



PRINCE EDWARD
ISLAND



2020 Report



D.P. Murphy
HOTELS
Hospitality... Like Never Before!

So All Kids Can Play!

If you were involved in sport growing up, there's a good chance you can't imagine who you'd be today without it. In fact, there's a good chance that even today the smell of a fresh cut field, the sound of a Zamboni revving, or the squeaking of sneakers on a gymnasium floor can still bring you right back to that time in your life. Sport is a powerful thing. And it stays with you.

We know there are still many more kids that could benefit from the program, and now more than ever with the challenging financial times for many Island families. **The need is growing.**



For many kids, sliding into a pair of cleats or pulling a jersey over their head is something they long for, but the financial reality of their situations make it impossible.

Instead, they miss out on the tremendous gifts that sport provides; confidence, leadership, resiliency, a sense of belonging and so much more.

Now more than ever, families need our help. With added financial strain and uncertainty, our registration numbers continue to rise, and we're working hard to find the resources to support them.

When we give the gift of sport to a child, we are investing in their future, and ours. We are giving them hope, experiences and lessons. In return, we see thriving community leaders, citizens and families.

Since 1997, KidSport PEI has distributed over \$1.9 million in grants to 9700 Island children to cover the cost of sport registration fees and/or equipment.

Thank you to everyone who has helped give the gift of sport.

Who Helps KidSport.

2020 was a challenging year, due to COVID-19. Many fundraising events were not held for the safety of all Islanders. However, government, businesses and the sport community were still supportive of the program.

Through the COVID-19 Emergency Support Fund for Cultural, Heritage and Sport Organizations from the Government of Canada and Government of PEI, KidSport received much needed funds in the amount of \$50,000.

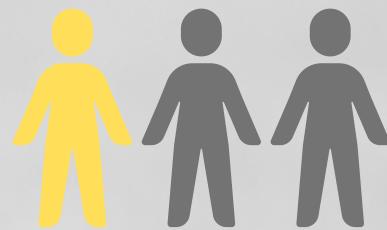
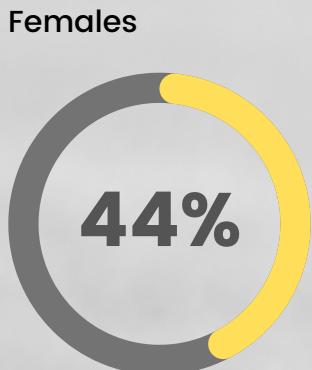
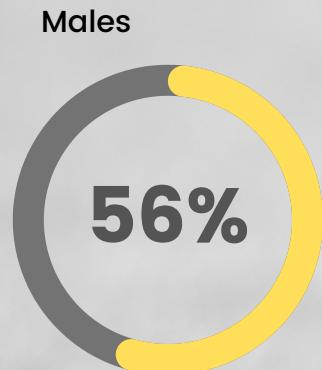
In partnership with D.P. Murphy Hotels and Tim Hortons, KidSport PEI was the beneficiary of the Tim Hortons Cookie Campaign which raised \$47,000. Thanks to all Islanders who bought cookies during the campaign.

We also want to recognize support from:

- City of Charlottetown
- Charlottetown Rotary
- Daryl K. Seaman Fund
- Glennball Memorial Golf tournament
- Maritime Electric
- Chevrolet Good Deeds Cup & Southside U13 Girls Wildcats
- Campbells Soup
- Saupoint
- PEI Soccer Indoor League



Who KidSport Helped in 2020.

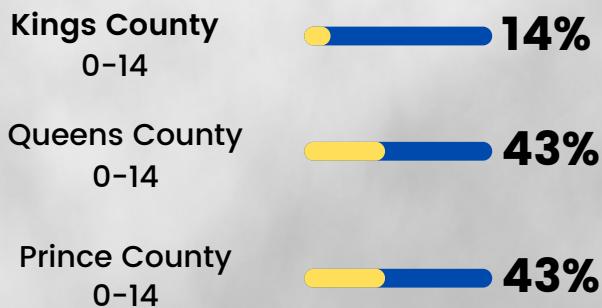


The reality is that cost keeps 1 in 3 Canadian kids out of organized sport, especially kids from marginalized or remote communities. That's where KidSport comes in.

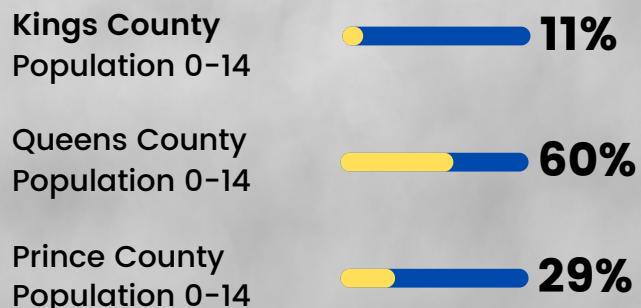
"Without KidSport neither of my girls would be the athletes they are today. They have the confidence in themselves to know they can achieve anything they put their minds to."

- a parent

KidSport Distribution by County
ages 0-14



PEI Population by County
ages 0-14



How KidSport Funds were distributed in 2020.

Breakdown by Sport

 **58%**

Hockey - 150 kids

 **10%**

Gymnastics - 26

 **7%**

Figure Skating - 19

 **6%**

Equestrian - 16

 **18%**

13 Other Sports - 35

NUMBER OF ISLAND KIDS HELPED

258

\$ OF FUNDS DISTRIBUTED

\$85,802.95

VALUE OF GRANT

\$400



"Our little hockey player has learned a lot about being part of a team. He has learned very basic things such as rules to follow, how to be patient, to be a good sport and to respect the coach, players and teammates. He has gained a lot of confidence and made new friends and gets lots of exercise."

- a parent

Our Community Ambassadors



Bob Andrews



Tracey Gairns-Brioux



Shayne Connolly



Valerie Vuillemot

Our Athlete Ambassadors



Mark Arendz



Katie Baker



Ava Boutilier



Emily Cameron



Kristen Cameron



Noah Dobson



Jeff Ellsworth



Brett Gallant



Lorie Kane



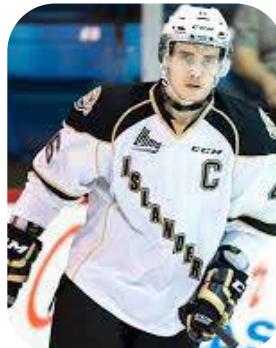
Kameron Kielly



Lauren Lenentine



Shannon MacAulay



Ryan MacKinnon

I was a KidSport Kid campaign

We were very excited to launch our new marketing plan in 2020. Our thanks goes to Jessica, Saul and Morgan who shared their stories on the impact of KidSport in their lives.



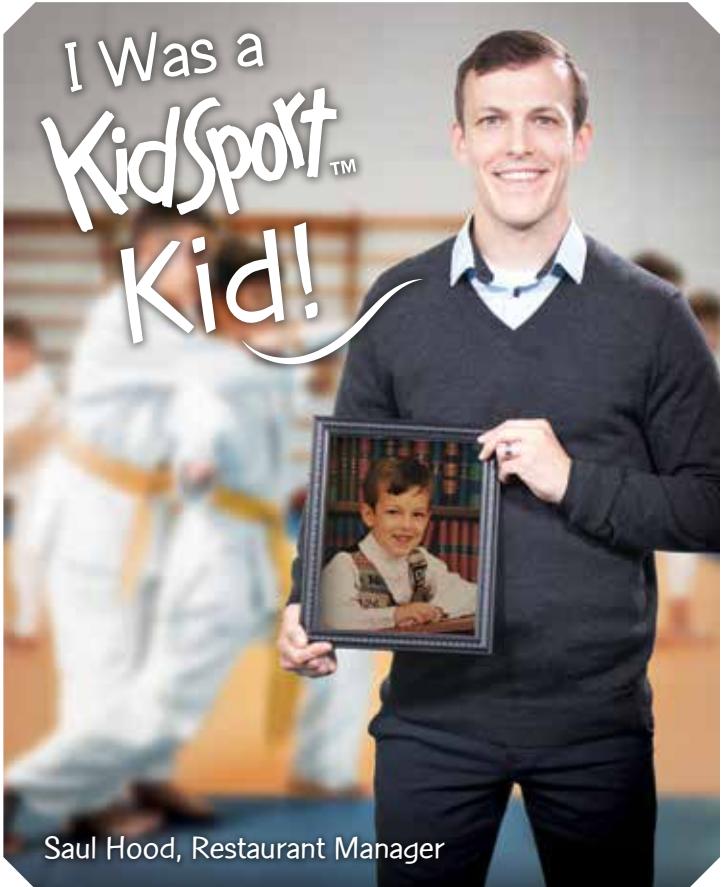
Jessica Shepard, Hospitality

Judo helped me develop confidence and leadership skills.

Being involved in a sport growing up helped me build many crucial skills I would need throughout my life. Judo gave me confidence and perseverance, helping me determine what I wanted to do and set goals. Without KidSport™ PEI, I may not have been able to be involved in judo at all and now I want to be able to give children the same opportunity that I was given.

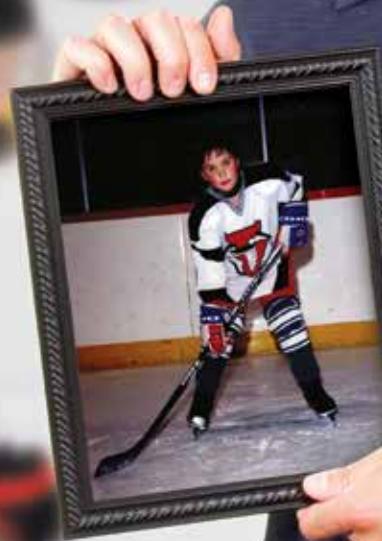
Wrestling gave me a support system when I needed it the most.

The sport was a great part of my life growing up. For 6 years, I competed in 24 tournaments and took home 16 medals and 6 ribbons. Through wrestling, I always had someone to talk to in my coaches, friends, teammates, and no matter what they always took care of me. I'm grateful to KidSport™ PEI for giving me the opportunity to play.



Saul Hood, Restaurant Manager

I Was a
KidSport™
Kid!



Morgan Ellis, Pro Hockey Player

Hockey helped me develop into the person I am today.

Playing hockey was a great part of my childhood and it taught me a lot, from teamwork to accountability. I fell in love with the sport and now, playing it professionally around the world, I see how it's a great tool to help kids succeed in life. I used the KidSport™ PEI program growing up and it took me where I am now. Why not help another child succeed?