



HumboldtStrong Charitable Foundation AGM

May 26, 2021

President's Report

I would characterize 2020 as a continuation of our journey that began back in 2019. In 2019 the board of directors developed a strategic framework that captured a vision for the foundation. In its simplest state, that vision is and always has been "to pay it forward." The Foundation was established to pay forward the kindness shown to the families and communities impacted by the tragic bus crash involving the Humboldt Broncos Hockey Team on April 6th, 2018.

There will always be circumstances that yield tragedy, pain and loss. In general, most cases involving those who suffer such trauma are given little attention by the general public. Yet, there are times when the trauma is so great, the event so public, that it ignites an outpouring of kindness and compassion from strangers near and far as evidenced by the public response after the April 6th tragedy. For those of us who have experienced the privilege of being on the receiving end of such kindness, it can be inspirational and transformative. I cannot speak for others who serve on this board, but I will say that this is true for myself.

Tapping into that human potential for extending kindness and compassion to a stranger in need is the intent of many organizations that exist today such as The Red Cross, The United Way, the Ronald McDonald House to name a few. Our board has recognized that we need to differentiate ourselves from other such organizations and find a place where we can make a difference. Finding this place or role has been a challenge for us this past year. The French have an expression *raison d'être* which translates to justification for existence. What is our *raison d'être*? It is a question that we struggled with for much of 2020. It is a question that will need to be answered before this Foundation is in a position to campaign for donations in the future.

At present the Foundation continues to act as stewards for the remnant funds that were collected in the wake of the April 6th tragedy and held as legacy funds to "pay it forward." In 2020 our attempts to provide financial assistance to the victims of the Halifax massacre through the Red Cross were not successful. For the most part, the legacy funds remain intact aside from minimal administrative costs and strategic investment undertaken to secure the Foundation's brand. A webpage has been set up to receive funds, however the foundation is not actively soliciting funds.

Additionally, in 2020:

1. Wayne Hellquist was contracted as the Executive Director and given the mandate to administer the operations of the Foundation and to set up a policy framework that the board would operate under.
2. The board focused on recruitment of new directors to bring ideas and renewed energy to the realization of the vision developed in 2019.

3. The board authorized Wayne to apply for a trademark license for HumboldtStrong and take the necessary steps to preserve the integrity of the HumboldtStrong brand.
4. In addition, the board empowered Wayne to enter into negotiations to develop a merchandizing agreement.
5. Wayne and I have established a relationship with CitiBank, who have offered resources to assist in the development of a communications strategy and marketing plan for the foundation.
6. Over the past year we have been in discussion with Kevin Cameron of the North American Centre for Threat Assessment and Trauma Response to determine who we can work together with to provide training and resources to support to those organizations, communities and individuals who are dealing with trauma or may be at risk of trauma.

In closing I wish to express my appreciation to the Board of Directors for their work this past year. I look forward to working with those of you who chose to continue on with the board as we work to further define the niche of the HumboldtStrong Foundation and seek ways in which we can “pay it forward.”

Respectfully submitted,

Darrin Duell, President