



Introducing Victory Vault: A New Way to Support the Grand River Mustangs

Win thousands in cash prizes while ticket proceeds fund the Grand River Mustangs initiatives and directly help our young athletes.

Victory Vault, launching **November 26th**, offering Ontarians weekly chances to win cash prizes while supporting young athletes across the province.

Rising Costs, Falling Participation

According to the 2024 *Jumpstart State of Play Youth Report*, **47% of youth say cost is the number-one reason they don't participate in sports**—making affordability the single biggest barrier to play across Canada.

Families report spending hundreds to thousands of dollars annually per child on sports, a cost that continues to rise—especially for hockey and competitive programs.

The *State of Play* survey found that **cost is a consistent barrier across every region, race, and gender**, proving that affordability challenges are nationwide.

That's where Victory Vault comes in.

Where Victory Vault Steps In

Victory Vault's mission is to **ease the financial burden of youth sports in Ontario** by providing local associations with a steady source of funding. This support allows the associations to **offset costs that would otherwise fall on parents**, helping to create a more inclusive and affordable environment for all young athletes.

How Victory Vault Works

Each week, participants buy tickets for a chance to win cash prizes. When they enter, they choose a local association or team to support—and every ticket helps fund young athletes in their community and across the province.

For more information or to purchase sweepstakes tickets, visit

www.victoryvault.ca.

Victory Vault sweepstakes is administered by Ascend Fundraising Solutions and is a joint initiative with participating Ontario sport organizations: Central York Girls Hockey Association, Sudbury Minor Hockey Association, Capreol Minor Hockey Association, Oak Ridges Soccer Club, Fort Frances Minor Hockey Association, Soo Pee Wee Hockey League, Grand River Mustangs Girls Hockey, Thunder Bay Chill Soccer Club.

About Ascend Fundraising Solutions

Ascend Fundraising Solutions is revolutionizing digital fundraising, with over \$2 Billion raised through its industry-leading platform and strategy. Trusted by 800+ charitable organizations worldwide — from your favourite NBA team's gameday 50/50, to your local hospital foundation's lottery.

"Celebrating 20 Years of Strong Girls, Strong Futures, and Stronger Communities – Grand River Mustangs."

