



 KidSport™

CALGARY & AREA



CALGARY FLAMES
Sports Bank
A KidSport Calgary Program

2024 ANNUAL REPORT



**INVESTING IN COMMUNITY TO SUPPORT
INCLUSIVITY AND GROWTH AMONGST OUR YOUTH**

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. By increasing access to quality sport programs, KidSport strengthens our community.

MESSAGE FROM OUR LEADERSHIP

Reflecting on another transformative year, we are reminded of the vital role sport plays in a child's development—and why our commitment to supporting local kids in need is more crucial than ever. Following in the footsteps of 2022 and 2023, 2024 marked a record-breaking year for KidSport Calgary & Area and the Calgary Flames Sports Bank. More than 14,000 qualified low-income kids were empowered through our sport registration fee assistance and no-cost equipment programs, ensuring every child had the opportunity to play, develop, and thrive.

Our small but mighty charity reinvested an impressive \$3.5 million into our local sports community and economy, reaffirming our position as the leading supporter of minor sports in our area. As an organization dedicated to breaking down barriers to sport, we are immensely proud that every dollar invested gives a local child the chance to play—ensuring that no young athlete is left on the sidelines.

This success is a testament to the collective strength of our community. Every individual, company, foundation, sports team, and organization that partnered with KidSport Calgary & Area and the Flames Sports Bank has helped bring the transformative power of sport to thousands of kids. Every dollar raised, every dollar invested, and every life changed through sport is thanks to your unwavering dedication—from the Province of Alberta's Every Kid Can Play program to our volunteers, corporate partners, event sponsors, ambassadors, and sports organizations. This movement is powered by you.

As we move into 2025, we proudly celebrate a milestone—30 years of breaking down barriers to sport. For three decades, we have seen firsthand how sport transforms lives, strengthens communities, and paves the way for brighter futures. This year, we renew our pledge to say “Yes” to every qualified young athlete who seeks our support. We honour our legacy and all those whose incredible commitment has enabled us to deliver the life-changing Gift of Sport to local kids.

Join us on this inspiring mission. Become a part of KidSport Calgary's 30th Anniversary celebration and help us uplift every child who dreams of playing. We need your support now more than ever—let's rise to the challenge and make 2025 our most impactful year yet. With 15,000 deserving kids counting on us, we remain committed to ensuring that no child is left behind. Together, we will continue to demonstrate that sport has the power to uplift every child, every family, and every community.

JEREMY GACKLE, BOARD CHAIR



2024 IMPACT

A RECORD YEAR OF COMMUNITY IMPACT



GIRLS ASSISTED
3,469

BOYS ASSISTED
6,426

DOLLARS DISTRIBUTED TO FUND CHILDREN IN SPORT

\$3,528,623

KIDS ASSISTED (NEW RECORD FOR A SINGLE YEAR)

9,895

SPORT CLUBS IN CALGARY & SURROUNDING AREA ASSISTED:

723

NUMBER OF SPORTS FUNDED

75

DOLLARS DISTRIBUTED



SOCCER
\$1,077,037 DISTRIBUTED TO 498 GIRLS & 2,394 BOYS FOR A TOTAL OF **2,891 KIDS**



HOCKEY
\$480,544 DISTRIBUTED TO 129 GIRLS & 682 BOYS FOR A TOTAL OF **811 KIDS**



BASKETBALL
\$317,133 DISTRIBUTED TO 212 GIRLS & 727 BOYS FOR A TOTAL OF **939 KIDS**



MARTIAL ARTS
\$346,1963 DISTRIBUTED TO 280 GIRLS & 561 BOYS FOR A TOTAL OF **841 KIDS**



DANCE
\$205,047 DISTRIBUTED TO 459 GIRLS & 63 BOYS FOR A TOTAL OF **522 KIDS**



GYMNASTICS
\$206,279 DISTRIBUTED TO 514 GIRLS & 150 BOYS FOR A TOTAL OF **664 KIDS**

REVENUE SOURCES

FOUNDATIONS/GRANTS

INDIVIDUAL DONORS

GOVERNMENT OF ALBERTA

EVENTS

STRATEGIC PARTNERS

30%

26%

22%

14%

8%

**Please note that these numbers are preliminary and unaudited*

2024 IMPACT

CALGARY FLAMES SPORTS BANK

PIECES OF EQUIPMENT DISTRIBUTED:

17,744



KIDS ASSISTED WITH NO COST EQUIPMENT:

4,080



HOCKEY
913 KIDS 8,260 PIECES OF EQUIPMENT



SOCCER
1,609 KIDS 2,994 PIECES OF EQUIPMENT



SKI / SNOWBOARD
181 KIDS 594 PIECES OF EQUIPMENT



BASEBALL
153 KIDS 535 PIECES OF EQUIPMENT



BASKETBALL
317 KIDS 469 PIECES OF EQUIPMENT



RECREATIONAL SKATING
426 KIDS 679 PIECES OF EQUIPMENT

In 2024, the Government of Alberta added an additional funding stream to their successful Every Kid Can Play Program directed at sports equipment assistance. In July of 2024, both the Calgary Flames Sports Bank in Calgary, and Sport Central in Edmonton each received \$200,000 directed at getting as many kids as possible in free sports equipment!



WHO WE SERVE

KidSport Calgary conducts quarterly surveys to gain deeper insights into the families we serve. By analyzing the data and feedback collected, we can better assess the challenges families encounter during the application process and identify opportunities to enhance and streamline our support. We also collect demographic data to better understand the diverse needs of our community, ensuring our support is equitable, inclusive, and accessible to all families seeking sport opportunities for their children.

Families shared the following demographic and statistical insights about their household composition and reported positive developments in their children's social and emotional learning.

FIRST TIME APPLICANT 51% SECOND TIME APPLICANT 31% THIRD TIME APPLICANT 8%

NEWCOMER TO CANADA 33% INDIGENOUS - FIRST NATIONS 4% TWO PARENT FAMILIES 24% SINGLE PARENT FAMILIES 27%

PLAYING ONE SPORT 52% PLAYING IN TWO SPORTS 35% UTILIZED THE CALGARY FLAMES SPORT BANK FOR EQUIPMENT 62%

WITNESSED IMPROVED PHYSICAL HEALTH AND FITNESS IN THEIR CHILDREN 84% WITNESSED ENHANCED SOCIAL SKILLS WITHIN THEIR CHILDREN 64%

WITNESSED AN INCREASE IN CONFIDENCE AND SELF ESTEEM IN THEIR CHILDREN 74%

WITNESSED AN INCREASE IN SENSE OF RESPONSIBILITY AND ACCOUNTABILITY IN THEIR CHILDREN 57%

So ALL Kids Can Play!

EVENTS & FUNDRAISERS HIGHLIGHTS:

Every event and fundraiser plays a vital role in ensuring we can continue breaking down financial barriers for kids in sport. From community-led initiatives to major charity fundraisers, these partnerships not only raise essential funds but also amplify our mission—helping more children experience the lifelong benefits of sport. Here are just a few of the incredible events we were fortunate to be a part of or host this year.

FLAMES SPORT BANK 10-YEAR ANNIVERSARY | On September 7, 2024, we marked a decade of impact with the 10th anniversary of the Calgary Flames Sports Bank! Over the past 10 years, we've helped 26,946 kids access sports by providing the equipment they need to get in the game.

This milestone was also a chance to honor the visionaries behind it all—Al Coates and Bill Comrie—along with the many supporters who have been with us from the very beginning.

A special thank you to Woodridge Ford Lincoln for hosting our celebration and to everyone who joined us in making this event so memorable. Here's to the next decade of breaking barriers and building futures through sport!

CORNERSTONE EVENTS | From our 8th Annual Brian Burke's Targets for Kids, sparking some friendly competition, to the 22nd Eric Francis's Pizza Pig Out and Cowboys' Wing-Off, where Calgary's best go head-to-head for the ultimate pizza and wing titles—KidSport's Signature Events create a fun and engaging atmosphere, all while making a meaningful impact.

The 7th Annual Iconic Electric Turkey Bowl blended celebration and entertainment, while The Calgary Surge welcomed KidSport Calgary as their Charity Partner for the second consecutive year, with 50/50 ticket sales raising an incredible \$20,542 to help more kids get in the game. All raising dough for kids—one event at a time.

STRIDES FOR SUSTAINABILITY | As part of an annual Strides for Sustainability initiative, Zeno Renewables participated in the Calgary Marathon and raised an impressive \$29,364 for KidSport Calgary. Zeno's 50 marathon goal came with a few conditions: each marathon would be in a different location, the trips would be carbon neutral, and each would include a fundraising component for charity. KidSport Calgary was honoured to be Zeno's charity partner for the 2024 Calgary Marathon.

GOLF TOURNAMENTS DRIVING CHANGE FOR KIDSPORT CALGARY | In 2024, golf tournaments played a pivotal role in supporting KidSport Calgary, uniting community leaders, businesses, and sports enthusiasts to help break down financial barriers for kids and youth. We are incredibly grateful for the generosity and dedication of the organizations and individuals who made these tournaments such a success.

From heartfelt memorial tournaments honouring loved ones to corporate anniversaries and networking events, each gathering made a meaningful impact in ensuring that no child was sidelined due to financial constraints. A special thank you to the organizers and participants of the following golf tournaments; MNP, Duncan McRae Memorial, Kevin Wenzel Memorial, Leor Magalnik Memorial, JMC, PepsiCo, Alstar/Stratus, CSEG TWAVE and Doodle Bug, Caltrax, TAQA, Stampeders Alumni, and the Rogers Charity Classic.

The Spruce Meadows Leg Up Foundation partnered with Cavalry FC for the second annual Cavalry FC Charity Golf Classic, where KidSport Calgary was honoured to be one of two benefiting charities.

At the PepsiCo Foundation Canada Annual West Golf Tournament, KidSport ambassador Marco Carducci took the stage as a guest speaker, delivering a powerful message on how sport builds community and instills life skills that youth carry into their future.

We were also honoured to be one of three charities selected for the Rotary Club at Stampede Park's Kids at Heart Charity Golf Tournament. Thanks to the incredible efforts of Rotary Club members and their network, the event raised an astounding \$286,500, which was generously distributed among the three charities. KidSport Calgary was grateful to receive \$95,500, ensuring that more children and youth in Calgary can experience the life-changing benefits of sport.

In its 14th year, the Tourmaline Charity Golf Tournament raised over \$900,000 to support impactful community organizations. KidSport Calgary was proud to be among the beneficiaries of this incredible event.

Marking 45 years of serving Calgary and the surrounding community, Shane Homes hosted its annual Golf Tournament at Heritage Point Golf Club. KidSport Calgary was honored to be the charity partner in this milestone year for Shane Homes.

GOVERNMENT OF ALBERTA EVERY KID CAN PLAY (EKCP) PROGRAM:

In 2023, the Government of Alberta launched the Every Kid Can Play Program, further to the success of their previous Return to Play Program. In doing so, they committed \$3,460,150 to KidSport Alberta to promote equal play across the province of Alberta by providing subsidies for program registration costs to help children and youth whose families require financial assistance to access sport, physical activity, and recreation. These funds enabled us to provide direct financial support to more than 12,229 children by distributing up to \$350 per child registration to eligible families.

HIGHLIGHTS OF EKCP 2024:

12,229 GRANTS

DISTRIBUTED TO HELP COVER YOUTH SPORT REGISTRATION FEES FOR CHILDREN FACING FINANCIAL BARRIERS IN ALBERTA.
3,622 OF THE 12,229 GRANTS WERE DISTRIBUTED IN CALGARY AND AREA

7,463 MALE

2,241 WITHIN CALGARY AND AREA

4,750 FEMALE

1,381 WITHIN CALGARY AND AREA

16 OTHER

KIDSPORT CALGARY AND AREA WAS ONE OF THE 220 ALBERTA COMMUNITIES TO BENEFIT FROM THE PROGRAM

71 SPORTS FUNDED

During a record-breaking 2024, KidSport Alberta chapters supported more kids into sport programs than ever before and we would not have been able to do this without the incredible support of the Every Kid Can Play Program. As a result, we are thrilled to announce the renewal of the Every Kid Can Play Program for 2024-2026. The Ministry of Tourism and Sport is investing a total of \$7.4M over 2 years, which will allow us to get over 10,000 kids per year off the sidelines and into the game! This will ensure that every child, regardless of their financial circumstances, can enjoy the benefits of engaging in physical activities and the happiness of participating in sport.

Our gratitude for the Government of Alberta's Every Kid Can Play Program knows no bounds, and we can't wait to see what we can accomplish together in 2025 and beyond.

PARTNERS

We would like to thank the following partners for their belief in our mission and their generous support. Your contributions help us break down financial barriers and ensure every child has the opportunity to experience the benefits of sport.

CHANGE MAKERS



CHAMPION PARTNERS



PODIUM PARTNERS



GOAL LINE PARTNERS



KICK OFF PARTNERS



GAME ON PARTNERS



A BIG THANK YOU TO THE FOLLOWING PARTNERS WHO HAVE SUPPORTED US IN A BIG WAY THROUGHOUT 2024

Duncan McRae Memorial GT, Kevin Wenzel Memorial GT, JMC Memorial, Leor Magalnik Memorial GT, GT, Bill Comrie, Irma Desrochers, Rickbeil Family Fund, Tang Family Foundation, Arnie Charbonneau Foundation, Prairie Crocus Foundation, Byram Family Foundation, Raduloff Family Foundation, Teleo Collection, ARC Resources, Lantern Wealth, Glenmore Audi, Pete the Plumber, Heartstone Foundation Fund, Caltrax, Cowboys, Recycle 4 Life, Banff Sunshine Village Ski & Snowboard Resort.

OUR WORK AHEAD

Through access to sport, kids gain valuable life skills, opportunities for socioemotional learning, increased engagement in school, and the development of healthy habits. For the past 30 years, KidSport Calgary has provided these opportunities for children in our community. We aim to celebrate this impact at our 30th Anniversary Gala, Sneakers and Dreamers, held on September 13th. Our goal is to continue raising awareness of the support we provide—*SO ALL KIDS CAN PLAY!!*

As demand increases for funding, we look to continuously increase our fundraising efforts in order to keep up. KidSport Calgary forecasts assisting 10,000+ local kids with over \$3.7 million in registration fees and 5,000 kids with equipment in 2025. This work would not be possible without the support of our partners and supporters. We would like to thank all our partners, supporters, ambassadors and volunteers. Thank you for supporting our mission and believing in kids and the power of sport to transform lives.

BOARD OF DIRECTORS & COMMITTEE MEMBERS

Jeremy Gackle	Board Chair	Chris Protti	Director
Kevin Kobelka	Director	Travis Rhine	Director
Bronwyn Inkster	Director & Chair Governance	Carlo Bruneau	Director
Josh Crittenden	Director & Chair Finance	Jodi Drake	Director & Chair Internal
Dr. Michael Geddes	Director	Angela Thompson	Director & Chair External
Imran Gulam	Director & Treasurer	Colin Bergmann	External Committee

OUR AMBASSADORS

At KidSport Calgary, our ambassadors are more than just supporters—they are champions for every child who dreams of playing sports. From athletes and community leaders to celebrities and everyday advocates, these incredible individuals use their voices, platforms, and passion to spread awareness and help break down financial barriers to sport. To each ambassador who shares our mission and stands with us in making sport accessible—we are beyond grateful. Thank you for believing in the power of sport to change lives!

OUR FRONT LINE TEAM

Lisa Parham – Community Relations and Finance Manager

Brody Norton – Operations and Outreach Manager

Mirela Rahneva – Partnerships Manager

Eden Wilson – Community Engagement Coordinator

Jeff Coates – Operations Coordinator

Lauren Hedley – Community Impact Coordinator

Ryan Karkkainen – Operations Coordinator

Kirsten Hunter – Bookkeeping

Kevin Webster – CEO KidSport Calgary and Calgary Flames Sport Bank



Together, we continue to create opportunities for Calgary & Area kids to benefit from sport, strengthening our community and fostering the next generation of athletes and leaders.

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