



2023



Annual Report

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’s So **ALL** Kids Can Play! Grant Program

This is how KidSport actions the mission. The program’s purpose is to create equal access to sport for kids in our community. It’s a fee assistance program that subsidizes sport registration fees for kids that come from families facing financial hardship and is accomplished through a simple application process that qualifies a family, then once approved, KidSport sends a cheque to the sport club and one more kid in our community is enabled to participate in crucial childhood experiences – like sport.

Board Chair Message



2023 was a monumental year for KidSport Edmonton (KSE). We set new records in both the number of kids we were able to support, as well as the amount of funding we were able to inject into the community, just creeping over the million-dollar mark. Truly remarkable feats on both fronts. A banner year such as this is built on the effort, dedication and support of KSE's many amazing donors, volunteers, staff and partners and I would like to do my best to recognize them as they deserve.

KidSport Edmonton is thankful for our partner organizations – some of whom have been working with us for many years, and others who we are excited to grow new relationships with. Season 2 of our Hockey Assist Program (HAP) was a continued success thanks to the Edmonton Oilers Community Foundation and we look forward to working with them for Season 3! Under the Affordability Policy, we received impactful funding from the Province of Alberta which was instrumental in supporting our record number of kids this year. The Edmonton Minor Hockey Alumni (EMHA) provided a welcome donation to support hockey registration fees. I would also like to recognize our valued long-term relationship with our sister organization - Sport Central, who provide equipment support to many of our KidSport families. We are both equally important ingredients in the recipe for success in helping eligible kids access sport. Thank you all for your continued support and dedication to our cause.

Our annual events also had a banner year. The Roast of Kevin Lowe set a new high-water mark for single event fundraising. I would like to thank Kevin Lowe (for being such a good sport), Roast Master - Jason Gregor, as well as all our talented Roasters. The 5th annual Jason Gregor Pizza Pigout was, again, a huge contributor. Thank you, Jason for your kind support in all of the things you continue to do for KSE.

No level of “thank you” can be enough to show our true appreciation to all of our amazing donors. At any dollar amount - you are all vital to helping get each KidSport kid into the game. In particular I would like to recognize some of our all-star supporters who continue to provide consistent and impactful donations to KSE: The Eldon and Anne Foote Foundation as well as Marshall and Lisa Sadd. Thank you to Glen Kinnee, CEO and President of Swift Oilfield Supply who stepped in this year as the title partner for both of our headline events. A big thank you to Kendall and her team at Poppy Barley who focused their donation to provide accessibility to sport specific for girls. We are thankful to have you all on the team and look forward to working with you going forward.

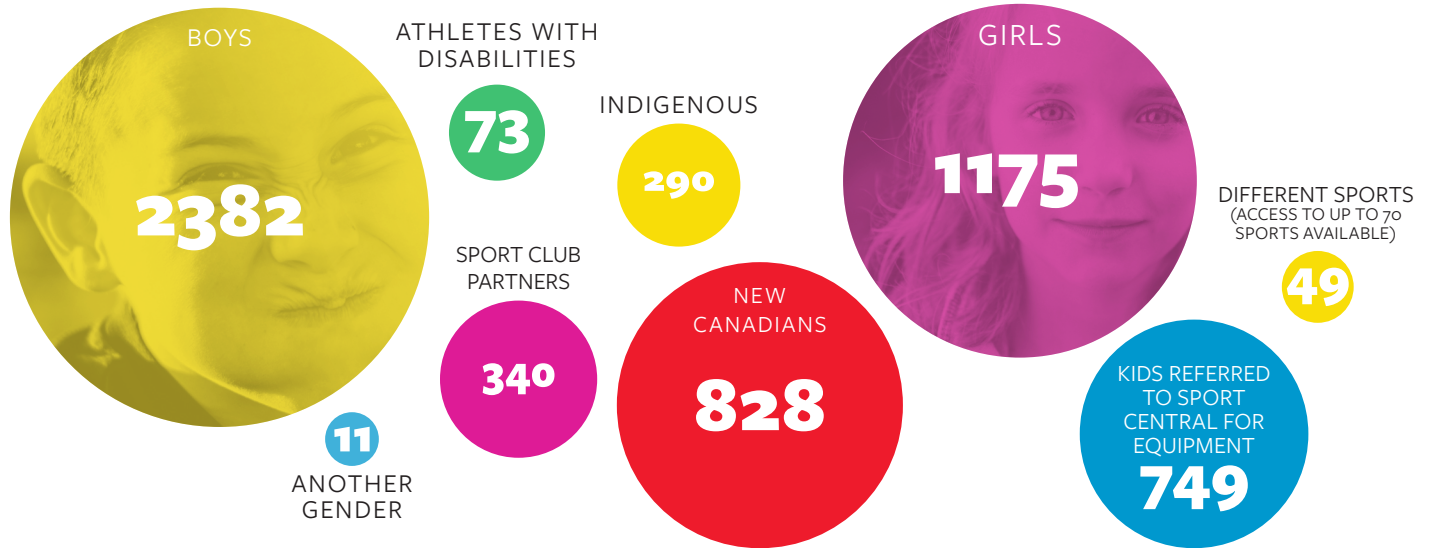
The KidSport Edmonton Board of Directors and Operations team, under the leadership of our Executive Director, Dayna Hyman continue to successfully guide our organization along. The success we saw this year is greatly assisted by the time, effort and dedication from our talented volunteer board members. This combined with the daily hard work, execution and true kindness to our KSE families from Dayna and her team are like McDavid and Draisaitl on the powerplay – truly amazing.

KidSport Edmonton continues to grow and make a huge positive impact in our city. Going forward, I have utmost confidence that with our continuing commitment, energy and teamwork, KidSport Edmonton will be able to keep closing the gap - “So ALL kids can play”.

MILES DAVIS

Board Chair

Our Impact



TWO THOUSAND TWENTY THREE TOP TEN SPORTS

SOCCER



SCHOOL SPORTS*



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

HOCKEY



MARTIAL ARTS



Includes: Taekwondo, Karate, Martial Arts, Jiu-Jitsu, Judo

GYMNASTICS



SKATING



BASKETBALL



DANCE



SWIMMING



CHEERLEADING

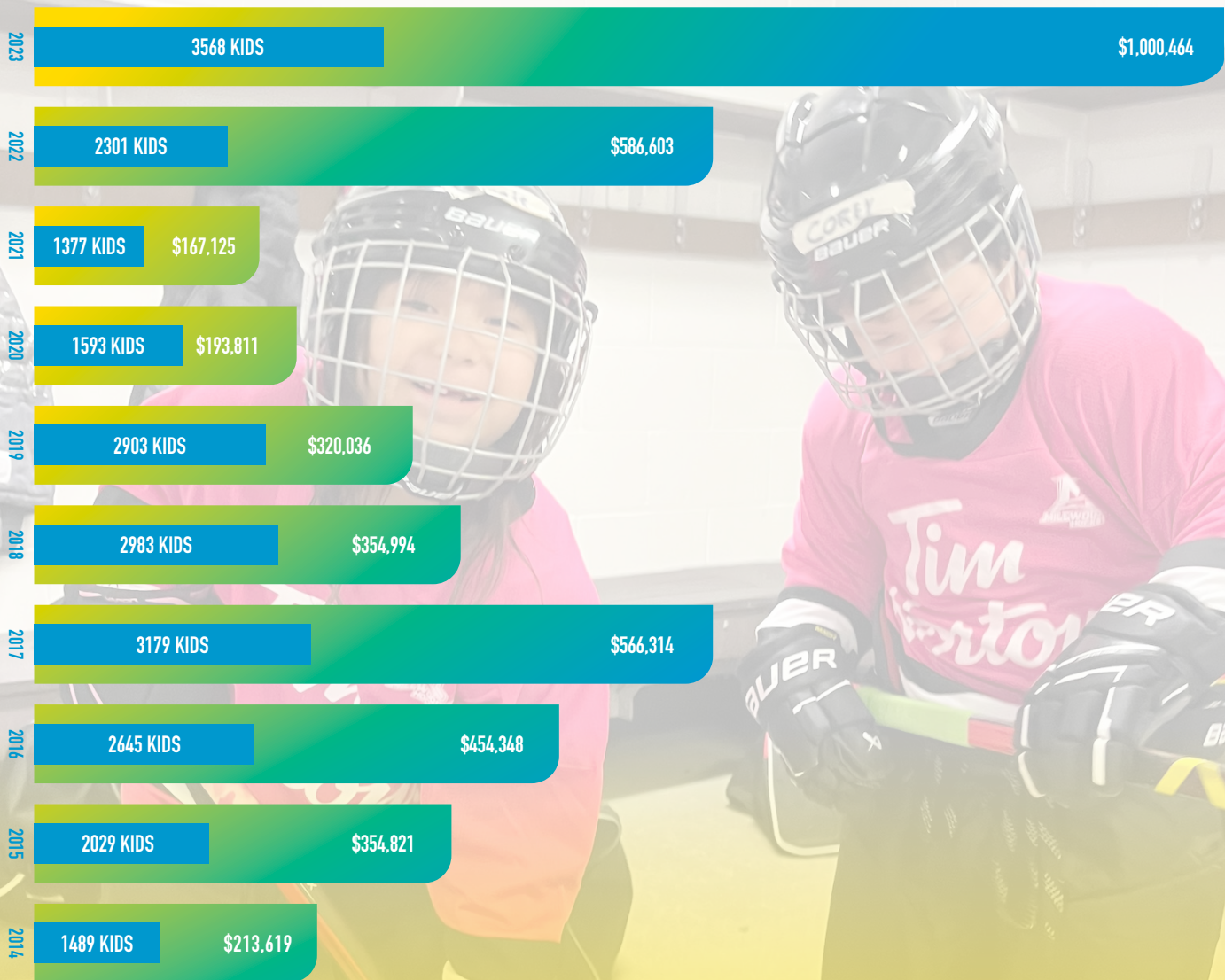


TOTAL

\$1,000,464 Distributed and **3,568** Kids

**The over \$1M in registration fee assistance was distributed into our local sport community across 340 different sport clubs within 49 different sports*

Our Impact



“ Thank you so much for this opportunity! My kids are learning lifelong healthy living because of sports! They are doing well in their first year of hockey, it’s great to see them making friends and developing skillsets influenced by great coaches. Again, thank you KidSport, for the wonderful support and opportunity!



A grateful KidSport Mom

KidSport Events



THE ROAST JUNE 2024

Oilers legend Kevin Lowe has faced flames before, but never like this! Roast Master Jason Gregor and an all-star lineup of Roasters took their best shots at our guest of honour. The Roast of Kevin Lowe presented by Swift was an unforgettable, gloves off night filled with gritty hockey stories and side-splitting laughs!

Over 400 attendees supported the fundraising event through ticket purchases, silent auction bids (and wins), the cash call and the 50/50. This created equal access to sport for 400 KidSport kids, raising over \$100K (net) to subsidize their sport registration fees with.

Thank you to our generous corporate partners, intrigued attendees, and dedicated volunteers for directly removing the financial barrier that restricts families from providing their children with basic childhood experiences, like participation in sport, when going through challenging times.

You know what they say... KidSport Roasts are always fun... never politically correct... but it's all for the KidSport kids #SoALLKidsCanPlay

We had a great time hosting you and hope that you had a great time sharing your evening with us, thanks again and see you at the next one!



PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS



BRONZE PARTNERS



GIFT-IN-KIND



KidSport Events



THE JASON GREGOR PIZZA PIGOUT OCTOBER 2024

The 5th Annual Jason Gregor Pizza Pigout presented by Swift was one for the books!

Over 300 KidSport (and pizza) supporters got together on October 11 to chow down on delicious 'zza all while creating equal access to sport for KidSport kids through purchasing tickets, being a corporate partner, and participating in the 50/50 and the Pizza Box Raffle.

This year, 20 Pizzerias participated by donating their dough, to help KidSport raise some dough, which equated to 386 pizza boxes placed on the glorious pizza buffet, totalling at least 3,088 pizza slices. Don't worry, everyone was encouraged to wear their stretchy pants to fully max out on this experience! The best part was that \$43,500 net was raised for KidSport. This subsidizes sport registration fees for 175 KidSport kids, enabling access for them to participate in their favourite sport programs from soccer to martial arts and dance.



Before you order pizza for dinner tonight, head to jasongregorpizzapigout.com to see which Pizzeria's claimed their fame (and bragging rights) in The People's Choice Awards.

Thanks to all for supporting KidSport by carb'ing out for a cause, see you next year!

PLATINUM PARTNERS



SILVER PARTNERS



GIFT-IN-KIND



BRONZE PARTNERS



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 GIVING

Imperial
GMC Sherwood Park
Poppy Barley

In Demand Recruitment and Consulting Inc.
United Sport & Cycle
Norwest Cooling Systems Inc.

CVL Engineering
Scotia McLeod Charitable Foundation
Edmonton Elks Football Club

SPORT ORGANIZATION PARTNERS



Edmonton International Baseball Foundation

MAJOR GIFT DONORS

Marshall & Lisa Sadd

FOUNDATIONS & GRANTS

Eldon & Anne Foote Fund
William & Florence Lede Family
Birdies for Kids, Shaw Charity Classic
Owen Schlosser Fund
Savard Family Memorial Fund
Brian Anderson Memorial Fund

Universiade Grant
Bouchier Family Foundation
David & Janet Bentley Family Fund
Campbell Collective Fund
Kouri Family Fund
Rogers Communications Canada Inc.

Olga Lentz Memorial Fund
Sam Ousher Switzer Charitable Foundation
Edmonton Oilers Community Foundation
Government of Alberta Grant

THIRD PARTY EVENT FUNDRAISERS

Lister Hall Dodge Ball Tournament
Lillian Osborne Teacher vs Student Hockey Game
Rosso Inc.
Kuby Renewable Energy Ltd. Staff Event
JD Bracco Nothing But Net Basketball Tournament
Backyard Creations
HSL & JPHL League Championships 50/50
NAVC Volleyball Alberta Premier
ATS Traffic Raffle
Jersey Day 50/50
Community Taps & Pizza

Alberta Champions Cup 50/50 deposit
Edmonton Construction Association Golf Tournament
Par-Tee Charity Golf Classic
ATCO Charity Golf Tournament
SVPT Golf Classic
Freson Bros Watermelon Fest BBQ
CPA Golf Tournament
The Nation Network
Edmonton Marathon
Ladies League Annual Fundraiser
VolksWagon Game Changers

John D. Bracco Junior High School
Seven Performance Inc.
H&H Skate Sharpening
Darlene's Tea Towels
Premier Build Garages Christmas Party
Under Armour Bounce Back Event
Rotary Club of Edmonton South - Oilers Breakfast
Train Like an athlete- Yeg Fitness
Cycling Sundays

Volunteers, Board, & Ambassadors

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

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
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Kara Kempin, Director
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Liann Cameron, Director
Kevin Goeres, Director

Nina Lindop, Director
Trevor Ostapiw, Director
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Marc Lupicki
Jonathan Zukiwsky
Benjamin Shopland
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Renee Kim
Brenda Erlam

PIGOUT COMMITTEE

Renee Kim
Klayton Deputan
Sadie Reid



So **ALL** Kids Can Play!

VOLUNTEER // APPLY // DONATE

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



[@KIDSPORTEDMONTON](https://www.instagram.com/kidsportedmonton)

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.

2023 KIDSPORT EDMONTON FRONTLINE TEAM

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