



**WHEN WE  
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HELP OTHERS  
LISTEN  
DON'T WIN  
WORK HARD  
PRACTICE  
SHARE  
MENTOR  
NEVER GIVE UP  
ARE RESPONSIBLE  
PLAY  
WE LEARN!**

**2020 ANNUAL REPORT**



# OUR MISSION

We believe that no kid should be left on the sidelines and all should be given the opportunity to experience the positive benefits of organized sport. KidSport provides support to children in order to remove financial barriers that prevent them from playing organized sport.

## MESSAGE FROM THE CHAIR

We began 2020 with great excitement as we looked to celebrate 25 years of KidSport in our community. Much like sport, 2020 ended up considerably different than we predicted. It was a tough year with much of life, let alone sport, being shut down for the majority of the year as we all did our part to keep our community safe and put this pandemic behind us. Our sport community was hit hard, as were all the kids in our community who had important things taken away from them. Whether that be their friends, time with family, a safe place to escape to, live music, theatre, arts, or sporting activities, kids have missed out on many of the things that help them thrive. For many households, this strain has been even more significant with disproportionate impact to low-income families as well as substantial impact to the household income of many.

It is our commitment to those families to ensure that we are here to support them and our community's kids as sport is ready to safely return. Through the dedication of an amazing team, strong financial oversight, an unwavering focus on the kids we're designed to support (and unfortunately a few tough decisions internally) we are set up to be ready to support all the kids that need our help in the communities we serve as our community brings sport back to life.

We will work with our volunteers, board, donors, partners, and sponsors to rally around these families and their kids to get them back to sport in 2021. Sport is going to play a critical role in building our community back up. We know that through KidSport, including the Calgary Flames Sports Bank, that we will be a cornerstone to ensuring the families who need us have the support they require to get Back to Sport this year and start to bring some normalcy to their lives.

We have a great appreciation for the role we are fortunate to play in our community and the lives of our youth. We look forward to building on 25 years of amazing impact and investment in our community with you in 2021 and beyond!

### WILSON ACTON, BOARD CHAIR

## OUR TEAM

**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!

**OUR FRONTLINE TEAM** – Thank you for all you do for our families!

Jeff Shepherd Lisa Parham Kelly Oehlerking Kevin Webster  
Kelley Walker Chelsea Ince Kirsten Hunter

### BOARD MEMBERS

Wilson Acton	Josh Crittenden
Al Coates	Rob Kerr
Chris Protti	Jeremy Gackle
Shauna MacDonald	Jodi Drake
Murray Sigler	Peter de Jong
Aaron MacNeil	David Benson
Kevin Kobelka	Angela Thompson
Travis Rhine	

# 2020 HIGHLIGHTS



JANUARY

**KIDSPORT 25:** 2020 marked our 25th year getting kids across Calgary & Area off the sidelines and into the game!

**SPORTSNET 960 & OPA 5050:** We teamed up with Sportsnet 960 The Fan and OPA! of Greece for our first ever Citywide 50/50 to raise funds So ALL Kids Can Play!

**COACH THE COACH:** The Calgary Hitmen helped us launch Coach The Coach – a fundraising campaign where teams could turn the tables and put their coach through their favorite (or least favorite) drills.

APRIL

**KIDSPORT RECYCLING:** With our community spending more time at home, we ramped up promotion of our recycling program via the continuation of our safe curbside pickups. Over 75 new households came on board in April.

MAY-JUNE

**SUMMER EQUIPMENT:** We partnered up with Youth Centres of Calgary to provide free lunches and equipment to families in 5 different areas of Calgary.

JULY

**FLAMES FOUNDATION:** Bill Comrie passed the torch to the Calgary Flames Foundation as they will now be the lead partner in supporting the Calgary Flames Sports Bank Team to get local kids in gear.

**BACK TO SPORT:** As sport began to make a return, we launched our Back To Sport program to help bring sport back to those kids in our community who needed it most.

**SHAW CHARITY CLASSIC:** The Shaw Charity Classic launched their #ChipinforKids text to give program to help get kids back in the game.

OCTOBER

**PIZZA PIGOUT:** We took our annual Eric Francis Pizza Pigout virtual in 2020! We were able to support our pizzerias, provide meals to 35 KidSport families, engage with over 100,000 people online, raise some funds, and vote on Calgary's Best Pizza!

**FACE FIRST PODCAST:** We were thrilled to launch our Face First Podcast thanks to the efforts of three of our great ambassadors Alysia Rissling, Rob Kerr and Grace Dafoe. Amazing guests and content with now over 18 podcasts available for you to check out.

NOVEMBER

**TURKEY BOWL:** The team at Iconic Electric and Controls came up with a new way to enjoy the annual Iconic Turkey Bowl virtually. We supported local businesses, raised some money for KidSport, and watched Football all from the comfort of our own couch.

DECEMBER

**VIRTUAL HOT STOVE:** Eric Francis and Rob Kerr hosted a YYC Charity Hot Stove with Brian Burke to get an inside look at his new book: Burke's Law – A Life in Hockey and to raise funds So ALL Kids Can Play.

**WINTER EQUIPMENT:** The Calgary Flames Sports Bank provided KidSport families with free skates to get families in need on the ice during the winter season! Over 200 kids got the chance to get out on the outdoor rinks this winter.



## **2020 = 25 Years of Impact.**

In 1995 a group of volunteers set out to make sure kids in our community had the access to sport they deserved.

**25 years later our impact continues to grow!**

**70,000 Kids** given the opportunity to play

**14 million dollars** has been invested back into our local sports community

**All with the goal of making it**

**So ALL Kids Can Play!**

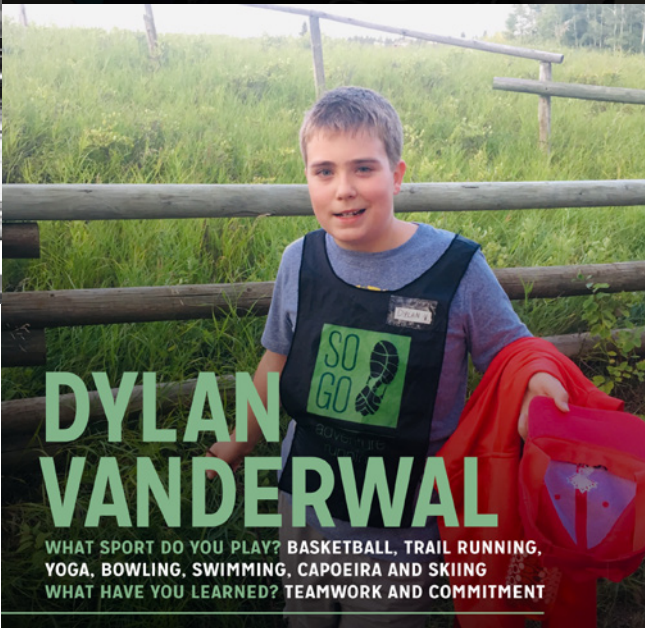
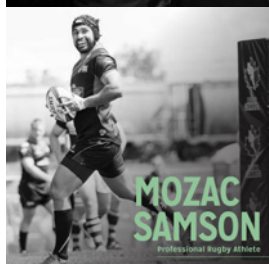
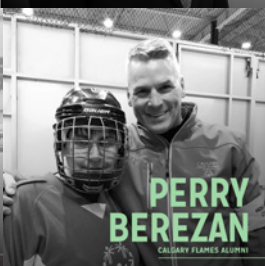
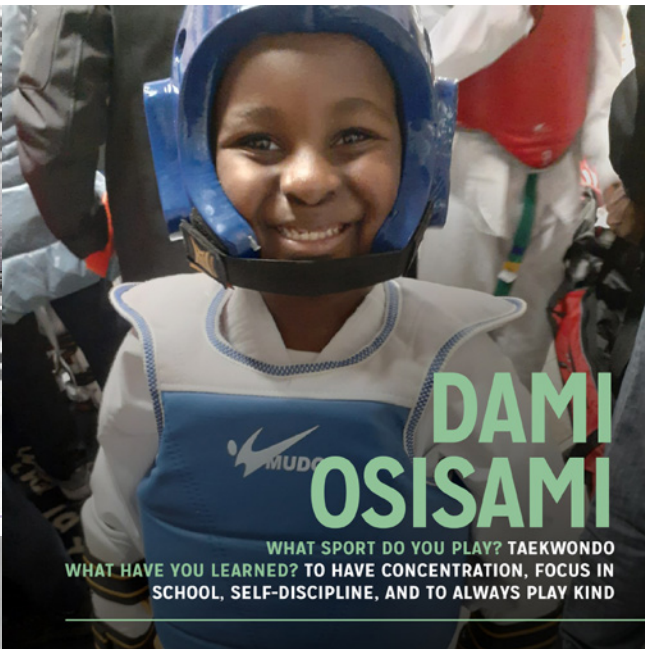
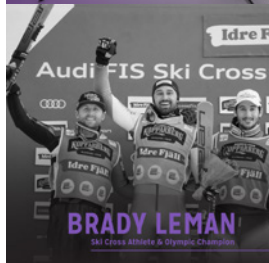
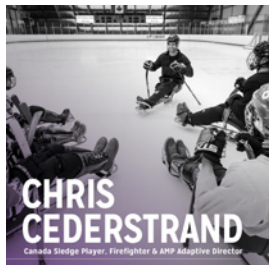
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THANK YOU: VOLUNTEERS BOARD MEMBERS DONORS PARTNERS SPONSORS STAFF OUR SPORT COMMUNITY

**We are just getting started....**



# THANK YOU 25TH ANNIVERSARY AMBASSADORS



## SPECIAL THANKS TO OUR KIDSPORT 25 PARTNERS:



# 2020 IMPACT



**2572**  
KIDS PROVIDED FUNDING

**\$809,618**  
DISTRIBUTED TO OUR LOCAL SPORT COMMUNITY



**1298**  
KIDS PROVIDED NO COST EQUIPMENT

**6889**  
PIECES OF EQUIPMENT DISTRIBUTED

## 2020 TOP SUPPORTED SPORTS



**SOCCER 622 KIDS \$120,739**  
Invested into local soccer programs.



**HOCKEY 566 KIDS \$367,095**  
Invested into local hockey programs.



**BASKETBALL 275 KIDS \$67,350**  
Invested into local basketball programs.



**MARTIAL ARTS 246 KIDS \$62,826**  
Invested into local martial arts programs, including martial arts, karate, taekwondo, parkour, boxing/kickboxing, jujitsu, judo.



**GYMNASTICS 171 KIDS \$39,158**  
Invested into local gymnastic programs.



**DANCE 164 KIDS \$42,073**  
Invested into local dance programs.



**SWIMMING 59 KIDS \$7,885**  
Invested into local swim programs.



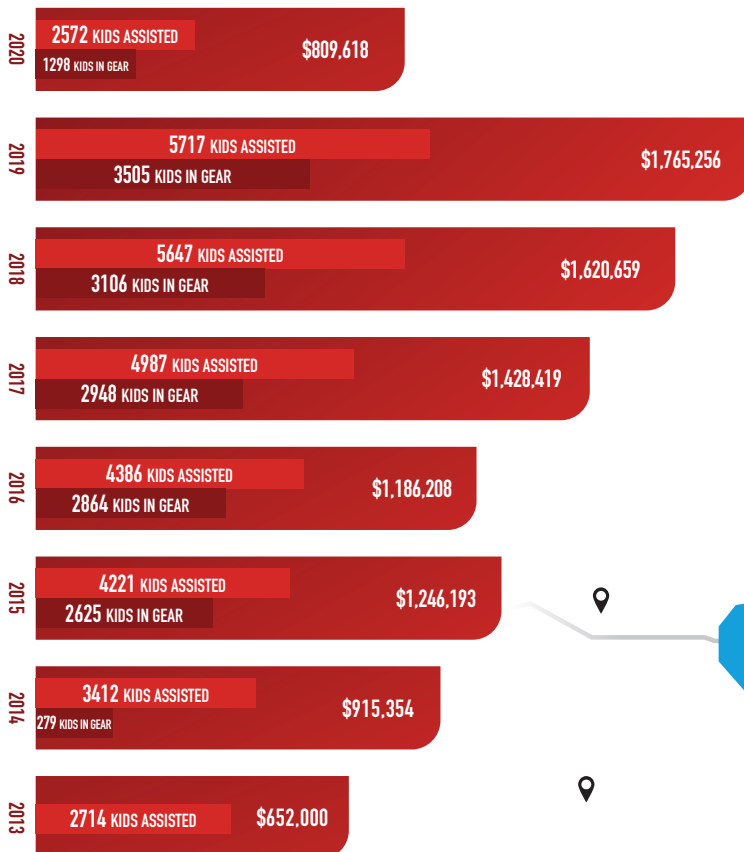
**BASEBALL 58 KIDS \$10,370**  
Invested into local baseball programs.



**SKATING 56 KIDS \$8,950**  
Invested into local learn to skate programs.

## YEAR OVER YEAR IMPACT

KIDS ASSISTED // KIDS IN GEAR // FUNDS DISTRIBUTED



## SUPPORTED COMMUNITIES

**AIRDRIE**  
103 | \$19,797

**CALGARY**  
2295 | \$752,768

**CHESTERMERE**  
31 | \$6799

**COCHRANE**  
17 | \$10,005

**HIGH RIVER**  
30 | \$6210

**ROCKY VIEW COUNTY**  
17 | \$2935

**STRATHMORE**  
18 | \$4060

**TURNER VALLEY**  
14 | \$3304

**OTHER**  
17 | \$3740



KIDS ASSISTED | FUNDS DISTRIBUTED



Thanks to Rosenau Transport thousands of pieces of equipment were distributed to communities throughout Southern Alberta including larger shipments to Lethbridge, Red Deer, Siksika Nation, Eden Valley, and Piikani Nation, Tsuut'ina Nation and Morley.

\*Audited financial statements are updated on our website following our AGM each year. \*\*The Calgary Flames Sports Bank (originally Comrie's Sports Bank) opened in August 2014.



# PARTNERS



In December 2019, we welcomed some great new multi-year supporters as part of our Champions Club. Special thanks to Bill Comrie, Sanjel Energy Services, Moonbeam Foundation, Sue Riddell Rose and Mike Rose, Team Canada Alumni, Flames Alumni, ARC Financial Corp, Viewpoint Foundation, and Robert Michaleski.

Above highlights some of our foundational partners and donors. However, as an organization that is 100% community funded, it takes many more partners, sponsors, events and donors to support the amazing impact of our programs. We are truly a team made up of a wide segment of our community that is committed to giving every qualified child the chance to play!



## 2020 SAW KIDSPORT RECYCLING PARTNERS RECYCLE MORE THAN 2.42 MILLION CONTAINERS!

2020 saw the KidSport Recycling program continue to build momentum through the residential pick up part of the program that offers a safe, contactless pick up that gave hundreds of members of our community the chance to donate to KidSport Calgary through the simple yet powerful contribution of their household empties!

[KidSportRecycling.ca](http://KidSportRecycling.ca)

Let's keep the momentum going. Sign up your household by texting 403-680-8776

Proud partners with Happy Can Bottle Depot

@KidSportRecycle

@KidSportRecyclingYYC



## THANK YOU BILL!

In July of 2020, we saw the Calgary Flames Foundation step into the spot of Bill Comrie as our lead partner for the Calgary Flames Sports Bank. We will continue to recognize Bill as the founder and have dedicated a spot in our locker room as Comrie's Corner, the spot where all kids receive the gift of equipment thanks to Bill's vision and leadership.

***We are honored to carry forth your vision, Bill, and look forward to making you proud as our founder for decades to come!***

# SPORTS HAVE THE POWER TO CHANGE THE WORLD.

It has the power to inspire, the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sports can create hope, where there was once only despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all types of discrimination. Sports is the game of lovers.

**- NELSON MANDELA**



Our work is not done. Sport is going to play a critical role in building back our community and for the families and kids we assist, our support is needed now more than ever. Join us in getting kids back to sport in 2021 and beyond!

**Phone:** 403-202-0251 **Email:** [kevinw@kidsportcalgary.ca](mailto:kevinw@kidsportcalgary.ca)

**VOLUNTEER // APPLY // DONATE // SPONSOR**

[KIDSPORT.CA/CALGARY](http://KIDSPORT.CA/CALGARY) [FLAMESSPORTSBANK.CA](http://FLAMESSPORTSBANK.CA)     [@KIDSPORTCALGARY](https://www.instagram.com/kidsportcalgary) [@FLAMESSPORTBANK](https://www.instagram.com/flamesportsbank)