

OPEN ICE INITIATIVE

IMPACT SNAPSHOT

Free hockey, pro coaching, and gear for Toronto youth · About 9 months of proof

Toronto registered nonprofit

Founded 2024 · open-ice.org

100% free to every family



Hockey FUNdamentals camps at Ted Reeve Community Arena, East Toronto

60+

campers reached
in about 9 months

\$32,000+

in gear distributed
theirs to keep, always

Hundreds

of applications
for a limited number of spots

2M+

media impressions
CTV, CP24, TSN, local press

\$800

puts one Toronto kid on the ice for a camp.

About \$560 for the camp session plus \$400 to \$500 in gear. The gear is theirs to keep.

HOW WE TARGET

We use TDSB Learning Opportunities Index (LOI) data to reach the highest-need neighbourhoods:

Regent Park · St. James Town · Thorncliffe Park · Flemingdon Park · Oakridge

WHO DELIVERS IT

Cameron Gaunce, a 15-year pro (Colorado, Dallas, Pittsburgh, Tampa Bay) and TSN analyst, leads on-ice coaching.

A 17-member student executive runs camps.

IN THE NEWS

Click any outlet to watch or read the coverage.

CTV NEWS

National · Mar 2026
ctvnews.ca

CP24

Toronto · Mar 2026
cp24.com

BEACH METRO

Local · Mar 2026
beachmetro.com

TORONTOTODAY

Feature · 2026
torontotoday.ca

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"You didn't just give them skates. You gave them a chance to believe they are the same as other children."

Messeret D., parent of twin boys, Regent Park

Andrew Adair, Founder and President

andrew.adair@ucc.on.ca · 437-775-6292 · open-ice.org

Put the next child on the ice.

Corporate support is a marketing and advertising expense. Not a charitable receipt.