



EDMONTON

Annual Report

2024



So **ALL** Kids Can Play!

About

KidSport

VISION

We envision a community 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.



KIDSPORT So ALL Kids Can Play! GRANT PROGRAM

This is how KidSport fulfills its mission. The program's purpose is to create equal access to sports for kids in our community. It's a fee assistance program that subsidizes sport registration fees for kids from families facing financial hardship, accomplished through a simple application process that qualifies a family. Once approved, KidSport sends donor dollars to the sports clubs and schools we work with, enabling another kid in our community to participate in sports, which we at KidSport believe is a crucial childhood experience.



KidSport Edmonton Team Staff & Volunteer

THE VOLUNTEERS AND STAFF THAT HELP PUSH THE MISSION FORWARD IN 2024!

A big thank you to such passionate volunteers, ambassadors and staff. The ever growing impact we have on KidSport kids in our community is due to your heart and hustle!

KIDSPORT STAFF

Robin Westervelt, *Program Coordinator (PT)*
Mandy Brown, *Program Coordinator (PT)*
Nicole Schile, *Bookkeeper (PT)*
Graeme Dickson, *Events & Communications Manager (FT)*
Michelle Lindstrom, *Operations Manager (FT)*
Dayna Josdal, *Executive Director (FT)*



KIDSPORT PROGRAM ADMIN - VOLUNTEERS

Jill Schlender
Paula Connop

BOARD OF DIRECTORS

Codie Richard, <i>Chair</i>	Mark Ham
Kevin Goeres, <i>Vice Chair</i>	Jill Gillis
Miles Davis, <i>Past Chair</i>	Michelle Vafaei
Elizabeth Tkachuk, <i>Treasurer</i>	Jeff Vela
Trevor Ostapiw	Nina Lindop
Liann Cameron	

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!* Highlighted MVPs are: Dieu-Merci Michel and Ken M'Pindou

FUND DEVELOPMENT COMMITTEE

Trevor Ostapiw, <i>Chair</i>	Marc Lupicki
Ron Lefebvre	Sean Flynn
Jeremy Amyotte	Adam Lazor
Sheena Fitzpatrick	Matt Colpitts
Yugant Manchanda	Frank Santoro
Tyler Wowk	Jonathan Gasirabo

EVENT COMMITTEE - BIDS FOR KIDS

Mark Connolly
Kelly Beesley
Marc Lupicki

EVENT COMMITTEE - PIZZA PIGOUT

KidSport St. Albert Team



Message from the Board Chair

Dear Friends, Supporters and Partners,

As we reflect on another remarkable year, I am filled with immense gratitude for the unwavering dedication and passion that drives our mission. Our organization has made significant strides, thanks to the commitment of our staff, volunteers, donors, and partners. Together, we've continued to empower those in need, champion our core values, and make a lasting impact on the communities we serve.

In 2024, we continued to increase our level of support for our community as we helped fund even more eligible KidSport kids into sport through subsidizing sport registration fees. We were able to send out over \$1.1M in community donations to local sport organizations and families across our city to allow over 4,300 KidSport kids to enjoy the countless benefits of sport. These contributions were another record year and for that we are so very fortunate.

Over the year, we brought back our successful Bids for Kids event in June. Even though the Oilers were taking up the social lives of most Edmontonians at the time, we were still so pleased to have a wonderful turnout that evening. Many laughs were had and great conversation was enjoyed amongst our guests. Thank you to Edmonton Sport's Talk's Dustin Nielson, Tom Gazzola and Shawn Bell for being our lively hosts of the evening as well as our special guest, Georges Laraque. We also hosted our 6th annual Jason Gregor Pizza Pigout in the fall. Many slices of pizza was consumed, winners were crowned, and we were able to support even more kids. Thank you to Jason for your continued support of KidSport Edmonton.

With the support of the Stollery Charitable Foundation grant, we were able to add a new teammate to the KidSport Edmonton Team, an Events & Communications Manager. With this, we have steadily grown our third party events throughout the year, and

are thankful for every company, child's birthday party, corporate event, and individual donor who chooses to raise funds for our cause.

KidSport Edmonton is immensely thankful to our partner organizations. The Edmonton Oilers Community Foundation and Sport Central who continue to be our partners and ambassadors through the Every Kid Deserves a Shot program where every year even more children are able to play Hockey in Oil Country. We are grateful to the Province of Alberta who recognized the importance of Sport in the 2024 Budget and provided significant funding to the Every Kid Can Play Program.

We continue to have a long list of donor supporters who choose our organization as their partner. Thank you to the Edmonton Minor Soccer Association, Edmonton Minor Hockey Alumni Association, Swift Oilfield Supply, GS Construction, The Eldon & Anne Foote Fund and The William & Florence Lede Family Foundation to name a few. We are humbled by your support and look forward to working together again in the future.

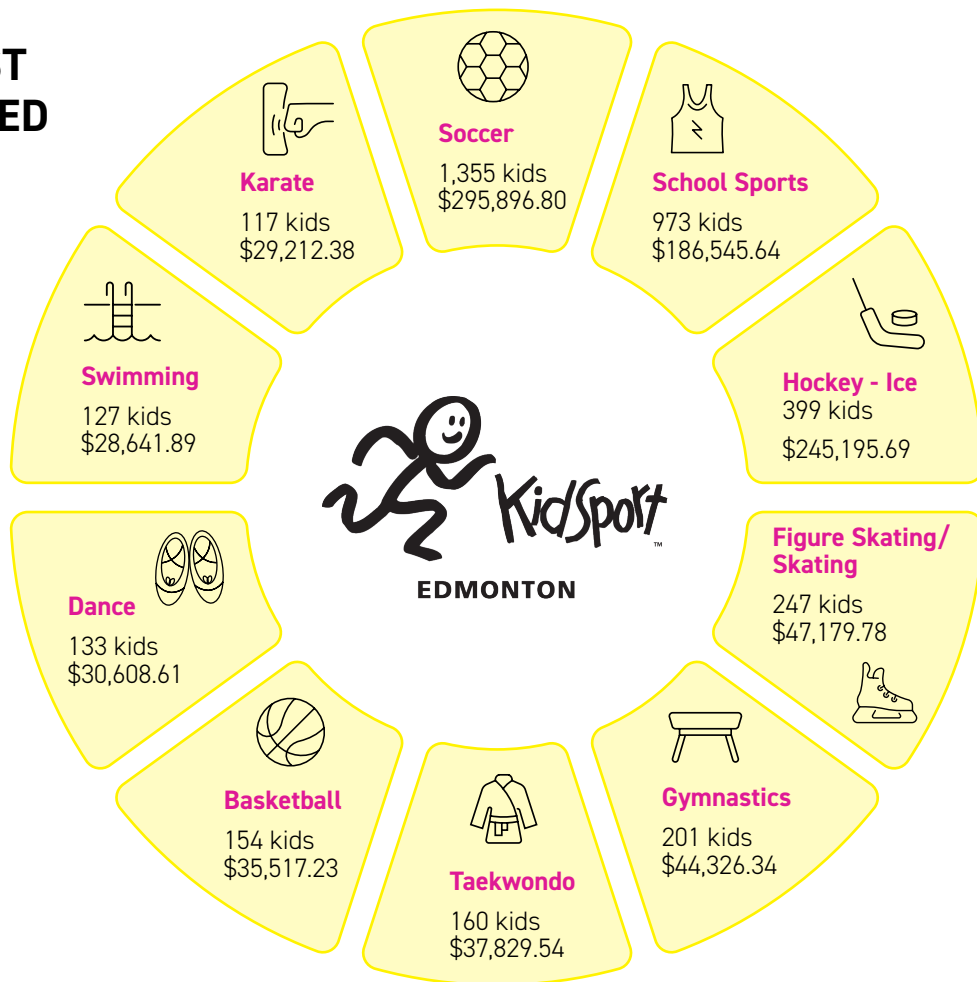
On behalf of the Board of Directors, I want to extend my deepest appreciation to each of you and to our KidSport Edmonton Operations team. Your contributions, whether through your time, talents, or resources - are making a difference to families within the City of Champions. Thank you for being part of this incredible journey. We look forward to the opportunities ahead and are excited to break even more records in our 30th year.

With sincere gratitude,

CODIE RICHARD
Board Chair

Our Impact

TOP 10 MOST PARTICIPATED IN SPORTS



GIRLS
1,525
—
BOYS
2,836
—
ANOTHER GENDER
9

NEW CANADIANS
1,051

SPORT CLUB & SCHOOL PARTNERS 430

DIFFERENT SPORTS KIDSPORT KIDS PARTICIPATED IN 43

ATHLETES WITH DISABILITIES
113

REFERRED TO SPORT CENTRAL FOR EQUIPMENT
750

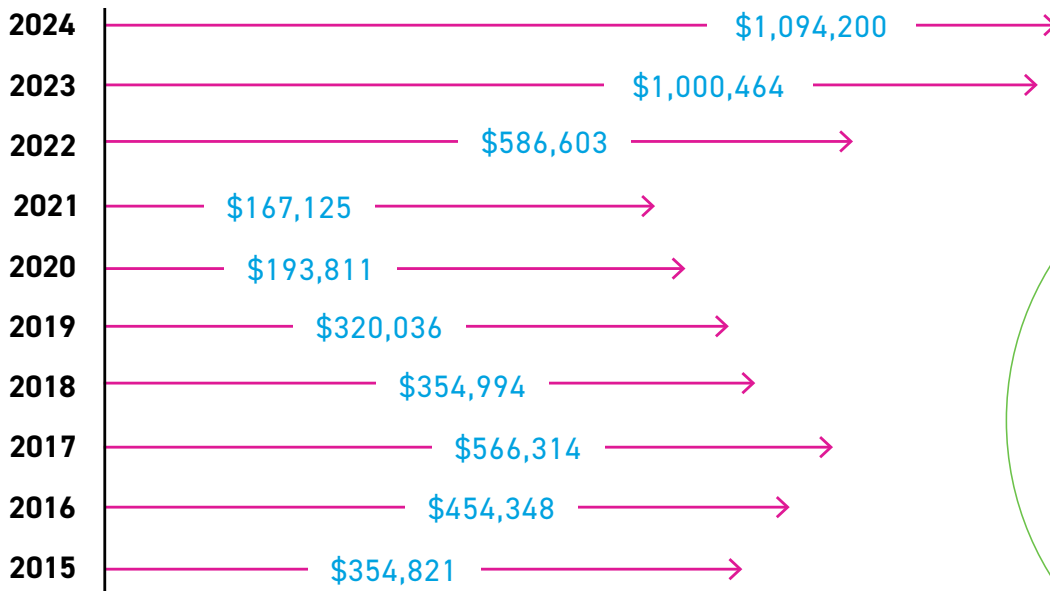
INDIGENOUS ATHLETES
349

TOTAL
\$1,094,200.09
Registration Fees

4,370 KidSport Kids

Our Impact

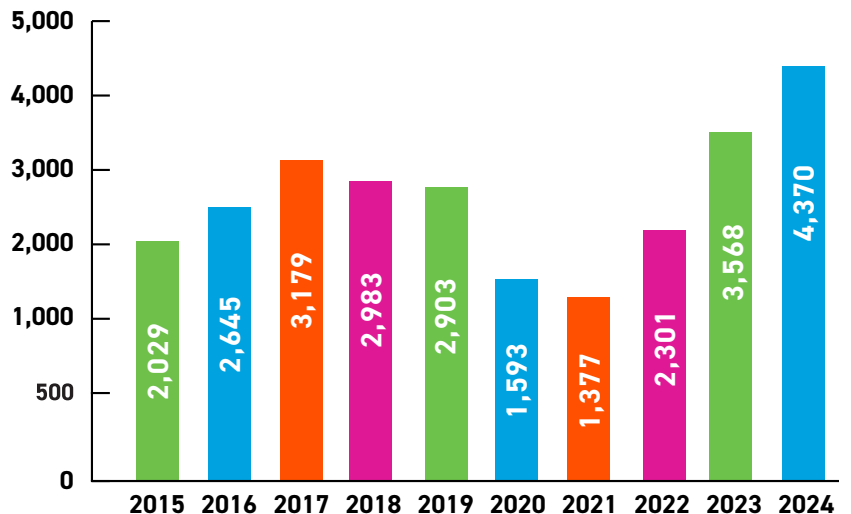
SPORT REGISTRATION FEES FUNDED OVER THE LAST 10 YEARS



“ I want to express my deepest gratitude for your support in helping my son continue to play soccer. We are a family of five, and we have been facing significant financial challenges. Providing opportunities for our children to participate in sports has been difficult, but thanks to KidSport’s assistance, my son can continue doing what he truly loves — playing soccer. This sport brings him so much joy, and it helps him stay active, build confidence, and be part of a team. Your generosity makes a real difference in the lives of families like ours, and we cannot thank you enough for this opportunity. ”

- A KidSport Mother, about her 9 year old son

NUMBER OF KIDS FUNDED OVER THE LAST 10 YEARS



2024 Events



PRESENTED BY



The 2024 Bids for Kids, presented by GS Construction, in support of KidSport, was an amazing evening at The Bell in Scona on June 19th. The room was filled with wonderful guests, and the night was emceed by CBC's Mark Connolly who kept the evening rolling and on time to boot. Mark, a former KidSport Edmonton Board member, continues to help push the KidSport Mission forward by emceeding KidSport events. The evening's entertainment was looked after by Edmonton Sports Talk's (EST) Dustin Nielson, Tom Gazzola and Shawn Belle. The EST Crew hosted a live hot-stove-style podcast and were joined by former Oiler Cult Hero, Georges Laraque. The crew were absolute gems to work with. Stories

were shared, and laughs were had all night! Between the laughs and stories, a special guest, Dieu-merci Michel, a former KidSport kid, shared his family's story about how KidSport enabled him to play organized soccer in Edmonton with the BTB Academy. Dieu-merci's passion and dedication recently led him to sign his first professional contract with Vitoria S.C. B in the Portuguese Soccer League. He is striving to make the jump to the top team that plays in the top league in Portugal. After sharing his story, Reed Clarke, CEO of Sport Edmonton, jumped on the mic to host the cash call and help KidSport meet its fundraising goal for the night! Volunteers supported, and attendees enjoyed the silent auction, Beer Tree Raffle, and 50/50 Raffle, all while grazing on The Bell in Scona's delicious bites. It was a night for the books, without a doubt!

PLATINUM



SILVER



BRONZE



FRIENDS OF KIDSPORT



2024 Events



The 2024 Jason Gregor Pizza Pigout, presented by Swift, in support of KidSport, marked its 6th year, but the excitement in the room made it feel like it was in its first year! Once again, Jason Gregor hosted Edmonton's biggest (and best) pizza party at The Canadian Icehouse on October 24th. The venue was packed with eager pizza enthusiasts, who filled their plates with 'zza from 19 amazing Pizzeria Partners, who donated 386 pizza boxes worth of dough to help KidSport raise some serious dough! During the event, we played a special video on the screens to showcase the positive impact KidSport has on the local community. Whether you were a guest, pizzeria partner or corporate partner, this video conveyed the importance your support plays in the community. Between chowing down on the massive pizza buffet, volunteers supported and guests enjoyed participating in the 50/50 Raffle, the Pizza Box Raffle, and the Fill the Net Community Donation Board.

PLATINUM



BRONZE



FRIENDS OF KIDSPORT



GIFT IN KIND



Partners

SPORT CLUB GIVING



CORPORATE PROGRAM GIVING

WF Steel & Crane
Apex Utilities Inc.
Emery Jamieson LLP
United Sport & Cycle
NORM Survey of Canada

DONOR DESIGNATED FUNDS VIA THE EDMONTON COMMUNITY FOUNDATION

Eldon & Anne Foote Fund
David & Janet Bentley Family Fund
Olga Lentz Memorial Fund
Bill & Linda McLean Family Fund
Savard Family Memorial Fund
KidSport Edmonton Fund

THIRD PARTY EVENT FUNDRAISERS

Rotary Club of Edmonton South -
Oilers Breakfast
BTB Soccer Academy Charity
Soccer Game
Lister Hall Dodge Ball Tournament
ME Lazerte Basketball Playoff
Poppy Barley
Lillian Osborne Teacher vs Student
Hockey Game
Harry Ainlay High School
Alberta Champions Cup
KiSS FM City Wide 50/50
Rock Jungle Climbing
Edmonton Marathon
Supplement King
St. Theresa Catholic School

Edmonton Construction
Association Golf Tournament
Good Shephard Catholic School
KidStrong Sherwood Park BBQ
Suncor Edmonton Area Social
Club Golf Tournament
Prana Yoga Studio Inc.
Rabbit Hill Ski
Starlight Casino
Gateway Casino
Grand Villa Casino Edmonton
NWZ 605 Hockey
Leduc U12B Jaguars
U13 AA Ice Blue Edmonton
Ice Hockey
Under Armour

GRANTS & FOUNDATIONS

Edmonton Oilers Community Foundation
Government of Alberta Every Kid Can Play Grant
The Edmonton Community Foundation Grant
Rogers Charity Classic Foundation, Birdies for Kids
Alberta School Athletics Association
Zender Family Foundation
William & Florence Lede Family Foundation
Stollery Charitable Foundation
Urban Systems Foundation
Legacy Plus Foundation
Martin Harris Foundation
Avery Linto Legacy Foundation



Partners

The following speaks to a KidSport Alberta & Government of Alberta Partnership. The funding from the partnership supports 38 local KidSport Chapters in Alberta. KidSport Edmonton is grateful to receive a portion of the funds and looks forward to a continued partnership as the need for KidSport's fee assistance program continues to rise. Below is combined data from all 38 KidSport Chapters whose local KidSport kids benefit from the Government of Alberta's generosity.

"In 2023, the Government of Alberta launched the Every Kid Can Play (EKCP) Program, further to the success of their previous Return to Play Program. In doing so, they committed \$3,460,150 to KidSport Alberta to promote equal play across the province of Alberta by providing subsidies for program registration costs to help children and youth whose families require financial assistance to access sport, physical activity, and recreation. These funds enabled us to provide direct financial support to more than 12,229 children by distributing up to \$350 per child registration to eligible families.

Highlights of EKCP 2024:

- 12,229 grants were distributed to help cover youth sport registration fees for children facing financial barriers
- 7,463 male
- 4,750 female
- 16 other
- 71 different sports funded
- 220 Alberta communities benefited from the program

During a record-breaking 2024, KidSport Alberta chapters supported more kids into sport programs than ever before and we would not have been able to do this without the incredible support of the Every Kid Can Play Program. As a result, we are thrilled to announce the renewal of the Every Kid Can Play Program for 2024-2026. The Ministry of Tourism and Sport is investing a total of \$7.4M over 2 years, which will allow us to get over 10,000 kids per year off the sidelines and into the game! This will ensure that every child, regardless of their financial circumstances, can enjoy the benefits of engaging in physical activities and the happiness of participating in sport.

Our gratitude for the Government of Alberta's Every Kid Can Play Program knows no bounds, and we can't wait to see what we can accomplish together in 2025 and beyond."

— **Kelly Oehlerking,**
KidSport Alberta's Executive Director



" I am writing to express my deepest gratitude for the incredible opportunity you have provided my son to play soccer this year. We were thrilled to learn about KidSport's commitment to supporting young athletes, and your belief in my son's potential means the world to us. The chance to be a part of the soccer program, it was a dream come true for him, and we are truly grateful for the Grant, your time, effort, and resources your team has dedicated to making this possible. This opportunity is not just about playing a sport; it is about building character, learning teamwork, and growing both on and off the field. He made new friends, and we have already seen a positive impact on our son, and we are excited to see how he continues to develop under your guidance. Thank you once again for your generosity and support. "

- A KidSport Father, about his 8 year old son