



2022

ANNUAL REPORT



So ALL Kids Can Play!



VISION

We envision all the communities we serve as a place where all children have the opportunity to participate in sport.

MISSION

KidSport supports children who need financial assistance with sport registration fees and no cost equipment through our Calgary Flames Sports Bank. We believe 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 our community.

BOARD CHAIR MESSAGE

2022 was a great reminder of the importance of sport in the lives of kids. The year started off with much uncertainty when it came to sport and what may or may not be possible. That gradually changed as sport started ramping up again in the summer months leading to a big return to sport in the fall and winter. The positive return to sport saw an immediate return in demand for our program and the importance it has for families in getting their kids back to playing.

There are many highlights from the year as we look to recognize our accomplishments as a local charity while also thanking the many organizations and individuals who stood with us as we mobilized our program once again. To kick off the year we made a statement that sport was going to be integral for the recovery process for our kids. We backed-up that statement by raising our annual funding per qualified kid to \$500, the highest annual amount provided in KidSport Calgary's history. We did this as we wanted to show support for the families we assist but we also knew this was going to show our sport community that we were ready to play a leadership role in getting sport back on its feet. And lastly, we wanted to show our donors who stood with us throughout the pandemic that we were ready to respond on their behalf to get KidSport kids back to the sports, friendships, and the positive physical, mental, and social well-being that comes with it.

After more than a decade as a volunteer, board member and Board Chair where he helped more than 40,000 kids, Wilson Acton passed the torch through an organized succession. On behalf of the entire organization, I want to thank him for his immense contribution to the KidSport family. Personally, I was honored to be able to step into the role as Board Chair to work alongside our outstanding board of directors, volunteers, ambassadors, staff, and community partners to continue the great work KidSport and our Calgary Flames Sports Bank has been doing for almost three decades now. I was able to witness the direct impact of our program through our group outfitting days and the faces of the kids and families we were able to help. I also saw firsthand through the relaunch of our Major Donor event and the return of many of our other great events just how amazing our community is when it comes to rallying around kids and our cause.

2023 is going to be a big year for our local KidSport Chapter and our Calgary Flames Sports Bank. We are going to see a record impact, the launch of new programs such as Project REF, and a continued commitment to our community, the families we serve and our donors and partners who make it all possible. Our team is ready, so come join us as we work to make it So **ALL** Kids Can Play!

Board Chair – Jeremy Gackle



IMPACT

TOP 10 SUPPORTED SPORTS



SOCCER
\$535,056
1676 KIDS
1271 | 405

HOCKEY - ICE
\$368,433
611 KIDS
516 | 95

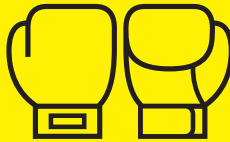


BASKETBALL
\$179,085
533 KIDS
395 | 138



GYMNASTICS
\$116,844
363 KIDS
90 | 273

MARTIAL ARTS
\$115,487
361 KIDS
230 | 131



FOOTBALL/FLAG FOOTBALL
\$79,688.00
244 KIDS
218 | 26



DANCE
\$93,758
263
26 | 237



SWIMMING
\$46,075
201 KIDS
114 | 87



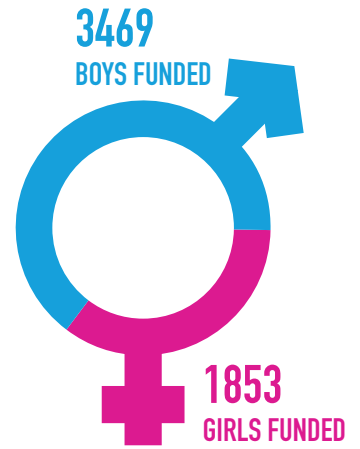
SKATING LESSONS
\$27,456
122 KIDS
66 | 56



VOLLEYBALL
\$23,710
101 KIDS
45 | 56

\$1,782,929*
DISTRIBUTED

5322
KIDS FUNDED



* The over \$1.78 million in registration fee assistance was distributed directly back into our local sport community across 556 different community sport clubs and programs.



IMPACT

TOP 3 EQUIPMENT ITEMS DISTRIBUTED



13,063
PIECES OF EQUIPMENT
4053
KIDS EQUIPPED



“I am writing to say a very big thank you for your generous sponsorship for my boys’ soccer. They are very passionate about playing soccer and their excitement when they learnt that they would be playing this season was out of the world. I hope that one day, I would be able to help other kids to play sports just as you have done for my boys.”

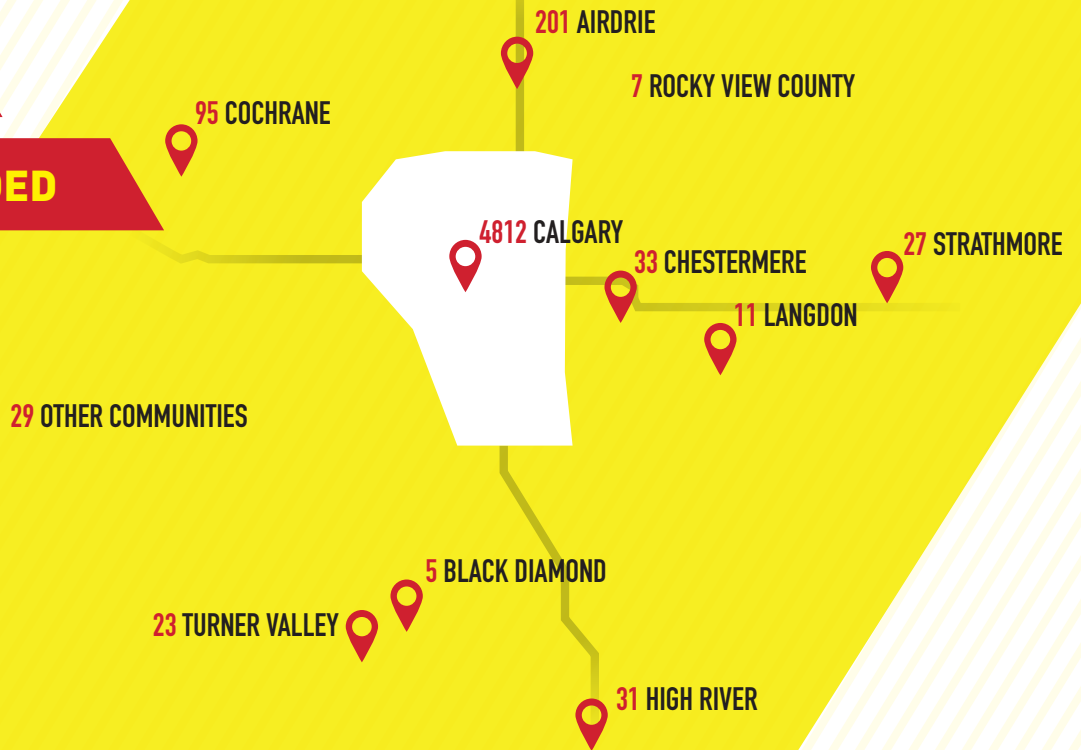
TOP 5 SPORTS WE EQUIPPED KIDS TO PLAY



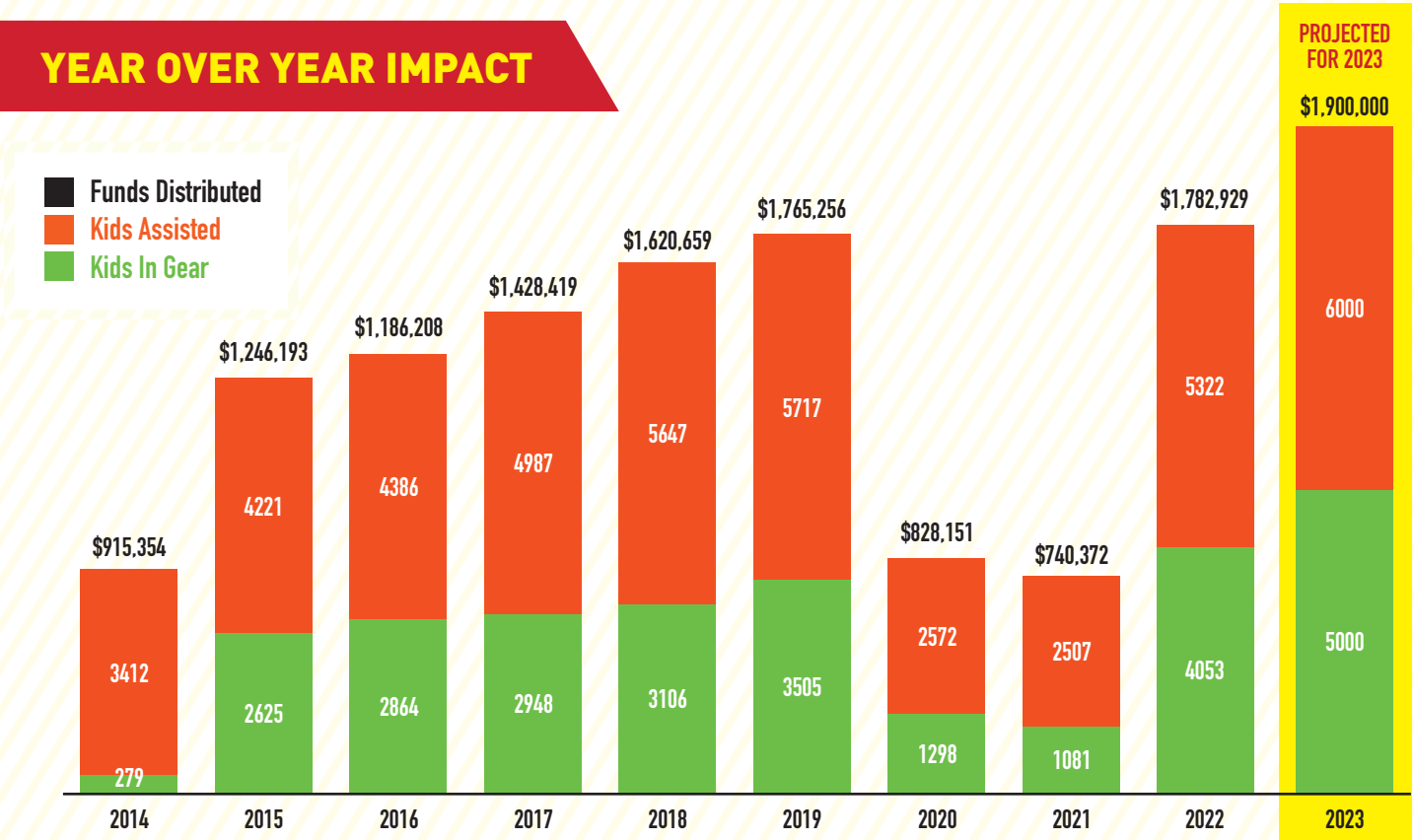


IMPACT

COMMUNITIES FUNDED



YEAR OVER YEAR IMPACT



2022 HIGHLIGHTS

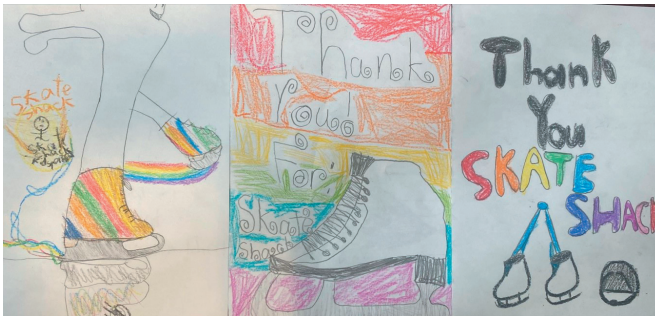
DIVERSITY & INCLUSION DISCUSSION SERIES



DIVERSITY & INCLUSION IN SPORT
discussion series
POWERED BY: Calgary Flames Foundation

In 2022 KidSport Calgary and KidSport Edmonton teamed up with INclusion Incorporated to host an 8

part series focused on Diversity & Inclusion in Sport. The series was powered by the Calgary Flames Foundation and provided an opportunity for over 1,200 sport leaders to participate in these extremely powerful sessions.



SKATE SHACKS - BACK ON THE ROAD IN 2022

Thanks to a Doc Seaman Amateur Sports Grant through the Calgary Foundation, the KidSport Calgary Skate Shacks gained a few additions for the 2022-2023 Winter Season. Sledge hockey sleds and sticks were added to both of the trailers, along with a variety of skates. The Trailers were back on the road in Fall 2022 after a two year hiatus. Over 10,000 kids and families will strap on a pair of skates from these trailers this season. School groups, community associations, the Calgary Zoo Lights and Sport Calgary's All Sport One Day are some of the many places visited by the Skate Shacks!



EQUIPMENT DONATIONS AND SANITIZING PROGRAM

2022 saw our great partners at the Wood Automotive Group collect and deliver over 12,000 pieces of equipment that was donated through drop offs at their dealerships from our community. Their delivery team stopped by our office 112 times to deliver this equipment right to our doorstep. We also launched our equipment sanitizing program which saw 45 people come visit us to get their gear sanitized and ready for action again.



CALGARY FLAMES SPORTS BANK OUTFITTING DAYS

In August, The Calgary Flames Sports Bank hosted two outfitting days to get kids ready for their hockey season. These two days saw 55 kids come through the doors and 615 pieces of gear head out to help fulfill these deserving kids's dreams of playing hockey. These days were supported by numerous volunteers, some who know a thing or two about hockey themselves. We saw Flames Alumni, MRU Men's and Women's Hockey team members, Calgary Canucks coaches and players along with many others. There was even a special appearance by Farley the Fox, who came to visit the kids!





EVENTS ARE BACK!



2022 saw the return of some of our many great event supporters. The **20th Anniversary Eric Francis Pizza Pigout** led the way raising over \$70,000 for KidSport. With over 500 people in attendance and 300 pizzas from 27 amazing local pizzerias it was definitely back and better than ever. That week also included the return of the **Eric Francis Charity Hot Stove** with Darryl Sutter, Brad Treiving and Brian Burke. What a week it was with over \$90,000 raised.



2022 also saw the return of the **ICONIC Electric and Controls Turkey Bowl, Big Hearted Cowboys** with a move to a new venue and time of year, and the fan favorite **Brian Burke's Targets for Kids**. We also saw a return to the course with some amazing KidSport supporters hitting the links once again at the **TAQA Golf Tournament, Harmony Health & Fitness Chestermere Golf Tourney,**



PepsiCo West Golf Tourney, Duncan McRae Memorial Golf Tournament, The Doodlebug, The T-Wave and the **10th Anniversary of the Shaw Charity Classic.**

A big thanks to everyone who hosted an event, sponsored an event, donated an auction or raffle item or came out in support of the great work all our event hosts do for local kids each year.

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!**





THE INAUGURAL YEAR OF THE KEN KING COMMUNITY AWARDS



Born and raised in Hanley, Sask., Ken King was the vice-chairman and chief executive officer of Calgary Sports and Entertainment Corporation.

Ken was an active member of the Calgary community, always displaying exemplary leadership and an enthusiastic commitment to amateur and professional sport. In Ken's honour, the Ken King Community Award will be granted to athletes in the Calgary community who reflect this through their commitment to positively impacting their community, something that Ken always strived to achieve.

In 2022, KidSport Calgary proudly distributed \$10,000 to 10 deserving kids to participate in gymnastics, badminton, skating, martial arts, swimming, basketball and BMX. A 20 year partnership has been created with the King Family, Calgary Flames Foundation and KidSport to recognize and distribute these awards.

KIDSPORT RECYCLING



In 2022, through the support of our amazing partners, Gord and Laurie Clayton at Recycle for Life, there were over 4 million refundable beverage containers collected, over 30 bottle drives held and hundreds of residential

and business pickups done. This program helps subsidize KidSport registration fees for over 800 local kids this year.

“On behalf of me and my son, I want to express my sincere gratitude to your agency and your sponsors that made it possible for my son to pursue his dream of playing soccer professionally someday.

I am a single mom on minimum wage and can hardly afford extra curricular activities for my son and would often improvise with available resources at home, but your agency has afforded us the opportunity to be a part of this program and I cannot thank you all enough.”



10 YEARS OF THE SHAW CHARITY CLASSIC



As a tribute to being a proud charity partner of the Shaw Charity Classic for the past 10 years, KidSport Calgary partnered with local golf courses to implement a learn to golf program called Grow the Game of Golf. This saw 48 kids who, before the program, had never experienced golf before learn the basics of the game from some great local golf pros. Thank you Shaw Charity Classic, the Patrons Group, your sponsors, fans, volunteers and golfers for all you do for our community.

GOVERNMENT OF CANADA'S 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 chapters across Canada with \$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 that ALL Kids Can Play!



PARTNERS



A big thank you to these great partners that have supported our cause in a significant way in 2022.

Byram Family Foundation

Sanjel Energy Services

STEP Energy Services

Raduloff Family Foundation

Mini Bulk

ATB

JB Schultz Family Foundation

Ascent Consulting

John Bowlen Legacy Flow Through Fund 1 at Calgary Foundation

Randy Yozipovic

AltaLink

CIBC R&R Investment Partners

Bill Comrie

Thank you to all who have supported our cause in 2022. Your support is a direct investment in the lives of thousands of local kids that together we are able to assist into sport.



VOLUNTEER, BOARD, AMBASSADOR THANK YOU

We thank our amazing volunteers, board members, sport partners, 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!

VOLUNTEERS

The backbone of our organization continues to be the amazing volunteers who give their time in the office, shop, at events, and in our community.

OUR AMBASSADORS

A special thank you goes out to the fantastic athletes, coaches, media personalities, Olympians and leaders who stand with us as we work to make it So **ALL** Kids Can Play!

BOARD OF DIRECTORS

- Jeremy Gackle
- Chris Protti
- Travis Rhine
- Murray Sigler
- Aaron MacNeil
- Angela Thompson
- Rob Kerr
- Jodi Drake
- Kevin Kobelka
- Josh Crittenden
- Bronwyn Inkster

OUR FRONTLINE TEAM

- Lisa Parham
- Eden Wilson
- Brody Norton
- Tatum Amy
- Jeff Coates
- Kevin Webster
- Kirsten Hunter
- Mirela Rahneva

SPECIAL THANKS

We would like to thank Jeff Shepherd for an amazing 4 years of work with our team. We also want to thank Kate Hufnagel and Matthew Richardson who were a big part of our team in 2022.



“Thank you so much for approving our application. It gives us hope that my daughter will be able to continue to do what she loves when we know people or organizations like you are there to help. We will not forget your kindness.”



So ALL Kids Can Play!



OUR WORK IS NOT DONE.

Contact us to learn how you can get involved. Become part of an event, volunteer, make a donation, recycle your empties with us, donate equipment or become an advocate for the great work we are doing for local kids.

Kevin Webster
kevinw@kidsportcalgary.ca

[KIDSPORT.CA/CALGARY](https://kidsport.ca/calgary) | [FLAMESSPORTSBANK.CA](https://flamesportsbank.ca)



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