



# 2023 ANNUAL REPORT



**INVESTING IN COMMUNITY TO SUPPORT  
INCLUSIVITY AND GROWTH AMONGST OUR YOUTH**

## **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 OUR LEADERSHIP**

2023 was a record year for KidSport Calgary & Area and the Calgary Flames Sports Bank. With over 10,000 qualified (low-income) kids assisted with sport registration fee assistance and no cost equipment, our impact has never been greater. Over \$2.7 million was invested back into our Calgary & Area sport community through our sport registration fee assistance program. Another record!

None of this amazing investment in local kids' lives would have happened without our incredible network of supporters. Starting with the Province of Alberta, and their Every Kid Can Play program to the corporate partners, individual donors, third party events, our internal fundraisers, community foundations, grants and kids that have chosen to powerfully give back as individuals or teams.

With all of this support, the record demand leaves us still working to build a strong base of supporters to ensure we can continue saying "Yes" to every qualified child who needs our assistance. This will take a great deal of work as we look to raise more than \$3.5 million in 2024 in order to maintain our ever-growing positive track record of investing in the lives of kids in our community, through sport.

We are proud to support kids from all corners of our community, of all abilities, all genders, race, religion, and sport. We are proud to deliver the gift of sport to low-income kids and their parents/guardians who want their kids to receive the amazing benefits of sport. And we are committed to continuing the work needed to deliver this gift to the thousands of deserving kids who need our help to get on the field, gym, pool, ice, court and studio right here in the communities we call home.

Join us and together we can continue this profound impact on our future leaders who need us today!

**JEREMY GACKLE, BOARD CHAIR**



# 2023 AT A GLANCE

2023 MARKS THE FIRST YEAR WE REACHED AND SURPASSED  
**\$2,000,000** IN SPORT REGISTRATION ASSISTANCE

GIRLS ASSISTED

**2,804**

BOYS ASSISTED

**5,064**

DOLLARS DISTRIBUTED TO FUND CHILDREN IN SPORT

**\$2,778,608**

KIDS ASSISTED (NEW RECORD FOR A SINGLE YEAR)

**7,868**

SPORT CLUBS IN CALGARY & SURROUNDING AREA ASSISTED:

**723**

KIDS ASSISTED WITH NO COST EQUIPMENT:

**3,737**

PIECES OF EQUIPMENT DISTRIBUTED:

**16,668**

NUMBER OF SPORTS FUNDED

**74**

NEW HELMETS DISTRIBUTED TO COMPETITIVE PLAYERS:

**570**

SOCCER GAINS NEW HEIGHTS OF PARTICIPATION WITH  
**2,372 KIDS AND OVER \$800,000** DISTRIBUTED



## DOLLARS DISTRIBUTED



### SOCCER

**\$842,376** DISTRIBUTED TO 464 GIRLS & 1,908 BOYS FOR A TOTAL OF **2,372 KIDS**



### HOCKEY

**\$446,085** DISTRIBUTED TO 108 GIRLS & 639 BOYS FOR A TOTAL OF **747 KIDS**



### BASKETBALL

**\$263,118** DISTRIBUTED TO 197 GIRLS & 559 BOYS FOR A TOTAL OF **756 KIDS**



### MARTIAL ARTS

**\$166,245** DISTRIBUTED TO 145 GIRLS & 271 BOYS FOR A TOTAL OF **416 KIDS**



### DANCE

**\$165,946** DISTRIBUTED TO 393 GIRLS & 40 BOYS FOR A TOTAL OF **433 KIDS**



### GYMNASTICS

**\$166,245** DISTRIBUTED TO 145 GIRLS & 436 BOYS FOR A TOTAL OF **571 KIDS**



### OTHER SPORTS

**\$735,594** DISTRIBUTED TO 1,362 GIRLS & 1,211 BOYS FOR A TOTAL OF **2,573 KIDS**

# IMPACT IN THE COMMUNITY

KidSport Calgary, alongside its Calgary Flames Sport Bank, strives to bolster children's lives through engagement in sports. We firmly believe in the profound benefits sports offer for children's development and work tirelessly to remove financial barriers hindering their access to physical activity's advantages.

In 2023, KidSport Calgary experienced a significant uptick in requests for Registration Fee Assistance, seeing a surge of 55.8% in funding demands and a 47% increase in the number of children benefiting compared to 2022. This rise mirrors the mounting pressures of living expenses and families' focus on meeting essential needs. Nevertheless, it also highlights the enduring importance of sports in the community, emphasizing the continued necessity for our support.

“*Dear KidSport, I am happy to receive the wonderful news that my daughter has been approved for funding to participate in Alpine/Downhill skiing. This opportunity means a lot to us, especially as newcomers to Canada.*

*Ayma had an amazing first ski lesson, thanks to your support. With the patient guidance of the instructors at WinSport Canada, she quickly gained confidence on the slopes. Ayma's journey into skiing has begun, and we look forward to more joyful experiences.*”

*KidSport Family*

In 2022, the Government of Alberta launched the Return to Play Program, committing \$4M to support the recovery of sport participation in the province, of which \$1.85M was provided to KidSport Alberta to be distributed through our chapters with the goal of resuming sport and play after the disruption caused by the pandemic. Following the great success of this, our partnership with the Government of Alberta continued into 2023 with the launch of the Every Kid Can Play Program in July. This crucial program was designed to promote equal play across the province of Alberta by providing subsidies for program registration costs to help children and youth whose families require financial assistance to access sport, physical activity, and recreation. KidSport Alberta received \$3M from the initiative, which will enable us to provide direct financial support to more than 8,500 children by distributing up to \$350 per child registration to eligible families.

During a record-breaking 2023, KidSport Alberta chapters supported more kids into sport programs than ever before. Within six months, we had distributed over \$1.7 Million through the EKCP program to almost 7,000 kids in our province, meaning we are on track to achieve the goals set for the KidSport Every Kid Can Play Program, which will wrap up in early July 2024. The speed with which the funds were distributed to families facing economic obstacles in our communities demonstrated the need for initiatives that keep kid's sport and recreational activities accessible and affordable. As a result, we are thrilled to announce the renewal of \$8M for the Every Kid Can Play Program in 2024. Once again a portion of these funds will support KidSport Alberta so we can continue to help ensure that every child, regardless of their financial circumstances, can enjoy the benefits of engaging in physical activities and the happiness of participating in sport.

## WHO WE SERVE

KidSport Calgary conducted a survey to help better understand the families we assist. In total we had 642 respondents of whom 69.4% stated that sport was Extremely Important to their kids and 26.7% stating that it was Very Important.

KidSport Calgary serves families from all quadrants of the city and its surrounding 50 km radius, while the Calgary Flames Sport Bank serves kids and communities across Southern Alberta. All families must demonstrate a need for financial assistance and undergo an income verification process using the Federal Low-Income Cut-Off guidelines.

Cognizant of the importance of enhancing our delivery of services, we extended an invitation to our KidSport Calgary and Calgary Flames Sport Bank families to provide us with their demographic information. This endeavor aims to foster a deeper comprehension of our served family demographic, thereby enabling us to refine our approach in support. Out of the 7,868 children whom we have funded this year, 649 families graciously participated in this survey, articulating their self-identification as follows:

**SINGLE PARENT FAMILY 36%** **ENGLISH AS A SECOND LANGUAGE 31%** **TWO-PARENT FAMILY 28%** **NEWCOMER TO CANADA 26%**  
**BORN AND RAISED CANADIAN 22%** **VISIBLE MINORITY 12%** **CHILD WITH A DISABILITY 10%** **RECENT IMMIGRANT ARRIVING TO CANADA**  
**IN LAST 18 MONTHS 9.5%** **REFUGEE 6.8%** **OTHER 5.4%** **INDIGENOUS - FIRST NATIONS 5.1%**  
**SPONSOR FOR REFUGEE, IMMIGRANT FAMILY 1%** **FOSTER FAMILY 0.3%**

So ALL Kids Can Play!

# KEN KING AWARD

Ken was an active member of the Calgary community, always displaying exemplary leadership and an enthusiastic commitment to amateur and professional sport. In Ken's honour, the Ken King Community Award is granted to athletes in the Calgary community who reflect this through their commitment to positively impacting their community, something that Ken always strived to achieve. One of those athletes this year was Jake. About 2 years ago, Jake's mother explained to us that Jake had come to her asking if she could sign him up for fencing.

*"He had seen a sign in the community and wanted to try it. I was both shocked and excited that Jake was interested in doing an extracurricular sport. He had tried various different sports when he was younger but nothing really stuck. We signed Jake up for fencing and off he went. The first couple of sessions the fencing club provided all the equipment Jake needed, so the only expense was his registration fees. But as Jake got more involved in the sport, he needed to have his own equipment. It was with the help of KidSport that Jake was able to keep engaged in the sport of fencing and keep advancing and improving his ability.*

*It wasn't long before Jake was invited to join a leadership/coaching group that was offered for free by his fencing club. Jake jumped at the opportunity to learn more about his sport. Jake now volunteers his time every Tuesday evening to help lead and coach younger kids in fencing at our local community Centre. Through fencing Jake has found a passion and confidence he never had before.*

*The financial support we have received through KidSport and the Ken King Award is what has made all of this possible. Fencing has turned my quiet, reserved son into a physically and mentally strong teenager who is giving back to his community by paying it forward with his volunteering. I couldn't be a more proud Mother."*

Mother of Ken King Award Recipient

# SKATE SHACK



50+ BOOKINGS  
30 SCHOOLS  
30 COMMUNITY ASSC.  
10,000 SKATERS

During the 2023 Winter Season, we had our two Skate Shacks out in the community with 6,000 skaters utilizing the skates for recreational skating in Schools and public outdoor rinks.

We would like to Thank Paramount Resources Ltd for helping KidSport Calgary and the Sport Bank purchase a new trailer this year to replace one of our no longer operational trailers. With their help, we were able to swap out an old trailer, convert the new one into a Skate Shack and put it back into the community for a fully booked 2023-2024 Season.



# PROJECT REF

KidSport Calgary & Area and the Calgary Flames Sports Bank teamed up with Hockey Calgary and the Calgary Minor Soccer Association to launch a pilot program called Project REF. Aimed at providing further access to sport for KidSport kids in our community, who otherwise may not have the resources, time, or ability to participate. Project REF provides kids and youth additional funding to pursue certification as a referee in their sport. That funding along with support to any necessary equipment through the Calgary Flames Sports Bank will open door for KidSport kids to gain their certification, access additional knowledge in their sport of choice, and have income earning potential through the start of a very flexible part-time job that being a referee can provide.



# A SPECIAL THANK YOU TO OUR SUPPORTERS

## EVENTS AND FUNDRAISERS

### BRIAN BURKE'S TARGETS FOR KIDS

Rob Kerr said it best at this year's Brian Burke's Targets for kids, "This has become a family Reunion". It was a great event with celebrities like Craig Conroy, Colin Patterson, Nazem Kadri and Olympians mixing and mingling with our great community of supporters. Thank you to our presenting Sponsors Glenmore Audi and Alstar Group as well as our gracious host, AHEIA Calgary Firearms and Conservation Education Centre.

### ERIC FRANCIS PIZZA PIG OUT

This Year's Pizza PigOut was one for the books, with special guest Joey Chestnut making an appearance and even competing in a Pizza Eating contest. We were all impressed with the 23 slices of Pizza Joey managed to put down the hatch in two minutes. But more impressive was the \$60,000 raised to help fund kids into Sport. Special thank you to all of our Pizza Partners who came out, provided the Za and helped us host another Successful Pizza Pig Out.

### KIMMETT CUP

KidSport Calgary extends its heartfelt gratitude for being chosen as a beneficiary of Kimmitt Cup 2023, an annual pond hockey tournament commemorating the legacy of Lindsey Kimmitt. Held in her hometown of Cochrane, the tournament honors Lindsey's profound love for the sport with a spirited co-ed pond hockey tournament. We thank the organizers and participants for their support not only towards KidSport Calgary but also for their dedication to preserving Lindsey's memory through this remarkable event, which unites communities through the power of sport.

### ALLSTATE SOCCER SHOW

Allstate's Soccer Show took place in Calgary, Alberta for the first time in 2023 and KidSport Calgary was chosen as its Charity Partner. Over 1,500 Calgary and surrounding area-based soccer fans were treated to Meet & Greets featuring 12 players from Canada Soccer's Men's and Women's National Teams, CF Montreal and, of course, Cavalry FC. This included Christine Sinclair, Janine Beckie, Ali Musse and KidSport Calgary ambassador, Marco Carducci. Thank you, AllState for your support and inclusion in this amazing event

### GLENCOE CLUB – PROJECT ANGEL

This November, The Glencoe Club kicked off its month-long Project Angel Initiative with an Equipment Drive, which garnered an overwhelming response, with members generously donating new and gently used sports equipment. The Glencoe Club's creative engagement of employees and members in Project Angel events such as Cardio Tennis, Turn up the Heat, Wreath Sales, Festival of Trees, Swim-a-thon, Helping Hands, and Fashion Santa Brunch played a pivotal role in a successful holiday season of spreading joy and raising awareness of the need for support with access to sport.

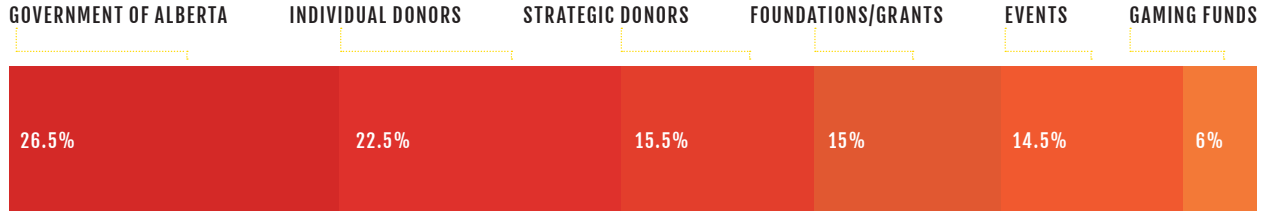
### GOLF TOURNAMENTS

From the PGA Champions Tour stop, Shaw Charity Classic, to the more intimate gatherings such as the Duncan McRae Memorial Golf Tournament, golf has etched a special place in our hearts over the years. It's a sport that unites our community and allows us to extend our support to those who need it. Our involvement in golf tournaments this year include PepsiCo Foundation West Golf Tournament, The T-Wave and Doodlebug, Hockey Calgary FESPCUP Golf Tournament, Active Sports Therapy Tourney, the TAQA North Staff Golf Event, Kevin Wenzel Memorial Golf Tournament, or the collaboration event held by AlStar Group, Thomas Insulation and Stratus Electric have magnified KidSport Calgary's impact and presence in the community. To the organizers of these golf tournaments, we extend our heartfelt gratitude.

### ICONIC ELECTRIC AND CONTROLS TURKEY BOWL

This year's American Thanksgiving festivities commenced atop Rooftop's Patio, where a mix of corporate partners, Individuals and Sponsors gathered to enjoy a lively atmosphere filled with football, food, beverages, and entertainment. The 7th Annual Turkey Bowl hosted by Iconic Electric and Controls, in support of KidSport Calgary included VIP tables sponsored by Corporate Partners hosting guests and clients for breakfast, lunch, and dinner. This yearly, lively event provides opportunities for football fans in our community to come together to connect while supporting KidSport Calgary in its mission, So ALL kids can Play.

# 2023 REVENUE SOURCES



## PARTNERS

### CHANGE MAKER PARTNERS



### CHAMPION PARTNERS



### PODIUM PARTNERS



### GOAL LINE PARTNERS



### KICK OFF PARTNERS



### GAME ON PARTNERS



### A BIG THANK YOU TO THE FOLLOWING PARTNERS WHO HAVE SUPPORTED US IN A BIG WAY THROUGHOUT 2023

Prairie Crocus Foundation, Spartan Delta, Byram Family Foundation, Arnie Charbonneau Foundation, Heartstone Foundation Fund, Bill Comrie, Ron Desrochers, Raduloff Family Foundation, Hockey Canada Foundation, Allison Family, Calgary Polo Club, Altalink, Duncan McRae Memorial GT, Kevin Wenzel Memorial GT, Sabrecats Lacrosse, Alvin & Mona Libin Foundation, Randy Yazipovic.

# OUR WORK AHEAD

KidSport Calgary and the Flames Sport Bank are committed to assisting every qualified family in accessing sport for their children. 2023 has broken all records of children assisted and dollars distributed, the demand for our assistance is growing and our fundraising efforts must keep up. We rely on our community to come together and support our mission and vision

*SO ALL KIDS CAN PLAY!!*

## FORECASTED DEMAND FOR 2024

**2024 REGISTRATION ASSISTANCE FORECASTED AMOUNT: \$3.5 MILLION**

**2024 NUMBER OF CHILDREN ANTICIPATED APPLYING FOR GRANTS: 9,000**

**NUMBER OF CHILDREN ANTICIPATED NEEDING EQUIPMENT: 4,000**

## BOARD OF DIRECTORS

<b>Jeremy Gackle</b>	Chair <i>Board member since 2019 External Committee</i>	<b>Chris Protti</b>	Director <i>Board member since 2010, volunteer since 2009. Internal Committee</i>
<b>Murray Sigler</b>	Director <i>Board member and volunteer since 2017. Chair Governance Committee</i>	<b>Aaron MacNeil</b>	Treasurer <i>Board member since 2014, volunteer since 2012. Finance Committee</i>
<b>Kevin Kobelka</b>	Director <i>Board member and volunteer since 2014. Chair internal committee</i>	<b>Travis Rhine</b>	Director <i>Board member since 2014, volunteer since 2010. KidSport AB board rep</i>
<b>Carlo Bruneau</b>	Director <i>Board member and volunteer since 2023.</i>	<b>Bronwyn Inkster</b>	Director <i>Board member and volunteer since 2023.</i>
<b>Jodi Drake</b>	Director <i>Board member since 2021. Internal committee</i>	<b>Josh Crittenden</b>	Director <i>Board member since 2019, volunteer since 2015. Chair finance committee</i>
<b>Angela Thompson</b>	Director <i>Board member since 2021. External committee</i>	<b>Dr. Michael Geddes</b>	Director <i>Board member since 2023. External Committee</i>

## OUR FRONT LINE TEAM

**Kevin Webster** - CEO KidSport Calgary and Calgary Flames Sport Bank

**Lisa Parham** - Community Relations and Finance Manager

**Brody Norton** - Operations and Outreach Manager

**Mirela Rahneva** - Partnerships Manager

**Eden Wilson** - Community Engagement Coordinator

**Jeff Coates** - Operations Coordinator

**Lauren Hedley** - Community Impact Coordinator

**Ryan Karkkainen** - Operations Coordinator





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

**VOLUNTEER // APPLY // DONATE // SPONSOR**

KIDSPORT.CA/CALGARY [FLAMESSPORTSBANK.CA](https://www.flamesportsbank.ca)     @KIDSPORTCALGARY @FLAMESSPORTBANK

