



# **POWERHOCKEY** **CANADA**

GUIDE FOR GETTING STARTED





# ABOUT POWERHOCKEY CANADA

POWERHOCKEY CANADA IS A REGISTERED CANADIAN AMATEUR ATHLETIC ASSOCIATION THAT IS COMMITTED TO THE GROWTH OF POWERHOCKEY NATIONALLY AND INTERNATIONALLY, WITH THE VISION OF MAKING CANADA THE BEST POWERHOCKEY NATION IN THE WORLD! OUR MISSION IS TO ENABLE PARA-ATHLETES OF ALL ABILITIES WHO USE A POWER WHEELCHAIR TO PARTICIPATE IN THE SPORT OF POWERHOCKEY BY DEVELOPING AND SUPPORTING LEAGUES FROM THE LOCAL RECREATIONAL LEVEL UP TO AND INCLUDING A HIGH-PERFORMANCE NATIONAL PROGRAM.

OUR ORGANIZATION IS PLAYER-ORIENTED AT ITS CORE. THIS IS EXEMPLIFIED WITH THE RATHER UNIQUE COMPOSITION OF OUR BOARD OF DIRECTORS; THREE OF FIVE BEING CURRENT OR FORMER PLAYERS, AND THE OTHER DIRECTORS INCLUDE AN EXPERIENCED COACH AND AN ADVOCATE IN THE ADAPTIVE SPORT COMMUNITY FOR OVER 35 YEARS. TOGETHER, OUR COMBINED EXPERIENCE IS IN EXCESS OF 100 YEARS IN POWERHOCKEY AND/OR ADAPTIVE SPORTS. THIS TRUE PASSION FOR POWERHOCKEY AND ADAPTIVE SPORTS IS TRANSLATED SEAMLESSLY INTO A SUCCESSFUL ORGANIZATION THAT IS FOCUSED SQUARELY ON THE FUTURE.

WITH THIS IN MIND, POWERHOCKEY CANADA IS ACTIVELY SEEKING OPPORTUNITIES TO SUPPORT THE DEVELOPMENT OF A STRONG NETWORK OF LEAGUES ACROSS THE COUNTRY TO ENABLE INDIVIDUALS WITH DISABILITIES THE OPPORTUNITY TO ENGAGE IN THE SPORT REGARDLESS OF WHERE THEY RESIDE.



**POWERHOCKEY**  
CANADA



**POWERHOCKEY**  
**CANADA**

**HOW CAN  
POWERHOCKEY  
CANADA FACILITATE  
GROWTH AND  
DEVELOPMENT?**





## RESOURCES

POWERHOCKEY CANADA RECOGNIZES THAT STARTING A POWERHOCKEY PROGRAM CAN FEEL INTIMIDATING AT FIRST. THIS GUIDE FOR GETTING STARTED AIMS TO HELP FACILITATE THE PROGRAM DEVELOPMENT PROCESS. THIS GUIDE INCLUDES INFORMATION ABOUT TYPES OF PROGRAMMING, PLAYER OUTREACH, EQUIPMENT NEEDED AND WHERE TO SOURCE, ALONG WITH PROPOSED ORGANIZATIONAL STRUCTURE, MARKETING AND FUNDRAISING IDEAS.

## NETWORKING

IN ADDITION TO THIS GUIDE, AS WELL AS ADVICE AND COUNSEL THROUGHOUT THE DEVELOPMENT PROGRESS, POWERHOCKEYCANADA CAN PROVIDE A STRONG AND COHESIVE NETWORK OF LEAGUES AND ORGANIZATIONS THAT WORK TOGETHER TO SHARE IDEAS, BEST PRACTICES, AND ACT AS A COLLECTIVE WHEN APPROACHING POTENTIAL FUNDING OPTIONS TO ACHIEVE THE COMMON GOAL OF GREATER ACCESSIBILITY TO PARASPORT OPPORTUNITIES NATIONWIDE.

## PATHWAY TO SUCCESS

POWERHOCKEY CANADA IS EXTREMELY FOCUSED ON PROVIDING OPPORTUNITIES FOR OUR PARA-ATHLETES WHO WISH TO MOVE TO THE NEXT LEVEL OF COMPETITION TO DO SO. THIS INCLUDES OPPORTUNITIES FOR LEAGUES TO COMPETE IN NATIONAL AND INTERNATIONAL TOURNAMENTS, INCLUDING THE POWERHOCKEY CANADA CUP. PLAYERS ALSO HAVE THE OPPORTUNITY TO BE SELECTED FOR TEAM CANADA TO COMPETE AT INTERNATIONAL TOURNAMENTS. THESE OPPORTUNITIES, COMBINED WITH OUR HIGH-PERFORMANCE TRAINING PROGRAM CURRENTLY IN DEVELOPMENT, ARE AIMED AT HELPING PREPARE OUR PARA-ATHLETES TO REPRESENT CANADA AND SHOW THE WORLD WE ARE THE BEST POWERHOCKEY NATION!



# BENEFITS OF POWERHOCKEY CANADA



## ACCESSIBLE

POWERHOCKEY IS A COMPETITIVE TEAM PARASPORT THAT IS ACCESSIBLE TO INDIVIDUALS WITH A WIDE RANGE OF DISABILITIES INCLUDING CEREBRAL PALSY, MUSCULAR DYSTROPHY, AND SPINA BIFIDA, TO NAME JUST A FEW.

## INCLUSIVE

IT IS A DISTINCTIVELY INCLUSIVE SPORT AS MANY OF OUR PARA-ATHLETES ARE PHYSICALLY UNABLE TO PARTICIPATE IN OTHER MORE WIDELY KNOWN PARALYMPIC SPORTS, SUCH AS WHEELCHAIR BASKETBALL, SLEDGE HOCKEY, AND TRACK AND FIELD.

## TEAMWORK

EACH PLAYER, REGARDLESS OF THEIR DISABILITY, CONTRIBUTES TO THE OVERALL SUCCESS OF THEIR TEAM. SOME PLAYERS MAY HAVE FULL UPPER BODY STRENGTH WHEREAS OTHERS MAY REQUIRE THEIR STICK ATTACHED TO THEIR WHEELCHAIR, HOWEVER ALL HAVE A UNIQUE ROLE TO PLAY ON THEIR TEAM.

## AFFORDABLE

PLAYERS ARE NOT REQUIRED TO HAVE EXPENSIVE EQUIPMENT. ALL THAT IS REQUIRED IS THEIR OWN POWER WHEELCHAIR, A STICK, AND PROTECTIVE GLASSES, MAKING GETTING STARTED A FEASIBLE OPTION.

## GROWTH

AS DISABILITIES PROGRESS OVER TIME AND ABILITIES INEVITABLY CHANGE, PLAYERS HAVE THE OPPORTUNITY TO TRANSITION TO DIFFERENT POSITIONS ON THEIR TEAM AND/OR ROLES WITHIN THE SPORT. THIS OFFERS AN EXCELLENT PATHWAY FOR AN ACTIVE LIFESTYLE AND FULFILLMENT THROUGHOUT THEIR LIFE.

## PEER MENTORSHIP

MEETING OTHERS WITH SIMILAR DISABILITIES, SHARING EXPERIENCES, AND LEARNING FROM ONE ANOTHER IS AN INHERENT BENEFIT TO POWERHOCKEY FOR BOTH PLAYERS AND FAMILIES ALIKE WHEN NAVIGATING LIFE WITH A DISABILITY.

## LIFE SKILLS

MANY TRANSFERABLE LIFE SKILLS INCLUDING TEAMWORK, COLLABORATION, AND ANALYTICAL THINKING ARE DEVELOPED.

## COMMUNITY

LIFELONG FRIENDSHIPS AND RELATIONSHIPS ARE FOSTERED, CREATING A TIGHT-KNIT COMMUNITY OF PLAYERS, COACHES, VOLUNTEERS, AND FANS WHERE IT BECOMES MORE THAN JUST HOCKEY.



# TYPES OF PROGRAMMING

POWERHOCKEY PROGRAMS CAN RANGE FROM INFORMAL PICKUP GAMES IF ONLY A SMALLER POOL OF INDIVIDUALS ARE AVAILABLE, TO REGULAR LEAGUE PLAY WHERE TWO OR MORE TEAMS ARE FORMED. INTERCITY AND INTERPROVINCIAL PROGRAMS AND TEAMS ARE ALSO A POSSIBILITY TO REACH A WIDER DEMOGRAPHIC, ENSURING THAT AS MANY INDIVIDUALS CAN BENEFIT AND PARTICIPATE IN POWERHOCKEY. THIS MEANS THAT GETTING STARTED CAN BE DONE WITH EASE AND ENSURES COMMUNITIES OF VARYING SIZES CAN STILL EXPERIENCE THE SIGNIFICANT BENEFITS OF THIS PARASPORT.

ONE OF THE MANY BENEFITS OF POWERHOCKEY, AND PARASPORTS IN GENERAL, IS THE SOCIAL ASPECT AND CELEBRATING THE SUCCESSES OF EACH PARA-ATHLETE. NO MATTER WHAT TYPE OF PROGRAM, A GREAT WAY TO FOSTER THIS IS HOSTING FUN GAMES, SOCIAL EVENTS THROUGHOUT THE YEAR SUCH AS HOLIDAY PARTIES, AS WELL AS A YEAR-END AWARDS BANQUET. AN AWARDS BANQUET CELEBRATES THE ACCOMPLISHMENTS OF PARA-ATHLETES AND OFTEN INCLUDES RECOGNIZING PLAYERS THROUGH AWARDS SUCH AS MOST VALUABLE PLAYER, MOST SPORTSMANLIKE PLAYER, BEST GOALIE, BEST DEFENSIVE PLAYER, ETC.



**POWERHOCKEY**  
CANADA

# TRY-IT DAY PROGRAMMING

WHEN LOOKING TO INSPIRE THE NEXT GENERATION OF POWERHOCKEY PARA-ATHLETES, A GOOD IDEA CAN BE TO RUN A TRY-IT SESSION IN ORDER TO PROVIDE AN OPPORTUNITY FOR THOSE INDIVIDUALS TO JUST GIVE IT A GO AND SEE IF THEY ARE INTERESTED! WHERE POSSIBLE, INVOLVE CURRENT POWERHOCKEY PARA-ATHLETES, VOLUNTEERS, COACHES, AND FAMILIES TO SPEAK ABOUT THEIR EXPERIENCES AND HOW THEY'VE BENEFITED FROM BEING INVOLVED IN THE PARASPORT. DURING A TRY-IT SESSION YOU CAN:

- TEACH THE BASICS OF POWERHOCKEY RULES
- PRACTICE PASSING AND SHOOTING
- TRY STICK-HANDLING THROUGH CONES
- PLAY A SCRIMMAGE GAME
- JUST HAVE FUN!



**POWERHOCKEY**  
CANADA





# PICK-UP GAMES

- PICK-UP GAMES INVOLVE A GROUP OF PARA-ATHLETES COMING TOGETHER, PLAYING INFORMAL GAMES AND PARTICIPATING IN DRILLS TO IMPROVE VARIOUS SKILLS. TYPICALLY THIS PROGRAMMING OPTION WOULD TAKE PLACE ONCE A WEEK FOR ABOUT 1-2 HOURS. IN SOME CASES THE SAME PARTICIPANTS MAY NOT ATTEND EVERY WEEK, HOWEVER AS THE PROGRAM BECOMES MORE ESTABLISHED AND INTEREST LEVEL INCREASES, PROGRAMS WILL SEE MORE OF THE SAME PARTICIPANTS RETURN.
- THIS IS A GREAT WAY FOR AREAS FORMING A NEW POWERHOCKEY PROGRAM TO INTRODUCE THE PARASPORT AND GENERATE INTEREST AMONG POTENTIAL PARTICIPANTS.
- WHERE POSSIBLE, A GREAT WAY TO DEMONSTRATE THE SPORT TO POTENTIAL PARTICIPANTS IS TO LEVERAGE PROGRAMMING IN NEARBY AREAS AND INVITE VETERAN PARA-ATHLETES TO PLAY WITH NEWER PARTICIPANTS, EXPLAINING THE BENEFITS, WHAT THEY ENJOY ABOUT THE SPORT AND SHOWING WHAT IS POSSIBLE IN THE PARASPORT.



# FORMAL LEAGUE

INVOLVING 2+ TEAMS



- FOR PROGRAMS WITH TEN OR MORE REGULAR PARTICIPANTS IT IS RECOMMENDED TO SET UP A FORMAL LEAGUE STRUCTURE OF TEAMS WITH FIVE OR MORE PLAYERS. NOT ONLY DOES THIS ALLOW FOR PARTICIPANTS TO BENEFIT FROM THE COMRADERY AND WORKING TOGETHER WITH A TEAM, BUT IT ALSO HELPS PLAYERS DEVELOP THEIR POWERHOCKEY SKILLS, LEARNING TO WORK TOGETHER WITH EACH OTHER.
- GAMES ARE TYPICALLY SCHEDULED FOR 1 HOUR. IF POSSIBLE BUILDING IN PRACTICE TIME AHEAD OF GAMES HELPS PARTICIPANTS FURTHER DEVELOP THEIR SKILLS, ESPECIALLY WHEN NEW TO THE PARASPORT.





# HIGH-PERFORMANCE TRAINING

- INCORPORATING A HIGH-PERFORMANCE TRAINING PROGRAM IS BENEFICIAL TO HELP THOSE PLAYERS WANTING TO TAKE THEIR SKILLS TO THE NEXT LEVEL AND BECOME INVOLVED IN NATIONAL AND INTERNATIONAL COMPETITIONS.
- THIS TYPE OF PROGRAM IS OFTEN IN ADDITION TO REGULAR PROGRAMING AND FOCUSES ON SPECIFIC INDIVIDUAL AND TEAM SKILLS REQUIRED TO SET PARA-ATHLETES UP FOR SUCCESS AT THE NEXT LEVEL OF COMPETITION.
- INCLUDING A HIGH-PERFORMANCE TRAINING PROGRAM WILL ALSO HAVE A SIGNIFICANT POSITIVE IMPACT ON YOUR REGULAR PROGRAMMING DUE TO THESE PARA-ATHLETES RECEIVING ADDITIONAL TIME TO HONE THEIR SKILLS. THIS TIME SPENT HAS A DERIVATIVE EFFECT ON OTHER PARA-ATHLETES AS IT RAISES THE LEVEL OF PLAY AND ELEVATES EVERYONE TO IMPROVE.



# PARTICIPANT OUTREACH

PLAYER RECRUITMENT IS A KEY STEP IN GETTING A POWERHOCKEY PROGRAM STARTED IN YOUR COMMUNITY AND WILL ENSURE FUTURE SUCCESS. IT'S IMPORTANT TO REACH OUT TO THE INDIVIDUALS WHO ARE MOST LIKELY TO HAVE A KEEN INTEREST IN GETTING INVOLVED FIRST TO BUILD A STRONG BASE FOR CONTINUED GROWTH. PLAYER OUTREACH CAN BE IN MULTIPLE FORMS INCLUDING SOCIAL MEDIA, IN-PERSON DEMONSTRATIONS, AND PERSONAL NETWORKS

- DISABILITY SPECIFIC ORGANIZATIONS (E.G. MUSCULAR DYSTROPHY CANADA)
- CHILDREN AND ADULT REHABILITATION CENTRES (LEVERAGING OCCUPATIONAL THERAPISTS, PHYSIOTHERAPISTS, RECREATIONAL THERAPISTS, ETC)
- COMMUNITY RECREATION CENTRES THAT HAVE EXISTING PARASPORT PROGRAMS
- PARASPORTS THAT HAVE SIMILAR DEMOGRAPHICS (E.G. BOCCIA AND POWERCHAIR FOOTBALL/POWER SOCCER)
- SCHOOL, COLLEGE AND UNIVERSITY DISABILITY SUPPORT DEPARTMENTS
- LOCAL EVENTS, FESTIVALS, EXPOS, AND STREET FAIRS
- EXISTING PARASPORT ORGANIZATIONS (E.G. SPORTABILITY BC, PARALYMPIC SPORTS ASSOCIATION (ALBERTA), PARASPORT ONTARIO, PARASPORTS QUÉBEC, PARASPORT NL)



# EQUIPMENT

THE SPORT OF POWERHOCKEY IS CONVENIENT IN THAT THERE'S NOT A LOT OF EQUIPMENT NEEDED TO GET STARTED, MAKING IT WIDELY ACCESSIBLE WITH A LOW ENTRY COST. THE BASIC ITEMS NEEDED ARE STICKS, BALLS, NETS, AND SAFETY GLASSES.

## STICKS

THERE ARE TWO TYPES OF STICKS USED IN POWERHOCKEY, WITH PROS AND CONS TO EACH OUTLINED BELOW. ALL STICKS MUST BE MADE OF PLASTIC OR A COMPOSITE MATERIAL, INCLUDING THE SHAFT AND BLADE. FOR SAFETY REASONS, ICE HOCKEY COMPOSITE STICKS, WOOD AND METAL STICKS ARE NOT ALLOWED.



**POWERHOCKEY**  
**CANADA**



## **(1) FLOORBALL STICK**

FLOORBALL STICKS ARE VERY LIGHTWEIGHT AND EASY TO HOLD, ALLOWING PLAYERS TO MORE EASILY CONTROL, STICK-HANDLE, AND FLIP THE BALL. WHILE THESE STICKS ARE MORE EXPENSIVE THAN PLASTIC STREET HOCKEY STICKS AND CAN BREAK MORE EASILY, THESE STICKS ARE MORE COMMONLY USED BY POWERHOCKEY PARA-ATHLETES, IN PARTICULAR THOSE IN HIGH-PERFORMANCE TRAINING PROGRAMS. FLOORBALL STICKS CAN BE PURCHASED AT COMMON SPORTS RETAILERS. POWERHOCKEY CANADA HAS ALSO FORMED A PARTNERSHIP WITH HOCKEY STICK MAN TO MAKE PURCHASE OF FLOORBALL STICKS MORE AFFORDABLE AND ACCESSIBLE. FOR MORE INFORMATION PLEASE CONTACT [INFO@POWERHOCKEYCANADA.COM](mailto:INFO@POWERHOCKEYCANADA.COM).

## **(2) PLASTIC STREET HOCKEY STICK**

PLASTIC STREET HOCKEY STICKS ARE EASILY ACCESSIBLE AND AVAILABLE AT A LOW COST AT MOST SPORTS RETAILERS (E.G. CANADIAN TIRE, SPORT CHEK). THEIR MORE RIGID STRUCTURE MAKES THEM HARDER TO BREAK, IN PARTICULAR WHEN ATTACHED TO A PARA-ATHLETE'S WHEELCHAIR. THIS TYPE OF STICK IS OFTEN HEAVIER AND MORE DIFFICULT TO HOLD, AS SUCH IT IS MORE COMMONLY USED AS A T-STICK AND BY THOSE WHO ATTACH THEIR STICK TO THEIR WHEELCHAIR.

## **STICK ADAPTATIONS**

BOTH DOWEL AND T-STICKS ARE OFTEN USED BY PLAYERS WITH LIMITED ABILITY TO STICK-HANDLE. THIS ADAPTATION HELPS PLAYERS CARRY THE BALL OFTEN THROUGH THE POWER OF THEIR WHEELCHAIR TO PROPEL THE BALL FORWARD. ADDITIONAL INFORMATION IS OUTLINED IN POWERHOCKEY CANADA'S RULEBOOK ON THE ALLOWABLE DIMENSIONS AND MATERIAL OF THE DOWEL AND T-STICKS.



# EQUIPMENT



## BALLS

THE SALMING AERO+ BALL IS THE OFFICIAL GAME BALL USED IN POWERHOCKEY. IT'S A HARD, HOLLOW PLASTIC BALL WITH HOLES IN IT, MEASURING 7.3CM (2 7/8") IN DIAMETER. FOR BEGINNERS HOWEVER, OFTEN A LARGER SIZE IS PREFERRED IN ORDER TO OFFER MORE CONTROL AND TO BUILD CONFIDENCE.



## SAFETY GLASSES

FOR THE SAFETY OF ALL PARA-ATHLETES, SAFETY GLASSES ARE A REQUIREMENT IF THEY DON'T ALREADY WEAR PRESCRIPTION GLASSES. THESE CAN GENERALLY BE FOUND IN SPORTING GOODS STORES OR HARDWARE STORES.



## NETS

THE OFFICIAL DIMENSIONS OF THE POWERHOCKEY NETS ARE 91CM X 182CM (3FT X 6FT). THIS IS 1FT SHORTER THAN A STANDARD REGULATION ICE HOCKEY NET, HOWEVER FOR THE PURPOSES OF GETTING STARTED, A TYPICAL HOCKEY NET CAN BE USED UNTIL MODIFICATIONS CAN PERMANENTLY BE MADE.



# STICK MOUNTING AND HOLDING

PLAYERS WITH LIMITED MOBILITY HAVE A FEW DIFFERENT OPTIONS FOR HOW THEY WISH TO MOUNT AND/OR HOLD THEIR STICK. THE METHOD THAT'S USED IS OFTEN BASED ON THE PLAYERS' ABILITIES, SUCH AS RANGE OF MOTION, ARM STRENGTH, AND GRIP STRENGTH.



**POWERHOCKEY**  
CANADA



**CLAMP**



**TAPE**



**ZIP TIE**



**HOLDING**



**ROPE**

# KEY ROLES & RESPONSIBILITIES



## **BOARD OF DIRECTORS/ PROGRAMMING LEAD**

THIS GROUP GOVERNS THE ORGANIZATION'S OVERALL STRATEGIC DIRECTION AND DAY-TO-DAY OPERATIONS TO RUN A SUCCESSFUL POWERHOCKEY PROGRAM. A BOARD OF DIRECTORS IS RECOMMENDED WHEN A POWERHOCKEY PROGRAM IS RUN INDEPENDENTLY, HOWEVER IN CASES WHERE A POWERHOCKEY PROGRAM IS PART OF AN EXISTING SPORT OR ADAPTIVE SPORT ORGANIZATION, THIS MAY NOT BE REQUIRED. HAVING ONE OR MORE INDIVIDUALS LEAD THE DAY-TO-DAY OPERATIONS AND ORGANIZATION OF THE PROGRAM IS IMPORTANT.

## **COACHES**

IT IS RECOMMENDED TO HAVE 1-3 COACHES PER TEAM. IN ADDITION TO DEVELOPING PARA-ATHLETES AND LEADING TEAMS, COACHES OFTEN ASSIST WITH HELPING PARA-ATHLETES GET READY FOR GAMES (E.G. HELPING WITH EQUIPMENT SUCH AS ATTACHING STICKS).

## **REFEREES**

REFEREES ARE VITAL TO ENSURING THE SAFETY OF EVERYONE THROUGHOUT GAMES. AS THE RULES OF POWERHOCKEY ARE VERY SIMILAR TO ABLE-BODIED ICE HOCKEY, MANY POWERHOCKEY PROGRAMS HIRE ACCREDITED REFEREES TO ASSIST WITH THE PROGRAM. WHILE RECOMMENDED, AS THIS IS AN ADDED COST IT IS NOT NECESSARILY REQUIRED AND INSTEAD PROGRAMS CAN LEVERAGE VOLUNTEERS TO REFEREE, IN PARTICULAR WHEN A PROGRAM IS STARTING OUT.

## **TIMEKEEPER/ SCOREKEEPER**

ALONG WITH KEEPING SCORE AND MANAGING THE TIME THROUGHOUT GAMES, THESE INDIVIDUALS KEEP TRACK OF PLAYER STATS THROUGHOUT THE PROGRAM SUCH AS GAMES PLAYED, GOALS, ASSISTS, PENALTY MINUTES, ETC. DOING SO ALLOWS PROGRAMS TO TRACK PLAYER PROGRESS WHILE ALSO CELEBRATING ACCOMPLISHMENTS. TEMPLATES FOR SCORESHEETS CAN BE PROVIDED BY POWERHOCKEY CANADA.

## **CONVENERS**

THESE VOLUNTEERS ARE OFTEN THE FIRST ONES THERE AND THE LAST TO LEAVE. THEY ASSIST WITH ENSURING THAT EVERYTHING IS READY TO GO FOR GAME TIME AND ARE AVAILABLE FOR ANY ISSUES THAT ARISE DURING A GAME.



# VOLUNTEERS

- VOLUNTEERS ARE THE LIFEBLOOD TO ANY ORGANIZATION AND MANY OF THE KEY ROLES ARE TYPICALLY FILLED BY VOLUNTEERS
- LEVERAGING FRIENDS AND FAMILY, AS WELL AS FORMER PARA-ATHLETES, ARE A GOOD SOURCE FOR VOLUNTEERS. ADDITIONALLY, REACHING OUT TO LOCAL SPORTS CLUBS, HIGH SCHOOLS, AND UNIVERSITIES/COLLEGES IS A GREAT WAY TO GET COMMUNITY MEMBERS INVOLVED. SOME COMPANIES HAVE VOLUNTEER PROGRAMS WHERE THEIR EMPLOYEES DONATE THEIR TIME TO LOCAL ORGANIZATIONS. THIS IS A GREAT SOURCE TO TAP INTO, IN PARTICULAR FOR ONE-OFF EVENTS THAT REQUIRE EXTRA SETS OF HANDS THROUGHOUT THE YEAR.
- RECOGNIZING THE SIGNIFICANT EFFORTS OF VOLUNTEERS AND KEEPING THEM ENGAGED IS VITAL TO A SUCCESSFUL PROGRAM. THIS CAN INCLUDE GESTURES SUCH AS VOLUNTEER APPRECIATION EVENTS AND RECOGNIZING VOLUNTEERS AT THE YEAR-END AWARDS BANQUET. CONNECTING WITH VOLUNTEERS THROUGHOUT THE PROGRAM TO GET THEIR FEEDBACK ON WHAT THEY ARE ENJOYING AND WHAT COULD BE IMPROVED SHOWS YOUR PROGRAM'S COMMITMENT TO THEIR SATISFACTION AND ENSURING THEY ARE GETTING THE MOST OUT OF THEIR TIME.



**POWERHOCKEY**  
CANADA



# ORGANIZATION REGISTRATION PROCESS

IF YOU'RE INTERESTED IN STARTING AN INDEPENDENT POWERHOCKEY PROGRAM IN YOUR COMMUNITY, REGISTERING AS A NOT-FOR-PROFIT (NFP) CORPORATION AND APPLYING FOR CHARITABLE STATUS IS OF GREAT BENEFIT. AS A REGISTERED CHARITY, DONORS ARE ELIGIBLE TO BE ISSUED AN INCOME TAX RECEIPT, MAKING IT EASIER FOR NEW ORGANIZATION TO RAISE FUNDS IN THE FUTURE. WHILE THE NFP PROCESS ONLY TAKES A FEW DAYS, THE CHARITABLE STATUS PROCESS CAN TAKE 6-8 MONTHS FOR THE CANADA REVENUE AGENCY TO APPROVE THE APPLICATION (PENDING ANY SYSTEM BACKLOG). NAVIGATING THIS PROCESS IS DONE WITH EASE WITH THE RIGHT LAWYER. POWERHOCKEY CANADA CAN CONNECT YOU WITH OUR LEGAL PROFESSIONAL WHO SPECIALIZES IN CANADIAN NFP/CHARITY LAW AND HE WOULD BE PLEASED TO FACILITATE THIS FOR YOU AT A REDUCED RATE.



# POLICIES & PROCEDURES

POLICIES AND PROCEDURES ENSURE THAT PLAYERS, VOLUNTEERS, AND SUPPORTERS OF YOUR ORGANIZATION ENCOUNTER AN ENVIRONMENT THAT IS SAFE. HAVING POLICIES IN PLACE THAT COVER INCLUSION, A CODE OF CONDUCT, PHYSICAL AND SEXUAL HARASSMENT, ZERO TOLERANCE, AND FAIR PLAY, AS WELL AS PROCEDURES FOR DISPUTE RESOLUTION AND VIOLATIONS OF THE POLICIES ARE IMPORTANT. THESE ASSIST IN NOT ONLY THE GOVERNANCE OF THE ORGANIZATION, BUT MOREOVER ESTABLISHES A CULTURE OF SAFE SPORT WHERE EVERYONE IS WELCOME.



**POWERHOCKEY**  
CANADA





**POWERHOCKEY**  
CANADA

# PROMOTING YOUR PROGRAM

KEY TO A SUCCESSFUL POWERHOCKEY PROGRAM IS ENSURING THAT PROSPECTIVE PLAYERS, VOLUNTEERS, DONORS, SPONSORS, AND THE COMMUNITY KNOWS WHAT YOU DO AND THE POSITIVE IMPACT THE PROGRAM HAS ON ALL INVOLVED. THIS IS ESPECIALLY IMPORTANT WHEN BUILDING YOUR PROGRAM. THESE MARKETING AND PROMOTION IDEAS CAN RANGE FROM NO/MINIMAL COST TO FULL CAMPAIGNS. BASED ON YOUR AVAILABLE FUNDS, DEMOGRAPHICS, AND PURPOSE OF WHAT YOU'RE TRYING TO ACHIEVE, IT WILL DETERMINE YOUR STRATEGY. THERE'S NO RIGHT WAY TO DO IT, HOWEVER ENSURING YOUR BRAND IS WELL-REPRESENTED WITH QUALITY DESIGN, ENGAGING CONTENT, AND CLEAR MESSAGING WILL PAY DIVIDENDS IN THE FUTURE AS WELL AS OFFER PROFESSIONALISM.

- SOCIAL MEDIA (FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE, ETC)
- PRINTED MATERIALS LIKE BROCHURES, BUSINESS CARDS, FLYERS, 1-PAGE INFO SHEET
- LARGE-FORMAT PRINTING SUCH AS POP-UP BANNERS FOR USE IN COMMUNITY
- PROMOTIONAL VIDEOS THAT TELL THE STORY OF THE IMPACT
- LOCAL MEDIA COVERAGE (NEWSPAPER, TV, RADIO)
- COMMUNITY EVENTS SUCH AS FESTIVALS, STREET FAIRS, EXPOS
- CROSS-PROMOTION WITH OTHER PARASPORT AND DISABILITY-ORIENTED ORGANIZATIONS
- DEVELOPMENT OF CORPORATE AND COMMUNITY PARTNERSHIPS WITH LIKE-MINDED COMPANIES AND GROUPS
- PARTNERSHIPS/MEMBERSHIPS WITH LOCAL SPORTS ASSOCIATIONS



# FUNDRAISING IDEAS

WHEN REQUIRED, FUNDRAISING AND CREATING LONG-TERM PARTNERSHIPS IS A GREAT WAY TO OBTAIN FINANCIAL ASSISTANCE FOR YOUR PROGRAM. WHILE THERE ARE SEVERAL WAYS TO FUNDRAISE, THESE ARE SOME OPTIONS THAT MANY POWERHOCKEY PROGRAMS HAVE FOUND SUCCESSFUL.



## **PARTNERSHIPS WITH LOCAL COMPANIES**

PARTNERSHIPS CAN INCLUDE MANY MUTUAL BENEFITS FOR BOTH THE COMPANY AND POWERHOCKEY PROGRAM. BENEFITS FOR THE POWERHOCKEY PROGRAM CAN INCLUDE, IN-KIND DONATIONS (E.G. FUNDING EQUIPMENT, FOOD FOR EVENTS), FINANCIAL SPONSORSHIP, AND PROMOTION VIA SOCIAL MEDIA AND OTHER MARKETING CHANNELS.

## **FUNDRAISING EVENTS**

EVENTS CAN HELP FINANCIALLY SUPPORT THE POWERHOCKEY PROGRAM WHILE ALSO PROMOTING THE BENEFITS OF THE PROGRAM FOR ALL INVOLVED. AT ANY EVENT IT IS IMPORTANT TO COMMUNICATE THESE PROGRAM BENEFITS BY HAVING PARA-ATHLETES, COACHES, VOLUNTEERS AND FAMILIES SPEAK ABOUT THE POSITIVE IMPACT THE PROGRAM HAS HAD ON THEIR LIVES. EXAMPLES OF EVENTS FOUND TO BE SUCCESSFUL INCLUDE:

- CORPORATE 'FUN' GAMES WHICH OFFER COMPANIES THE OPPORTUNITY TO PUT TOGETHER A TEAM AND EXPERIENCE POWERHOCKEY FIRST-HAND•FUNDRAISING
- FUNDRAISING GALAS WITH SILENT AND LIVE AUCTIONS
- GOLF TOURNAMENTS

## **RAFFLES AND 50/50 DRAWS**

RAFFLES AND 50/50 DRAWS ARE A FUNDRAISING OPTION WHICH CAN PRODUCE A GOOD AMOUNT OF PROFIT TO HELP WITH PROGRAM OPERATIONS. REACHING OUT TO LOCAL COMPANIES TO DONATE RAFFLE ITEMS AS WELL AS FOR THE PRINTING OF TICKETS CAN HELP REDUCE THE COSTS ASSOCIATED WITH THESE FUNDRAISERS. LEVERAGING SOCIAL MEDIA TO PROMOTE THE SALES OF RAFFLE AND 50/50 TICKETS IS A GREAT WAY TO REACH A BROADER AUDIENCE. BE SURE TO CHECK RULES AND REGULATIONS FOR YOUR JURISDICTION RELATED TO OPERATING A RAFFLE OR 50/50 DRAW.



# CONNECT WITH US



## POWERHOCKEY CANADA

### WEBSITE

[WWW.POWERHOCKEYCANADA.COM](http://WWW.POWERHOCKEYCANADA.COM)

### EMAIL

[INFO@POWERHOCKEYCANADA.COM](mailto:INFO@POWERHOCKEYCANADA.COM)



@POWERHOCKEYCAN

