



# 2020 ANNUAL REPORT



# 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

In 2020 we celebrated 25 years of KidSport in our communities across Canada. The past year presented a number of significant challenges for our KidSport kids and our broader sport community. For many of the families KidSport Edmonton supports, the challenge has been even more significant with low-income families bearing a disproportionate impact of the pandemic. Our team is well aware of this impact and we are preparing to play a major role in helping our kids and our community get back to sport.

Although there were many challenges in 2020, there were many highlights that are important to recognize. The Board of Directors want to thank our tremendous team at KidSport Edmonton, specifically the excellent leadership from our Executive Director Dayna Hyman, on navigating the challenges of the past year. Everyone from our front-line staff to supporting volunteer Fund Development and Event Organizing Committees to my fellow Directors on the Board - thanks to each of you for your endless dedication to our KidSport kids. We were able to keep the doors open during this unprecedented period resulting in kids accessing sport in our community at a time, due to the economic impacts brought on by COVID-19, when subsidy programs are so vital.

We also want to thank our incredible community partners for their support. We thank the Foote Foundation and the Edmonton Oilers Community Foundation for their generosity, KidSport Edmonton's first major donors Lisa & Marshall Sadd, and Pattison Outdoor Advertising for the biggest gift-in-kind we've ever received. We also thank the Love family for their sponsorship as the title partner for the 3rd year in a row for 'A Night with KidSport featuring George Laraque'. Last and certainly not least, we thank our friend and partner, Jason Gregor, for his support in securing a large donation from The Minerva Foundation and hosting the 2nd Annual Jason Gregor Pizza Pigout.

We have an excellent and diverse board in place that is committed to helping our local KidSport families get their kids get back into sport in 2021. We continue to work with our families, volunteers, partners, donors, and community advocates, to ensure every kid in Edmonton can get a chance to play and experience the joy of sport, regardless of their family's socioeconomic status. Our team has worked hard in the past 5 years to implement a strategy that will ensure we are sustainable well into the next 25 years so we can continue to move KidSport kids from the bench, onto the field.

We believe sport will play a critical role in continuing to transform our community, let's work together "So all kids can play"!

## DAVID WHYTE, KIDSPORT EDMONTON BOARD CHAIR

## OUR TEAM

**THE BACKBONE OF KIDSPORT CONTINUES TO BE THE AMAZING VOLUNTEERS WHO GIVE THEIR TIME TO HELP MAKE IT, So ALL Kids Can Play!**

### FUND DEVELOPMENT COMMITTEE:

Miles Davis, Chair  
Nick Burak

Matt Colpitts  
Dean Basara

Frank Santoro  
Kevin Goeres

Codie Richard  
Don Ellis

### EVENT ORGANIZING COMMITTEES:



Mark Connolly, Chair  
Rowena Cui  
Renee Kim  
Jill Schlender  
Jesse Gray  
Kevin Mah  
Jennifer Dolynchuk



Liann Cameron,  
Chair  
Rowena Cui  
Kevin Goeres  
Renee Kim

Nik George  
Klayton Deputan  
Chris Donnelly  
Jennifer Dolynchuk

### BOARD MEMBERS

David Whyte, Chair  
Trevor Philippon, Past Chair  
Benito Chiodo, Treasurer  
Mark Connolly  
Tom Duke  
Bonnie Chan-Maier  
Kara Kempin  
Miles Davis  
Don Ellis  
Liann Cameron  
Jill Gillis

# 2020 HIGHLIGHTS



JANUARY

**KIDSPORT 25:** 2020 marked our 25th year getting kids across Edmonton off the sidelines and into the game!

MAY-JUNE

**BACK TO SPORT:** As sport began to make a return, we launched our Back To Sport program to help bring sport back to those kids in our community who needed it most.

JULY

**SHAW CHARITY CLASSIC:** The Shaw Charity Classic launched their #ChipinforKids text to give program to help get kids back in the game.

SEPTEMBER

**A NIGHT WITH KIDSPORT:** We hosted our first-ever virtual fundraiser featuring Georges Laraque presented by The Love Boyz. With help from an outstanding and supportive community, we were able to knock this event outta the park!

OCTOBER

**PIZZA PIGOUT:** Over 120 cars attended The Jason Gregor Pizza drive-in dinner-and-a-show, surrounded by community while siloed in the comfort & safety of our own cars we watched Monsters vs. Aliens & E.T. on Halloween-eve.

NOVEMBER

**WINTER EQUIPMENT:** We partnered up with our friends at Sport Central to outfit KidSport kids with free equipment, without the typical requirement to be registered in a sport program, enabling safe play at home for KidSport families across Edmonton.





## 2020 = 25 Years of Impact.

In 1995 a group of volunteers set out to make sure kids in our community had the access to sport they deserved.

**25 years later our impact continues to grow!**

**70,000 Kids** given the opportunity to play

**14 million dollars** has been invested back into our local sports community

**All with the goal of making it**

**So ALL Kids Can Play!**

THANK YOU: VOLUNTEERS BOARD MEMBERS DONORS  
PARTNERS SPONSORS STAFF OUR SPORT COMMUNITY

SPECIAL THANKS TO OUR KIDSPORT 25 PARTNERS:



WHEN WE  
PERSEVERE  
HELP OTHERS  
LISTEN  
DON'T WIN  
WORK HARD  
PRACTICE  
SHARE  
MENTOR  
NEVER GIVE UP  
ARE RESPONSIBLE  
PLAY  
WE LEARN!



# 2020 IMPACT



**1593**

KIDS PROVIDED FUNDING

**\$193,811**

DISTRIBUTED TO OUR LOCAL SPORT COMMUNITY

## 2020 TOP SUPPORTED SPORTS



**SOCCER 539 KIDS \$64,689**  
Invested into local soccer programs.



**SKATING 228 KIDS \$27,313**  
Invested into local learn to skate programs.



**BASKETBALL 187 KIDS \$22,755**  
Invested into local basketball programs.



**MARTIAL ARTS 160 KIDS \$19,098**  
Invested into local martial arts programs, including martial arts, karate, taekwondo, parkour, boxing/kickboxing, jiu-jitsu, judo.



**HOCKEY 109 KIDS \$13,625**  
Invested into local hockey programs.



**GYMNASTICS 107 KIDS \$13,260**  
Invested into local gymnastic programs.



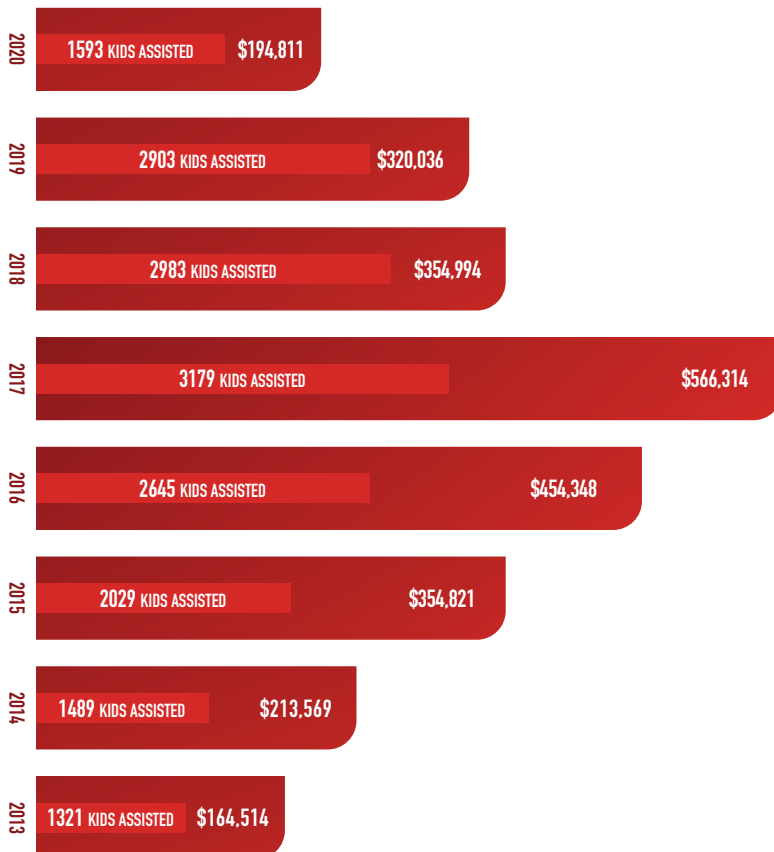
**DANCE 66 KIDS \$8,198**  
Invested into local dance programs.



**SWIMMING 48 KIDS \$5,880**  
Invested into local swim programs.

## YEAR OVER YEAR IMPACT

KIDS ASSISTED // FUNDS DISTRIBUTED



**SPORTCENTRAL**  
Equipment for kids in need since 1991

EMAIL REFERRALS FOR SPORTS EQUIPMENT (NO REGISTRATION)

**72**

FUNDING APPLICATION REFERRALS

**323**

## TOP 5 SPORTS

SOCCER:

**133**

SKATING:

**73**

HOCKEY (ICE):

**68**

BICYCLE:

**5**

BASKETBALL:

**4**

\* Audited financial statements are updated on our website following our AGM each year.



## EVENT PARTNERS



## EVENT PARTNERS



# GRANTS, FOUNDATIONS & OTHER FRIENDS OF KIDSPORT

## ENDOWMENT FUNDS VIA EDMONTON COMMUNITY FOUNDATION

ELDON & ANNEFOOTE FAMILY FUND

OLGA LENTZ MEMORIAL FUND

OWEN SCHLOSSER FUND

DAVID & JANET BENTLEY FAMILY FUND



## GIFT-IN-KIND PARTNERS



## EVERYONE'S A WINNER BUT WE'VE GOT SOME MVP'S TO HIGHLIGHT



LISA & MARSHALL SADD  
KIDSPORT'S FIRST MAJOR DONORS



## COMMUNITY PARTNERS



# SPORT HAS THE POWER TO CHANGE THE WORLD.

It has the power to inspire, the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sports can create hope, where there was once only despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all types of discrimination.

**- NELSON MANDELA**



Our work is not done. Sport is going to play a critical role in building back our community and for the families and kids we assist, our support is needed now more than ever. Join us in getting kids back to sport in 2021 and beyond!

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[KIDSPORTCANADA.CA/ALBERTA/EDMONTON](https://kidsportcanada.ca/alberta/edmonton)

**VOLUNTEER // APPLY // DONATE**



## **2020 KIDSPORT EDMONTON FRONT LINE TEAM**

Glenn Jensen  
Jeffrey James

Terri Tumack  
Jill Schlender

Jennifer Dolychuk

Nicole Schile  
Dayna Hyman