



2023 KidSport Okotoks Annual Report



KidSport[™]



CALGARY FLAMES
Sports Bank
A KidSport Calgary Program

So ALL Kids Can Play!



VISION

We envision Okotoks 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 and no cost equipment through our Calgary Flames Sports Bank. 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.

As we reflect on the past year, it fills me with immense pride and gratitude to witness the incredible impact that KidSport Okotoks has had on the lives of our community's children. It is an honor to serve as the Chair and share with you the highlights of our journey in this year's annual report.

Our commitment to breaking down financial barriers and ensuring that every child has the opportunity to participate in organized sports remains unwavering. Through the dedication of our volunteers, generous donors, and passionate supporters, we have made a difference in the lives of countless young athletes.

The Okotoks KidSport Chapter served 174 kids and their families across 27 different organized physical activity programs for a total financial commitment of \$66,428 in 2023, a 71% increase over 2022. We have expanded our efforts to reach even more families and connect with those who may face challenges in accessing sports opportunities. By fostering partnerships with local schools, community organizations, and businesses, we have increased awareness and support for KidSport Okotoks, making sports accessible to a broader range of children.

Our fundraising efforts have been met with overwhelming generosity, including a substantial one-time donation from the Alberta Summer Games held in Okotoks and Diamond Valley this past summer. The smiles on the faces of the children who benefit from these opportunities serve as a testament to the positive impact that sports can have on their lives. Whether it's gaining confidence, building friendships, or developing essential life skills, each child's journey is a testament to the transformative power of sports.

As we look towards the future, our commitment to inclusivity and accessibility remains steadfast. In 2023 we were able to support 6 kids with disabilities and 29 kids from families who are new Canadians. We will continue to explore innovative ways to engage with the community, forge new partnerships and ensure that KidSport Okotoks remains an enabling resource for aspiring young athletes.

I extend my heartfelt gratitude to our dedicated board members, volunteers, sponsors and donors who have played a pivotal role in making KidSport Okotoks a force for positive change. Together, we are building a community where every child can thrive and succeed through the joy of sports. Our team is ready, so come join us as we work to make it So **ALL** Kids Can Play!

Thank you for your unwavering support.

Board Chair – David Moss



IMPACT

TOP 10 SUPPORTED SPORTS



SOCCER
\$7,660
24 KIDS

HOCKEY
\$13,583
24 KIDS

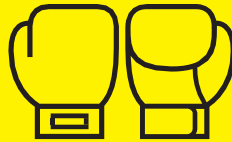


BASKETBALL
\$9,400
23 KIDS



GYMNASTICS
\$3,079
13 KIDS

MARTIAL ARTS
\$1,550
5 KIDS



FOOTBALL/FLAG FOOTBALL
\$2,500
5 KIDS



DANCE
\$11,726
30



SWIMMING
\$1,364
8 KIDS



SKATING LESSONS
\$874
5 KIDS



VOLLEYBALL
\$1,996
5 KIDS



DONATE HERE

\$66,428*

DISTRIBUTED

174

KIDS FUNDED

* The over \$66,000 in registration fee assistance was distributed directly back into our local sport community across 27 different community sport clubs and programs.





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 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 7,000 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!





OKOTOKS AND BLACK DIAMOND 2023

Alberta Summer Games

PARTNERS



Thank you to all who have supported our cause in 2023. Your support is a direct investment in the lives of local kids that together we are able to assist into sport.





VOLUNTEER, BOARD, PARTNERS THANK YOU

We thank our amazing volunteers, board members, sport partners and agency partners. 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 at events and in our community.

BOARD OF DIRECTORS

David Moss, Chair

Joanne LaLiberte, Vice-Chair

Hannah Edlund, Past President

Renee Toone, Treasurer

Kristen Lightfoot, Secretary

Brant Edlund, Funding Manager

Glenn Osmak, Funds Development

Dan Mayhew, Funds Development

Michelle Porteous, Funds Development

SPECIAL THANKS

We would like to thank Glen Gorrie for his amazing 8 years of work with KidSport Okotoks. We also want to thank Emma Matwychuk and Erin Kerr who were a big part of our team in 2023.



“KidSport has provided a means for my children to continue to maintain skills and friendships (not to mention build new ones) as I work to rebuild our life after an extreme financial set-back.”



So ALL Kids Can Play!



OUR WORK IS NOT DONE.

Contact us to learn how you can get involved. Become part of an event, volunteer, make a donation, recycle your empties with us, donate equipment or become an advocate for the great work we are doing for local kids.

okotoks@kidsport.ab.ca | flamessportsbank.ca

