

KidSport Manitoba

Volunteer Guide



Sport Manitoba administers the KidSport program in Manitoba, helping to remove barriers and assist less fortunate children participate in sport - so all kids can play. Sport Manitoba is a not for profit organization and the lead planning programming and funding agency for the development of amateur sport in Manitoba.

Become a Volunteer

The KidSport program in Manitoba is managed in part with the help of local volunteers. Volunteers assist in a number of essential roles in a variety of fun events and activities throughout the year. Consider volunteering at one of our special events or hosting your own fundraiser to help us to raise funds and promote our program.

KidSport volunteers understand the importance of sport in a child's life and believe in our mission...So ALL Kids Can Play!

About KidSport Manitoba

Mission & Goals

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 believes all kids deserve the chance to play sports and its mission is to remove the financial barriers that prevent participation.

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

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.

Our funding

We strongly believe all kids should be given the opportunity to play the sport they love and that the benefits of sport are tremendous for both the individual and the community.

- Since 2004, KidSport Winnipeg has distributed over one million dollars to cover registration fees for more than six thousand children from families who are unable to afford to put their children in sport. Provincially, KidSport Manitoba has distributed over four million dollars, providing 24,000 children the opportunity to participate.
- KidSport funds over 70 different sports in Manitoba.
- KidSport relies on donations, sponsorships and fundraising events to provide funding
- The kids we support are from low-income families, single-parent and foster families, the new immigrant & refugee community and other underfunded populations.

KidSport Manitoba Volunteers

Volunteers are the core of any charitable organization. Our KidSport volunteers are the driving force behind our events and fundraisers. They play a vital role in implementing KidSport’s vision and mission.

“ By volunteering with KidSport we get to help families with financial need get their kids in sport. It positively affects the community and sport organizations, and most of all, the kid. ”

Why Volunteer for KidSport?

Volunteering offers you:

- The knowledge you are making a difference in your community by helping children who otherwise wouldn’t have the chance to participate in sport
- The chance to develop your skills and expand your professional network
- The opportunity to be a part of an energetic hard-working team working towards a common goal
- The opportunity to use your skills and experience in the running of a wide range of unique events
- A platform for your ideas and input into future events
- The chance to have fun!

Time Commitment

The time commitment largely depends on how much time you have to offer. Volunteer roles range from event day assistance (one day) to committee members (monthly meetings). Let us know what kind of commitment you are looking for and we can set you up accordingly.



Staying physically active helps encourage children to maintain healthy habits throughout their whole lives. The challenges that come with playing sports also teach children valuable life lessons and skills including leadership, practice, hard work, dedication and self-confidence.

Volunteer Skills & Interests

Every volunteer brings with them a particular set of skills, interests and experience. Some offer skills that can be used to market and promote events, some offer the ability to champion our interests to their corporate connections, others are skilled at networking and sales while others would prefer to offer their energy and organizational skills to KidSport events throughout the year, or speak at public events.

Let us know what specific skills you have so we can match you with the right role!

Being a KidSport Volunteer suits you if you:

- Have an understanding and shared belief in KidSport's mission and values
- Are energetic, enthusiastic and desire to be a part of a team
- Will attend sub-committee meetings
- Are dependable and committed to event you have signed up for
- Would like to share your ideas and suggestions for helping improve KidSport's fundraising events
- Are able to represent KidSport, engage with the community and help champion for KidSport outside of events to raise our profile
- Represent KidSport in the community in a professional manner and where pertinent, maintain confidentiality related to KidSport applications and events

KidSport is about Kids... Success will be measured by the number of children who have been helped as a result of KidSport's initiatives.

KidSport is about Fun... The primary goal of children's sport programming is that each child should have so much fun that they can't wait to play again next season!

KidSport is about the Future... All kids should be given the opportunity to develop healthy lifestyles, no matter the financial, physical or language barriers that may exist!

Volunteer Roles & Responsibilities

Main Roles

Every KidSport event has requirements specific to it. Depending on your role, some of the main responsibilities of the volunteers are:

- Promoting an event
- Finding sponsors
- Selling tickets
- Obtaining prizes
- Representing KidSport in the community
- Event Day assistance

Marketing, Promotion & Communications

- Communicating with the public and helping promote KidSport events in the community
- Help develop marketing materials
- Recognizing opportunities to use personal connections & networks to get the event material (brochures, posters, etc.) distributed via e-news, newsletters, offices, bulletin boards etc.
- Social media: increase KidSport Manitoba's social media presence on Facebook, Twitter and other social platforms. Create a larger presence that can increase awareness and help make connections with key individuals in the community.
- Connect with local media
- Assist in development of "charity of choice" packages for potential community partners

Fundraising & Sponsorships

- To help identify and actively pursue potential sources of funds/donations
- Follow up on contacts and leads provided by KidSport Committee
- Help distribute sponsorship packages developed by KidSport Committee
- Source prizes for events
- Sell tickets/tables for events
- Help recruit other volunteers for event-specific fundraising

General

- Represent KidSport at community events and work information sessions/tables
- Assist with tracking/monitoring of participants, attendees, athletes, coaches, etc. on specific events
- Day of event: hands on assistance (setting up banners, equipment, signage at event venues, working registration/t-shirt tables, working stations/equipment particular to that event, assisting Athlete Ambassadors on side, take down)
- Post-event follow up: sponsor gifts, thank you letters, suggestions for following year

Marquee Events

Mark Scheifele Hockey Camp & Golf Tournament

The annual Mark Scheifele Hockey Camp is aimed at helping the next generation of hockey players grow and elevate their game while having a lot of fun! The two-day camp in June and was held at the BellMTS IcePlex. Kids had the opportunity to personally interact and learn from Mark Scheifele, Michael Hutchinson along with other NHL, AHL, and WHL local players as they took instruction from the Jets Hockey Development Team on ice.

The golf classic took place at Elmhurst Golf and Country Club where Scheifele and other local professional athletes joined business leaders to participate in the sold-out tournament.

Doug Brown Football Camp

KidSport Winnipeg ambassador Doug Brown, along with a number of current and retired CFL players took kids through all the elements of a football combine, as well as position-specific fundamental drills and exercises. Along with these technical abilities, players also provided examples of other important skills such as leadership, practice, hard work, dedication and self-confidence.

“ The 10th annual Doug Brown Football Camp is once again, a great display of business, non-profit and sport personalities and volunteers all working together for the greater good of kids in Winnipeg

Rick McGregor, Chair, KidSport Manitoba



The camp took place in May and was open to athletes who received funding in 2018 from KidSport in order to play football.

Desiree Scott Soccer Camp

KidSport Winnipeg ambassador Desiree Scott and KidSport Winnipeg hosts an annual soccer camp for girls in Winnipeg. Desiree and her team of awesome coaches come together to lead players through some of the very drills and skills that Desiree and other pros do to help develop their game. This fundraising camp in fall is designed for girls and focuses on soccer specific exercises, developing individual techniques and most importantly having fun!

Third Party Events

KidSport Manitoba was happy to be a part of many third-party fundraising events such as the Between the Toes Volleyball tournament with sponsor Orange Theory fitness, The Great Grains Relay, Pass to the Playoffs, Prairie Badminton, and many more.

Fundraising Initiatives

For 2020, fundraising initiatives have already been planned regionally, such as:

- Doug Brown Football Camp
- Desiree Scott Soccer Camp
- Take a Class for KidSport
- Partnership with “I AM”
- Putting Contests
- Give the Gift of Sport
- Charity of Choice/Foundations
- Great Grains Wellness Relay
- In memoriam donations
- Municipal donations
- Service Club donations

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.

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