



2022

ANNUAL REPORT



So ALL Kids Can Play!



VISION

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

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 communities across Alberta.

BOARD CHAIR MESSAGE

2022 was a very exciting year for KidSport Alberta, as we saw the world continue to return to some semblance of normalcy and were given the renewed opportunity to do what we do best: getting kids off the sidelines and into the game across our province. After a difficult few years, I am proud to say that KidSport staff and volunteers have stepped up once again, helping families in need get their children into newly-resumed sports.

In the aftermath of a global pandemic, we continue to see significant economic ramifications, which have rendered our programs more important than ever. Despite these challenges, our volunteers in communities across Alberta continue to go above and beyond, and we are so grateful to them for all the amazing work they do. We have even been able to open some new chapters this year, including Lacombe and Leduc, further increasing the impact we can have on children in all areas of Alberta.

2022 proved to be a year of tremendous support from our community. Organizations were stepping up to ensure ALL kids can play. First, we would like to thank the Government of Alberta's Ministry of Culture for their COVID relief program, Return to Play. Through this funding, we have been able to not only help children return to sport, but also assist sports organizations in getting back on their feet. This sets everyone up for success in the future, giving kids safe spaces to play. Further, the Edmonton Oilers Community Foundation donated \$2M to launch our KidSport Oil Country Hockey Assist Program which saw 1429 kids join hockey with their full registration fees covered. This program had an incredible impact in its first year and we are looking forward to watching it grow so more kids in Oil Country can play the great game of hockey.

To our sponsors and donors: we couldn't do any of this without you. We are so thankful for each and every contribution, regardless of size. We hope to continue to work with all of you, as well as bring in some new support, in order to achieve our goal of no child in Alberta being left out of sport for financial reasons. We have big goals for 2023, and we need your help to achieve them!

We have always known the value of sport, but seeing its impact post-pandemic has been nothing short of remarkable. The smiles and joy on the faces of children who are able to participate after a long pause serve as a powerful reminder of why we do what we do. We can't wait to see what we can accomplish together in 2023!

Board Chair – Rob Signoretti

KIDSPORT ALBERTA BOARD AND STAFF

We thank our amazing volunteers, board members, agency partners and Team KidSport Ambassadors. The ever-growing impact we have on kids in our community is due to your efforts, time, passion and care for everything we do. THANK YOU!

BOARD OF DIRECTORS

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 MacKenzie Ebel, Program Manager
 Nick Davies, Chapter Development Manager



"I am a mother of 3 beautiful children who have been able to learn and enjoy sports such as soccer, gymnastics, and swimming, thanks to your generous help.

My kids are learning many life skills as they are part of a team. They are building their physical strength, and they are also learning essential life-saving skills as they take swimming lessons.

Thank you, thank you.

Sincerely,

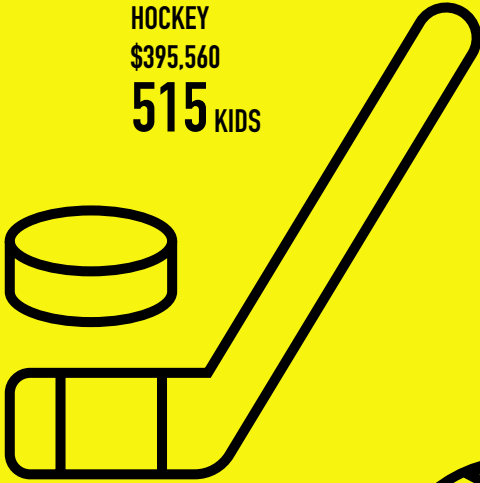
A mother who is optimistic for a positive future."



IMPACT

TOP 5 SUPPORTED SPORTS

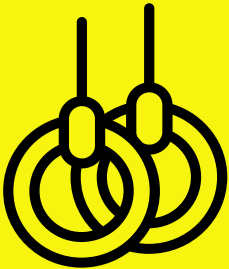
HOCKEY
\$395,560
515 KIDS



SOCCER
\$20,417
117 KIDS



GYMNASTICS
\$13,584
80 KIDS



DANCE
\$12,610
55



BASKETBALL
\$7,124
39 KIDS



\$3,814,946*

DISTRIBUTED

11,769

KIDS FUNDED

* The over \$3.8M in registration fee assistance was distributed directly back into 38 local sport communities across the province.





IMPACT

KIDSPORT ALBERTA PROVINCIAL FUND

BREAKING BARRIERS

394

GIRLS

369

INDIGENOUS KIDS

30

**KIDS WITH
DISABILITIES**

16

**NEW
CANADIANS**

KidSport Alberta is a network of 38 community chapters and over 300 volunteers. Together, we teamed up to support over 11,000 kids, over 1,000 of those funded directly by the KidSport Alberta Provincial Fund.

\$487,677*

DISTRIBUTED

1,004

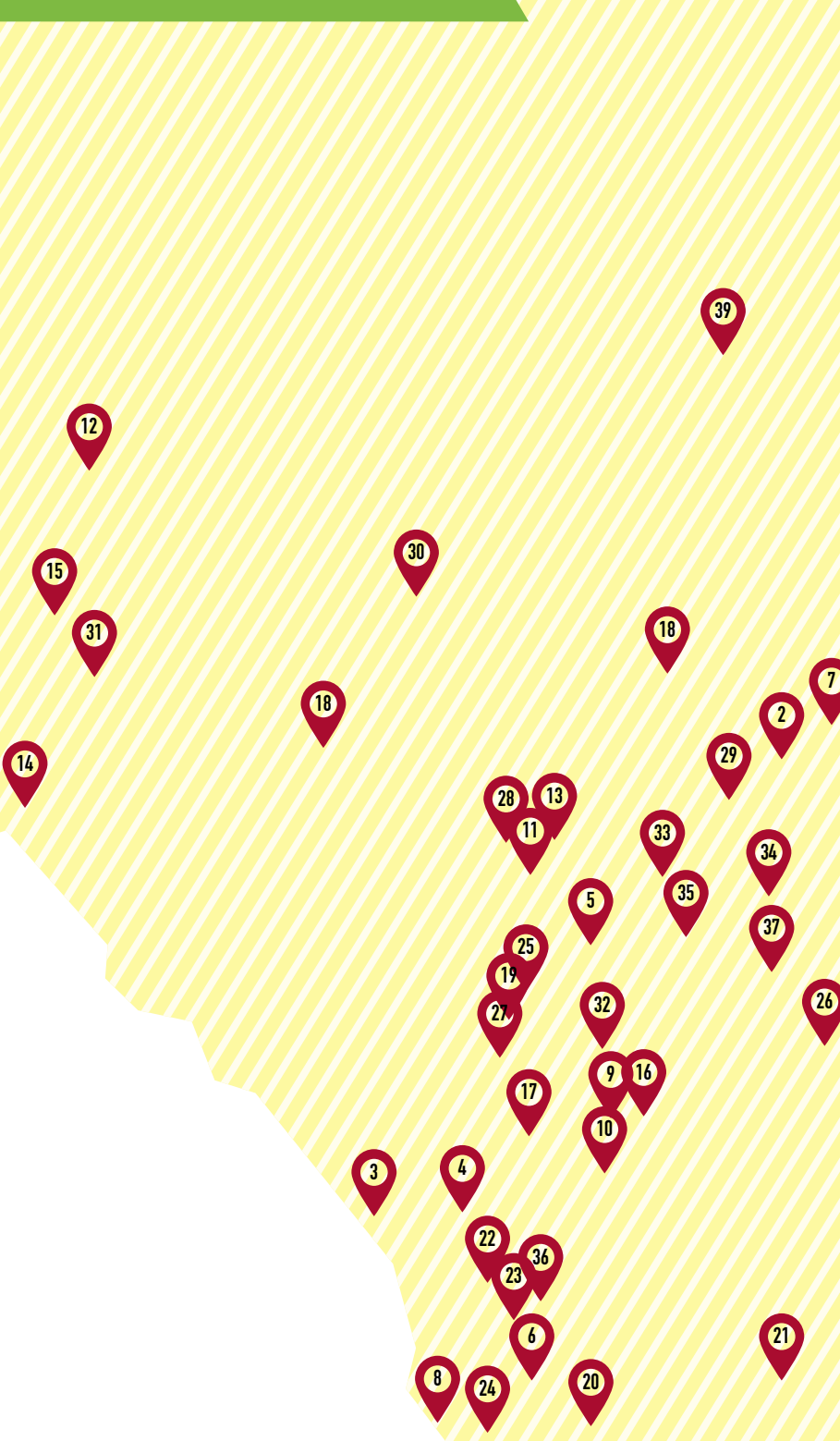
KIDS FUNDED

* Distributed through the KidSport Alberta Provincial Fund.



IMPACT

COMMUNITIES FUNDED



	2022 COMMUNITIES	# KIDS	\$ FUNDED
1	ALBERTA PROVINCIAL FUND	1,004	\$487,677
2	BONNYVILLE	55	\$15,935
3	BOW VALLEY	134	\$37,645
4	CALGARY & AREA	5,322	\$1,828,838
5	CAMROSE	94	\$27,401
6	CLARESHOLM	47	\$7,822
7	COLD LAKE	9	\$1,740
8	CROWSNEST PASS	27	\$5,084
9	DELIA	3	\$275
10	DRUMHELLER	9	\$679
11	EDMONTON	2,301	\$586,603
12	FAIRVIEW	31	\$9,398
13	FT. SASKATCHEWAN	138	\$52,183
14	GRANDE CACHE	7	1,750
15	GRANDE PRAIRIE	211	\$47,648
16	HANNA	24	\$4,893
17	KNEEHILL	39	\$9,210
18	LAC LA BICHE	82	\$21,550
19	LACOMBE	70	\$13,866
20	LETHBRIDGE & TABER	236	\$49,970
21	MEDICINE HAT & REDCLIFF	246	\$60,423
22	OKOTOKS	102	\$36,505
23	PARKLAND	235	\$83,122
24	PINCHER CREEK	30	\$6,444
25	PONOKA	96	\$39,425
26	PROVOST	9	\$1,740
27	RED DEER	217	\$40,120
28	ST. ALBERT	118	\$43,615
29	ST. PAUL	82	\$34,337
30	SLAVE LAKE	30	\$11,432
31	SMOKY RIVER	5	\$1,500
32	STETTLER	194	\$64,152
33	VEGREVILLE	67	\$16,643
34	VERMILION	42	\$12,836
35	VIKING	7	\$975
36	VULCAN COUNTY	11	\$1,935
37	WAINWRIGHT	60	\$18,997
38	WHITECOURT	40	\$11,698
39	WOOD BUFFALO	335	\$121,883
TOTAL		11,769	\$3,817,946

2022 HIGHLIGHTS

RETURN TO PLAY

The global pandemic had a major effect on more than just the economy: it affected the mental health of all of us, in many ways, including children. We are grateful that the Government of Alberta not only recognized this, but also recognized that sports for kids are an incredible mental health tool. As such, the Ministry of Culture provided assistance in the development and implementation of a grant program to not only help kids return to sport, but also help sport, physical activity and recreation organizations, all of whom were heavily impacted by COVID, get back on their feet so that kids have safe spaces and ample opportunity to play.

The Government of Alberta's Ministry of Culture provided funding of \$4M in total, allowing KidSport Alberta to distribute \$1.85M through our chapters and assist over 7000 kids with the registration cost, allowing them to play a season of sport when they otherwise would have been unable to.

In addition, between KidSport Alberta and the Alberta Recreation and Parks Association, \$2.1M was distributed

between 171 qualified sports, recreation and physical activity organizations, with grants of up to \$15,000. This funding provided organizations support in their recovery from the impacts of the pandemic and allowed them to offer programming to participants within their respective communities.

As our lives have gotten back to something that seems "normal", we have seen the enthusiasm and excitement in the families and the kids that we have been able to impact through the Return to Play program. We thank the Government of Alberta for seeing the value in sport, physical activity and recreation for kids and for including us in this initiative, So **ALL** Kids Can Play!

“Oh my goodness thank you and KidSport so much greatly appreciate it, you don't know how much this means to me and my son.”

- Cheryl Rabbit





2022 HIGHLIGHTS

KIDSPORT ALBERTA ISCA FUND

This year, we were thrilled to launch the KidSport Alberta ISCA Fund, a new initiative aimed at providing access to sport for low-income Indigenous children across the province. We developed an application specific to this fund as part of our commitment to reconciliation and to further reduce barriers for this demographic.

Through this fund, we hope to remove the financial barriers that prevent many Indigenous kids from participating in sports and physical activities. With the support of the ISCA (Indigenous Sport Council of Alberta), we are committed to making sure that every child has the opportunity to experience the physical, mental and social benefits of sport. This fund supports any Indigenous child in Alberta who does not live within a local chapter area.

Thanks to the generosity of our donors and partners, the KidSport Alberta ISCA Fund will provide financial assistance for registration fees and equipment for eligible children. Through the ISCA Fund, we aim to ensure that no child is left behind due to financial constraints and contribute to the process of reconciliation between Indigenous and non-Indigenous peoples.

We recognize that access to sports can play a critical role in supporting the overall health and wellbeing of children, and we believe that every child should have the opportunity to participate in sports regardless of their economic background. We look forward to working with ISCA and our partners to make this vision a reality for low-income Indigenous children across Alberta.

If you are interested in helping to support the KidSport Alberta ISCA Fund, contact koehlerking@kidsport.ab.ca

KIDSPORT OIL COUNTRY HOCKEY ASSIST PROGRAM



In April 2022, we launched the KidSport Oil Country Hockey Assist Program (HAP) in partnership with the Edmonton Oilers Community Foundation (EOCF). The mission of this program was to increase access to hockey for low-income families in

Oil Country (Red Deer County and North). An approval through this program provided families with fully funded registration fees and access to no-cost equipment with our Northern equipment partner, Sport Central.

In one full year of the program, we funded 1429 kids into hockey amounting to a cost of \$1,021,914 in registration fees alone. Thanks to our partners at Sport Central, 446 of these kids were given the hockey gear they needed to lace up and get on the ice!

336 Girls

531 Indigenous

78 New Canadians

Thank you EOCF for your incredible \$2 Million contribution to help grow the game of hockey in Oil Country & provide children with the opportunity to learn life skills through sport. We are excited to see this program continue to grow in season two and ensure that cost isn't the barrier So ALL Kids Can Play hockey in Oil Country.



2022 HIGHLIGHTS

COMMUNITY SPORT FOR ALL INITIATIVE

In June 2022 KidSport was one of two recipients to receive the Government of Canada's Community Sport for All Initiative (CSAI). This initiative set out to rebuild sport participation post-pandemic while also increasing sport participation rates in a variety of important communities such as Black, Indigenous, racialized, 2SLGBTAAIA+, low income and newcomer populations as well as people living with disabilities. The Government of Canada's funding provided KidSport \$4.43M in financial support to help pursue the CSAI mission of increasing participation as well as supporting KidSport's vision of making sure no child is left on the sidelines. \$3,960,000 went to sport registration fees, which at \$250 grants per child has seen 15,840 children across Canada gain access to sport! As well, \$250,000 of the funding has been dedicated to expanding KidSport chapter development across the country and this has seen the expansion of 10 new chapters nationally. KidSport is grateful to the Government of Canada for being a recipient of this important initiative. It's initiatives like this that help support us in removing financial barriers So ALL Kids Can Play!

“KidSport is important because not every parent can afford sports fees for their children. Children deserve the chance to try a sport they like. My son is one of them, he has a disability but KidSport came through to give him the opportunity to play sports, create memories and he scored his first goal!!!! THANK YOU”





PARTNERS

NATIONAL PARTNERS



PROVINCIAL PARTNERS



STRATEGIC PARTNERS



“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's 'So ALL Kids Can Play!' Grant Program is a fee assistance program funded by the community, for the community. Let's help KidSport kids get from the bench to the centre line through teaming up to make sure our communities' kids have what they need. Creating equal access to sport programming allows all kids to have this important childhood experience that helps shape today's kids into tomorrow's leaders.

Phone: 1-888-914-5437 (Toll Free) Email: info@kidsport.ab.ca

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