



2024

ANNUAL REPORT



OUR MISSION

We provide financial assistance for children residing in the Regional Municipality of Wood Buffalo so they can experience the physical, mental, and social benefits of sport.

OUR VISION

Equitable access to the positive benefits of sport creates a thriving community where no child is left on the sideline

BOARD OF DIRECTORS AND STAFF

| | |
|----------------------|------------|
| Kathi Brewer-Gouthro | Chair |
| Corey Gazloff | Vice Chair |
| Janelle Malcolm | Secretary |
| Rob Walker | Treasurer |
| Chandresh Patel | Director |
| Marsha Titus | Director |
| Megan Loxam | Director |
| Brayden Kijewski | Director |
| Carolyn Landry | Director |

| | |
|----------------|----------------------------|
| Darcy Campbell | Executive Director |
| Sandi Hart | Community Resource Manager |

I would like to express my gratitude to KidSport. I was going through a difficult time when a friend told me about their services. I reached out to Darcy, and she was amazing. She listened to and understood my situation and generously offered support, allowing my kids to continue their sports activities.

- KidSport Parent

So **ALL** Kids Can Play!





A MESSAGE FROM OUR LEADERSHIP

2024 was a year of remarkable growth and success for KidSport Wood Buffalo, marked by increased impact, community engagement, and financial sustainability.

Relative to last year, we nearly doubled our reach and proudly supported **582 young athletes**, distributing just over **\$159K in funding**, breaking barriers to sport participation across our region. A key focus was improving our reach to underserved demographics, including Indigenous youth, female athletes, and those requiring adaptive sports. Through targeted community engagement, we strengthened partnerships and removed financial barriers for even more children.

Our commitment to long-term sustainability saw the continued success of our **signature fundraising events**, including the **Pizza Pig Out, FAM Expo, and Cash Calendars** to name only a few. These initiatives, along with some new and unique fundraising events generated vital revenue and deepened our connection within the community.

We recognize and thank so many community groups for their unwavering support, collaborating on our fundraising events, generous **corporate donors** and **grant funds** instrumental in making our program possible. We extend our deepest gratitude to all for championing our mission, while highlighting a special thank you to **Syncrude (Operated by Suncor), The Government of Alberta, Wood Buffalo Sports Hall of Fame, Telus Community Foundation and The Edmonton Oilers Community Foundation.**

Additionally, 2024 saw the continuation of our **Ambassador Program**, as we welcomed back **Rofyda Khaleel** and introduced **Mlaika Youaleu**. Their dedication to advocating for youth in sport is so valuable, inspiring the next generation of young athletes.

With a full year of two dedicated staff members, our organization achieved outstanding results, ensuring that all kids can play. The Board extends a heartfelt **thank you and recognition** to **Darcy Campbell**, our new **Executive Director**, and **Sandi Hart** our new **Community Resource Manager**. Their dedication and outstanding commitment to the operational success of our organization and elevating our community profile is celebrated!

As we look ahead, KidSport Wood Buffalo remains committed to breaking down financial barriers, fostering inclusivity, and ensuring that every child has the opportunity to experience the power of sport. Thank you to our supporters, donors, volunteers, and partners for making 2024 a year to remember!

Kathi Brewer-Gouthro
Board Chair

So **ALL** Kids Can Play!

OUR IMPACT



\$159,120 DISTRIBUTED



582 KIDS FUNDED

TOP 5 SUPPORTED SPORTS



HOCKEY

\$19,892
Distributed
36 Kids



SOCCER

\$20,712
Distributed
82 Kids



BASKETBALL

\$17,263
Distributed
114 Kids



DANCE

\$13,380
Distributed
24 Kids

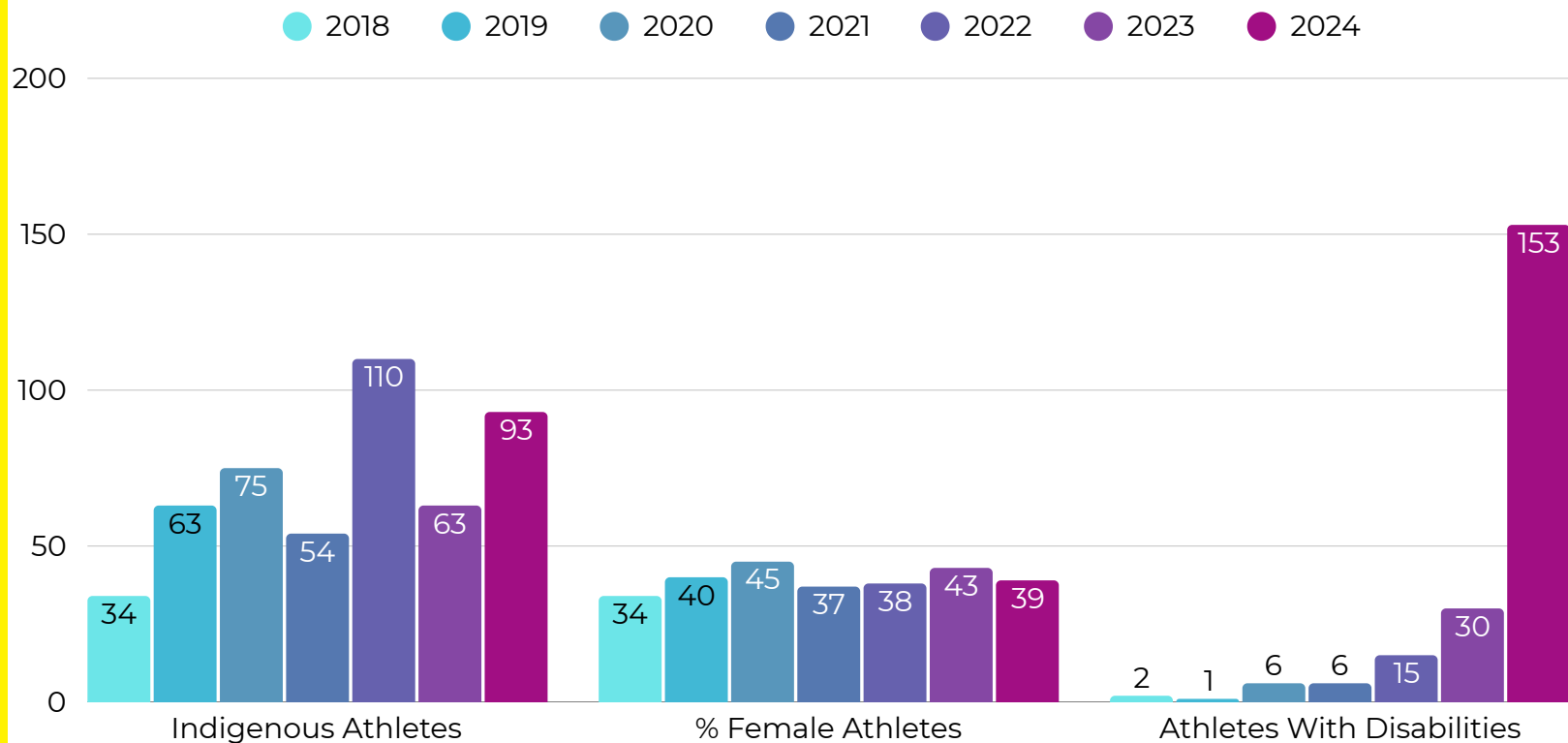


FOOTBALL

\$17,414
Distributed
32 Kids

So **ALL** Kids Can Play!

OUR DEMOGRAPHICS



KidSport Wood Buffalo continues to prioritize diversity and inclusion in sport by implementing strategies to increase the representation of underserved demographics in the region.

2024 HIGHLIGHTS

PIZZA PIGOUT

Adapted from KidSport chapters in Edmonton and Calgary, KidSport Wood Buffalo brought the Pizza Pigout to Fort McMurray for the second year, raising crucial funds for the organization.

The event featured all-you-can-eat pizza as well as a pizza-eating contest, a guest host, local guest celebrities, specialty drink stations, a pizza box raffle, prizes and more. Local pizzerias brought their best creations to compete for the community awarded the 'Best Pizza' award with Milano's bringing home the title for the second year in a row. With over 100 guests in attendance, the Pizza Pigout 2024 was a huge success.



FAM EXPO

For the second consecutive year, KidSport Wood Buffalo held our second annual family friendly Mini Comicon at Shell Place. The event offered a Kidzone full of activities for the kids, a large Vendor Showcase with locally made and sourced merchandise, an ESport Station, specially selected Panelists, a Cosplay Show on the Red Carpet, Food Trucks, etc.



CASH CALENDARS

KidSport Wood Buffalo initiated a spring Cash Calendar fundraiser with draws made daily throughout the month of May. Each entry earned participants 23 chances to win cash prizes.



HOCKEY ASSIST PROGRAM

The Edmonton Oilers Community Foundation has invested \$1.5M to continue the KidSport Oil Country Hockey Assist Program (HAP) for the third straight year! The HAP program is dedicated to increasing access to youth hockey across Oil Country!

Approved applicants are eligible to receive up to \$750 per player for their registration fees, as well as access to no-cost equipment from Sport Central.

In 2024 the HAP provided 36 kids from Wood Buffalo access to hockey throughout the year.



EVERY KID CAN PLAY

In 2023, the Government of Alberta launched the Every Kid Can Play Program, further to the success of their previous Return to Play Program. In doing so, they committed \$3,610,150 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.

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.



So **ALL** Kids Can Play!

THIRD PARTY EVENTS

MISSION IMPOSSIBLE AT PLAY ON SPACE

5-COURSE TASTING DINNER WITH FOOD FROM CHEF XAVIER LACAZE

AWESOME KHAOS JINGLE & JUMP

ACUREN GOLF TOURNEMENT

PARK DEROCHIE GOLF TOURNEMENT

CHEW FOR CHARITY GOLF TOURNEMENT

HUSKIES CHARITY GAME AND BBQ

UNITED RENTALS TOOLBOX OPEN

MULTI SPORT EVENTS FUNDED

KINGS KIDS LIONHEART CAMP

HOOP HEROES SPRING & FALL SESSIONS

WOOD BUFFALO SPORT CONNECTION GIRLS WITH GRIT

NORTHERN ELITE FOOTBALL

AUTISM SOCIETY SENSORY SWING

WHO WE SERVE

KIDSPORT WOOD BUFFALO SERVES ALL 10 COMMUNITIES IN WOOD BUFFALO INCLUDING FORT CHIPEWYAN, FORT MCKAY, ANZAC, JANVIER, CONKLIN, SAPRAE CREEK ESTATES, GREGOIRE LAKE ESTATES, DRAPER, FORT FITZGERALD, AND FORT MCMURRAY.

"Without KidSport funding, my daughter would have been limited to free recreational activities. Thankfully there are generous donors out there who think my daughter is special enough to be able to enjoy being part of the local swim club. Thank you to everyone who makes it possible to avoid disappointment and happily say "yes, you are swimming again this year!"

- KidSport Parent

So **ALL** Kids Can Play!

OUR PARTNERS

CORPORATE DONORS

Syncrude operated by Suncor
Park Derochie
Acuren
United Rentlas

FOUNDATIONS AND GRANTS

Every Kid Can Play
Wood Buffalo Sports Hall Of Fame
Telus Community Foundation
Edmonton Oilers Community Foundation
United Way
Kristman Foundation
Wood Buffalo Community Foundation Ball Family Fund
Fort McMurray Masons

EVENT SPONSORS

United Rentals
Seller Direct Northern Homes Realty
Ashley Homestore
Thompson Bros
Ceda
Soogadin
NCSG Crane and Heavy Haul

Accel Physical Therapy
Kyle Raw World Financial Group
Fidelity Investments
Northstar Ford
The Canadian Brewhouse
Royal Bank of Canada
Jeff Bachelor

THIRD PARTY PARTNERS

Keyano Huskies
Play on Space
Awesome Khaos
Boston Pizza

Fort McMurray Minor Hockey
Northern Trailblazers

So **ALL** Kids Can Play!



Thank
you!

So **ALL** Kids Can Play!

MEET OUR AMBASSADORS



Rofyda Khaleel

Inspired by KidSport's transformative work, Rofyda's goal as a KidSport Ambassador is to give back to the community by helping young athletes pursue their passions, overcoming financial barriers, and fostering joy, growth, and connection through sports.

Mlaika Youaleu

Mlaika's goal as a KidSport Ambassador is to help kids discover a love for sports and to remind them that it's okay to ask for help. Mlaika wants every child to know that funding is available to support their dreams, so they never have to give up on their goals.



A MESSAGE FROM OUR TREASURER

I am pleased to present the Treasurer's Report for KidSport Wood Buffalo for the 2024 financial year.

This year, we were fortunate to receive approximately \$327,000 in donations from a variety of sources, including corporate donors, grants, fundraising events, sponsorships, and investment returns. The Board and Executive Director are proud to report that over \$160,000 has been allocated directly to the community, ensuring that all children have the opportunity to participate in sports. Our total administrative and operating expenses for the year increased from 2023, reaching \$347,000. Despite this, our cash balance remains strong, and we have sufficient reserves to cover our operational needs.

As of the end of 2024, KidSport Wood Buffalo has supported over 2,700 children, with a total of \$1.2 million invested since 2010. This is a remarkable milestone for our organization, and the Board takes great pride in being a part of this achievement.

In closing, I would like to express my sincere gratitude to our donors, volunteers, and supporters. Your ongoing commitment is what allows KidSport Wood Buffalo to continue empowering children through sports. With your continued support, we remain dedicated to ensuring we do our part to reduce financial barriers so that more children have an opportunity to participate in sports.

Sincerely,
Rob Walker



KIDSPORT SOCIETY OF WOOD BUFFALO

COMPILED FINANCIAL INFORMATION

Year Ended December 31, 2024

COMPILATION ENGAGEMENT REPORT

COMPILED FINANCIAL INFORMATION

Balance Sheet

Statement of Loss and Retained Earnings

Notes to Compiled Financial Information

KIDSPORT SOCIETY OF WOOD BUFFALO

Balance Sheet
December 31, 2024

| | 2024 | 2023 |
|---|--------------------------|--------------------------|
| ASSETS | | |
| CURRENT | | |
| Cash | \$ 266,307 . | \$ 190,824 |
| Term deposits | 100,000 . | 233,000 |
| Accounts receivable | <u>46,511 .</u> | <u>10,000</u> |
| | 412,818 | 433,824 |
| PROPERTY, PLANT AND EQUIPMENT (Note 2) | <u>2,207 .</u> | <u>2,758</u> |
| TOTAL ASSETS | <u><u>\$ 415,025</u></u> | <u><u>\$ 436,582</u></u> |
| LIABILITIES | | |
| CURRENT | | |
| Accounts payable | \$ 10,985 . | \$ 9,714 |
| RETAINED EARNINGS | <u>404,040</u> | <u>426,868</u> |
| LIABILITIES AND SHAREHOLDERS' EQUITY | <u><u>\$ 415,025</u></u> | <u><u>\$ 436,582</u></u> |

APPROVED ON BEHALF OF THE BOARD

_____ Director

_____ Director

KIDSPORT SOCIETY OF WOOD BUFFALO

Statement of Loss and Retained Earnings Year Ended December 31, 2024

| | 2024 | 2023 |
|--|-------------------|-------------------|
| SALES | | |
| Donations | \$ 201,332 | \$ 184,949 |
| Fundraising | 66,223 | 91,335 |
| Grants, Partnerships, Sponsorships | 34,794 | 10,000 |
| Other | 24,629 | 25,585 |
| | <u>326,978</u> | <u>311,869</u> |
| EXPENSES | | |
| Athlete Funding | 160,529 | 128,071 |
| Salaries and wages | 147,730 | 148,307 |
| Program Costs | 21,744 | 27,317 |
| Advertising and promotion | 8,390 | 10,212 |
| Administration | 7,767 | 4,307 |
| Rental | 3,094 | 2,969 |
| Amortization | 552 | 690 |
| | <u>349,806</u> | <u>321,873</u> |
| LOSS FROM OPERATIONS | (22,828) | (10,004) |
| OTHER INCOME | <u>-</u> | <u>20,000</u> |
| NET INCOME (LOSS) | (22,828) | 9,996 |
| RETAINED EARNINGS - BEGINNING OF YEAR | <u>426,868</u> | <u>416,872</u> |
| RETAINED EARNINGS - END OF YEAR | <u>\$ 404,040</u> | <u>\$ 426,868</u> |

KIDSPORT SOCIETY OF WOOD BUFFALO

Notes to Compiled Financial Information Year Ended December 31, 2024

1. BASIS OF ACCOUNTING

The basis of accounting applied in the preparation of the balance sheet of Kidsport Society of Wood Buffalo as at December 31, 2024, and the statement of loss and retained earnings for the year then ended is on the historical cost basis and reflects cash transactions with the addition of:

- accounts receivable
- property, plant and equipment recorded at historical cost and amortized on a declining balance method
- accounts payable and accrued liabilities

2. PROPERTY, PLANT AND EQUIPMENT

| | <u>Cost</u> | <u>Accumulated amortization</u> | <u>2024 Net book value</u> | <u>2023 Net book value</u> |
|-----------|-------------|-------------------------------------|------------------------------------|------------------------------------|
| Equipment | \$ 3,448 | \$ 1,241 | \$ 2,207 | \$ 2,758 |

CONTACT

Please visit **www.kidsport.ca** and click:



to navigate to a local chapter page &
discover program details, news, events
and contact information.



WOOD BUFFALO

woodbuffalo@kidsport.ab.ca

So **ALL** Kids Can Play!