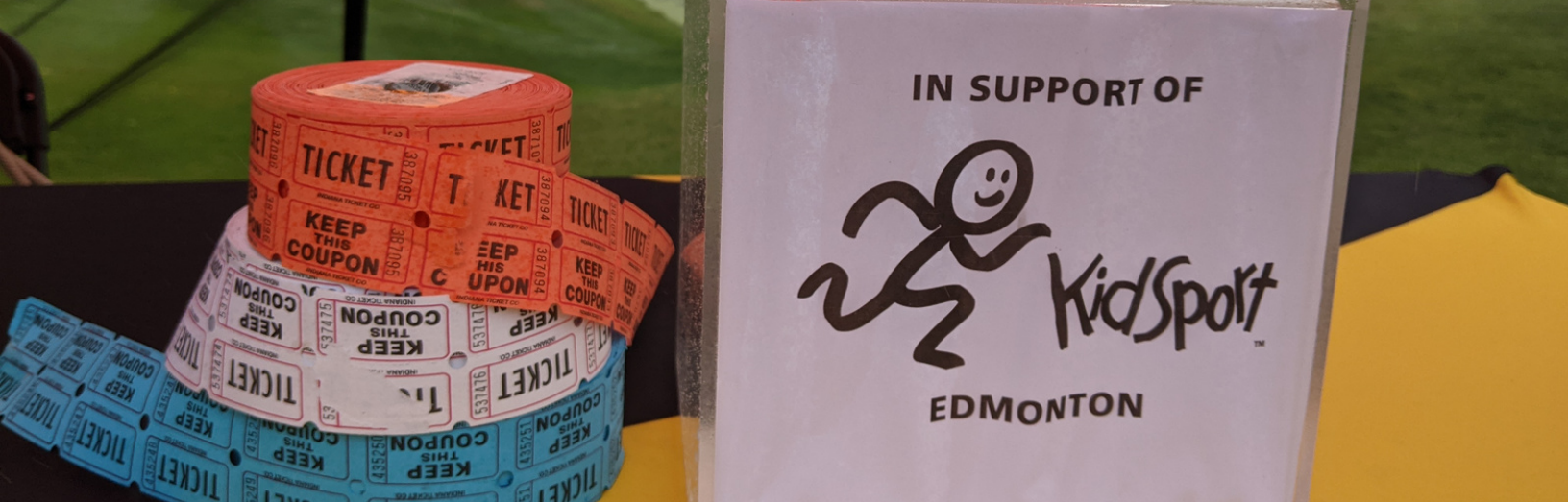




THIRD PARTY FUNDRAISING TOOLKIT

So ALL Kids Can Play!





ABOUT

KidSport is a community-funded fee assistance program that helps families facing financial barriers to access sport programming for their kids. Thank you for joining the KidSport team to help raise funds and awareness!

KidSport Edmonton Designation: Charitable Organization under KidSport Canada
Registration Number: 86212 5986 RR0003 (Registered Canadian Amateur Athletic Association - RCAA)

MISSION

KidSport supports children who need financial assistance with sport registration fees. We believe that 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 the community. We do this through a community funded fee assistance program called, KidSport's 'So ALL Kids Can Play!' Grant Program.

OUR IMPACT

All funds raised stay in our community to get local kids off the sidelines and into a season of sport of their choice. By supporting KidSport we all win. When kids have access to sport they improve in school, become stronger leaders, create safer communities, ignite inclusivity and fuel healthy habits for life.



Fundraising Ideas

The first step to delivering on your fundraiser is to decide what type of event to host. If you are already set on an idea, great! If not, we've listed a few possibilities below. The KidSport team can also be consulted to discuss event possibilities and feasibility as well.

- **Tournament, walk-a-thon, sporting event, fitness challenge**
- **Bottle Drive**
- **Office playoff pools, fantasy sport leagues and Jersey Days**
- **Community BBQ or event**
- **Donate dollars raised from the sale of a promo item**
- **Virtual Q+A, with the potential to be hosted by one of our Ambassadors**
- **Bake or Craft Sale**
- **50/50 Raffle or Online Fundraising**
- **Silent Auction**
- **Birthdays - In lieu of accepting gifts, ask others to donate**
- **School Fundraising Events**

The Four S's of Success

SET YOUR GOAL!

Set your fundraising goal to inspire yourself and donors. Every dollar makes a difference!

SHARE YOUR STORY!

Let your supporters know why you are fundraising for KidSport. Spread the message through social media, word-of-mouth, and email. Think: How has sport impacted your life?

SEEK SUPPORT!

Ask as many people as possible to support your fundraising efforts!

SHOW UP FOR THE KIDSPORT COMMUNITY!

Help us amplify our message and mission.

See some facts on the next page...



The Reality

Sport skills are life skills; having many positive physical and mental health benefits. No kid should be left on the sideline to miss out on teamwork, confidence, and leadership opportunities. By supporting KidSport we all win. When kids have access to sport they improve in school, become stronger leaders, create safer communities, ignite inclusivity and fuel healthy habits for life.

1 IN 3

CANADIAN CHILDREN DO NOT PARTICIPATE IN SPORTS DUE TO COST (PRE-COVID STATISTICS)

82%

OF CANADIANS KNOW A KID WHO CAN'T PARTICIPATE IN SPORT DUE TO COST

1 IN 4

GIRLS ARE NOT COMMITTED TO RETURNING TO SPORT POST-COVID

"We have been grateful to receive funding and plan to apply this season as well. I know how important it is to families like us, my son has a better quality of life because of sport, he learns so many life skills through this!"

- KidSport Soccer Mom

\$250

PER KID PER YEAR TO GET THEM PLAYING THE SPORT OF THEIR CHOICE

100%

LOCAL IMPACT. ALL FUNDS RAISED STAY IN EDMONTON TO HELP LOCAL KIDS

Third-Party Fundraiser Next Steps

We want to be the best possible charity-of-choice so please do not hesitate to reach out to us at admin@kidsportedmonton.com

Next steps:

- Communicate and set goals and timelines with your team
 - > Review the 4 S's of Success above
- Complete and submit the Third Party Agreement Form
 - > Once confirmed, someone will reach out to you
 - > We will also send you our Brand Guidelines and logo

Please note:

- If you are hosting a 50/50 raffle, we will set you up with an AGLC license and online raffle page (if raffle is selling online.)
- We can provide tax-receipting.
- Don't forget that we can provide a photo opportunity with our BIG CHEQUE post-event and promote on social media!

Thank you!

