



50

TEAMS

U10 - U19

9

WEEKS

1

GOAL

So ALL Kids  
Can Play!



**50** LOCAL SOCCER TEAMS, RAISING A COMBINED TOTAL OF  
**\$50,000**

**#SOALLKIDSCANPLAY #KIDSPORTCUP**

The KidSport Cup brings together the passion for soccer with the spirit of giving back to the community. KidSport Calgary and Calgary Minor Soccer Association seeks to ensure all children in our community are able to experience the joy and benefits of playing soccer regardless of financial barriers. Funds raised will directly support KidSport Calgary's mission of removing financial obstacles so that every child can enjoy the beautiful game.

Soccer is KidSport Calgary's highest funded sport with over **2,400** local kids given funds to participate, totaling more than **\$800,000** dollars injected into the local minor soccer scene. This is **DOUBLE** the amount of funds in KidSport's second highest sport, hockey.

**Proudly Supported by**



# FUNDRAISING 101

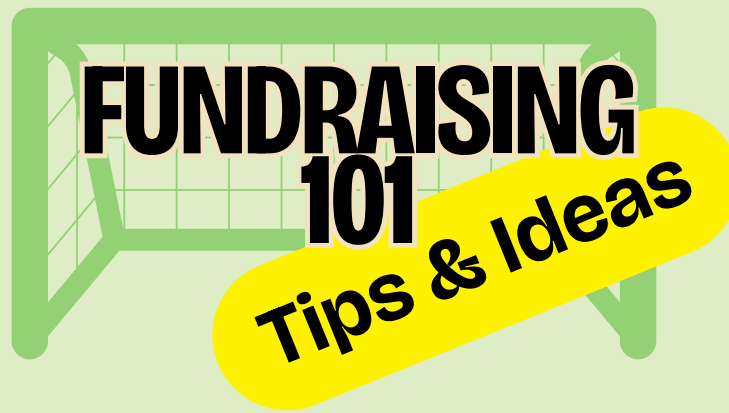
## Tips & Ideas

## Fundraising Tips

- 1. START EARLY:** BEGIN FUNDRAISING NOW TO GIVE YOURSELF THE BEST CHANCE IN REACHING YOUR GOALS. 
- 2. SHARE YOUR STORY:** SHARE THE REASON YOU ARE FUNDRAISING AND HOW IT WILL HELP KIDS IN YOUR COMMUNITY. PEOPLE ARE MORE LIKELY TO DONATE WHEN THEY UNDERSTAND THE CAUSE.
- 3. GET SOCIAL:** USE SOCIAL MEDIA TO SPREAD THE WORD ABOUT YOUR FUNDRAISING EFFORTS AND MAKE IT EASY FOR PEOPLE TO DONATE ONLINE. 
- 4. KEEP IT FUN:** HOST EVENTS OR CHALLENGES THAT MAKE FUNDRAISING ENJOYABLE FOR EVERYONE INVOLVED. THE MORE FUN IT IS, THE MORE LIKELY PEOPLE WILL WANT TO PARTICIPATE.
- 5. KEEP IT SIMPLE:** DON'T OVERCOMPLICATE THINGS. STICK TO A FEW KEY FUNDRAISING ACTIVITIES THAT WORK FOR YOUR TEAM AND FOCUS ON EXECUTING THEM WELL. 
- 6. SET GOALS:** BREAK DOWN YOUR FUNDRAISING TARGET INTO SMALLER, ACHIEVABLE GOALS. IT'S EASIER TO STAY MOTIVATED WHEN YOU CAN TRACK YOUR PROGRESS.

## Social Media Outreach

Utilize social media platforms to amplify your fundraising efforts and encourage support from your network. Customize messages to share your participation in the 'KidSport Cup' and the impact of KidSport Calgary's work, along with a direct link to your team's fundraising page. Be sure to use your social support package



## Fundraising Ideas

### **PENALTY SHOOTOUT CHALLENGE**

Organize a penalty shootout competition where participants donate a small fee to attempt penalty kicks against a goalkeeper. Offer prizes for the most goals scored or the most creative shot.

### **SOCCER JUGGLING MARATHON**

Host a juggling marathon where players attempt to continuously juggle a soccer ball for as long as possible. Participants can gather pledges for each minute or hour they juggle, with proceeds going towards the fundraising campaign.

### **SKILLS CLINIC**

Offer a skills clinic led by experienced coaches or players from your team. Participants can sign up for the clinic and make a donation to attend. Focus on teaching fundamental skills such as dribbling, passing, and shooting while raising funds for KidSport Calgary.

### **SOCCER TOURNAMENT FUNDRAISER**

Organize a mini soccer tournament open to teams of all ages and skill levels. Charge an entry fee for teams to participate, and consider offering incentives such as trophies or medals for the winners. Additionally, include opportunities for spectators to donate to the cause during the event.

### **SOCCER FREESTYLE SHOWCASE**

Showcase the artistry and creativity of soccer freestyle performers by hosting a freestyle showcase event. Invite local freestylers to demonstrate their skills and entertain the audience. Sell tickets to the showcase and offer opportunities for attendees to make donations to support KidSport Calgary.

### **JERSEY DAY:**

Designate a day where players, coaches, and supporters wear their favorite soccer jerseys to show their love for the game and support for the fundraising campaign. Encourage participants to make a donation or pledge for each jersey worn, and document the event with photos and videos to share on social media.

### **GET CREATIVE:**

Build a season long campaign around your team goals - \$10 for every clean sheet, \$10 for every corner kick or penalty goal, give parents, supporters, family something to support by seeing them pledge an amount aligning with the team competition challenge you set and celebrate with your team.

**ALREADY HOSTING A TOURNAMENT  
CONSIDER ADDING A 5050 OR RAFFLE**

**EQUIPMENT DRIVE - HOST A CLEAT, BALL  
AND SHINPAD DRIVE**

# GRAND PRIZE PACKAGE



## TEAM KICK AROUND

A **VIP** OPPORTUNITY TO MEET THE PLAYERS & HAVE AN EXCLUSIVE  
KICK AROUND SESSION ON ATCO FIELD AFTER A TRAINING SESSION

And

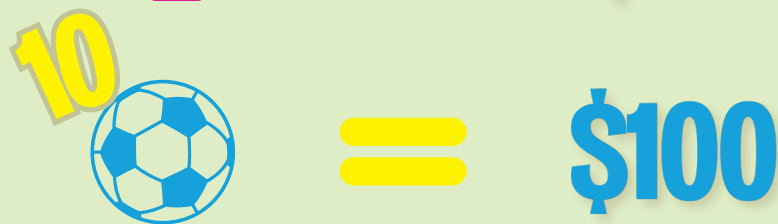
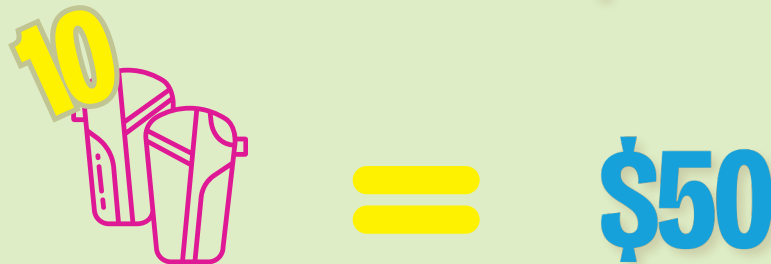
**20** MATCH TICKETS  
TO AN UPCOMING HOME CAVALRY GAME

\*RUNNER UP AND THIRD PLACE PRIZING TO BE CONFIRMED

# EQUIPMENT DONATIONS

PARTICIPANTS WHO DONATE EQUIPMENT TO ANY ONE OF THE WOOD AUTMOTIVE GROUP LOCATIONS AND TAKE A PHOTO IN THE DEALERSHIP WILL HAVE AN EQUIVALENT MONETARY AMOUNT ADDED TO THEIR FUNDRAISING PAGE.

## DONATED EQUIPMENT VALUES





2023

# IMPACT ON SOCCER

\$842,376

DISTRIBUTED IN REGISTRATION FEES

464 GIRLS

1,908 BOYS

2372

KIDS FUNDED TO PLAY SOCCER



CALGARY FLAMES  
Sports Bank  
A KidSport Calgary Program



367

KIDS INTO SOCCER GEAR

1987

PIECES OF SOCCER EQUIPMENT DISTRIBUTED



485 SOCCER SHOES  
DISTRIBUTED



275 SHIN GUARDS DISTRIBUTED

589 SOCCER BALLS  
DISTRIBUTED





## How KidSport works



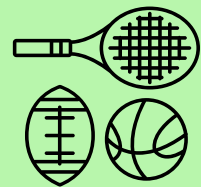
1

KIDSPORT DOLLARS ARE RAISED IN OUR COMMUNITY FOR OUR COMMUNITY THROUGH DONORS, FUNDRAISERS & THIRD PARTY EVENTS



2

LOCAL FAMILIES FACING FINANCIAL BARRIERS APPLY FOR KIDSPORT FUNDING



3

FUNDS FOR QUALIFIED AND APPROVED APPLICANTS ARE SENT TO THEIR SPORT CLUB OF CHOICE



So **ALL** Kids Can Play!