

KidSport Wood Buffalo

2020
Annual Report



Mission

To remove financial barriers for kids living in Regional Municipality of Wood Buffalo so they can experience the positive benefits of sport.

Vision

Equitable access to sports creates a thriving community where all kids are inspired to thrive.

Who we serve

Anzac
Conklin
Draper
Fort Chipewyan
Fort Fitzgerald
Fort McKay
Fort McMurray
Gregoire Lake Estates
Janvier
Saprae Creek Estates

BOARD OF DIRECTORS

Brayden Kijewski	<i>Chair</i>
Nicole McMillan	<i>Treasurer</i>
Leah Wintonyk	<i>Vice Chair</i>
Ankar Dhillon	<i>Secretary</i>
Sonia Soutter	<i>Director at large</i>
Kathi Brewer-Gouthro	<i>Director at large</i>
Kevin Garbuio	<i>Director at large</i>
Rhonda Robinson	<i>Director at large</i>

STAFF

Jamal-e-Fatima Rafat
Executive Director



MESSAGE FROM THE CHAIR

This time last year I was writing my Board Chair Message during the early stages of the COVID-19 Pandemic. Even at that time it was clear that 2020 would be an unprecedented year full of challenges and uncertainties. We knew the social profit community would be impacted significantly. Once again, I write this message with immense pride as I reflect on everything that KidSport Wood Buffalo accomplished during these extraordinary times.

2020 started out great. In Q1 we increased the number of athletes supported by 30% and were on track for over 400 athletes in the year. We continued to make strides in targeted support areas including indigenous and female athletes, finishing the year with the highest ever number of indigenous athletes supported (72) and the highest ever percentage of female athletes supported (45%). These results are a testament to the great work that the organization and all of our supporters have done in recent years. A notable highlight from the pre-pandemic period was our participation in the 3rd Annual Northern Elite Football camp. We partnered with Northern Elite Football to put on a football camp for indigenous youth which provided not only elite coaching but also inspired mentorship from some exceptional guest participants.

By mid-March the entire sporting community came to a halt as we all did our part to limit the spread of COVID-19. As an organization, KidSport WB responded responsibly and creatively to the new normal. We adjusted our budget and reduced discretionary spending, recognizing the need to sustain our fiscal health in order to support the community when sports restarted. We adjusted to the restrictions on sports by shifting our support from sports registration to the creation and distribution of play kits so that children in our community could remain active even while apart.

This idea was extremely successful and after the devastating floods impacted much of our community, we doubled down and distributed additional play kits to flood affected families. All told we distributed over 160 play kits, representing one of many silver linings of the pandemic.

Through our media partnership with Harvard Broadcasting we launched a brand-new fundraising campaign; the first ever Penalty Box Challenge. This was a huge success and we cannot thank Harvard Broadcasting enough for their ongoing support of KidSport Wood Buffalo. We already have plans for the 2nd Annual Penalty Box Challenge in 2021 where we intend to build on the success of 2020!

Thanks to the unwavering support of everyone involved with KidSport Wood Buffalo we were able to navigate the challenges of 2020 and finish the year in a very strong position. This would not have been possible without our many volunteers, society members, community partners, ambassadors, donors, board members and our dedicated Executive Director.

Looking forward to 2021, I am optimistic that we will see restrictions lifted and the return of organized sports to Wood Buffalo. To support this return to sport, our board will be focusing on three key areas as identified in our strategic plan refresh: 1) Generating sustainable revenue streams 2) Targeting community engagement to reach underserved demographics 3) Enhancing organizational processes and procedures. I am confident that our focus in these areas will ensure that we have the financial and organizational means necessary to sustainably support our community with no child left on the sideline.

Thanks again for a great year!

BRAYDEN KIJEWski
CHAIR, KIDSPORT WOOD BUFFALO

2020 HIGHLIGHTS

Kids
Funded

212

Invested back
in the
community

\$65,447.54



TOP 5 SPORTS FUNDED



FOOTBALL

50 KIDS \$10,000 INVESTED



MULTISPORT CAMPS

20 KIDS \$7,111 INVESTED



BASKETBALL

42 KIDS \$13,126 INVESTED



SWIMMING

18 KIDS \$3,690 INVESTED



ICE HOCKEY

17 KIDS \$8,077 INVESTED

SPECIAL PROJECTS

PLAY PACKS FOR FLOOD IMPACTED FAMILIES



Downtown Fort McMurray suffered a historically massive flood on April 27, 2020. Thousands of children were displaced and stuck in hotels and temporary shelters with limited options to keep them entertained and active. KidSport WB developed Play Packs for flood-impacted families and distributed 87 of them during May and June!

PLAY KITS FOR KIDSPORT FAMILIES

After running a successful pilot in May and June, KidSport applied and secured funding for another 100 Play Kits for KidSport families. The Play Kits were distributed during July and November.



A NEW APPROACH TO FUNDRAISING

KidSport WB developed a fundraising campaign called The Penalty Box in partnership with our strategic partner, Harvard Broadcasting, that involved the two local radio stations, Mix 103.7 & Cruz 100.5 fm plus other local sports clubs.

Make-shift scaffolding was set up by a local business at Stonecreek Plaza.

Each day, the two ambassadors competed with each other in the morning to win a challenge and stay out of the penalty box. The person who ended up in the box had to raise enough funds (a goal set each day), to be able to go home, or else spend the night 'in the box.'

The campaign ran for a week and raised \$7500. This campaign not only raised funds but also improved our reach and promoted our organization and our programs in the community.



STORIES OF IMPACT



“It’s a really great blessing to have non-profit organisation like KidSport for low income families to assist us in providing sport to our children. They are really great and is doing a fantastic job for our community. Thank you very much for providing funds so our children can still have access to sports even though we are from low income.”

- Mom of 2 boys

“Kings Kids is so thankful for the financial and moral support we received from KidSport Wood Buffalo for our Lionheart Performing arts Camp in Fort Chipewyan in the summer of 2020. We served over 25 families and are invited back next year as well. Next year we are planning to include a one week sports camp in addition to our performing arts camp. We have been given permission by Mikisew Cree Nation to host our camps on the Arbour property and we have currently set up our Kings Kids trailer there as a home base. We lost two major partners due to COVID this year. It was only due to KSWB’s support that we were able to deliver the camp.”

- King’s Kids – Summer Camp in Fort Chipewyan



STORIES OF IMPACT



Claudia (left) from Northern Trailblazers Basketball with ED Jamal-e-Fatima.

“KidSport has been a god send for our family! It has allowed my children to participate in sports, I couldn’t otherwise register them for. They are building their skills and having a great time with new friends thanks to Kid Sport Wood Buffalo!”

- Mom of 2 girls

“Our camps would not be possible without the ongoing support of KidSport Wood Buffalo. They remove barriers for the community and make the process easy for not only the kids but the organizers. I haven't found another organization that takes the time to come to our events, meet the kids, and interact with the parents. I can honestly say we wouldn't have had the success we have been experiencing without KidSport Wood Buffalo.”

- Northern Elite Football Camp



Huskies student athlete volunteers at Keyano College.

THANK YOU SPONSORS & FUNDERS



Hall of Fame

- Wood Buffalo Sports Hall of Fame
- Fort McMurray and Wood Buffalo United Way

Gold

- Wood Buffalo Community Foundation
- Servus Credit Union

Silver

- Syncrude Canada
- Bouchier Group of Companies

Friends of KidSport

- KidSport Alberta
- Will Kristman Memorial Trust
- Keyano Booster Club

2020 FINANCIAL REPORT

KIDSPORT WOOD BUFFALO
STATEMENT OF OPERATIONS AND RETAINED EARNINGS
For the Year Ended December 31, 2020
(Unaudited - See Notice to Reader)

	<u>2020</u>	<u>2019</u>
REVENUE		
Donations	\$ 44,485	\$ 161,162
Fundraising	13,464	18,191
Grants, Partnerships, Sponsorships	302,508	119,522
Other	3,753	<u>8,792</u>
	364,211	307,667
EXPENSES		
Administration	11,021	12,237
Advertising	6,310	8,619
Athlete Funding	69,201	142,024
Salaries	83,039	78,990
Program Costs	<u>18,946</u>	<u>13,383</u>
	<u>188,516</u>	<u>255,253</u>
Net Income	\$ 175,695	\$ 52,414
Retained Earnings (Deficit), beginning of year	\$ 205,633	\$ 153,219
Prior Period Adjustment to Retained Earnings	\$ -	\$ -
Retained Earnings (Deficit), end of year	<u>\$ 381,328</u>	<u>\$ 205,633</u>

Despite the challenges COVID-19 brought in 2020, KidSport Wood Buffalo was able to raise over \$360,000 through various means including donations, fundraising, grants, partnerships and sponsorships.

Our Board and Executive Director have worked diligently to ensure we were financially prepared to take on the year by staying well below our proposed budget of ~\$319,000. We finished the year with \$188,517 worth of expenses with \$69,201 being applied directly to athlete funding.

Looking into the future, our 2021 budget includes reserved estimates for donations, fundraising, grants & partnerships as we navigate through COVID-19, and associated challenges. The financial goals of KidSport Wood Buffalo play into our plan to diversify our revenue streams, secure our ability to provide support to athletes, and driving successes within our centres of influence.

Nicole McMillan

Treasurer

2020 FINANCIAL REPORT

KIDSPORT WOOD BUFFALO
BALANCE SHEET
As at December 31, 2020
(Unaudited - See Notice to Reader)

ASSETS

	<u>2020</u>	<u>2019</u>
Current Assets		
Cash	178,578	205,827
Accounts Receivable	<u>0</u>	<u>0</u>
Uncategorized Asset	<u>202,239</u>	
	380,817	205,827
	<u>\$ 380,817</u>	<u>\$ 205,827</u>

LIABILITIES

Current Liabilities		
Accounts Payable and Accrued Liabilities	-\$ 511	\$ 194
Long-Term Liabilities		
Long-Term Debt	0	0
	<u>-511</u>	<u>194</u>

EQUITY

Retained Earnings (Deficit)	<u>381,328</u>	<u>205,633</u>
	<u>381,328</u>	<u>205,633</u>
	<u>\$ 380,817</u>	<u>\$ 205,827</u>

Approved On Behalf Of The Board:

Director



WOOD BUFFALO

***HELP US GET KIDS BACK TO
SPORT IN 2021 & BEYOND!***

www.kidsportcanada.ca/alberta/wood-buffalo

email: woodbuffalo@kidsport.ab.ca

Phone: 780-370-1170

APPLY // DONATE // SPONSOR // VOLUNTEER