

Pandemic impact on local sport, kids & families



For the last 20 years, KidSport Greater Victoria has been at work in the community, harnessing efforts and resources to fulfill our vision: healthier children who, along with their families, strengthen their connection to community through their active participation in sport and physical activity.

Responses to Jan & Feb 2021 surveys point to the challenges faced by local families and sport organizations, and provide us with important guidance as to our next steps.



KidSport Greater Victoria recipients from single parent families

Recipient families with annual household net income of \$40,500 or less



- In 2020, 19% of children reached were from Newcomer families
- In 2020, 14% of children reached were from Indigenous families



Without Kidsport, our children would not have been able to participate in athletics as much as they have. We are truly grateful. Their sports education shapes their lives in so many wonderful ways.



Recipient parent

Impact on children and youth



Less Physical Activity

72% of parents report their child(ren)'s level of physical activity is much or somewhat lower than pre-pandemic.



More Screen Time

86% of parents indicate that kids' time spent on screens has significantly or somewhat increased since the pandemic began.



Increased Anxiety and Stress

67% of parents report that their children's feelings of anxiety and stress have risen significantly or somewhat since the pandemic onset.



94% of parents indicate that participation in sport is either extremely (72%) or very (22%) important to their children.

...yet, in the months since COVID-19 has disrupted our lives, only...

52% of parents (of past-funded KidSport kids) indicated that their children are currently participating in sport.



In late 2018 I had no other option but to leave an abusive marriage. I was terrified and have a job with very low income. I would not have been able to afford the cost of baseball at all.

Recipient parent

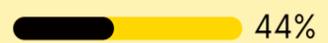
Impact on Local Sport Organizations



78% have **lost** significant **registration** revenue; 75% have lost fundraising revenue



Almost half anticipate a **drop in participation** / registration of 10 to 50% this year.



44% are in **need of emergency relief funding** to make it through 2021.



Q: "Can you provide any feedback around the impact of KidSport support?"
 A: "Huge impact! There are a number of kids that feel would not be participating if not for KidSport and, to us, the most important thing is doing our best to ensure our programming is available to all members of the community."