

2025 ANNUAL REPORT



CALGARY & AREA



CALGARY FLAMES
Sports Bank
A National Sports Bank



So ALL Kids Can Play!

VISION

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

MESSAGE FROM KIDSPORT SOCIETY OF ALBERTA CO-FOUNDERS

As we proudly celebrate 30 incredible years of offering children the chance to participate in sports, we want to express our heartfelt gratitude to everyone who has been instrumental in this journey. Our founding provincial sponsors: Alberta Sport Council, Alberta Energy Company (AEC) – later EnCana, Alberta Treasury Branches (ATB), and Alberta Government Telephones (AGT) launched KidSport in Alberta in 9 cities as a legacy of the 1995 AGT March of Champions on route to the 1995 Canada Winter Games in Grande Prairie. We are grateful to our initial honorary spokespeople Kurt Browning, Jerome Iginla, Catriona Le May Doan, and Kyle Shewfelt, who lent their names because they believe in sport as a powerful force for shaping commitment, persistence, leadership, and lifelong skills. Their support opened the door for thousands of children to experience the joy of sport. In the beginning, KidSport was new and no one really knew what the charity was all about, many volunteers set up information booths and held fund-raising events. We extend a special thank you to our founding Calgary KidSport Board led by Reid Schmidt, Sue Chambers, Sue Scott, Ginny Moore and Laurie Wallace, whose commitment was invaluable. As we started to raise funds and awareness, we were able to fund kids' sport registration fees. With the help of early partnerships with Ed Whalen, Safeway and Sports Swap we were able to gather and distribute sports equipment too. The Calgary Flames Sports Bank distributes equipment today. As KidSport Calgary grew we were able to reach more families our community and build our organization through unique partnerships. Colin Patterson and Perry Berezan at the helm of 3 on 3 Pond hockey, helped ignite our relationship with the NHLPA and the Calgary Flames. Jerome Iginla was generous donating funds with each goal scored. The Burns Foundation provided financial support to distribute grants to kids. Calgary Minor Soccer, which was the number one sport funded by KidSport, was a pioneer as a sport federation who gave back to a charity by raising and donating funds to get more kids in the game. Eric Francis created Pizza Pigout as a fun way to experience Calgary's best pizza makers and raise funds for local charities like KidSport. The Corporate Challenge also has supported KidSport for many years. There are many other partners, sponsors and events over the years along with the citizens of Calgary who volunteered, donated, sponsored, and supported KidSport and helped it to become a household name. Since 1995, There have been many KidSport Calgary board members who gave time and expertise so that KidSport could develop partnerships, raise more funds and help more kids. We want to recognize some long serving staff members Greg Ingalls, Debra Kluck, Kevin Webster and Lisa Parnham who have developed KidSport into an efficient and credible organization. Together, we have fostered a more vibrant community, ensuring that every child can play, grow, and thrive. Thank you for being an integral part of our mission; your contributions have truly transformed lives. Here's to many more years of making a positive impact!

KATHY SALMON – INAUGURAL EXECUTIVE DIRECTOR 1994 AND KIDSPORT ALBERTA BOARD 2000-PRESENT

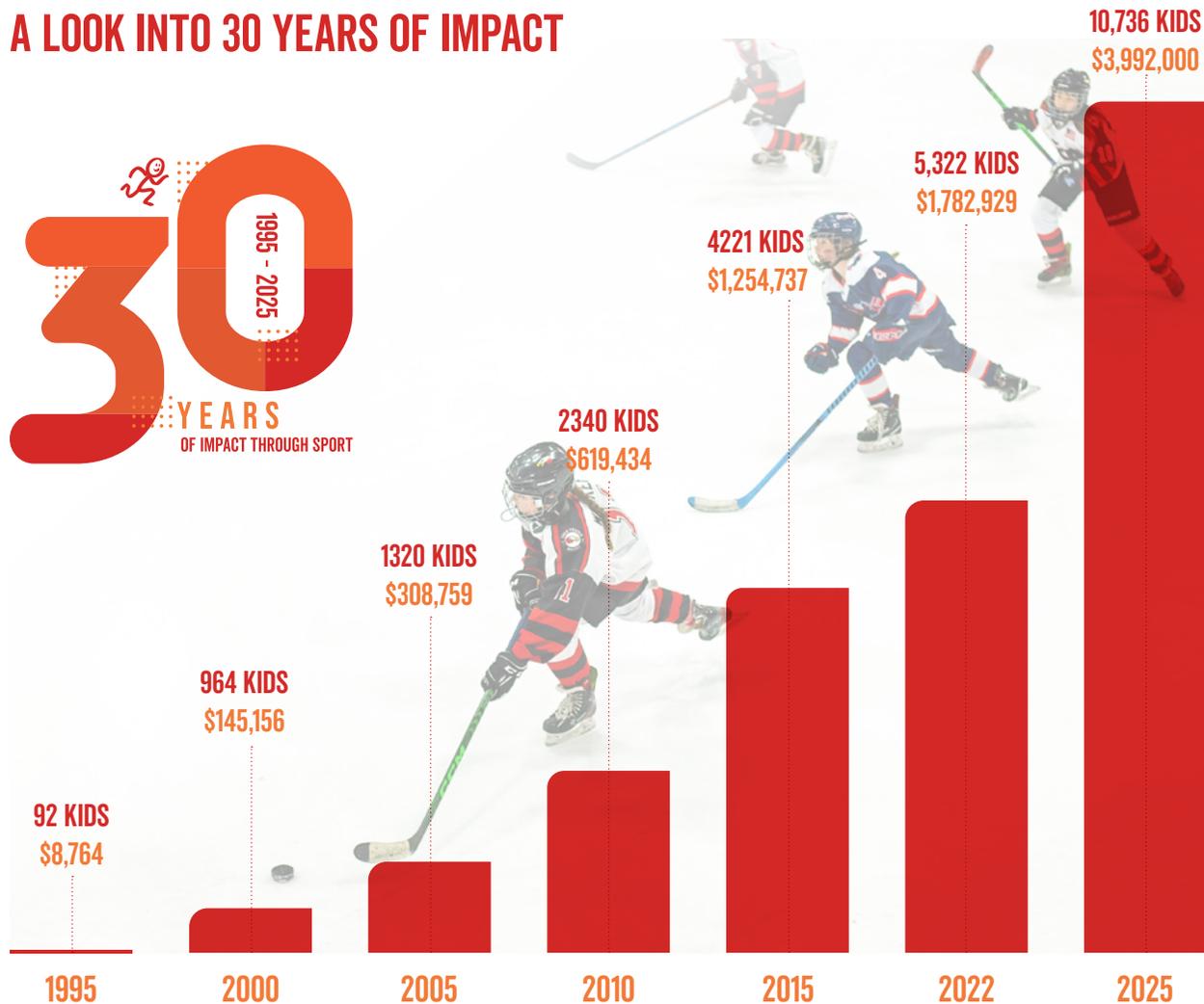
KELLY BLACKSHAW – CO-FOUNDER AND BOARD CHAIR KIDSPORT ALBERTA 1994



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. By increasing access to quality sport programs, KidSport strengthens our community.

A LOOK INTO 30 YEARS OF IMPACT



OVER THE PAST 30 YEARS KIDSPORT CALGARY AND AREA HAS ASSISTED 92,548 KIDS ACCESS SPORT.

This equates to \$27,473,434.00 invested in kids through sport in Calgary and Area. This is only possible due to the incredible support of our community.

The demand has grown dramatically over the years, and so has our community's support. With gratitude and appreciation, KidSport Calgary and Area helped **10,736 kids** play the sports they love. The average length of the programs where KidSport Calgary kids were registered was 6 months, giving kids meaningful, consistent days of play, connection, and growth through sport.

KEY IMPACT STATS OF 2025



TOTAL DOLLARS DISTRIBUTED

\$3,992,000

TOTAL NUMBER OF KIDS ASSISTED

10,736

SPORTS FUNDED

64

SPORT CLUB PARTNERS

842

COMMUNITIES IMPACTED



TOP FUNDED SPORTS IN 2025 BY NUMBER OF ATHLETES



CALGARY FLAMES SPORTS BANK



EQUIPMENT DISTRIBUTED:	19,335
NUMBER OF KIDS ASSISTED WITH EQUIPMENT:	4,264
KIDS ASSISTED THROUGH GROUP PROGRAMMING:	1,455



This year, thanks to the incredible support from Overtime Hockey Lanes, **209 pairs of skates** were sharpened for Calgary Flames Sports Bank kids.



1. Soccer

1497 KIDS // 3,267 PIECES OF EQUIPMENT



2. Hockey

988 KIDS // 8,721 PIECES OF EQUIPMENT



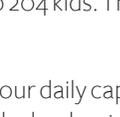
3. Skating

526 KIDS // 1,146 PIECES OF EQUIPMENT



4. Basketball

387 KIDS // 453 PIECES OF EQUIPMENT



5. Baseball/Softball

331 KIDS // 786 PIECES OF EQUIPMENT



6. Racquet Sports

268 KIDS // 719 PIECES OF EQUIPMENT



THE SPORTS BANK HOSTED A VERY SPECIAL VOLUNTEER OPPORTUNITY WITH OUR CHAMPION CLUB PARTNERS

The Outfitting Days provide an opportunity for partners and their employees to come in and see firsthand the impact their support has on kids in our community. Through these initiatives our partners helped us gear up 204 kids. This directly helped these kids step off the sidelines and into the game.

These volunteer sessions scale our daily capacity from 8 kids to 40 kids per day and are especially critical during peak periods, like the lead up to hockey/ringette season, when we outfit hundreds of kids in just one month.

SUSTAINABILITY & CIRCULAR ECONOMY IMPACT

Through support from the **City of Calgary’s Circular Economy Grant**, The Calgary Flames Sport Bank strengthened its commitment to sustainability by extending the life of sports equipment and reducing waste across the city. Running from July 2024 to July 2025, the project exceeded all original targets by collecting, redistributing, and responsibly recycling equipment to ensure more kids could access sport while keeping thousands of pounds of material out of landfills. This initiative not only supported children and youth facing financial barriers but also reinforced community-wide environmental stewardship through partnerships, equipment drives, and data-driven tracking practices.

SUSTAINABILITY OUTCOMES (2025)

TEXTILES RECYCLED
2,567 LB

METALS RECYCLED
5,758 LBS

PLASTICS RECYCLED
2,368 LBS

COMMUNITY CONTRIBUTIONS

17,785 PIECES DONATED THROUGH WOOD AUTOMOTIVE GROUP DROP-OFF LOCATIONS

4,256 ITEMS DONATED VIA EQUIPMENT DRIVES WITH CORPORATE PARTNERS, SPORT CLUBS, AND ASSOCIATIONS

3,030 ITEMS COLLECTED THROUGH 42 COMMUNITY CLEANUPS, OF WHICH: **1,954** ITEMS RE-DISTRIBUTED & **1,058** ITEMS RECYCLED OR RESPONSIBLY DISPOSED



KidSport Calgary’s Recycle Program led by Gord and Laurie Clayton, has made a lasting and meaningful impact over the years, helping thousands of kids access the joy and opportunity of sport. Through the incredible support of the community, **3,406,621 containers have been collected, eliminating 330,442.23 Kilos of greenhouse gases, saving 1,158,251.14 kWh of energy, and keeping 170,331.05 kg of waste out of landfills.** This remarkable initiative continues to create opportunities for young athletes while making a positive difference for our environment and our city.

2025 FINANCIALS

REVENUE & DISBURSEMENTS

TOTAL
\$4,076,785

\$3,992,000 CHARITABLE DISBURSEMENTS	\$84,785 SPORTS EQUIPMENT & SPECIAL PROJECTS
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REVENUE SOURCES

28% EVERY KID CAN PLAY	22% INDIVIDUAL DONORS	22% FOUNDATIONS/ GRANTS	19% EVENTS	6% STRATEGIC PARTNERS	4% OTHER
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2025 KIDSPORT CALGARY QUARTERLY SURVEY: APPLICANT INSIGHTS

In 2025, KidSport Calgary gathered valuable insights from 848 families through quarterly surveys, highlighting the program’s reach and impact. A significant 67% of respondents were returning applicants, demonstrating ongoing need for our support to overcome financial barriers in youth sports. Word-of-mouth and community networks emerged as key discovery channels, underscoring the program’s role in fostering inclusive sport access across diverse Calgary families. These metrics illustrate our program’s sustained value and community-driven growth. The quarterly data also revealed important shifts in who engaged with our organization throughout the year. Indigenous participation increased during the April to June and July to September periods, indicating stronger engagement during peak sport seasons and targeted outreach efforts. Across all quarters, the majority of respondents identified as newcomers to Canada, English as a second language households, or single parent families. Single parent households showed their highest level of engagement during the spring months from April to June, while newcomer families demonstrated their strongest participation in the October to December period, with 37% of respondents identifying as newcomers. These patterns reinforce the importance of year-round engagement and flexible support to respond to the evolving needs of Calgary’s diverse communities.

SURVEY RESPONDENTS

KIDSPORT FAMILIES ACROSS FOUR QUARTERS



FIRST-TIME VS. RETURNING APPLICANTS



TOP WAYS FAMILIES HEARD ABOUT KIDSPORT OR THE FLAMES SPORTS BANK



WHO WE SERVED IN 2025



EVENTS AND FUNDRAISERS HIGHLIGHTS

2025 marked a momentous year for KidSport Calgary as we celebrated 30 years of empowering kids through sport. The importance of our community was highlighted throughout the year, with numerous events, both grand and grassroots, showcasing the incredible support that has laid the foundation of our collective impact. Without the dedication of our partners, donors, and volunteers, this legacy of opportunity for Calgary's youth simply wouldn't be possible.



SNEAKERS AND DREAMERS, KIDSPORT CALGARY'S 30TH ANNIVERSARY GALA

On September 13th, KidSport Calgary & Area celebrated a major milestone of helping kids access sport for 30 years, with the Sneakers and Dreamers Gala. Showcasing the growth of our Impact from 93 kids in 1995 to over 10,000 in 2025. Rene Amirault and Colin Patterson co-chaired an incredible organizing committee and helped bring corporate Calgary and its vibrant sport community together for an evening of inspiring storytelling and connection. We are eternally grateful to our sponsors, table purchasers and everyone who laced up and joined us on this very special evening.

THANK YOU, SNEAKERS AND DREAMERS SPONSORS, SILENT AND LIVE AUCTION DONORS, AND TABLE PURCHASERS

PRESENTING SPONSORS: SECURE, RBC Capital Markets and ARC Resources. VIP Reception and Legacy Sponsor; ATB Capital Markets, Hat Trick Sponsor; Cooperators, Home Run Sponsors; Flames Foundation, Flint Corp, Incana Capital Markets, Assist Sponsors; McDaniel, Norton Rose Fulbright, CMSA, ARC Financial, Pembina and Obsidian.

AUCTION CONTRIBUTORS: Wood Automotive Group, Naden Lodge, Glenmore Audi, Craig Senyk Initiatives, The Prairie Emporium, Sportsnet, & Paradise Bay

TABLE PURCHASERS: AGAT Labs, Baker Tilly, Blakes, Eric F., EY, Flames Alumni, Greg I., Jerislowsky, Fraser Limited, Jodi and Brian D. John G., Kiwetinohk Energy, KPMG, Mike G. Nannette H., Paramount Resources, Petronas, PTW Energy, Rene A. Stamps Alumni, STEP, Sanjel and Spur Petroleum,



BRIAN BURKE'S TARGETS FOR KIDS PRESENTED BY GLENMORE AUDI

Our 9th Annual Brian Burke's Targets for Kids presented by Glenmore Audi saw Skeleton Olympian and KidSport Calgary Ambassador, Blake Enzie going head-to-head with Brian Burke himself till the very end to take home the Celebrity Annie Oakley Champion title. A huge thank you to all participants, sponsors, and Mr. Burke, whose support continues to make a difference for kids in Calgary. This event was sold out this year thanks to our amazing sponsors: NAPA Auto Parts, Higher Ground Consulting, South Street Burger, Cobs Shawnessy, Wild Rose Brewing, Hayloft Café, AHEIA.



ERIC FRANCIS' PIZZA PIG OUT PRESENTED BY BAKER TILLY

Who doesn't love pizza? We certainly know you do! Especially when it is time for Eric Francis' Pizza Pig Out presented by Baker Tilly. This year, the 23rd annual event raised a record \$105,000 for kids' access to sport. A heartfelt thank you to Eric Francis for continuing to leverage his platform in support of this cause, and to Pete the Plumber for donating an entire furnace and installation, which helped raise the dough in a big way. Thank you to our event sponsors; Baker Tilly, Qualico, Shaganappi Insurance, CBS Bio Oil, Group23, Tiene Energy and Petronas, Pete the Plumber.

THANKS TO OUR AMAZING PIZZERIA PARTNERS!! WITHOUT YOU, THIS EVENT WOULD NOT BE POSSIBLE!!

403 Local, Actually Pretty Good, Atlas Pizza & Sports Bar, Avatara Pizza Ltd., Bow Tie Pizza, Coco Brooks, Cold Beer & Pizza, Dillos Pizza, Gus's Pizza, Home & Away Sports Bar, Howies Pizza, Inglewood Pizza - Killarney, Inglewood Pizza, Il Centre, Italian Supermarket, Matador Pizza & Steakhouse, Melrose, Pauls Pizza, Pizza Bank, Pizza Face, PZA, Rooftop YYC, Sammy's World's Greatest Pizza, The Garrison Pub and Eatery, The Mash, Tops Pizza & Steakhouse Ltd. (South)

EVENTS AND FUNDRAISERS HIGHLIGHTS



CALGARY SURGE 50/50

For the third season in a row, the Calgary Surge supported access to basketball through their home game 50/50 sales, raising an incredible \$15,294.50 for KidSport. This funding contributed to 954 kids gaining access to basketball through KidSport Calgary and Area. Thank you, Calgary Surge!



KIDSPORT GOLF TOURNAMENTS

Golf tournaments continue to play a significant role in bringing the KidSport Calgary community together. 2025 was no different as tournaments across the city brought people together to celebrate milestones and honour individuals. We are grateful to the organizers and golfers who chose to support KidSport Calgary and the Flames Sports Bank through their tournaments.

THANK YOU: Big Hearted Mavericks, Tourmaline, Golf Day, FESP Cup, Stampeders Alumni, TWave, Connect Sport, Wilson Family Shindig, PepsiCo Canada West Foundation, AST, Duncan McRae Memorial, The Friends of Billy Powers, Kevin Wenzel Memorial, Buffalo Bobs, Qualico, Blackbull Pub, Alstar/Status, CSEG, Caltrax, TAQA, UCBPA UCCAPC.



Every Kid Can Play (EKCP) Program

The Government of Alberta's Every Kid Can Play (EKCP) Program continues to play a vital role in ensuring children and youth across Calgary and Area can participate in organized sport and active recreation. By reducing financial barriers at the point of entry, EKCP enables families to register their children in local programs, build healthy habits early, and stay engaged in sport as they grow. In 2025, EKCP funding allowed KidSport Calgary to support 4,967 children and youth, providing \$1,684,050 in direct registration fee assistance. This investment strengthens communitybased sport, supports local clubs, and helps lay the foundation for lifelong participation, personal development, and improved wellbeing for young people across the city.



1995 - 2025

THANK YOU TO OUR PARTNERS

Our partners play an important role in supporting KidSport Calgary. In 2025, their continued commitment helped reduce financial barriers and expand access to sport for kids across Calgary and Area. We are grateful for their support and for the shared belief that every child deserves the chance to play.

Change Makers



Champion Partners



Podium Partners



Goal Line Partners



Kickoff Partners



Game On Partners



A Big Thank You to the following partners for their support: Duncan McRae Memorial GT, Kevin Wenzel Memorial Charity GT, Glenmore Audi, Pete the Plumber, Caltrax, Cowboys, Poppy Barley, CSSC, the Gordon Family, Rose Foundation, Matt Rumpel Family Foundation, Byram Foundation, Heartstone Foundation Fund, Calgary Foundation, and Amy and Trevor Cooper.

In Honour of: Families and individuals in our community continue to honour the lives of loved ones through meaningful acts of generosity. Adding to a loved one's legacy through donations to our programs has allowed us to assist 1000's children with registration grants overall. We are truly grateful to the families who choose to honour their loved ones in this way.

MESSAGE FROM OUR LEADERSHIP

In 2025, we had the privilege of celebrating an extraordinary milestone, 30 years of KidSport Calgary & Area serving our community. Reaching three decades of impact is no small achievement. It speaks to the strength of our mission, the generosity of our supporters, and the unwavering belief that every child deserves the opportunity to experience the power of sport.

I could not be prouder of our organization and of this community for making this journey possible. Over the past 30 years, we have grown from a bold idea into a trusted, community-driven movement. Together, we have removed financial barriers, opened doors, and created opportunities for thousands of kids to build confidence, friendships, resilience, and lifelong skills through sport.

Throughout this anniversary year, we not only celebrated our history, but also honoured the people who built it, the founders who had the vision, the volunteers who gave their time, the donors and sponsors who invested in kids, the partners who amplified our reach, and the families who entrusted us to support their children. At the same time, we looked forward, laying the groundwork for the next chapter of KidSport Calgary & Area and deepening our commitment to equitable access to sport for all.

Our celebration culminated in our inaugural Sneakers and Dreamers Gala, a powerful and inspiring evening that perfectly captured the heart of our mission. It was a night to reflect, to connect, and to dream bigger. Most importantly, it directly supported a record number of local children in 2025 with sport registration fee assistance and access to no-cost equipment. The impact of that evening will be felt in gymnasiums, arenas, fields, and courts across our city.

As we close this milestone year, I want to say thank you once again.

If you have volunteered your time, donated funds, sponsored an event, attended a fundraiser, provided gently used equipment, advocated for our cause, or connected a family to our program, you have made a difference. You have helped ensure that a child who might otherwise have been left on the sidelines had the chance to play, to belong, and to thrive.

That collective impact is powerful. And it matters more than ever.

As we move into 2026, our work continues. The need remains strong, and so does our commitment. Together, we will keep growing the impact of KidSport Calgary & Area, strengthening our partnerships, and ensuring that cost is never the reason a child misses out on the life-changing benefits of sport.

The past 30 years have shown what is possible when a community comes together.

The next 30 begin now.

Jeremy Gackle,
Board Chair
KidSport Calgary and Area and Calgary Flames Sports Bank

OUR AMBASSADORS

At KidSport Calgary, we are so fortunate to be represented by athletes, community leaders, celebrities and everyday advocates. These incredible individuals use their voices, platforms, and passion to spread awareness and help break down financial barriers to sport. To each ambassador who shares our mission and stands with us in making sport accessible, we are beyond grateful. Thank you for believing in the power of sport to change lives!

BOARD OF DIRECTORS & COMMITTEE MEMBERS

Jeremy Gackle – Board Chair
Chris Protti – Director
Kevin Kobelka – Director
Travis Rhine – Director
Carlo Bruneau – Director
Bronwyn Inkster – Director & Chair Governance
Jodi Drake – Director & Chair Internal
Josh Crittenden – Director & Chair Finance
Angela Thompson – Director & Chair External
Dr. Michael Geddes – Director
Imran Gulam – Director & Treasurer
Colin Bergmann – External Committee



OUR FRONT LINE TEAM

Lisa Parham – Community Relations & Finance Manager
Brody Norton – Operations & Outreach Manager
Mirela Rahneva – Partnerships Development Manager
Eden Wilson – Community Engagement Coordinator
Jeff Coates – Operations Coordinator
Lauren Hedley – Community Impact Coordinator
Ryan Karkkainen – Operations Coordinator
Kyra Chmielewski – Administrative Coordinator
Kirsten Hunter – Bookkeeping
Kevin Webster – CEO KidSport Calgary & Calgary Flames Sports Bank



As a young kid I always dreamed of playing football in the United States. Of course, there were hard times and times where I wanted to quit and find something new. As the years went on with the support through KidSport Calgary, that dream soon came true when I was 15 years old. I got my first football offer to play at a prep school called football North. We played in the States, travelled and visited universities and participated in college camps. Although I did part ways with Football, I am now a 21-year-old with a successful clothing line and make social media content for local businesses.

Without KidSport I don't think this could have been possible.

KIDSPORT CALGARY GRANT RECIPIENT 2006-2010 & 2011-2015



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VOLUNTEER // APPLY // DONATE // SPONSOR

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