



13,677

2019 ANNUAL REPORT — KIDSPORT ALBERTA

## MESSAGE FROM THE CHAIR:

Today, I am thankful it is my role to congratulate KidSport's volunteers, staff, partners, and supporters on another outstanding year! **Because of you, 13,677 kids received the gift of sport last year, and over \$3.2 million was invested into the local sport community.** This sort of impact does not happen without the donors, partners, and corporate sponsors who ensure we never have to turn a qualified kid away. Thank you for your commitment to making it So ALL Kids Can Play!

As a grassroots organization, I cannot understate the importance of our volunteers: the 300+ dedicated individuals across the province who raise and distribute funds to families in their communities. I am inspired by the creativity of our 38 community chapters, and their devotion to ensuring as many local kids as possible receive the gift of sport. Thank you, volunteers!

2020 is KidSport's 25th year in Alberta. We are proud to celebrate this milestone, while drawing attention to the growing demand for our program. Sport skills are life skills, and it's critical we give as many kids as possible the opportunity to experience the lifelong benefits of organized sport. I'm thankful for those who have already joined us to mark the anniversary, and would like to extend the invitation to all reading this: please help ensure no kid is left on the sidelines, by visiting [www.kidsport25.com](http://www.kidsport25.com)!

On behalf of the KidSport Alberta board, thank you for being part of KidSport's 24th year - what we have accomplished together is truly inspiring, and I can't wait to see what the next two-and-a-half decades bring!

Rob Signoretti - Chair, KidSport Alberta



### BOARD OF DIRECTORS:

**Chair:** Rob Signoretti -  
*Databricks*

**Vice Chair:** Mike Warkentin -  
*Exhibition Park Lethbridge*

**Past Chair:** Kathy Salmon -  
*Calgary Board of Education*

**Secretary & Treasurer:** Yaqub  
Hussein - *Kingston Ross  
Pasnak LLP*

**Director:** Allan Charlesworth -  
*Pembina Pipeline Corp.*

**Director:** Eoghan Curran - *City  
of Edmonton*

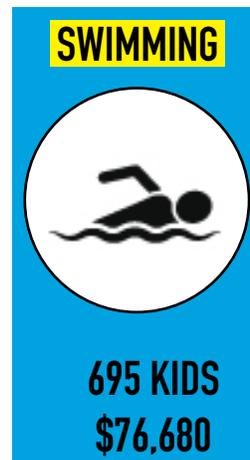
**Director:** Tom Duke - *Miller  
Thomson LLP*

**Director:** Regina Lonneberg -  
*Town of Stony Plain*

**Director:** Megan Macadam -  
*SECURE Energy Services*

**Director:** Travis Rhine - *Molson  
Coors Canada*

## OUR TOP 10 FUNDED SPORTS:



\*Martial Arts includes taekwondo, jiu-jitsu, karate, and judo

**"I AM EXTREMELY GRATEFUL FOR KIDSPORT.**  
AS A SINGLE WORKING PARENT WITHOUT SUPPORT,  
MY CHILD CAN PARTICIPATE IN ACTIVITIES  
WITHOUT ME WORRYING "CAN I AFFORD THIS?"  
THIS, IN TURN, REDUCES MY STRESS LEVELS SO  
MUCH.

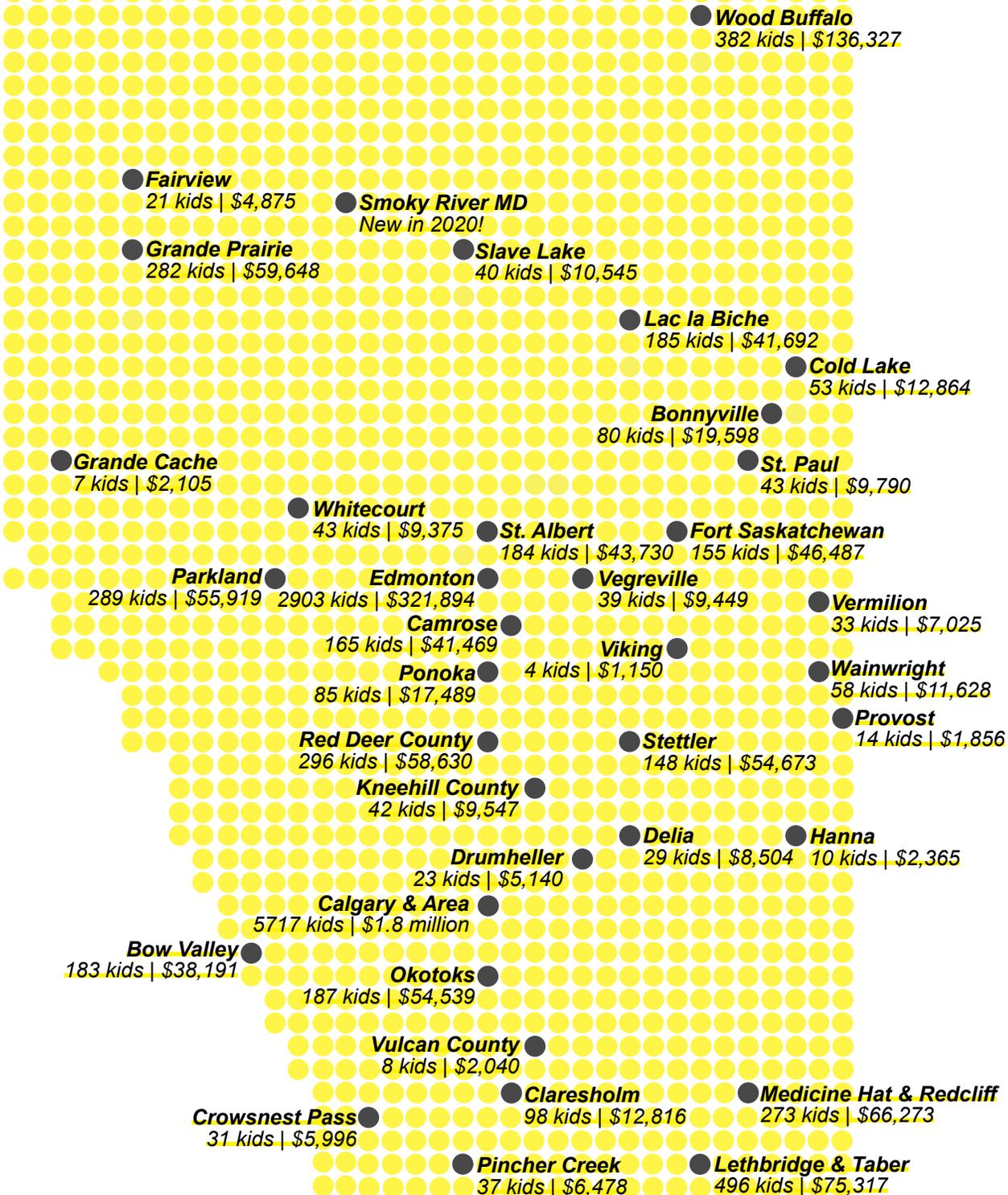
**THANK YOU!" – KIDSPORT PARENT**



# OUR IMPACT: ALBERTA

**KidSport Alberta  
Provincial Fund**  
1034 kids | \$219,613

● **Chapter Name**  
# Kids | \$ Distributed



## OUR IMPACT: ALBERTA

KidSport in Alberta is 38 chapters and over 300 volunteers, teamed up to distribute over \$3.2 million to give the gift of sport to 13,677 kids. We are especially grateful to our donors, sponsors, and partners, whose support allows us to serve kids from the following marginalized groups.



## OUR IMPACT: CANADA

KidSport is a national program currently implemented in 10 provinces and territories. Together, we distributed over \$8 million last year, and helped over 40,000 kids off the sidelines and into the game.

SINCE 1993:

**\$75 MILLION+**  
**DISTRIBUTED**

SINCE 1993:

**850,000+**  
**KIDS HELPED**



## **PARTNER PROFILE: PEMBINA PIPELINE CORPORATION**

KidSport Alberta was thrilled to welcome Pembina Pipeline Corporation to Team KidSport in June 2019, to help make it So ALL Kids Can Play!



Pembina's partnership will see over 1,800 Albertan kids helped over the next 3 years; by way of the **Pembina Indigenous KidSport Fund**, which will grow KidSport's impact in Indigenous communities across the province; and by way of donations to 14 **local community chapters**, which will support our volunteers' grassroots efforts.

Pembina has also joined on as a founding sponsor of KidSport's 25th anniversary celebrations, taking place over 2020. Sport skills are life skills, and by partnering with KidSport for our 25th anniversary campaign, Pembina is demonstrating their belief in the importance of investing in our kids and communities - both now, and for the next 25 years.

Thank you, Pembina, for partnering with us to get even more kids off the sidelines and into the game!

## **PARTNER PROFILE: SECURE ENERGY SERVICES**

SECURE Energy Services continued their partnership with KidSport in 2019 - leading the way and showing other partners what is possible when an entire company buys in to shared values.



The 5th annual **SECURE Charity Stampede Party** was another record-breaking success, raising \$227,000 for KidSport, thanks to generous contributions from SECURE's partners and CEO, Rene Amirault, as well as numerous Gold Sponsors. In total, this event has raised almost \$1 million for KidSport in Alberta.

SECURE continues to be a trailblazer amongst our partners, as they have also signed on as a founding sponsor for KidSport 25. Thank you, SECURE, for your continued support and belief in our mission!

## **SECURE Charity Stampede Party Gold Sponsors**

**ATB** Financial

GranTierra  
energy inc. 

**KPMG**

**AGAT** Laboratories

**RAYMOND JAMES** 

# 2019 PARTNERS

## NATIONAL PARTNERS



## PROVINCIAL PARTNERS



## STRATEGIC PARTNERS



## KIDSPORT 25 – CELEBRATING 25 YEARS OF KIDSPORT IN ALBERTA

When we play, we learn! KidSport's 25th anniversary campaign is about celebrating the life lessons we learn from sport. Since KidSport started in Alberta, over 130,000 kids have been helped off the sidelines and into a season of sport, making them happier, healthier, and teaching them the life skills that will help them grow into our next generation of community leaders.



**When we play, we learn!** KidSport 25 is about the life lessons we learn from sport: lessons like perseverance, standing up for each other, and practicing. Each month of 2020, KidSport ambassadors will share their stories, and what the skill of the month means to them. Follow us on social media to hear new stories every month!

**#PlayItForward25** is a throwback with a feel-good twist! It's easy to join in on the fun: Just post a vintage photo of yourself playing sport as a kid, tag @kidsportalberta and #PlayItForward25, make a donation to KidSport, and nominate 2 friends to take the challenge, too. The photo is proof you were given the gift of sport as a kid - now's your chance to Play It Forward!

**Coach the Coach** is your chance to take revenge on your favourite coach - all in the name of KidSport! To participate in the Coach the Coach challenge, your team must raise a minimum of \$100 for your local KidSport chapter. Once you've hit your fundraising goal, you will have the chance to coach your coach - turn the tables by challenging them to your least favourite drills! Be sure to get a video of your coach sweating, then post it on social media, tagging @kidsportalberta and nominating a rival team to also take the challenge and coach their coach for KidSport!

### GET IN TOUCH WITH KIDSPORT ALBERTA:

1-888-914-KIDS (5437)

@KIDSPORTALBERTA

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**FINANCIAL MANAGER:** Debra Kluck, [info@kidsport.ab.ca](mailto:info@kidsport.ab.ca)

**DIRECTOR, DEVELOPMENT & COMMUNICATIONS:** Kyra Cusveller, [kcusveller@kidsport.ab.ca](mailto:kcusveller@kidsport.ab.ca)

