



TWO THOUSAND NINETEEN
KIDSPORT EDMONTON
ANNUAL REPORT

So ALL Kids Can Play!

OUR MISSION

We believe that no kid should be left on the sidelines and all should be given the opportunity to experience the positive benefits of organized sport. KidSport provides support to children in order to remove financial barriers that prevent them from playing organized sport.



MESSAGE FROM THE CHAIR

As we began 2019, KidSport Edmonton's primary goal was to achieve financial sustainability, to ensure that our organization will be there for the long-term to support invaluable sporting experiences for KidSport kids in Edmonton. To reach this goal, the Board set in place a plan to establish a sustainable funding model, whereby the organization would finish each year with enough cash on hand to support our kids' funding requirements for the following year. We knew this goal would be difficult to achieve, particularly given the challenging economic conditions that we all continue to face here in Northern Alberta. But with hard work, perseverance and amazing support from the community including our donors and partners, I am truly pleased to report that we

accomplished our goal at the end of 2019. By doing so, we have provided our hard-working staff with the confidence and financial means to say "Yes" to all qualified applicants, "So ALL Kids Can Play!"

In 2019, KidSport Edmonton funded sporting experiences for 2,903 kids, which was in line with the number of kids funded in 2018. With financial sustainability now in place, we are setting our sights higher to reach and support many more of the 30,000+ kids currently living in poverty in Edmonton. To do this, we will need to grow our base of generous donors and find more ways to collaborate with partners and other stakeholders.

We are truly excited for the growth opportunities that lay ahead.

We want to once again extend our sincere gratitude to the Foote Family who continue to provide a substantial annual grant to KidSport Edmonton through the Edmonton Community Foundation. This important contribution allows us to help sustain and support the growing numbers of kids and families in need in Edmonton.

We truly appreciate the ongoing support of our major corporate and sport partners, including Pembina Pipeline Corporation, the CN Community Board, TELUS, Klein Investment Management, The Love Boyz, Leading Edge Physiotherapy, Edmonton Minor Soccer Association, Edmonton Minor Hockey Alumni Association, Capital District Minor Football Association and Maple Leaf Athletic Club Foundation. We also wish to thank Jason Gregor for his unwavering support in promoting and presenting the KidSport Program through The Jason Gregor Pizza Pigout and to Jason Strudwick for leading The Roast of Jamie McLennan, our two signature events in 2019. In addition, KidSport Edmonton was honoured to once again participate in the Shaw Birdies for Kids program, presented by AltaLink.

Thank you to all of our wonderful families, amazing volunteers and generous partners and donors for making 2019 an important chapter in KidSport Edmonton's story.

At time of printing, our world has changed drastically with the onset of COVID-19 and the many implications that this outbreak is having on our daily lives. Thank you to our essential front-line workers who put their own well-being at risk every day to keep us all safe and well nourished. As we struggle with the effects of social isolation and the postponement of many of our favourite activities, we must stay the course and abide by the guidelines set out by our health leaders. Through our coordinated and collective effort, we will eventually see our kids back on the field where they belong. And what a wonderful day that will be.

TREVOR PHILIPPON
BOARD CHAIR, KIDSPORT EDMONTON



TWO THOUSAND NINETEEN TOP TEN SUPPORTED SPORTS

SOCCER

 1,032
\$111,120

Invested into minor soccer

SCHOOL SPORTS*

 287
\$29,520

Includes: Football, Basketball, Soccer, Volleyball, Cheerleading, Handball, Cross Country Running.

SKATING

 302
\$24,492

Invested into learn to skate programs

HOCKEY

 197
\$23,728

Invested into minor hockey

TAEKWONDO

 186
\$22,632

Invested into local martial arts programs

BASKETBALL

 194
\$22,519

Includes: Football, Basketball, Soccer, Volleyball, Cheerleading, Handball, Cross Country Running.

GYMNASTICS

 186
\$21,418

Invested into local gymnastics clubs

FOOTBALL*

 63
\$14,880

Invested into minor football.
*Includes tackle & flag.

DANCE

 115
\$13,749

Invested into dance programs in our community

SWIMMING

 67
\$7,477

Invested into the life skills of swimming

30 OTHER SPORTS

274
\$45,239

**\$320,036 and
2,903 Kids
TOTAL**

TWO THOUSAND NINETEEN TOP TEN SUPPORTED CLUBS

MILL WOODS SOCCER ASSOCIATION

EMSA NORTH

FLITeway FIGURE SKATING CLUB

EXTREME EDGE SKATING CLUB

OPEN BASKETBALL ACADEMY

JOHN D. BRACCO SCHOOL

EMSA SW

NORTH EDMONTON MINOR
FOOTBALL (SEAHAWKS)

EMSA WEST

SUNG LEE TAEKWONDO



TWO THOUSAND NINETEEN **IMPACT & KEY STATS**

IN 2019, OVER \$320,036

WAS DISTRIBUTED WITHIN EDMONTON, ASSISTING
2,903 QUALIFIED KIDS'
PARTICIPATION IN ORGANIZED SPORTS.

24 YEAR IMPACT



We're extending a huge hug to thank the community for supporting KidSport's 'So ALL Kids Can Play!' Grant Program. Directly impacting over 24,000 local KidSport kids and distributing over \$3.5M back into Edmonton's economy over 24 years, by providing access to sport for kids who live at/below the poverty line through subsidizing their sport registration fees.



OUR IMPACT IN EDMONTON

MOST FUNDED AGE GROUP

6 TO 9 YEARS

ATHLETE WITH DISABILITY

22

INDIGENOUS

220

NEW CANADIAN

628

KIDS LIVING AT OR BELOW LICO

97%

REFERRALS MADE TO SPORTS CENTRAL

621



BOYS



GIRLS



“Playing soccer is not only about developing as an athlete.

Players learn about being part of a team, they make friends, they are with coaches and other positive role models.

They meet their neighbors and have a lot of fun in a safe environment. We even have some KidSport players who have become very successful in our Club Programs and who have potential for a future career in playing soccer.”

- June McNeil, President EMSA West



THE ROAST OF **JAMIE MCLENNAN**

Last September, the gloves were off when Grade-A Roasters took a few shots on our friend, Noodles at The Roast of Jamie McLennan presented by The Love Boyz, at Chateau Lacombe.

Thanks to these fine folks for lighting up The Roast: Roast Master Jason Strudwick and fellow Roasters Kent Tilley, Mark Connolly, Robyn Regher, and Jana O'Connor.

The experience-based silent auction, wine raffle, 50/50, adopt-an-athlete cash call, table purchases & a room full of over 430 beauties - raised over \$89,000 (net) to help KidSport kids access sport!

THANKS TO OUR PARTNERS FOR HELPING US HOST THE ROAST:

THE LOVE BOYZ

OGILVIE

CWB

INSIGHT INSURANCE

CITY IMAGE SIGNS

LEADING EDGE PHYSIO

PENNOCK ACHESON NIELSEN DEVANEY

FELESKY FLYNN



THE JASON GREGOR PIZZA PIGOUT

Over 400 people enjoyed unlimited (and donated) 'zza from over 30 generous (and tasty) local pizzerias at The 1st Annual Jason Gregor Pizza Pigout!

Everyone voted on their favorite bites from their favourite spots - to help their overall favorite win a category in 'The People's Choice Award' for titles like best sauce, best cheese, best 'unique' pizza, and more!

Over \$16,000 (net) was raised on Wednesday October 23rd, at Molson Hockey House with a pizza box raffle, 50/50, sport experience raffle & a room full of hungry, hungry beauties!

NIGHT OF #'S

PARTICIPATING PIZZERIAS: 30
OF PIZZA'S: OVER 320
OF SLICES: OVER 3200

OF VOLUNTEERS: 40
OF ATTENDEES: 400
RAISED: (NET) OVER \$16,000

THANKS TO OUR PARTNERS FOR HELPING US HOST THE PIGOUT:

JVDRIVER GROUP
BEAVERBROOKE
KINSMEN GROUP
HORSE RACING ALBERTA
OSTREM CHEMICAL
EBUS
SYNERGY PROJECTS

PENNOCK ACHESON NIELSEN DEVANEY
HUB INTERNATIONAL
NATIONAL ENERGY EQUIPMENT
PARKE PACIFIC PROJECTS LTD.
MKA CANADA, INC.
K.A.R HOLDINGS LTD.

KIDSPORT EDMONTON

FINANCIAL OVERVIEW

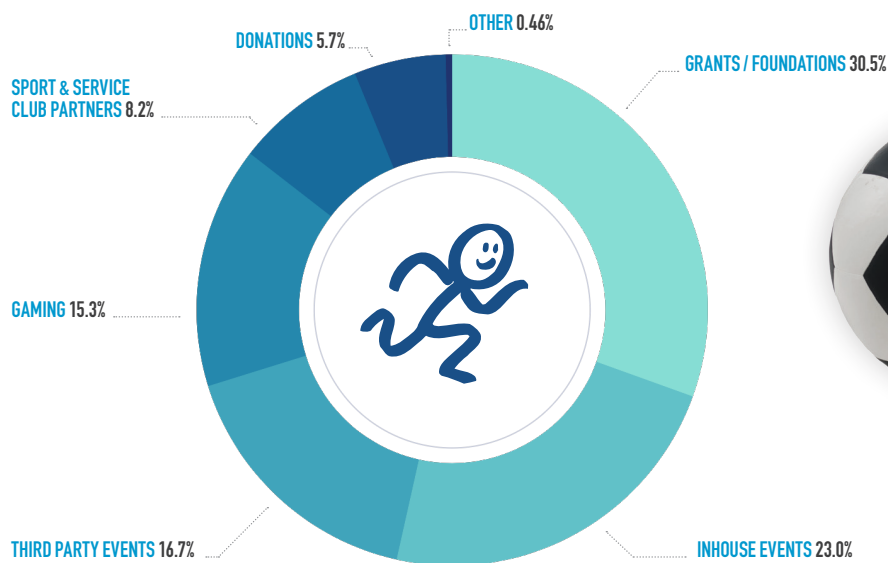
2019 was an astonishing year for KidSport Edmonton. We raised a grand total of \$713,025 which resulted in a 24% growth compared to 2018. This was primarily generated through a significant amount of corporate donations, foundation & grant contributions and most significantly, KidSport related events. Event revenue made up almost a third of total contributions this year and effectively doubled in activity compared to 2018. This increase was entirely due to the overwhelming support generated by community members, hosting Third Party events. As such, KidSport Edmonton would like to thank The Klein Invitational, Lillian Osborne High School, Dulux Paint, Listerhall, The Golf Society, and The Edmonton Marathon, for their hard work and pure passion for KidSport's mission - to help make it, 'So ALL Kids Can Play!'

Given these contributions, we were able to achieve multiple milestones. Firstly, KidSport Edmonton was able to fund 2,903 sport applications totaling \$320,036 in registration fees. This removed financial barriers for Edmontonian kids, allowing them to play the sport's they truly enjoy. Secondly, KidSport was able to increase its end of year cash position to \$425,636. This allows us to guarantee our next year's funding needs (another first for KidSport Edmonton!) and takes us one step closer in becoming a more sustainable organization.

This financial position could not have come at a better time as recent Covid-19 developments have littered our economic and social surroundings with a high degree of uncertainty. Given our new reality, our short-term decisions are ultimately driven by financial preservation with the hopes that KidSport Edmonton can soon return to what it loves doing best, helping kids to play the sports they love.

FUNDRAISING BREAKDOWN

We are fortunate to have a very diverse fundraising pool. Here is a breakdown of January to December 2019:



“Thanks. I appreciate you doing this...”

the kids love their sports and without you guys they sure wouldn't be able to play. Soccer has become a huge part of our family and I want to personally thank you from the bottom of my heart for helping my kids enjoy their dream.” **- A grateful KidSport mom**





KIDSPORT TURNS 25

LET'S TEAM UP & SUPPORT THE COMMUNITY FOR ANOTHER 25!

WE'VE HIT A MILESTONE YEAR, CELEBRATING 25 YEARS OF MAKING IT... 'So All Kids Can Play!'

KidSport works within the community to ensure that sport is accessible for kids who live at/below the poverty line through subsidizing their sport registration fees.

Whether you are a corporation that has provincial scope, a major player in your community, a small business, sport club, team, athlete or individual with a passion for sport we have opportunities for you to play a big part of KidSport 25!

The yearlong celebration launched on January 7 of 2020 as we share our message with a focus on the power of sport, the positive role it plays for kids and the life skills it provides.

WAYS YOU CAN 'JOIN THE TEAM'

FUNDRAISING // This is where you can have some fun and showcase your support! See below for a variety options!

Monthly Matching Partner: Challenge KidSport supporters across the province or in your community to donate. Set an amount you are willing to match, and we will use that to motivate the public to accept your challenge & donate.

Charity of Choice: Include KidSport as your charity of choice if you're involved in a fundraising event like a golf tournament!

Coach the Coach: If you are involved in sport, or have a kid participating then this is one you have to be involved in. The campaign is simple, and you can definitely have some fun with it, follow these easy steps:

STEP 1 - Coaches challenge the team to raise \$100 (or more) and donate it to KidSport Edmonton. KidSport will have a fundraising website for your team that can be emailed to parents, friends, etc. to collect donor dollars, track how much the team has raised and issue tax receipts.

STEP 2 - The players get to coach the coaches for the last 5 minutes of a practice. Any drills (within reason) that they hate doing and want to see the coaches do!

(Get the ice and Advil ready, am I right?!)

STEP 3 - Prove it and then challenge other teams, take a video and post it on social media using hashtags, #KidSportCoachtheCoach and #KidSport 25 and tagging @kidsportmonton

#PlayitForward25: Remember that adorable picture of your first sporting experience? This is your chance to share that picture and the stories within it. Post a photo of your early sporting experiences, tell the story of what sport means to you, make a \$25 donation, then post on social media and use the hashtags #PlayitForward25 #SoALLKidsCanPlay and tag some friends with the challenge to follow your lead.

Become a Monthly Donor: A \$25 monthly donation can add up to an annual impact of putting a kid in your community into a season of sport. This is a simple but hugely impactful way to show your support on an ongoing basis.

Attend an Event: Check out our calendar of events and rally some friends to head out and enjoy a great fundraiser!

VOLUNTEER // Join your local chapter and see how you can help them execute any of the programs above or by joining an event committee and helping take it to the next level for KidSport.

ADVOCATE // Not sure what you can do? Why not start with using your network and platform to advocate and raise awareness for KidSport. Share on social media, share within your office, share within your social or sport setting. Together we can magnify our message around KidSport 25 in not only raising necessary funds, but also educating families in need on how they can reach out to apply for assistance.

KIDSPORT EDMONTON PARTNERS

THE ROAST OF JAMIE MCLENNAN - CORPORATE PARTNERS



THE JASON GREGOR PIZZA PIGOUT - CORPORATE PARTNERS



COLLABORATING PARTNERS



SPORT CLUB PARTNERS

EMHA Alumni
EMSA
CDMFA

United Cycle
Hockey Edmonton
Maple Leaf Alumni Association

Edmonton International Baseball
Foundation

THIRD PARTY EVENT PARTNERS

Listerhall Dodgeball Tournament

Harry Ainlay High School - Hockey Classic
Fundraiser

U of A - Chuck a Puck

Edmonton Catholic Schools 2019
Curling Bonspiel

Edmonton Marathon

Lillian Osborne High School - Hockey
Tournament

J.H. Picard School Donation

ARCA Golf Tournament

Klein Invitational Tournament

M.E. LaZerta School Fundraiser

Delux Paint Golf Tournament

Synergy Golf Tournament

K-Days

Golf Society

NASCA Golf Tournament

Park Derochie Golf Tournament
1st Rnd.

SPORT CLUB PARTNERS

CN Community Board

City of Edmonton - CIOG

Building Trades of Alberta Charitable Foundation

TELUS

Edmonton Community Foundation

Rotary Club of Edmonton South

Shaw Charity Classic - Birdies for Kids

ENDOWMENT FUNDS VIA EDMONTON COMMUNITY FOUNDATION

Eldon and Anne Foote Family Fund

Olga Lentz Memorial Fund

Owen Schlosser Fund

David & Janet Bentley Family Fund

Karen Good Family Fund



TEAM KIDSPORT EDMONTON

BOARD OF DIRECTORS

Trevor Philippon, <i>Board Chair</i>	Benito Chiodo, <i>Treasurer</i>	Naim Cardinal, <i>Director</i>	Miles Davis, <i>Director</i>
Steve Allen, <i>Past Chair</i>	Tom Duke, <i>Director</i>	Bonnie Chan-Maier, <i>Director</i>	Don Ellis, <i>Director</i>
David Whyte, <i>Vice Chair</i>	Mark Connolly, <i>Director</i>	Kara Kempin, <i>Director</i>	

FUND DEVELOPMENT COMMITTEE

Miles Davis	Nick Burak	Dean Basara	Frank Santoro	Matt Colpitts	Codie Richard
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MONEY TREE COMMITTEE

David King

GIRLS AND GRIT COMMITTEE

Kara Kempin	Laura Masyk
Amy MacKinnon	Christina Mah

with Paralympic Sports Association

Alysia Rissling

PIGOUT COMMITTEE

Naim Cardinal	Frank Santoro <i>Canadian Progress Club St. Albert Chapter</i>	KidSport St. Albert Chapter
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ROAST COMMITTEE

Mark Connolly	Dean Basara	Jessica Gray <i>with Leading Edge Physiotherapy</i>
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STAFF

Dayna Hyman, <i>Executive Director</i>	Terri Tumack, <i>Program Manager</i>	Glenn Jensen, <i>Event & Volunteer Coordinator</i>	Nicole Schile, <i>Bookkeeper</i>
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HOW TO GET INVOLVED

Investing in the youth of our community, through sport, will provide them with life changing experiences that will make us a stronger community for the future. Join our team in 2020 and be part of our 25th Anniversary of making it So ALL Kids Can Play!

HERE ARE A FEW WAYS YOU CAN GET INVOLVED IN SUPPORTING US.

VOLUNTEER OR DONATE

AND SEE IF YOUR COMPANY OFFERS A VOLUNTEER MATCHING PROGRAM.

SPREAD THE WORD

SUGGEST KIDSPORT AS THE CHARITY OF CHOICE FOR AN EVENT YOU ARE A PART OF, YOU KNOW OF OR THAT YOUR COMPANY RUNS.

MONTHLY DONOR

JOIN OUR GROWING TEAM OF MONTHLY DONORS.

SPONSOR OR DONATE

INTRODUCE US TO YOUR COMPANY'S COMMUNITY INVESTMENT OR SPONSORSHIP TEAM SO WE CAN BUILD A GREAT PARTNERSHIP TOGETHER.

UNIQUE METHODS OF GIVING

WE HAVE A VARIETY OF UNIQUE WAYS TO GIVE TO SUPPORT OUR CAUSE. GET IN TOUCH WITH US SO WE CAN SHARE SOME IDEAS WITH YOU OR YOUR ORGANIZATION.

25 YEAR CELEBRATION

CONSIDER WHAT ROLE YOU OR YOUR COMPANY CAN PLAY IN THE BUILD UP TO AND CELEBRATION OF OUR 25TH ANNIVERSARY AS A KIDSPORT CHAPTER IN 2020.

Contact us to have a discussion if you are interested in joining and supporting our team!

DAYNA HYMAN EXECUTIVE DIRECTOR // DAYNA@KIDSPORT EDMONTON.COM // 587-227-3388



So ALL Kids Can Play!

VOLUNTEER // APPLY // DONATE

[KIDSPORT.CA/EDMONTON](https://kidsport.ca/edmonton)



@KIDSPORTEDMONTON