

Mail Application to:
Minnesota Hockey
Recruitment and
Retention
317 Washington Ave
St Paul, MN 55102

PASS THE PUCK GRANT PROGRAM



What is the Grant Program?

It is a Minnesota Hockey sponsored program which will issue grants of up to \$2000 per applicant. Successful applications and points of contacts will be on our website for reference.

What is the Grant Program's purpose?

- ✓ Promote innovative ideas to grow hockey participation in Minnesota's Community-based Hockey programs.
- ✓ Tap the ingenuity of our community-based programs
- ✓ Create on-line repository of "best practices" for program growth
- ✓ Offset costs for first time run programs or events to recruit new players .

Why are we establishing a "Pass the Puck" grant program?

- ✓ *Hockey Participation* – Many young people in Minnesota play hockey but simply put, we should never take that for granted. Inviting new families into hockey and doing what we can to keep families involved in hockey must always be a priority.
- ✓ *Perception* – Some people may believe that Minnesota Hockey doesn't give back to our programs.
- ✓ *Talented Volunteers* – The leadership for Minnesota's community-based hockey programs are talented and best positioned to grow the game.

Who is eligible to apply for a grant?

Local associations, who have a Minnesota Hockey Affiliate agreement, that is current and in good standing. Also are registered with the Minnesota Attorney General's office as being currently "Active" as 501 (c)(3) corporations

What type of information will be evaluated?

To ensure a program's viability, Minnesota Hockey will require that associations provide important details of the program such as budget, marketing plan, goals, issues, etc. Please see attached application for specific details.

For more details, please visit www.minnesotahockey.org/page/show/96273-recruitment-and-retention

Some Successful Ideas from Mid-American District

◆ **Minnesota Hockey**

- *The Xcel Energy/Minnesota Wild Play Our Game Equipment Grant Program*
- 124 hockey sets will be donated to hockey associations as an incentive to attract new participants to their program.

◆ **Rocky River Youth Hockey –**

- Program – Tot “Pond” Hockey
 - ◆ Multiple “Drop In” Sessions
 - ◆ Pre school age players "just skating and shooting the puck" wherever they want to go for 45 minutes.
- Funding used to purchase 15 sets of equipment.
- Results – Each session has had 7-12 participants. “There is terrific feedback from parents and the kids are having a great time.”

◆ **Northern Kentucky Youth Hockey –**

- Program – 3 Phase Beginning Hockey Program
 - ◆ Introduction To Hockey
 - ◆ Instructional
 - ◆ House
- Funding used to purchase equipment packages, offset ice costs and market program. Funding matched by Northern Kentucky Ice Center and Northern Kentucky Youth Hockey.
- Results – Approximately 45 New Players Age 6-8 yrs old.