIER

TRANSFORMATIONAL IMPACT SPONSOR: Change the game. Help write her story.

- ▶ Tim Hortons and the PWHL

\$50,000

PLATINUM SPONSOR: Your name, her victory.

- ▶ Canucks for Kids Fund
- ▶ NHLPA
- ▶ BGO + Menkes Development + One York Street

\$25,000

GOLD SPONSOR: Going for gold - on and off the ice.

- ▶ HMC Lawyers
- ▶ Vigilante Marketing

\$10,000

SILVER SPONSOR: Shine a light on what matters.

- ▶ Family Foundations

\$5,000

BRONZE SPONSOR: Where every movement starts.

- ▶ The Farley Group
- ▶ Danielle Serdachny Hockey Female Camp

\$2,500

Sponsorship levels: More information about all tier benefits at [Sponsors - Grindstone Award Foundation](#)

A LANDMARK MOMENT FOR WOMEN'S HOCKEY

Transformational Impact Sponsor: Tim Hortons × PWHL × Barbie

\$236,000
DONATION



Iconic Play: Sarah Nurse & Marie-Philip Poulin

Two of Canada's greatest hockey players are immortalized as Barbie dolls, showing every girl that she belongs on the ice and in the spotlight.



Unprecedented Visibility

This collaboration brought women's hockey into living rooms, toy aisles, and cultural conversations across Canada. This was a first-of-its-kind moment for the sport.



A Galvanizing Grindstone Moment

For Grindstone, this partnership represents everything we believe: when girls see themselves reflected in the game, they know they belong. Representation matters.



When a girl sees a hockey player who looks like her on the ice, on the shelf, and in the world, she knows the game is hers too.

PLATINUM SPONSORS:

With the help of philanthropic partners like the Vancouver Canucks Kids Fund, NHLPA, BGO, Menkes Development, and One York Street, we're changing the game for girls across Canada. These partnerships reflect a shared belief that every girl deserves the chance to experience the joy, confidence, and community that hockey provides.



Game Changers: Vancouver Canucks Kids Fund

Grindstone is proud to have continued support from the Vancouver Canucks and the Canucks for Kids Fund (CFKF). The CFKF contributed another \$20,000 to Grindstone, bringing their total support to \$80,000 over four years. Through generous donations and inviting Grindstone board members and grant recipients to games, the CFKF has been a champion for Grindstone's mission to break down financial barriers and keep girls on the ice.



Helping Girls Gear Up: NHLPA and BGO, Menkes Development, and One York Street

BGO, Menkes Developments, and One York Street hosted a special "Gear Up Day" for 20 Grindstone equipment grant recipients in Toronto. BGO generously provided lunch for all recipients and their families, and the BGO team personally distributed the gear. This hands-on exchange added a meaningful touch to an already standout day of support.



In addition to distributing 20 sets of equipment for girls across Canada, NHLPA Goals & Dreams provided tickets for all Greater Toronto Area grant recipients and their families to experience the Hockey Hall of Fame, giving the girls a chance to explore the history and heroes of the game they love. For many, it was their first time visiting the Hall, and the opportunity added a memorable highlight to the day. This experience truly capped off a banner day for everyone involved.

2025 COMMUNITY

HIGHLIGHT REEL



New Look, Same Goal

Updated logo celebrating our proud Canadian roots. A fresh identity, but the same unwavering mission to get more girls on the ice.



Milestone Season

A Grindstone first — **100 girls sponsored** in a single season. A record-breaking year of impact.



Girls Uplifting Girls

Lake Bonavista Girls Hockey Association once again helped open the door for even more girls to play by directing proceeds from their annual weekend fundraiser to Grindstone. True game changers!



On the Links

London Women's Hockey Association chose Grindstone as the benefactor for their 1st annual charity golf tournament. Teeing it up for the next generation!



WickFest Tournaments

Grindstone presence at Hayley Wickenheiser's festivals in **Calgary, Milton, and Vancouver** — celebrating the players on the ice and working hard to get more girls in the game. Striding for more!



Heartfelt thanks to the many generous Family Foundations whose support strengthens our ability to reach more girls, fund more grants, and ensure no deserving player is turned away from the game she loves.

COMMUNITY & IMPACT

Powered by a Committed Board of Directors and Dedicated Team of Volunteers

COAST-TO-COAST PLAYERS

Dynamic volunteers from coast-to-coast serve on the Board, manage grants, and coordinate events.

AMBASSADORS EVERYWHERE

Volunteers represent Grindstone at tournaments, community events, and on social media.

GRASSROOTS SPIRIT

Our grassroots spirit means every volunteer hour directly supports getting girls on the ice.

COMMITMENT TO INCLUSION

This commitment anchors how we recruit volunteers and shape our board, ensuring both reflect the diversity of Canada.

Thank you to all those who help empower emerging Canadian leaders on the ice and in our communities.



GRINDSTONE

LOOKING AHEAD

2026 AND BEYOND

EXPAND GRANT REACH



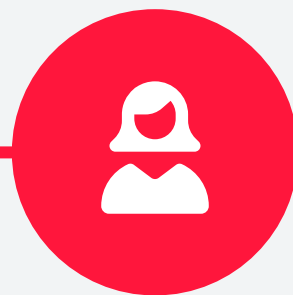
Serve more girls in more communities across every province and territory

ENHANCE PARTNERSHIPS



Grow corporate, hockey organization, and community partnerships

GROW AMBASSADOR PROGRAM



Amplify the #HelpHerPlay movement with more voices

STRENGTHEN OPERATIONS



Implement emerging technologies that align with organizational strategic growth

TURN NO ONE AWAY



Ensure no deserving applicant is ever turned away due to funding

Every girl who wants to play deserves the chance to step onto the ice. Together, we are building a future where the game belongs to everyone.



INVEST IN **HER GAME.**

#HelpHerPlay

Every girl who wants to play deserves the chance.

Sponsor

become a corporate or community partner

Donate

one-time or monthly at
grindstoneaward.com/donate

Fundraise

choose Grindstone for your event or team fundraiser

Volunteer

join us from anywhere in Canada

In-Kind

donate items, products, or services for fundraising

Share

follow us on social media and spread the #HelpHerPlay movement

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Donate

