

KidSport Manitoba

## 2022 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 today's youth from participating in organized sport. KidSport was created to help overcome these obstacles to ensure that ALL kids can play! KidSport's mission is to remove the financial barriers that prevent participation.

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 2021 alone, Canada Life raised \$12.8 million in support of over 700 community initiatives.

# Applications

**In 2022, KidSport Manitoba assisted 1,351 kids with \$398,944.80**

2019	2020	2021	2022
North: \$3,083.00	North: \$495.00	North: \$2,112.18	North: \$6,590.65
East: \$44,038.21	East: \$16,060.00	East: \$19,842.00	East: \$50,550.79
South: \$62,300.10	South: \$30,544.62	South: \$34,300.21	South: \$65,349.59
West: \$84,362.09	West: \$27,794.21	West: \$30,698.84	West: \$56,489.24
Winnipeg: \$202,998.08	Winnipeg: \$70,155.57	Winnipeg: \$101,575.19	Winnipeg: \$219,964.53
<b>Total: \$396,771.48</b>	<b>Total: \$142,056.81</b>	<b>Total: \$188,528.42</b>	<b>Total: \$398,944.80</b>

## Communities

**We assisted kids in 75 communities within our four rural KidSport Manitoba chapters, and Winnipeg.**

### North

The Pas  
Thompson  
Steep Rock

### East

Arborg Gimli  
Arnes Gunton  
Ashern Lac du Bonnet  
Beaconia Lundar  
Beausejour Moosehorn  
Clandeboyé Narol  
Cooks Creek Oakbank  
Dugald Peguis  
East St. Paul Petersfield  
Eriksdale Pinawa  
Fisher Branch Pine Falls  
Teulon Riverton  
Stonewall Sandy Hook  
Tyndall Selkirk  
Warren St. Andrews  
Stony Mountain

### South

Altona  
Blumenort  
Carman  
Cartwright  
Clearwater  
Crystal City  
Dufresne  
Giroux  
Grunthal  
Holland  
Niverville  
Randolph  
Roseau River  
Rosenfeld  
St. Adolphe  
St. Pierre-Jolys  
St. Anne  
Steinbach  
Treherne  
Kleefeld  
La Broquerie  
La Salle  
Lorette  
Mather  
Morden  
Mitchell  
Morris  
Oakville  
New Bothwell

### West

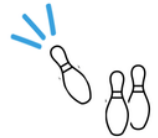
Durban  
Gladstone  
Hartney  
Killarney  
Portage la Prairie  
Melita  
Miniota  
Minnedosa  
Angusville  
Benito  
Binscarth  
Birch River  
Birtle  
Bowsman  
Brandon  
Carberry  
Dauphin  
Neepawa  
Ochre River  
Reston  
Rivers  
Swan River  
Virden  
Roblin  
Oak Lake  
Souris



## Sports

**KidSport Manitoba got kids into 35 different sports.**

Athletics	Cricket	Gymnastics	Ringette	Speed Skating
Baseball	Curling	Rhythmic - Gymnastics	Rugby	Swimming
Basketball	Disc Sports	Ball Hockey	Skating	Synchro Swimming
Bowling - 5 Pin	Equestrian	Ice Hockey	Skiing	Taekwondo
Bowling - 10 Pin	Fencing	Judo	Snowboarding	Volleyball
Boxing	Flag Football	Karate	Soccer	Water Polo
Cheerleading	Tackle Football	Lacrosse	Softball	Wrestling

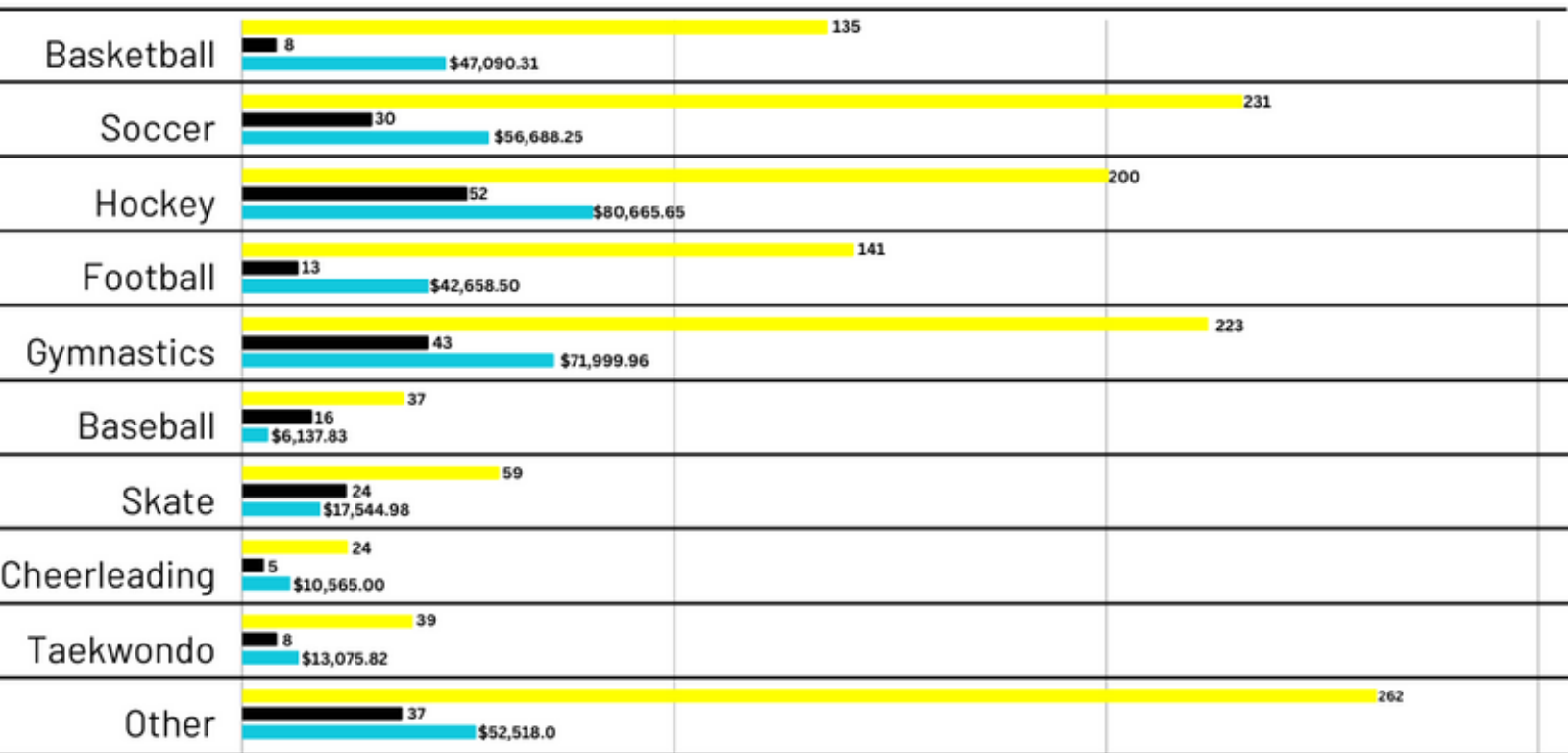


## LTAD Stages

**KidSport Manitoba assists kids through 5 Long-Term Athlete Development stages.**

LTAD Stages	Age	# of Males	# of Females
Active Start	0-5 years	74	74
FUNDamentals	girls 6-8, boys 6-9	250	148
Learn to Train	girls 9-11, boys 10-12	186	136
Train to Train	girls 12-15, boys 13-16	239	138
Train to Compete	girls 16-18, boys 17-18	74	32
<b>Totals:</b>		<b>823</b>	<b>528</b>

# KidSport Impact in 2022



# of Kids Funded



# of Communities Assisted



Dollars Funded in Thousands

# Fundraising

The past year was a full return to organized sport which resulted in an increase of 75% in approved grants. However, there were still lingering effects from the pandemic which reduced our ability to run quality fundraising events.

## Kickoff for KidSport

Kickoff for KidSport was a pilot event in 2022 developed through a new partnership with the Winnipeg Football Club. The campaign included a peer-to-peer fundraising component, and the top six fundraisers earned their way to IG Field to participate in a field goal competition in mid-September. In 2023 we've added participation prizes for reaching certain fundraising thresholds and the event will now culminate with the field goal competition live during halftime of the Bombers first preseason game.

## 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. Over 165 KidSport Chapters participated in the campaign, including our Manitoba Chapters that raised over \$3,500. Additional fundraising support for the national program was generously provided by our KidSport national partners: Saputo/Dairyland, Cascades and the Government of Canada.

## KidSport Week

Nic Demski had IG Field lit yellow in support of KidSport Week in May 2022

## Test Your Skills with the Winnipeg ICE

Test Your Skills was another new fundraising event in 2022, developed in partnership with the Winnipeg ICE. The event included five hockey skill testing stations on ice for 10-12 year olds and was held at the East End Arena in mid-September. The Winnipeg ICE had 8 players participate, including KidSport Ambassador Zach Benson. The ICE players coached the 60 registered kids through the stations, recorded their scores, and provided autographs on the take home poster.

## Third Party Events

KidSport Manitoba works with various recurring and new third-party events, such as Between the Toes Volleyball tournament, The Great Grains Relay, Pass to the Playoffs, Prairie Badminton, and many more. These events are typically held in the spring and early summer and were again canceled due to pandemic concerns, and as a result, the program lost valuable donations. We are working hard to nurture these relationships and hope to partner with them again in 2023 and beyond.

# Awareness

## Ambassadors

In 2022, we made some major roster moves to Team KidSport Manitoba and added some key ambassadors. Alongside existing ambassadors Nic Demski, Desiree Scott, Tyson Langelaar and Shannon Birchard, we've added two new teammates from the Winnipeg ICE in Carson Lambos and Zach Benson.

### KidSport Ambassadors

- Desiree Scott - Kansas City Current Midfielder
- Nic Demski - Winnipeg Blue Bombers Wide Receiver
- Tyson Langelaar - Olympic Long Track Speed Skater
- Zach Benson - Winnipeg ICE Forward
- Carson Lambos - Winnipeg ICE Defenseman
- Shannon Birchard - Team Einarsen Second



### Sport Champions

- Winnipeg ICE - WHL - Our Ice Hockey Champions
- Winnipeg Blue Bombers - CFL - Our Football Champions

## Needs & 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 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.