



2022

ANNUAL REPORT



EDMONTON

So ALL Kids Can Play!



VISION

We envision all the communities we serve as a place where all children have the opportunity to participate in sport.

MISSION

KidSport supports children who need financial assistance with sport registration fees. We believe the power of sport participation promotes the development of children's social, mental and physical well-being. Through increasing access to quality sport programs, KidSport strengthens our community.

BOARD CHAIR MESSAGE

I'd like to start by truly thanking our amazing donors, volunteers, operations staff and partners. Throughout a challenging last couple of years our team, and the community as a whole, continue to impress with their energy, passion and dedication to the KidSport cause. 2022 was an especially significant period as our community continued its long-awaited exit from the COVID-19 pandemic and our KidSport kids began to get back off the sidelines and into the game.

The KidSport Edmonton team has worked hard over the last year to nurture our strong relationships with fantastic existing partners in the community and to build exciting new bonds with others who want to help KidSport make a meaningful and positive impact. An example of this is Season 1 of the Hockey Assist Program (HAP) which launched for the 2022/2023 ice hockey season and was a tremendous success thanks to generous support from the Edmonton Oilers Community Foundation (EOCF). We are very thankful to the EOCF and look forward to partnering with them again on Season 2 of the HAP program for the 2023/2024 ice hockey season.

To our standout supporters: The Eldon and Anne Foote Foundation have once again provided our largest grant this year, enabling KidSport Edmonton to place over 450 KidSport kids into the sport of their choice. Pattison Outdoor Advertising was a great team-mate, providing a tremendous donation of an in-kind partnership through digital ad space, giving KidSport Edmonton the opportunity of growth and exposure in ways that would normally be out of reach for us. The Edmonton Elks provided KidSport Edmonton with a generous gift-in-kind partnership that provided wonderful opportunities of promotional and experience-in-kind support. The Federal and Provincial Governments also provided some much-needed one-off COVID relief funding which allowed KidSport Chapters to accelerate our ability to assist KidSport kids during an extremely trying time in the community we serve. Lastly, but certainly not least, Volvo of Edmonton was a big star in the game, sponsoring a double platinum partnership connected to both The Roast of Joaquin Gage and The Jason Gregor Pizza Pigout.

Speaking of KidSport events, we were finally able to return to hosting an in-person event for our annual spring Roast fundraiser. The Roast of Joaquin Gage, with Dustin Nielson as the Roast Master, was a night filled with fun and laughter. An all-star line up of roasters took their best shots at Gager - all in good fun for KidSport. Our 4th Annual Jason Gregor Pizza Pigout was another great success and couldn't be made possible without the kindness and support of Jason Gregor. 2022 also saw an increase in community organized third-party fundraisers, thank you for including KidSport Edmonton at your golf tournaments and Jersey Days at work... they truly make a huge impact.

KidSport Edmonton's Board of Directors and the small but mighty Operations Team have done an exceptional job over a challenging past two years focusing on strong fiscal management, fundraising and continuous organizational improvement. Due to their dedication, when KidSport kids came back to sport - we were ready operationally and financially to provide as much help as possible. Our Executive Director, Dayna Hyman continues to provide true heart, energy, and passion towards the KidSport cause and we are extremely lucky to continue to grow with her in our KidSport family. I also consider myself fortunate to work with an exceptional group of people volunteering on the Board of Directors. Their diverse backgrounds and experience provide a valuable sounding board to better our organization. I'd also like to express my gratitude for the guidance and efforts of our past-chair, David Whyte, in helping mentor me and for handing me the reins to an organization in a great position to really succeed in helping the community. As well, a big thank you to all outgoing and past Board Members for helping to us to get where we are today. Your collective insight, wisdom and time-in-kind is unmeasurable.

I'd like to end with a story. At the Roast event, I went to thank one of our roasters - a well known and retired Edmonton athlete - for volunteering his time and energy to make a difference in the community. I said, "You don't need to do this and not everyone in your position does. I just wanted to say thank you and that it makes a difference". He said back, "Yeah, but isn't that just the 'Edmonton way'..." I loved that message. Helping the community and giving back is what we do in Edmonton. Thank you all.

MILES DAVIS, BOARD CHAIR



IMPACT

TOP 10 SUPPORTED SPORTS



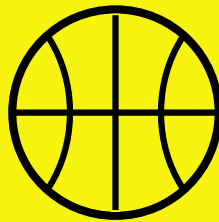
SOCCER
\$127,930
683 KIDS
527 | 151 | 5

HOCKEY
\$192,966

294 KIDS
247 | 46 | 1



BASKETBALL
\$57,042
281 KIDS
192 | 89



MARTIAL ARTS
\$49,896

221 KIDS
126 | 95



SKATING
\$34,197
205 KIDS
96 | 108 | 1



GYMNASTICS
\$29,237
136 KIDS
25 | 111



FOOTBALL/FLAG FOOTBALL
\$22,567
99 KIDS
95 | 4



DANCE
\$12,562
59
3 | 56

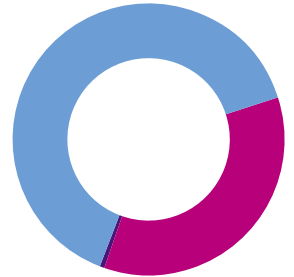


SWIMMING
\$11,171
54 KIDS
25 | 29



VOLLEYBALL
\$10,578
49 KIDS
31 | 18

1480
BOYS
FUNDED



9
ANOTHER
GENDER
FUNDED

812
GIRLS
FUNDED

\$586,603*
DISTRIBUTED

2301
KIDS FUNDED

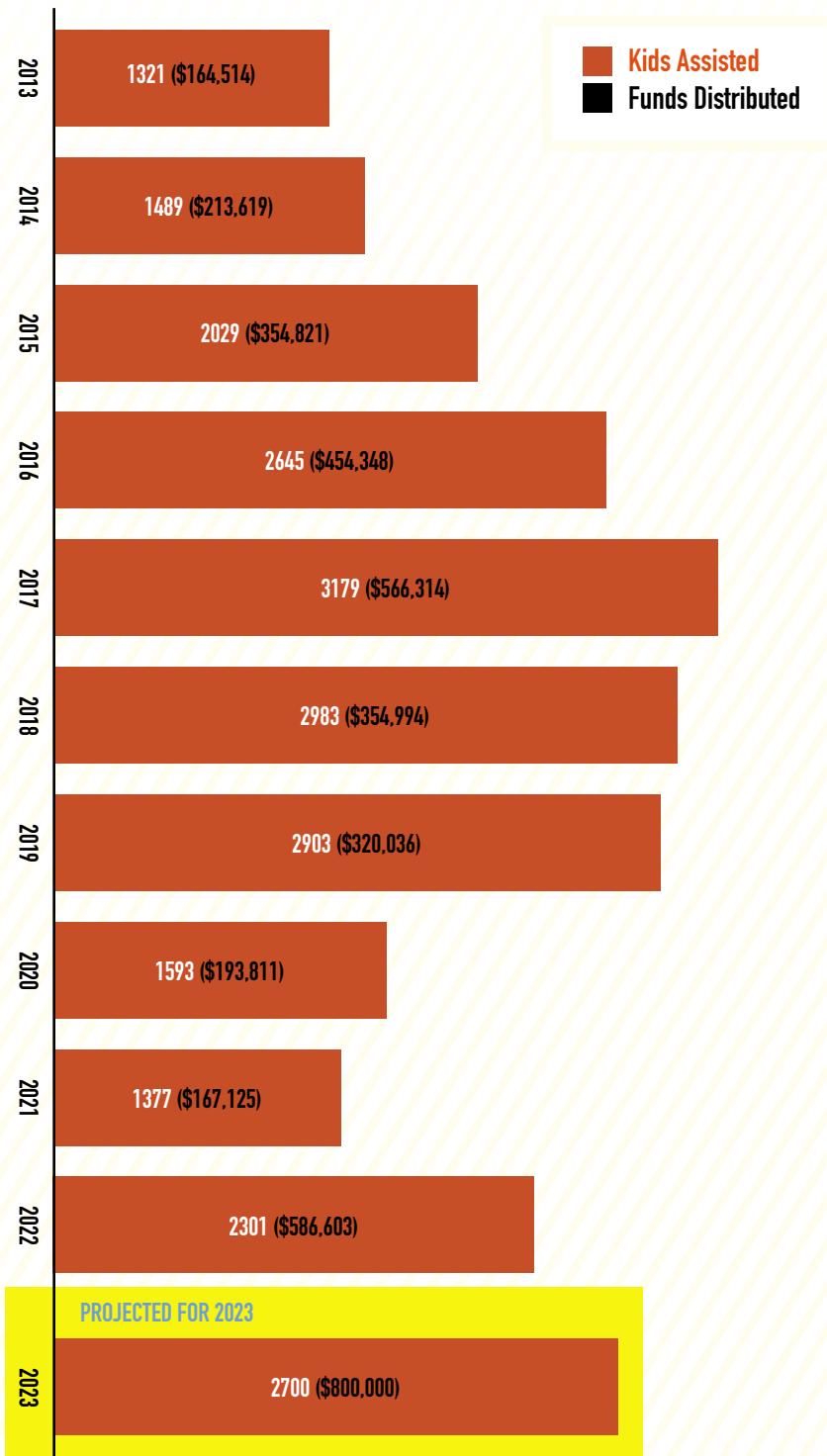
* The over \$586,000 in registration fee assistance was distributed directly back into our local sport community across 292 different sport clubs within 52 different sports.





IMPACT

YEAR OVER YEAR IMPACT



“I am writing to say a very big thank you for your generous sponsorship for my boys’ soccer. They are very passionate about playing soccer and their excitement when they learnt that they would be playing this season was out of the world. I hope that one day, I would be able to help other kids to play sports just as you have done for my boys.”

- A Grateful KidSport Parent



A strategic community partner that provides sport equipment to KidSport kids.

FUNDING APPLICATION REFERRALS

629 KIDS

TOP 3 SPORTS





2022 HIGHLIGHTS

DIVERSITY & INCLUSION DISCUSSION SERIES



DIVERSITY & INCLUSION IN SPORT
discussion series
POWERED BY:  Foundation

In 2022 KidSport Edmonton and KidSport Calgary teamed up with INclusion INcorporated to host an 8-part series focused on Diversity & Inclusion in Sport. The series was powered by the Calgary Flames Foundation and provided an opportunity for over 1,200 sport leaders to participate in these extremely powerful sessions.

HAP SEASON 1



In addition to KidSport's 'So ALL Kids Can Play!' Grant Program, providing fee assistance to eligible families through subsidizing their registrations fees up to \$250, in April 2022 KidSport welcomed a new program with the launch of The KidSport Oil Country

Hockey Assist Program (HAP) in partnership with the Edmonton Oilers Community Foundation (EOCF).

Eligible KidSport kids that participated in HAP's specific learn-to-skate and ice hockey programs received their registration fees paid in full, with thanks to the program's main donor, the EOCF.

With thanks to a generous community of donors, KidSport Edmonton kids were able to access sport programs through two avenues of funding: one avenue to subsidize up to 50 different organized sports and the second avenue of receiving their hockey registration paid in full. And the cherry on top of it all: access to no-cost equipment was provided through KidSport's partnering community agency, Sport Central.





GOVERNMENT COVID RELIEF FUNDING

RETURN TO PLAY

The global pandemic had a major effect on more than just the economy: it affected the mental health of all of us, in many ways, including children. We are grateful that the Government of Alberta not only recognized this, but also recognized that sports for kids are an incredible mental health tool. As such, the Ministry of Culture provided assistance in the development and implementation of a grant program to not only help kids return to sport, but also help sport, physical activity and recreation organizations, all of whom were heavily impacted by COVID, get back on their feet so that kids have safe spaces and ample opportunity to play.

The Government of Alberta's Ministry of Culture provided funding of \$4M in total, allowing KidSport Alberta to distribute \$1.85M through our chapters and assist over 7000 kids with the registration cost, allowing them to play a season of sport when they otherwise would have been unable to.

In addition, between KidSport Alberta and the Alberta Recreation and Parks Association, \$2.1M was distributed between 171 qualified sports, recreation and physical activity organizations, with grants of up to \$15,000. This funding provided organizations support in their recovery from the impacts of the pandemic and allowed them to offer programming to participants within their respective communities.

As our lives have gotten back to something that seems "normal", we have seen the enthusiasm and excitement in the families and the kids that we have been able to impact through the Return to Play program. We thank the Government of Alberta for seeing the value in sport, physical activity and recreation for kids and for including us in this initiative, So ALL Kids Can Play!

COMMUNITY SPORT FOR ALL INITIATIVE

In June 2022 KidSport was one of two recipients to receive the Government of Canada's Community Sport for All Initiative (CSAI). This initiative set out to rebuild sport participation post-pandemic while also increasing sport participation rates in a variety of important communities such as Black, Indigenous, racialized, 2SLGBTAAIA+, low income and newcomer populations as well as people living with disabilities. The Government of Canada's funding provided KidSport \$4.43M in financial support to help pursue the CSAI mission of increasing participation as well as supporting KidSport's vision of making sure no child is left on the sidelines. \$3,960,000 went to sport registration fees, which at \$250 grants per child has seen 15,840 children across Canada gain access to sport! As well, \$250,000 of the funding has been dedicated to expanding KidSport Chapter development across the country and this has seen the expansion of 10 new Chapters nationally. KidSport is grateful to the Government of Canada for being a recipient of this important initiative. It's initiatives like this that help support us in removing financial barriers so that ALL Kids Can Play!





KIDSPORT EDMONTON EVENTS

KidSport's events are only made possible by a team of outstanding volunteers and generous corporate and individual donors — all strong believers in KidSport's mission to help make it 'So ALL Kids Can Play!'

Thanks to the entertainers, corporate partners (gift in kind and monetary), attendees and volunteers for choosing to support KidSport kids in our community.



PRESENTED BY
VOLVO
Volvo of Edmonton

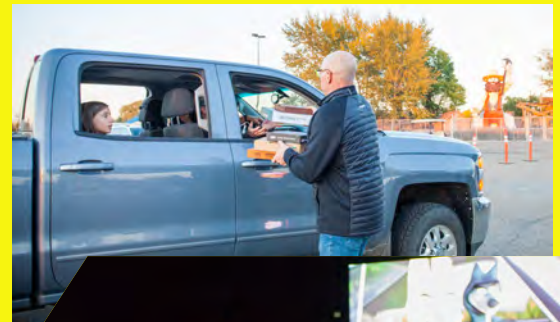
KidSport hosted The Roast of Joaquin Gage presented by Volvo of Edmonton on May 13, 2023, and it was one for the books! Roast Master Dustin Nielson hosted a lineup of all-star Roasters, including onstage and video roasts from Jason Strudwick and Gene Principe from the Sportsnet Desk, Terry Ryan, Kathleen McGee, Terran Sandwith, Craig

MacTavish, Louis DeBrusk, and supported by Jason Gregor mid-show for the cash call. We laughed until our sides hurt and before we knew it, north of \$75,000 was raised (net) and in one night we created equal access to sport programs for 300 KidSport kids!



PRESENTED BY
VOLVO
Volvo of Edmonton

KidSport hosted The 4th Annual Jason Gregor Pizza Pigout presented by Volvo of Edmonton on October 8, 2023 and it was one for the kid-friendly big screen! We carbed out for a cause at this pop-up, family-friendly drive-in movie night. We pigged out from the comfort of our own cars as we watched *The Bad Guys* on Canada's biggest LED screen. We ate the 'za until we couldn't anymore and before we knew it, we raised \$35,000 (net) and created equal access to sport programs for 130 KidSport kids!





Thanks for helping make it
So **ALL** Kids Can Play!

2022 CORPORATE EVENT PARTNERS

THE ROAST

THE ROAST & THE PIGOUT

THE PIGOUT

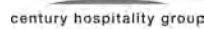
PLATINUM



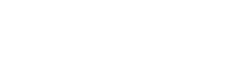
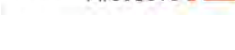
GOLD



SILVER



BRONZE



GIFT IN KIND





KIDSPORT EDMONTON PARTNERS

It's because of the strength of the community, that highlights KidSport's ability to support kids in our community who come from families that require a helping hand and a friendly face to help move their kids from the bench to the centre line, or onto the pitch, or into the swimming pool.

Thank you!!

GENERAL CORPORATE PARTNERS

POPPY BARLEY



SERVICE CLUB SUPPORTERS



SPORT CLUB PARTNERS



Edmonton International
Baseball Foundation

MAJOR DONORS

THANK YOU TO LISA & MARSHALL SADD, MAJOR DONORS FOR 3 YEARS.

GRANTS & FOUNDATIONS

Urban Systems Foundation

Olga Lentz Memorial Fund

Community Investment
Operating Grant

David & Janet Bentley Family Fund

Shane McElhanney Memorial Fund

William & Florence Lede Family

Butler Family Foundation

Bouchier Family Foundation

Campbell Collective Fund

Eldon & Anne Foote Family Fund

Calgary Shaw Charity Classic
Foundation



VOLUNTEER, BOARD, AMBASSADOR THANK YOU

We thank our amazing volunteers, board members, agency partners and Team KidSport Ambassadors. The ever-growing impact we have on kids in our community is due to your efforts, time, passion and care for everything we do. THANK YOU!

VOLUNTEERS

The backbone of our organization continues to be the amazing volunteers who give their time in the office, at events, and in our community.

AMBASSADORS

A special thank you goes out to the fantastic athletes, coaches, media personalities, Olympians and leaders who stand with us as we work to make it So **ALL** Kids Can Play!

BOARD OF DIRECTORS

- Miles Davis, Chair
- Codie Richard, Vice Chair
- David Whyte, Past Chair
- Benito Chiodo, Treasurer
- Kara Kempin
- Kevin Goeres
- Liann Cameron
- Jill Gillis
- Don Ellis
- Kevin Mah
- Bonnie Chan-Maier
- Nina Lindop

EVENT COMMITTEES



- Mark Connolly
- Renee Kim
- Matt Kassian
- Evan Nord
- Anna-Marie Efimoff
- Duncan Maguire
- Kevin Mah



- Klayton Deputan
- Anna-Marie Milligan
- Renee Kim
- Brenda Erlam
- Duncan Maguire
- Don Ellis

FUND DEVELOPMENT COMMITTEE

- Kevin Goeres
- Jason Estrada
- Nick Burak
- Trevor Ostapiw
- Dean Basara
- Matt Colpitts
- Frank Santoro
- Jonathan Zukiwsky
- Benjamin Shopland

GIRLS AND GRIT COMMITTEE

- Jill Gillis
- Kara Kempin
- Dia Syed
- Alysia Rissling
- Shannon Butler
- Naomi Schmold
- Laura Holdner-Ostapiw

LOW-COST SPORT COMMITTEE

- Jill Gillis
- Bonnie Chan-Maier
- Ben Hofz

“I am a single mom of four active kids aged 8-14. I simply do not have the means to outfit my kids for sporting activities, without KidSport, there'd be no way to get all four into organized sports. KidSport has meant that all of my kids get to do something each year! Because of KidSport my kids have enjoyed gymnastics, baseball, tap dancing, soccer (indoor and out), hockey, and skating lessons. My kids LOVE their lessons and teams and their experiences has meant they are not feeling left out anymore, they have something to look forward to each week, they have tried things they wouldn't normally have tried, and succeeded in ways that have surprised them. Thanks to all who continue to support KidSport so my kids get a chance to play sports.”

- A thankful KidSport Mom



**2022
KIDSPORT EDMONTON
FRONTLINE TEAM**

Jill Schlender
Nicole Schile
Anna-Marie Efimoff
Sarah Pearson
Dayna Hyman

KidSport's 'So ALL Kids Can Play!' Grant Program is a fee assistance program funded by the community, for the community. Let's help KidSport kids get from the bench to the centre line through teaming up to make sure our communities' kids have what they need. Creating equal access to sport programming, a basic childhood experience, that helps shape today's kids into tomorrow's leaders.

Phone: 780-803-8165 Email: dayna@kidsportedmonton.com

VOLUNTEER // APPLY // DONATE



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