

2025 ANNUAL REPORT



**KIDSPORT
CANADA**

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MESSAGE FROM CEO

GREG INGALLS

CEO, KIDSPORT CANADA

In 2025, KidSport Canada reached an extraordinary milestone: we helped our one-millionth child into sport since the program began in 1993. This achievement belongs to the entire KidSport community and is a moment we can all celebrate together. This watershed moment reflects the passion and dedication of the more than 3000 KidSport volunteers and staff working together with a shared belief that every child deserves the opportunity to play. I am deeply grateful to each of you for the role you have played in making this possible.

This year also marked two important steps forward in our national growth. SportJeunesse Quebec funded its first child into sport and supported 207 kids in its inaugural year - an incredible start that we look forward to building on in the years ahead. We were also proud to welcome KidSport Yukon to the organization, expanding our reach even further across the country.

Across Canada, our 176 local and provincial KidSport chapters continued to make an extraordinary impact. Together, they raised and distributed more than \$16.2 million in sport registration fees, helping nearly 50,000 children participate in sport this year alone. Behind each of those numbers is a child who felt included, developed a community of friends and learned life long healthy habits of being physical while playing sport. Each one of their lives are better because they started or continued playing sport.



KidSport exists because of the strength of our partnerships. We are grateful to our national partners - the Government of Canada, Saputo, Seaman Hotchkiss Hockey Foundation, Kelloggs and Lululemon - as well as Under Armour and Source for Sports who proudly support KidSport as their national charity of choice. To all of our sponsors, donors, and partners across the country, thank you for believing in the mission of KidSport. Together, we are working toward an ambitious goal of helping 66,000 children access sport annually by raising \$20 million in 2028.

Providing children with access to sport has never been more important. I was reminded of this recently when I saw a video of actor Chadwick Boseman - from Black Panther - thanking Denzel Washington for a scholarship that he had given to him to help him pursue his dreams. Boseman said, "An offering from a sage and a king is more than silver and gold. It is a seed of hope, a bud of faith." I believe that sentiment captures the spirit of KidSport. What we provide is more than paying for sport registration fees. We are providing hope and opportunity to children who might otherwise not have any. One at a time, we are changing the lives of Canadian children for the better through sport.

THE KIDSPORT “WHY”



→ Vision

We envision a Canada where all children have the opportunity to participate in sport.

→ Mission

KidSport supports children who need financial assistance with sport registration fees and equipment costs. We believe that the power of sport participation promotes the development of children's social, mental and physical well being. Through increasing access to quality sport programs, KidSport strengthens communities across Canada.

OUR 2025 IMPACT

From after-school soccer stars to Olympic Champions, the story of sport is the story of Canada. Since 1993, KidSport has helped over 1 million kids experience the joy of organized sport, and in return, sport has created all kinds of positive change for Canadians.

Children Assisted in 2025

→ 49,401

Registration Fees

→ \$15,950,086

Equipment Fees

→ \$289,973

Total Impact

→ \$16,240,058



KIDSPORT IMPACT BY YEAR



Children assisted with sport registration fees through KidSport per year

→ 27,379
2022

→ 40,203
2023

→ 48,145
2024

→ 49,401
2025

1 MILLION KIDS!

The KidSport program began in British Columbia in 1993 and has since grown to 176 chapters across every province, the Northwest Territories and the Yukon. In 2025, we are proud to celebrate helping our one millionth child in Canada access organized sport. At KidSport, we believe in the power of sport to support children's mental health, well-being, and overall quality of life - and that's why our work is far from done.



“Sport is a vital tool in the growth of our communities and our children. KidSport has successfully reduced financial barriers to entry for so many Canadian youngsters. We're a healthier, stronger Canada because of KidSport.”

John Mills, Sport BC CEO during founding of KidSport

OUR 2028 GOAL

KidSport Canada has set an ambitious objective to grow each year towards our goal for 2028

→ **\$20M**

Total funds raised in 2028

→ **66K**

Children assisted in 2028

TOP 5 SUPPORTED SPORTS



Soccer

→ 14,166



Hockey

→ 7,089



Gymnastics

→ 4,060



Basketball

→ 2,844



Figure Skating / Skating

→ 2,324

Thank you KidSport for giving kids like mine the opportunity to experience sports. We've been in Canada for less than two years and are still finding our footing, but my Lucas loves soccer. Your support means so much to us, and we truly appreciate the opportunity you've given them to play and enjoy the game. Thank you for making this experience possible!

**Sanchez family,
Calgary Alberta**

KIDSPORT DATA/DEMOGRAPHICS

Sport participation helps new Canadian children adapt to their new country. In fact, 87% of new Canadians say they feel more connected to their community when they watch their children play or volunteer with a team. But for many families, cost stands in the way - 54% of newcomer children are unable to participate in sport within their first three years in Canada. That's where KidSport makes a difference. ¹

→	New Canadian Athlete	9,067
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→	18%	Of 2025 KidSport Grants

Financial barriers are a primary determinant of access to sport for racialized athletes. Societal-level changes that reduce barriers to access can create meaningful, lasting improvements in equity. Targeted community and national funding initiatives can play a transformative role in supporting long-term athlete development. ²

→	Indigenous Athletes	5,615
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→	11%	Of 2025 KidSport Grants

Approximately 14% of Canadians have a sensory, intellectual or physical disability, and some of these persons may have more than one disability. Canada has been recognized for achieving outstanding success in Paralympic sport, Special Olympics, Deaflympics, and other sports for athletes with disabilities, but there are concerns that systemic factors continue to limit access to sport and physical activity for persons with disabilities. ³

→	Athlete with a Disability	1,520
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→	3%	Of 2025 KidSport Grants

¹ Playing Together report – Institute for Canadian Citizenship

² Sport Information Resource Centre (SIRC). (n.d.). Fair play: Addressing inequities in high performance sport

³ Sport for Life: Athletes With Disabilities

CHILDREN ASSISTED BY PROVINCE/TERRITORY

ALBERTA

→ 22,145

BRITISH COLUMBIA

→ 10,933

MANITOBA

→ 1,872

NEW BRUNSWICK

→ 822

NOVA SCOTIA

→ 3,269

NEWFOUNDLAND

→ 314

NORTHWEST TERRITORIES

→ 129

ONTARIO

→ 3,453

PRINCE EDWARD ISLAND

→ 1,123

QUEBEC

→ 207

SASKATCHEWAN

→ 5,134

ANOTHER MILESTONE REACHED



In 2025, KidSport proudly raised \$1,477,720 going far beyond our \$1M goal!

The “Give the Gift of Sport” (GGOS) Campaign is KidSport’s largest annual fundraising campaign. The campaign takes place between November - January with the objective of inspiring donors, corporations etc. to contribute to the access of more children in Canada to play sport. KidSport’s 14th annual GGOS campaign knocked all other campaigns out of the water by raising more than EVER!

OUR PARTNERS

MAJOR NATIONAL PARTNER

Canada

NATIONAL PARTNER



SHHF

Seaman Hotchkiss Hockey Foundation

Saputo

Kellogg's
Cereal



lululemon

NATIONAL CHARITY OF CHOICE PARTNER



Campbell's



140 years
Homewood
Health
Experience the power of care



Our partners provide invaluable support to help us reach our goal of ensuring no child is ever left on the sidelines. Thank you to all of our partners for your continued support in this effort!

OUR BOARD

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→ CEO – Sport Nova Scotia

FARHAN LALJI

→ Director At Large

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→ Accounting Manager – Sport Nova Scotia

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→ Director At Large

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TERRANCE YUAN LI

→ Director At Large

KATHY SALMON

→ Director – KidSport Society of Alberta

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EVAN ANDREW

→ Board Member, Director – Brand & Revenue, Sport Manitoba

CONTACT US

- Website: kidsportcanada.ca
- Email: info@kidsport.ca

SOCIALS

- [@KidSport.Canada \(Instagram\)](#)
- [@KidSport \(X\)](#)
- [@KidSportCanada \(Facebook\)](#)
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