



Canada



2021 Report



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 \$2 million in grants to 9982 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.

Fundraising activities started to return to normal despite many COVID-19 protocols still in place. With these activities and support from the Federal and provincial government, businesses and the sport community, the KidSport program had a strong year.

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 fall of 2021, we were pleased to announce a partnership with Dairy Farmers of PEI. Along with an annual contribution, Dairy Farmers of PEI will be the principal presenter of the all-new Scores! for KidSport program. For every goal scored by the Charlottetown Islanders (QMJHL), Summerside Western Capitals (MHL), and UPEI Men's and Women's Hockey Teams (USports) during the 2021-2022 season, Dairy Farmers of PEI will donate \$10 to KidSport.

We also want to recognize support from:

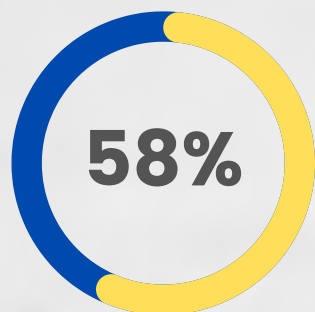
- City of Charlottetown
- ScotiaWealth Management
- Charlottetown Rotary
- Glennball Memorial Golf tournament
- Maritime Electric
- Paul Trainor Memorial Golf tournament
- Saputo
- Red Shores Gold Cup Ambassador
- Tracey Gairns-Brioux



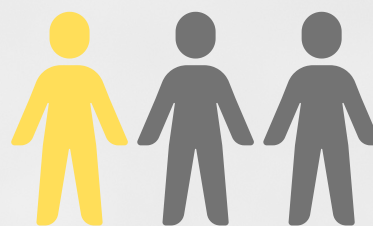
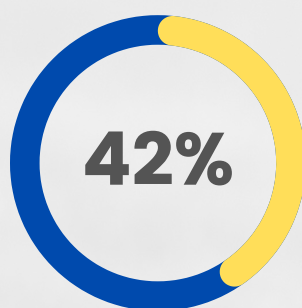
Who KidSport Helped in 2021.



Males



Females

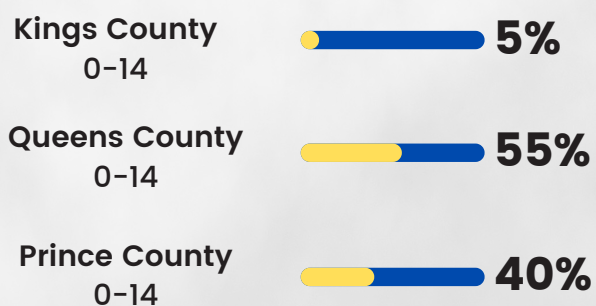


The reality is that cost keeps 1 in 3 Canadian kids out of organized sport, especially kids from marginalized or remote communities. That's where KidSport comes in.

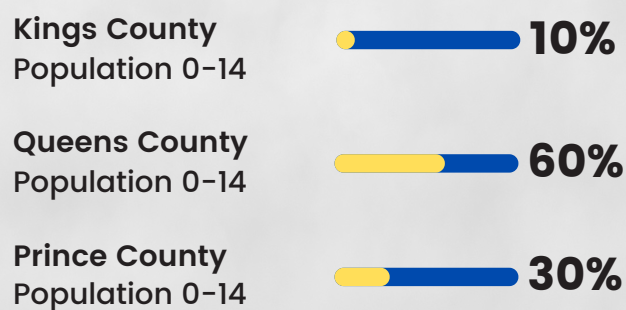
“Without KidSport neither of my girls would be the athletes they are today. They have the confidence in themselves to know they can achieve anything they put their minds to.”

- a parent

KidSport Distribution by County
ages 0-14



PEI Population by County
ages 0-14



How KidSport Funds were distributed in 2021.

Breakdown by Sport

49%

Hockey - 140 kids

9%

Gymnastics - 35

9%

Soccer - 64

6%

Equestrian - 17

6%

Figure Skating - 25

5%

Taekwondo - 13

16%

10 Other Sports - 67



NUMBER OF ISLAND KIDS HELPED

361

\$ OF FUNDS DISTRIBUTED

\$109,652.57

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



Khrista MacSwain-
Higginbotham



Tracey Gairns-Brioux



Shayne Connolly



Valerie Vuillemot

Our Athlete Ambassadors



Mark Arendz



Katie Baker



Ava Boutillier



Emily Cameron-Blake



Kristen Cameron



Noah Dobson



Jeff Ellsworth



Brett Gallant



Lorie Kane



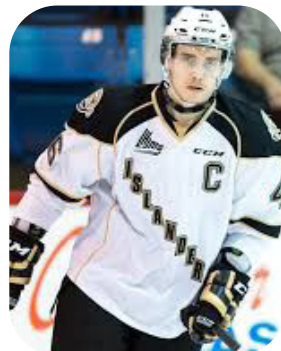
Kameron Kielly



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

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.

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.



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?