2021 ANNUAL REPORT

KidSport
So ALL Kids Can Play!

Sport MANITOBA
canada life
OUR MISSION

KidSport supports children who need financial assistance with sport registration fees. We believe that 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 communities across Manitoba.

OUR VISION

We envision a Manitoba where all children have the opportunity to participate in sport.

OUR GOALS

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

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 2020 alone, Canada Life raised $11.3 million in support of over 500 community initiatives.
In 2021, KidSport Manitoba assisted 769 kids with $188,528.42

<table>
<thead>
<tr>
<th></th>
<th>North</th>
<th>East</th>
<th>South</th>
<th>West</th>
<th>Winnipeg</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$5,404.00</td>
<td>$42,871.85</td>
<td>$62,426.10</td>
<td>$62,426.10</td>
<td>$173,775.47</td>
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<tr>
<td>2019</td>
<td>$3,083.00</td>
<td>$44,038.21</td>
<td>$62,300.10</td>
<td>$84,362.09</td>
<td>$202,998.08</td>
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<tr>
<td>2020</td>
<td>$495.00</td>
<td>$16,060.00</td>
<td>$30,544.62</td>
<td>$27,794.21</td>
<td>$70,155.57</td>
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<tr>
<td>2021</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$101,575.19</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$382,887.79</td>
<td>$396,771.48</td>
<td>$142,056.81</td>
<td>$188,528.42</td>
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</tr>
</tbody>
</table>

We assisted kids in 80 communities within our four rural KidSport Manitoba chapters, and Winnipeg.
KidSport Manitoba got kids into 30 different sports.

<table>
<thead>
<tr>
<th>LTAD STAGE</th>
<th>AGE</th>
<th># OF MALES</th>
<th># OF FEMALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Start</td>
<td>0-5 years</td>
<td>38</td>
<td>33</td>
</tr>
<tr>
<td>FUNdamentals</td>
<td>girls 6-8, boys 6-9</td>
<td>129</td>
<td>84</td>
</tr>
<tr>
<td>Learn to Train</td>
<td>girls 9-11, boys 10-12</td>
<td>117</td>
<td>73</td>
</tr>
<tr>
<td>Train to Train</td>
<td>girls 12-15, boys 13-16</td>
<td>140</td>
<td>99</td>
</tr>
<tr>
<td>Train to Compete</td>
<td>girls 16-18, boys 17-18</td>
<td>37</td>
<td>19</td>
</tr>
<tr>
<td><strong>TOTALS:</strong></td>
<td><strong>461</strong></td>
<td><strong>308</strong></td>
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</tbody>
</table>

LARGEST DIFFERENCE AT AGES 16-18
FEMALES ONLY ACCOUNT FOR 34% OF FUNDING IN THIS AGE GROUP
Despite another unusual year in 2021, we were still able to raise funds that went directly back into the sporting community. Unfortunately, the pandemic forced us to suspend our signature yearly events, but we are looking forward to bringing new, innovative ideas in 2022 to get kids off of the sidelines and into the game. Thanks to our sponsors, donors and our continuous fundraising efforts outlined below from the past year, we were able to provide over $188,000 for KidSport grants in 2021.

### Back to Sport
In September, KidSport teamed up with Viterra to promote the safe return to sport after months of applications being put on hold. The campaign raised $10,000 for KidSport.

### Give the Gift of Sport
KidSport Canada once again hosted the annual Give the Gift of Sport campaign that raised over $455,000 across Canada, the most successful edition of this national campaign to date. All 166 Chapters across the country participated in the campaign, including our Manitoba Chapters that raised over $3,500.

### KidSport Night at the Winnipeg Ice
The Winnipeg Ice hosted KidSport Night at the Ice Cave in November, which raised awareness and funds for KidSport through ticket sales.

### CanadInns Winter Wonderland
The Winnipeg family favourite, CanadInns Winter Wonderland, chose KidSport as their charity of choice again in 2021, raising $5,000 for our program.

### KidSport Week
In celebration of KidSport Week in May, The “WINNIPEG” sign at The Forks and IG Field were lit yellow in support of KidSport.

### MLCC Coin Boxes
For the month of September, KidSport had 89 coin boxes in all MLCC stores across Winnipeg. The campaign raised $2,500.
KidSport Manitoba has continued to establish and grow the Ambassador Program, which is designed to help promote KidSport’s mission and to give athletes an opportunity to give back to the community through KidSport. Team KidSport includes:

- Doug Brown, Retired NFL and CFL Player
- Desiree Scott, Kansas City Current
- Colin Hodgson, Team McEwen
- Shannon Birchard, Team Einarson
- Thomas Miles, Winnipeg Blue Bombers
- Nic Demski, Winnipeg Blue Bombers
- Matt Calvert, Retired NHL Player
- Tyson Langelaar, Team Canada Speed Skating
- Quinton Howden, Kölner Haie
- Brett Howden, Las Vegas Golden Knights

### CHALLENGES

- Funding is needed to make up for the limited fundraising opportunities in 2021. 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 program awareness and additional funds for the increasing number of kids needing assistance. KidSport Manitoba has seen an increase in demand for funding since the inception of the program in our province and continues to require more fundraising dollars and assistance to accommodate the needs of our communities.
- Volunteer retention with minimal in-person events remains challenging.
- Making ourselves more present in our rural regions while still directing as many dollars as possible into funding kids’ participation in organized sport.