

2022 report on local sport, kids & families



For 21 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 Feb 2022 surveys point to some of the ongoing challenges faced by local families and sport organizations. All respondents are local KidSport recipients, living in financial need with one or more child aged 18 & under living in the home.



Proportion of respondents from a single-parent household

Recipient families with annual household net income of \$40,465 or less



- In 2021: 18% of children reached were from Newcomer families;
 - 16% of children reached were from Indigenous families;
 - 5% indicated they are a young athlete with a disability



"You cannot put a price on healthy happy children. Sports was the only thing that was consistent during 2021 and we relied on that consistency in our family."

-Recipient parent



Impact sport on children and youth

When asked "Generally, how important is participation in sport to your kids?" respondents indicated:



52% of parents indicate that their children are participating in "much more" (32%) or "a little more" (20%) organized sport in 2021 than in 2020,

but 20% of families indicate that children's participation in organized sport is even less than in 2020.

54% of guardians reported children's level of physical activity to be "much higher" (28%) or "a little higher" (26%) in 2021 than in 2020,



but 20% report activity levels lower or much lower than in 2020.

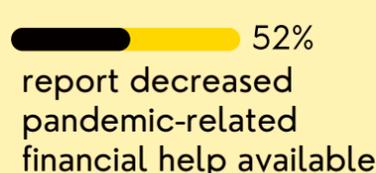
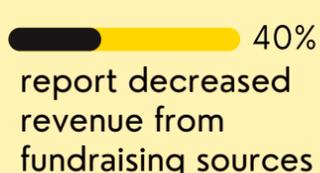
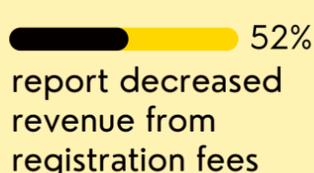


"Without your help we could not do this and that could have had bad impact on us emotionally and physically. As a father I don't know how express my feeling, but what I see is that when I take my son to soccer practice that you made it possible for him, I see happiness on his face. I WANT TO SAY THANK YOU FOR DRAWING A SMILE ON MY KID'S FACE."

-Recipient parent

State of Local Sport Organizations

As of early 2022, pandemic implications continue to plague the financial reality of local sport organizations. The same organizations expect conditions to remain difficult for at least the next 12 months.



In response, local sport organizations report a need to:

- increase registration fees (70%),
- temporarily close or suspend activities (25%),
- cut back on staff (20%),
- cut back on field/ice/pool space (10%).

All of which result in further barriers to access for families & children.