

# SPORT

## ENGAGEMENT WITH

**17** Provincial  
Sport  
Organizations

**14** National  
Sport  
Organizations

**20**  
camps with  
sport development  
opportunities

More than  
**2000**  
individuals were engaged on the  
Sport Pathway (Grass roots, high  
performance and older adult)  
through ISWO over 6 months, across  
all 6 regions of the province

**220**  
people

**23**  
teams

participated in the Ontario Native  
Volleyball Invitational (ONVI)  
from more than 10 communities

**96**  
youth

**24**  
coaches

participated in the 2018 National  
Aboriginal Hockey Championships  
as part of Team Ontario

More than  
**25**  
clinics were held  
across Ontario for a  
variety of sports from  
April – October 2018

## COMMUNITY ENGAGEMENT

**54**  
email-campaigns sent  
to all communities,  
stakeholders and subscribers

**20**  
news (press)  
releases

**11,732**  
Total Number of  
Facebook Followers  
(across all ISWO channels)

**2,188**  
Total Number of  
Twitter Followers  
(across all ISWO channels)

**35%**  
increase of  
Facebook followers  
in a 6-month period

**86**  
Total number of  
communities engaged  
through sport opportunities

**4,969**  
Total number of subscribers  
(increase of 2,478 in 2018)

**\$250,000**  
raised in sponsorship dollars

First ISWO Pow Wow had  
**200** registered  
dancers and  
**1,500** people in  
attendance

## URBAN INDIGENOUS STRATEGY

**4** pilot  
communities  
representing **76,525** urban  
Indigenous  
Peoples

Historic

# 5-year

twin agreement supporting Indigenous wellness.



OTTAWA  
CANADA'S CAPITAL



A collaboration between the City of Ottawa, Ottawa Tourism and Algonquins of Pikwakanagan First Nation resulting in the hosting of several international sport and cultural events in the area, in addition to a multi-platform media partnership with the Canadian Broadcasting Company (CBC).



## ISWO BY THE NUMBERS 2018

#ACTIVATINGWELLNESS  
#TEAMONTARIO

**iswo.ca**



## MASTERS INDIGENOUS GAMES



**600**  
participants



Participation  
from  
countries **6**

**5000**

attendees over  
the 4 day event



**1500**

people attended the  
Embody the Spirit Pow Wow  
and Closing Ceremony



**59**

Indigenous  
communities  
represented in  
the Pow Wow

**200**

registered  
Pow Wow  
dancers



More  
than

**70**

performers

**300**

volunteers,  
85% of those  
returning  
NAIG volunteers



Facebook  
reach of  
**85,000**  
people in  
**49** countries

Media coverage garnered a  
total of

**255**

online  
broadcast, and radio hits and  
earned **38,778,110**  
impressions



**322**

medals awarded

**\$3 Million**

Economic Impact



## STANDING BEAR



Created in consultation with more than

**550**

Indigenous  
youth from  
across Ontario.

**4** OUT OF **5**

participants reported  
feeling an increased sense of  
self-identity and confidence.

**70**

Engaged  
Stakeholders.

**85%**

of activities  
directly incorporate  
teachings on  
Indigenous  
Cultural Identity.

**90%**

of participants  
report having a  
clearer vision  
for their future.

**95%**

of participants  
report feeling  
motivated to work  
towards bettering  
their own lives and  
their communities.