

KidSport Manitoba

2020 Annual Report



ABOUT

KidSport is a national charity administered in Manitoba by Sport Manitoba which provides support to children in order to remove financial barriers that prevent them from playing organized sport. KidSport believes that no kid should be left on the sidelines and all should be given the opportunity to experience the positive benefits of organized sports.

There are many social and economic obstacles that can prevent some young people from participating in organized sport. KidSport was created to overcome these obstacles to ensure that ALL kids can play! KidSport's mission is to remove the financial barriers that prevent participation.

Program Mission & Goals

By focusing on these three goals, we can achieve our mission.

- 1** Development and support of programs and initiatives that increase youth participation in sport.
- 2** Increasing the general awareness of the importance of sport in Manitoba.
- 3** Development of community-based strategic alliances between sport organizations, social and educational agencies to promote the value of participation in sport.

Provincial Sponsor



Canada Life has been a proud supporter of KidSport since its inception in Manitoba in 1996, helping remove the financial barriers in sport for kids across our province. Canada Life takes pride in helping build stronger communities by encouraging employees to engage in volunteerism, workplace campaigns and corporate donations. In 2019 alone, Canada Life raised \$12.8 million in support of over 700 community initiatives.

APPLICATIONS

In 2020, KidSport Manitoba assisted 602 kids with \$141,912.81

2017	Total Funds	2018	Total Funds	2019	Total Funds	2020	Total Funds
South	\$30,544.62	South	\$62,426.10	South	\$62,300.10	South	\$27,794.21
East	\$35,308.15	East	\$42,871.85	East	\$44,038.21	East	\$16,060.00
North	\$3,783.00	North	\$5,404.00	North	\$3,083.00	North	\$495.00
West	\$62,720.23	West	\$98,410.37	West	\$84,362.09	West	\$27,552.03
Winnipeg	\$130,679.22	Winnipeg	\$173,775.47	Winnipeg	\$202,998.08	Winnipeg	\$70,155.57
TOTAL	\$263,035.22	TOTAL	\$382,887.79	TOTAL	\$396,771.48	TOTAL	\$142,056.81

Communities

We assisted kids in 72 communities within our four rural KidSport Manitoba chapters, and Winnipeg.

West

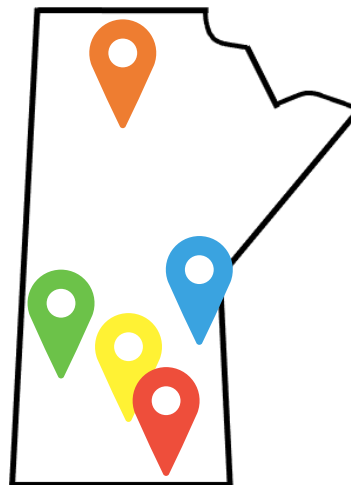
Birch River Minnedosa
 Boissevain Neepawa
 Bowsman Oak Lake
 Brandon Ochre River
 Carberry Portage la Prairie
 Dauphin Reston
 Durban Rivers
 Gilbert Plains Swan River
 Gladstone Roblin
 Killarney Russell
 Mafeking Souris
 Minitonas Virden

North

Thompson
 Wabowden

East

Arborg Oakbank
 Arnes Petersfield
 Beausejour Pine Falls
 East St. Paul Riverton
 Fort Alexander Selkirk
 Garson Stonewall
 Gimli Stony Mountain
 Hilbre Teulon
 Lac du Bonnet Tyndall
 Koostatak West Pine Ridge
 Lunder West St. Paul
 Matlock Winnipeg Beach



South

Altona Blumenort Carlowrie Carman Cartwright Elm Creek Grunthal
 Ile De Chenes Kleefeld La Broquerie Marchand Miami Mitchell
 Morden Niverville Randolph St. Claude St. Pierre-Jolys Ste. Anne
 Steinbach Stuartburn Winkler

Sports

KidSport Manitoba got kids into 30 different sports.

Ball Hockey
Baseball
Basketball
Bowling
Boxing
Cheerleading



Figure Skating
Football
Gymnastics
Hockey
Horse Council

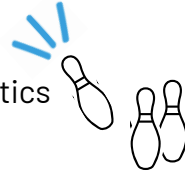


Skating
Skiing - Alpine/Downhill
Sledge Hockey
Soccer
Softball
Swimming

Cricket
Disc Sports
Equestrian
Fencing



Judo
Karate
Rhythmic Gymnastics
Ringette



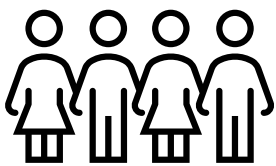
Synchronized Swimming
Taekwondo
Volleyball
Water Polo
Wrestling



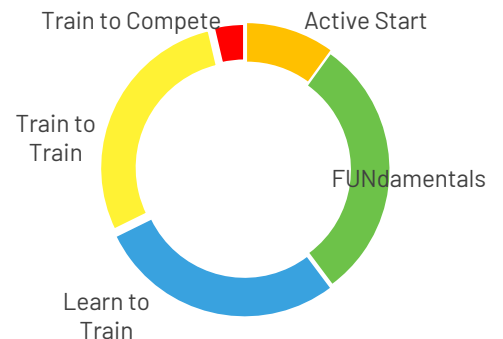
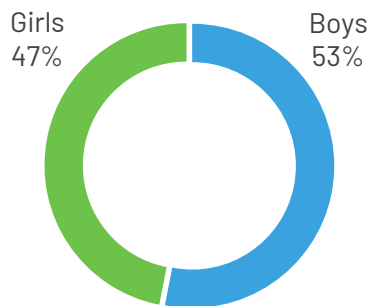
LTAD Stages

KidSport Manitoba assists kids through 5 long term athlete development stages.

LTAD STAGES	AGE	# of MALES	# of FEMALES
Active Start	0-5 years	26	34
FUNDamentals	girls 6-8, boys 6-9	94	85
Learn to Train	girls 9-11, boys 10-12	89	80
Train to Train	girls 12-15, boys 13-16	101	71
Train to Compete	girls 16-18, boys 17-18	10	12
	TOTALS	320	282



Number of girls funded went up by **10%** in 2020.



FUNDRAISING

So ALL Kids Can Play!

Like many others, 2020 was extremely challenging for our program as the majority of our grant dollars come from fundraising events that are held in person. Unfortunately, the pandemic forced us to suspend our signature yearly events, but we are looking forward to bringing new, innovative ideas in 2021 to get kids off of the sidelines and into the game.

Events

Before the pandemic closed the doors on our many planned events for 2020, we were able to squeeze in some great KidSport Manitoba events, third party events in support of KidSport Manitoba, and carry on some virtual fundraisers!

Between the Toes Volleyball Tournament

In February 2020, this indoor beach volleyball tournament hosted at 'The Beach' consisted of 27 teams who collectively raised over \$11,000 for KidSport Winnipeg! The special edition 'Leap Year Series' had guest appearances by Winnipeg Blue Bombers' Brady Oliveira and Jermese Jones.

For the Love of Chocolate

Hosted by the KidSport West committee in March, the annual event features delicious chocolate dessert heaven with many types of chocolate to tantalize the taste buds. This year's theme was "Retro Prom Night" which also included a fashion show and a comedian to keep everyone laughing all night long.

Canad Inns Winter Wonderland

An annual event in Winnipeg held at Red River Exhibition grounds, the 2.5 kilometres of festive lights let Winnipeggers stay in the safety of their car and take in the Winter Wonderland.

Iconic Stories from 150 Years of Sport in Manitoba

We teamed up with local author Sean Grassie to celebrate iconic Manitoba sports stories spanning the province's entire history. 150 stories covering a wide variety of athletes, teams, events, facilities, and organizations are featured to coincide with the province turning 150 years old in 2020.

Give the Gift of Sport

KidSport is excited to continue its annual Give the Gift of Sport campaign. The national fundraising campaign runs through the holiday season and helps raise money so all kids can have an opportunity to participate in organized sport.

Awareness

Ambassadors

In 2020, we made some major roster moves to Team KidSport Manitoba and added some key ambassadors. Alongside existing ambassadors Doug Brown and Desiree Scott, our new teammates below are all active in the community and we are excited to work with them to achieve our mission and goals.

2020 TEAM KIDSPORT MB ROSTER UPDATE:

- Colin Hodgson, Team McEwen
- Shannon Birchard, Team Einarson
- Thomas Miles, Winnipeg Blue Bombers
- Nic Demski, Winnipeg Blue Bombers
- Matt Calvert, Colorado Avalanche
- Tyson Langelaar, Team Canada Speed Skating
 - Quinton Howden, HC Vitayz
 - Brett Howden, New York Rangers



Provincial Advisory



To meet the ongoing challenge of reaching kids across our entire province and throughout our rural KidSport chapters, we formed a volunteer Provincial Advisory Committee. Selected by the Provincial Chair, each member is a well-respected leader who will work with the provincial office towards increasing program awareness, as well as identifying and developing fundraising efforts in their represented region.

Looking Ahead



In 2021, our anticipated fundraising initiatives are

- KidSport Golf Tournament
- Doug Brown Football Camp
- Desiree Scott Soccer Camp
- Take a Class for KidSport
- Third-party events including the Go Thrive Sweepstakes, regional events, Golf tournaments and putting contests.

Needs & Challenges

- Funding is needed to make up for the limited fundraising opportunities in 2020. Impacted greatly by the pandemic, our program anticipates the demand for KidSport will increase, as many families have also experienced financial hardships due to the pandemic.
- Developing more partnerships to raise additional funds for the increasing number of kids needing assistance. KidSport Manitoba is still in need since the inception of the program in our province.
- Implementation of provincial and regional committees developed over the past year. Continued development of strong recruitment, retention and recognition program is essential to keep those we have and plan for turnover.
- Making ourselves more present in our rural regions and still putting as many dollars as possible into funding kids' participation in organized sport.



NATIONAL HIGHLIGHTS

The annual Give the Gift of Sport campaign raised over \$278,000 across Canada and additional fundraising support was generously provided by our KidSport national partners: Saputo, and the Government of Canada.

In September, KidSport Canada launched our newly designed website after working closely with the KidSport community. The new design of www.kidsport.ca puts kids first, is easier to navigate, and creates a more user-friendly experience. Check us out!