



Cammi Granato Girls Hockey Grant

2021-2022

Purpose

Ensuring girls have the opportunity to build their passion for the game of hockey and grow their leadership skills. Show these girls that someone cares about them.



Amelia Arquillano
Illinois
Mcfetridge River Dogs

Amelia started competing with her younger brother in hockey. In a sport growing it's diversity, Amelia has felt self-conscious at times due to her height, gender and race. While playing in hand me down equipment, Amelia has worked hard and developed a passion for hockey.



Trystan, Kailey & Logan Bell
Texas
Dallas Stars

The eight-year-olds - three sisters and one brother - all play in the same league and love being on the ice. They usually have to rely on hunting down used gear to outfit their crew, so we just love the big smiles on these girls faces when they have some new gear to sport on the ice!

What if the next Cammi Granato doesn't have the opportunity to put on skates this year because it's too darn expensive?

Program Summary

Criteria

Girls who love the game but face financial, inclusion or personal challenges which make it harder for their families to get them back on the ice.

Year Two Program

~42 Winners - 21 each in both the US and Canada

\$500 grant issued to players

Set of equipment for the first 42 winning Clubs and Associations

Winners

Selected by FlipGive & Cammi Granato, and will be announced via a Zoom call with Cammi

Goal Metric

500+ grant applications in year two

Partners



PURE  HOCKEY



FlipGive

Our Ask: Support Girls in Your Community

1. Number of \$500 grants to sponsor (min 10 = \$5,000)
2. Promote grant
 - a. **Launch:** Media release announcing program
 - b. **Social/Digital:** to connect with associations, partners, influencers and parents to spread the word
 - c. **Call to Action:** Apply directly on FlipGiveGrants.com
3. Review grant applications in your area

Next Steps: Decide by September 30 + schedule kickoff

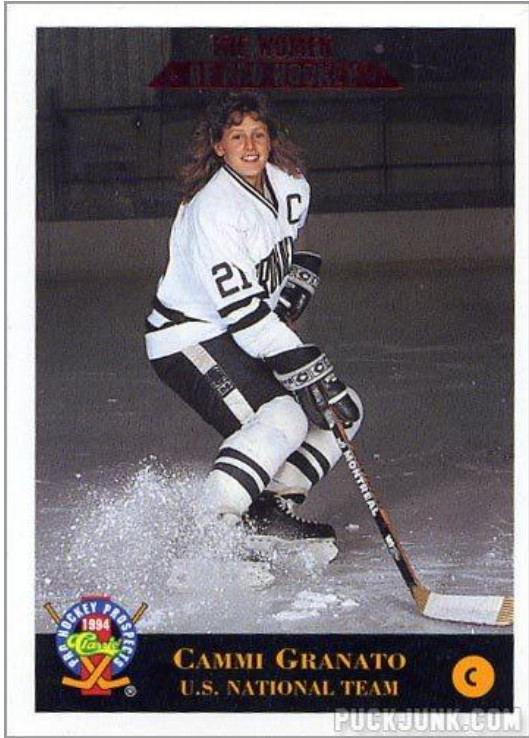
Appendix

Why is Cammi on board?

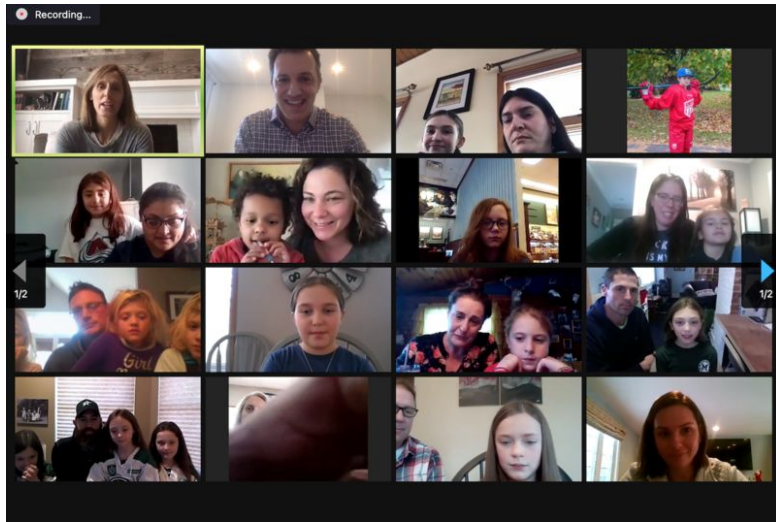
“Growing up in a busy household of 6 kids, the cost of the sport with both registrations and equipment fees were always a challenge for my family. It’s more important than ever that we help encourage girls to develop a passion for the game at a young age, and that starts with getting out onto the ice and letting them fall in love with the sport.” - Cammi Granato

Why is FlipGive on board?

At FlipGive we strongly believe that every kid deserves the chance to play sports, and that cost should never be the reason they don't participate. Girls face unique challenges with regards to fewer funding sources and lack of access. Many girls report playing on all-boys teams or having to travel over an hour to play with all girls, with too many playing in hand-me-down equipment from older brothers.



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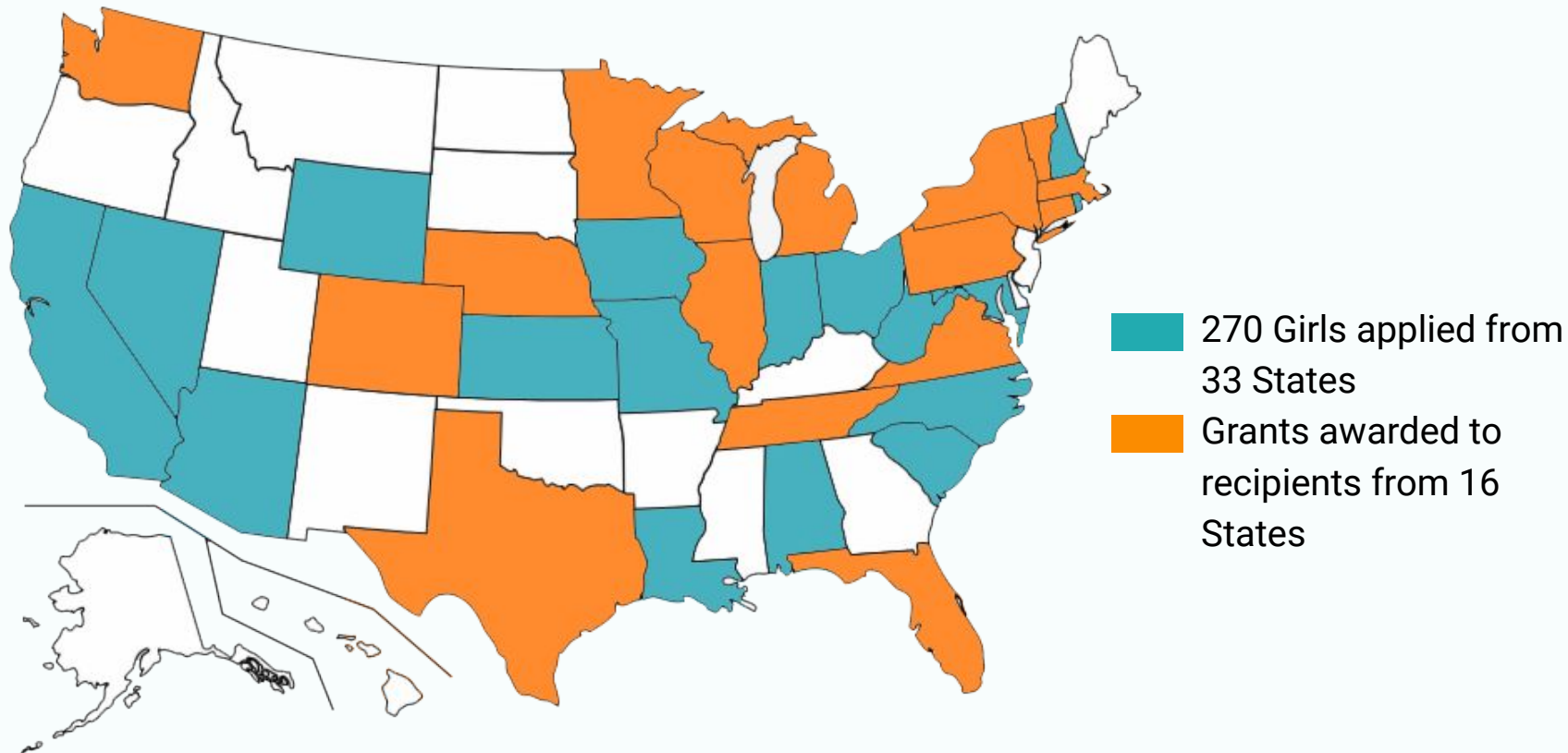


On December 23rd, we gathered the 2020 grant recipients on a Zoom call for what they thought was a regular update on the program, and we were able to surprise them all with Cammi joining to share the news along with stories from her journey.

2020 Highlights

- 21 + 4 Bonus Grants Awarded
- \$12,500 issued in cash + 25 x \$300 equipment packages
- 270 Female Applicants Between the Ages of 4-12

2020 Highlights



2020 Highlights: Awareness



The Seattle Times

https://teamusa.usahockey.com/news_article/show/1133441

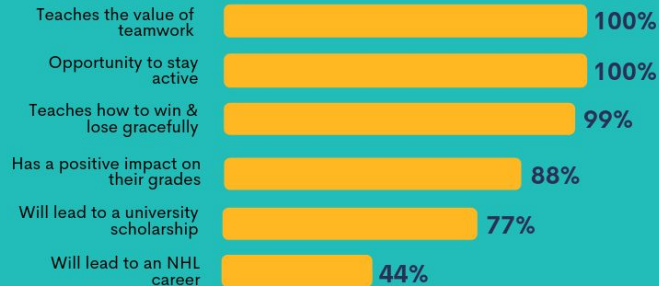
https://www.mahockey.org/news_article/show/1147027

<https://www.bardown.com/cammi-granato-provided-21-girls-with-a-grant-new-hockey-equipment-1.1568637>

<https://www.seattletimes.com/sports/kraken/geoff-bakers-inside-the-nhl-column-on-cammi-granato-grants-for-young-female-players/>

Sports Builds Future Female Leaders

WHY HOCKEY IS SO IMPORTANT



94%

Of women who hold C-suite positions are former athletes. 52% at the collegiate level

- + Build confidence
- + Learn Teamwork
- + Resilience and overcoming setbacks
- + Passion
- + Great work habits - Goal setting

<https://www.inc.com/rebecca-hinds/the-1-trait-94-percent-of-c-suite-women-share-and-how-to-get-it.html>