



CALGARY & AREA



CALGARY FLAMES
Sports Bank
A KidSport Calgary Program

So ALL Kids Can Play!



2021
ANNUAL REPORT

VISION

We envision all the communities we serve as a place where all children have the opportunity to participate in sport.

MISSION

KidSport supports children who need financial assistance with sport registration fees and no cost equipment through our Calgary Flames Sports Bank. We believe 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 our community.

MESSAGE FROM THE CHAIR

For our community, 2021 was another year of uncertainty and challenges. KidSport Calgary and the sports community was certainly not immune to the continued disruptions from the COVID-19 pandemic stretching into its second year. The effects of cancellations and pauses left kids without a positive outlet that many of them rely on in their day to day lives. These disruptions have had an immense impact on the children of our community as they were left without the activities they love, the friendships with which they thrive and role models from whom they watch and learn.

At KidSport, we couldn't sit back and wait for sports to return. To do so just isn't in our DNA. Instead, we worked proactively with our partners focusing on getting sports gear and equipment into the hands of kids to help them get outside and active. We introduced curbside pickups and focused on equipment like scooters, skateboards, skates, rollerblades, skis, toboggans and snowshoes. The success of this focus led to the launch of our first ever "Play Pack Program powered by the Flames Foundation" in the spring of 2021. We distributed 300 play packs to low-income households across our community to give a boost during these difficult times. The Play Packs were intentionally built to include equipment for three sports, including brand new equipment across 10 different sports, all sourced through local partners in the local sports community.

As sport slowly began to return in the last half of 2021, we saw a gradual pick up in applications for our sport registration fee assistance program and an increase in equipment outfitting through our Calgary Flames Sports Bank. During this time, we saw over 30% of applicants approved being new to the KidSport system.

The success of the Play Pack program as well as the significant increase in new families to our programming quickly showed us the power sport will play in the recovery of our communities. These are strong indicators of the significance of sport as critical in the lives of our kids as they strive to get back some of the activities they so dearly missed. For low-income families, our support will be essential to reactivating sport as part of their households. The importance of sport in creating positive environments and outlets has only been highlighted as a result of the events of the past two years. This is why KidSport Calgary is stepping up our commitment to qualified kids in 2022 so we can get more kids back into sport.

Effective January 1, 2022, we have increased our funding per qualified child to \$500 per calendar year. This is the highest amount we have ever be able to provide. We do this to support the families and organizations of our community who need us most. This increased level of support will help get our kids back playing while also providing our sport community with increased financial support to ensure these organizations can continue to provide programming.

On a personal note, I am extremely proud of the accomplishments of KidSport Calgary over the last number of years. KidSport Calgary is positioned as a key contributor to healing our communities after COVID-19 as we bring our families back to sport and impact more than we have ever before. As outgoing chair, I have had the opportunity to reflect on the 10+ years that I have been able to serve KidSport Calgary. I can say with confidence that the best is yet to come for KidSport Calgary as the organization continues to grow in reach and increase in impact.

On behalf of the entire KidSport Calgary organization, I would like to thank all who have and continue to donate, volunteer, advocate, sponsor and partner with our organization and cause. It is because of your generosity that we are able to use the power of sport to positively impact the lives which are the foundation of our community – our kids. It is because of you that KidSport Calgary will continue to have such an amazing impact on the lives of the kids who need us most. THANK YOU.

WILSON ACTON, BOARD CHAIR

2021 TOP SUPPORTED SPORTS



SOCCER 731 KIDS \$167,127

Invested into local soccer programs.



HOCKEY 447 KIDS \$263,988

Invested into local hockey programs.



MARTIAL ARTS 209 KIDS \$53,837

Invested into local martial arts programs, including martial arts, karate, taekwondo, parkour, boxing/kickboxing, jujitsu, judo.



BASKETBALL 175 KIDS \$48,118

Invested into local basketball programs.



FOOTBALL 145 KIDS \$37,246

Invested in minor football.



DANCE 123 KIDS \$31,766

Invested into local dance programs.



GYMNASTICS 113 KIDS \$24,364

Invested into local gymnastic programs.



SWIMMING 75 KIDS \$11,182

Invested into local swim programs.



BASEBALL 69 KIDS \$12,872

Invested into local baseball programs.



SKATING 61 KIDS \$9,939

Invested into local learn to skate programs.



2021 IMPACT



2,507
KIDS PROVIDED FUNDING

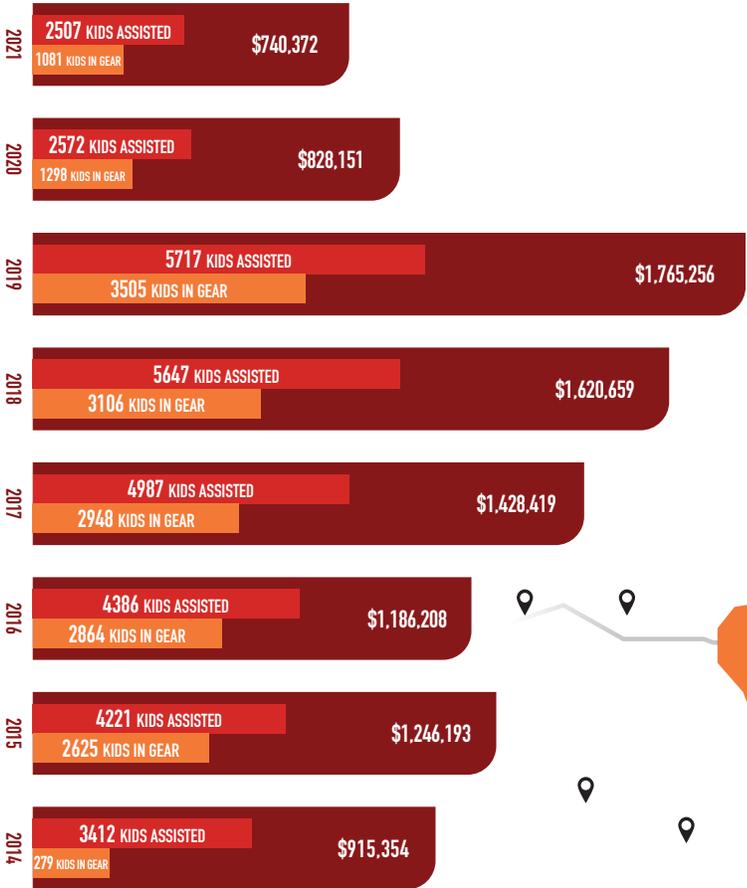
\$740,372
DISTRIBUTED TO OUR LOCAL SPORT COMMUNITY



1,081
KIDS PROVIDED NO COST EQUIPMENT

5,940
PIECES OF EQUIPMENT DISTRIBUTED

YEAR OVER YEAR IMPACT KIDS ASSISTED // KIDS IN GEAR // FUNDS DISTRIBUTED



SUPPORTED COMMUNITIES

- AIRDRIE**
135 | \$35,503
 - CALGARY**
2277 | \$660,534
 - CHESTERMERE**
21 | \$5,655
 - COCHRANE**
46 | \$12,938
 - FOOTHILLS**
6 | \$1,500
 - HIGH RIVER**
22 | \$6,143
 - MORLEY**
16 | \$4,800
 - ROCKY VIEW COUNTY**
14 | \$3,055
 - STRATHMORE**
13 | \$3,508
 - TURNER VALLEY**
11 | \$2,819
 - OTHER**
15 | \$3,917
- KIDS ASSISTED | FUNDS DISTRIBUTED



Thanks to Rosenau Transport thousands of pieces of equipment were distributed to communities throughout Southern Alberta including larger shipments to Lethbridge, Red Deer, Siksika Nation, Eden Valley, and Piikani Nation, Tsuut'ina Nation and Morley.

*Audited financial statements are updated on our website following our AGM each year. **The Calgary Flames Sports Bank (originally Comrie's Sports Bank) opened in August 2014.

COVID RESPONSE

CURBSIDE PICKUP/ EQUIPMENT OUTREACH

We started off the New Year by launching a curbside program so that families could drop by to pick up skates & helmets, snowshoes, and toboggans so kids could get outdoors when sport was paused. As spring rolled around, the Parks Foundation "Embrace the Outdoors" grant helped us get over 150 kids back outdoors with skateboards, scooters, and helmets.

PLAY PACKS



In the Spring of 2021, many sport programs were put on pause once again due to the pandemic. Even though programs were cancelled, we wanted to ensure that kids could still get active and play. With the help of our incredible partners, we were able to create our Back to Sport Play Packs in June of

2021! These play packs included gear for kids to try out different sports ranging from football to lacrosse, badminton and more! We distributed 300 Play Packs to families across Calgary & Area so that their children could remain active while sports were on pause. Big thanks to the Flames Foundation for powering this program!

Thank you to our Play Pack partners:

Elev8 Lacrosse
Cavalry FC
Squeeze YYC
Alberta Tennis Centre
Gao Tao Badminton
Tuxedo Sports
Calgary Ultimate
Calgary Handball
B&P Cycle & Sports
Calgary Aussie Rules Football
Calgary Hitmen
Calgary Stampeders
Genesis Basketball
Skip Time

“ I wanted to express my sincere gratitude for the generosity shown by your organization (or those behind the organization). The kids were thrilled to get new gear, and we are so thankful for the financial assistance to play a great, but expensive, game.”

PARTNERS



Special thanks to some of our 2021 Hall of Fame Donors - Raduloff Family Foundation, Sanjel, Bill Comrie, Byram Family Foundation



2021 SAW KIDSPORT RECYCLING PARTNERS RECYCLE MORE THAN 2.97 MILLION CONTAINERS!

2021 saw the KidSport Recycling program continue to build momentum through the residential pick-up part of the program that offers a safe, contactless pick up that gave hundreds of members of our community the chance to donate to KidSport Calgary through the simple yet powerful contribution of their household empties!

KidSportRecycling.ca

Let's keep the momentum going. Sign up your household by texting 403-680-8776

Proud partners with Happy Can Bottle Depot @KidSportRecycle @KidSportRecyclingYYC

HOW TO GET INVOLVED

Investing in the youth of our community, through sport, will provide them with life changing experiences that will make us a stronger community for the future. Join our team in 2022 and be part of making it So ALL Kids Can Play!

HERE ARE A FEW WAYS YOU CAN GET INVOLVED IN SUPPORTING US.

VOLUNTEER OR DONATE	AND SEE IF YOUR COMPANY OFFERS A VOLUNTEER MATCHING PROGRAM
SPREAD THE WORD	SUGGEST KIDSPORT/FLAMES SPORTS BANK AS THE CHARITY OF CHOICE FOR AN EVENT YOU ARE A PART OF, YOU KNOW OF OR THAT YOUR COMPANY RUNS
MONTHLY DONOR	JOIN OUR GROWING TEAM OF MONTHLY DONORS
SPONSOR OR DONATE	INTRODUCE US TO YOUR COMPANY'S COMMUNITY INVESTMENT OR SPONSORSHIP TEAM SO WE CAN BUILD A GREAT PARTNERSHIP TOGETHER
UNIQUE METHODS OF GIVING	WE HAVE A VARIETY OF UNIQUE WAYS TO GIVE TO SUPPORT OUR CAUSE. GET IN TOUCH WITH US SO WE CAN SHARE SOME IDEAS WITH YOU OR YOUR ORGANIZATION
DONATE EQUIPMENT	YOU CAN DONATE YOUR GENTLY USED KIDS SPORTS GEAR TO ANY WOOD AUTOMOTIVE GROUP DEALERSHIP. LAST YEAR THESE AMAZING DROP OFF LOCATIONS CONTRIBUTED TO 32 DROP OFFS, WITH OVER 3,500 PIECES OF EQUIPMENT BEING DONATED FROM OUR COMMUNITY

Contact us to have a discussion if you are interested in joining and supporting our team!

KEVIN WEBSTER EXECUTIVE DIRECTOR // KEVINW@KIDSPORTCALGARY.CA // 403-202-0251

OUR TEAM

VOLUNTEERS – The backbone of our organization continues to be the amazing volunteers who give their time in the office, shop, at events, and in our community.

OUR AMBASSADORS – A special thank you goes out to the fantastic athletes, coaches, media personalities, Olympians and leaders who stand with us as we work to make it So ALL Kids Can Play!

OUR FRONTLINE TEAM – Thank you for all you do for our families!

Jeff Shepherd Brody Norton Kelly Oehlerking Kevin Webster
Lisa Parham Kate Hufnagel Kirsten Hunter Kelley Walker

BOARD MEMBERS

Wilson Acton Kevin Kobelka
Al Coates Travis Rhine
Shauna MacDonald Josh Crittenden
Peter de Jong Rob Kerr
David Benson Jeremy Gackle
Chris Protti Jodi Drake
Murray Sigler Angela Thompson
Aaron MacNeil

Special thank you to outgoing board members Al Coates, Wilson Acton, Shauna MacDonald, Peter de Jong and David Benson. We thank you all for the significant contribution of your time, passion and talents in helping our cause get more kids the support they need.

2021

“KidSport has provided a means for my children to continue to maintain skills and friendships (not to mention build new ones) as I work to rebuild our life after an extreme financial set-back.”



Our work is not done.

Sport is going to play a critical role in building back our community and for the families and kids we assist our support is needed now more than ever.

Join us in getting kids back to sport in 2022 and beyond!

Phone: 403-202-0251 **Email:** kevinw@kidsportcalgary.ca

VOLUNTEER // APPLY // DONATE // SPONSOR

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