



KidSport Alberta

2021 ANNUAL REPORT



So ALL Kids Can Play!

Mission

KidSport supports children who need financial assistance with sport registration fees and equipment costs. We believe that 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 the community.

Vision

We envision an Alberta where all children have the opportunity to participate in sport.

BOARD OF DIRECTORS

Rob Signoretti	Chair
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STAFF

Greg Ingalls	Executive Director
Debra Kluck	Financial Manager
Nick Davies	Development & Communications Manager



MESSAGE FROM THE CHAIR

2021 proved to be a year filled with many ups and downs for KidSport chapters across Alberta. After what we saw in 2020, we were set up to be ready to support all the kids that needed our help in the communities we serve as we saw sport programs resume. Through it all, KidSport has been there to help kids into sport when programs were running. I have been proud to see the way that the KidSport staff and volunteers have continued to get kids playing by being flexible with the many changes in restrictions.

The economic impact of the pandemic has resulted in more kids across the province needing our support, making the KidSport program more important than ever. Year after year, KidSport volunteers do such amazing work in their community, and they have been stepping up to the challenge of meeting the increased need for support at each of our KidSport chapters.

To our valued sponsors and donors, we appreciate all that you have done for us in 2021 and over the past number of years. The reality is that we are going to need your continued support as well as new sponsors and donors who can help KidSport ensure that all kids can play. We are hoping to see programs ramp back up this year and a large number of families getting their kids back in sport and we know that these families will be needing our support.

If we have learned anything over the last couple of years, it is the value of our health. Sport and physical activity will play a crucial role in the mental and physical recovery of Alberta's youth from COVID-19. KidSport remains ready to assist kids back to sport once it is safe to do so in your community.



ROB SIGNORETTI
CHAIR, KIDSPORT ALBERTA

2021 IMPACT



**Kids
Funded**
6,291

**Invested back
into the
community**
\$1,557,709

TOP 5 SPORTS FUNDED

SOCCER 
1,510 KIDS \$291,519 INVESTED

BASKETBALL 
452 KIDS \$95,205 INVESTED

ICE HOCKEY 
1,067 KIDS \$428,872 INVESTED

DANCE 
424 KIDS \$114,596 INVESTED



GYMNASTICS 
359 KIDS \$73,842 INVESTED

BREAKING BARRIERS

2,500

GIRLS IN SPORT

522

INDIGENOUS KIDS

116

CHILDREN WITH DISABILITIES

675

NEW CANADIANS

KidSport Alberta is a network of 38 community chapters and over 300 volunteers. Together, we teamed up to support over 6,000 kids, despite the challenges faced in 2021.



2021 IMPACT

Chapters - # of kids | \$ funded

1. **AB Provincial Fund** - 615 | \$142,883
2. **Bonnyville** - 21 | \$5,395
3. **Bow Valley** - 89 | \$26,683
4. **Calgary & Area** - 2,507 | \$788,549
5. **Camrose** - 56 | \$12,025
6. **Claresholm** - 19 | \$4,088
7. **Cold Lake** - 25 | \$7,188
8. **Crowsnest Pass** - 15 | \$3,730
9. **Delia** - 2 | \$500
10. **Drumheller** - 2 | \$310
11. **Edmonton** - 1,377 | \$167,125
12. **Fairview** - 18 | \$3,537
13. **Ft. Saskatchewan** - 67 | \$22,344
14. **Grande Cache** - 33 | \$9,450
15. **Grande Prairie** - 117 | \$27,211
16. **Hanna** - 14 | \$2,692
17. **Kneehill County** - 16 | \$4,349
18. **Lac La Biche** - 47 | \$8,895
19. **Lethbridge & Taber** - 176 | \$26,309
20. **Medicine Hat & Redcliff** - 169 | \$44,977
21. **Okotoks** - 66 | \$22,034
22. **Parkland** - 144 | \$34,657
23. **Pincher Creek** - 23 | \$5,123
24. **Ponoka** - 45 | \$10,867
25. **Provost** - 4 | \$810
26. **Red Deer County** - 110 | \$24,540
27. **St. Albert** - 54 | \$9,607
28. **St. Paul** - 40 | \$9,991
29. **Slave Lake** - 16 | \$4,610
30. **Smoky River MD** - 2 | \$600
31. **Stettler** - 99 | \$31,443
32. **Vegreville** - 15 | \$3,056
33. **Vermilion** - 16 | \$3,871
34. **Viking** - 2 | \$450
35. **Vulcan County** - 4 | \$1,075
36. **Wainwright** - 25 | \$5,330
37. **Whitecourt** - 18 | \$4,917
38. **Wood Buffalo** - 223 | \$76,489

NEW PARTNERSHIPS

This year we teamed up with the Indigenous Sport Council of Alberta to get more Indigenous children playing sport! We started working hand in hand to raise funds for the ISCA KidSport Fund which will provide assistance for sport registration fees for Indigenous children across the province. We look forward to seeing more Indigenous kids gain access to sport in the years to come.



We partnered with Alberta Schools' Athletic Association (ASAA) to ensure high school students across the province have the opportunity to participate in school sports. Hundreds of students will receive funding towards participation in their school sport courtesy of the Government of Canada and Government of Alberta's joint Sport Participation Support Program (SPSP) Grant and the new partnership between the ASAA and KidSport.

Canada Basketball, Alberta Basketball, and KidSport built a new partnership designed to increase opportunities for girls in Edmonton to play basketball. The three organizations will be working together to raise funds for the Edmonton Grads Fund which will provide assistance for sport registration fees for girls in low-income families. The focus of this program is to encourage girls to play basketball as a legacy of the Canadian women's national team who have called Edmonton home since 2013.



GIVESPORT CLUB



In 2021, we launched our GiveSport Club: a community of KidSport donors focused on one of the most important gifts a child can experience in their lifetime, the power of sport!

BY BECOMING A KIDSPORT DONOR, YOU GIVE SPORT TO A CHILD.

We started the Give Sport Club to build a community of like-minded donors that are passionate about getting kids into sport so they can experience the lifelong benefits that organized sport can provide. Donors are able to choose from a variety of giving methods to make it even easier for new donors to join. We are stronger when we come together as a community and the Give Sport Club will help us ensure ALL kids who need our assistance, will be able to access it.

PARTNERS

NATIONAL PARTNERS



STRATEGIC PARTNERS



PROVINCIAL PARTNERS





CONTACT

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In 2021, we all learned the value of health and the positive impact sport can play in a child's life. We look forward to continuing to support youth sport as a critical part of recovery and getting back to normal in 2022 and beyond.

APPLY • DONATE • SPONSOR • VOLUNTEER