



2023



# Annual Report

So **ALL** Kids Can Play!

# About KidSport



## Vision

We envision a community where all children have the opportunity to participate in sport.

## Mission

KidSport supports children who need financial assistance with sport registration fees. 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.

## KidSport's So ALL Kids Can Play! Grant Program

This is how KidSport actions the mission. The program's purpose is to create equal access to sport for kids in our community. It's a fee assistance program that subsidizes sport registration fees for kids that come from families facing financial hardship and is accomplished through a simple application process that qualifies a family, then once approved, KidSport sends a cheque to the sport club and one more kid in our community is enabled to participate in crucial childhood experiences – like sport.

## The volunteers that help push the mission forward!

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

### 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

Miles Davis, Chair  
Codie Richard, Vice Chair  
Elizabeth Tkachuk, Treasurer  
Kara Kempin, Director  
Jill Gillis, Director  
Liann Cameron, Director  
Kevin Goeres, Director

Nina Lindop, Director  
Trevor Ostapiw, Director  
Michelle Vafaei, Director  
Kevin Mah, Director  
Bonnie Chan-Maier, Director  
Don Ellis, Director  
Dave Whyte, Director

### FUND DEVELOPMENT COMMITTEE

Kevin Goeres, Chair  
Trevor Ostapiw  
Nick Burak  
Matt Colpitts  
Frank Santoro

Marc Lupicki  
Jonathan Zukiwsky  
Benjamin Shopland  
Sean Flynn

### ROAST COMMITTEE

Mark Connolly  
Renee Kim  
Brenda Erlam

### PIGOUT COMMITTEE

Renee Kim  
Klayton Deputan  
Sadie Reid

# Board Chair Message



2023 was a monumental year for KidSport Edmonton (KSE). We set new records in both the number of kids we were able to support, as well as the amount of funding we were able to inject into the community, just creeping over the million-dollar mark. Truly remarkable feats on both fronts. A banner year such as this is built on the effort, dedication and support of KSE's many amazing donors, volunteers, staff and partners and I would like to do my best to recognize them as they deserve.

KidSport Edmonton is thankful for our partner organizations – some of whom have been working with us for many years, and others who we are excited to grow new relationships with. Season 2 of our Hockey Assist Program (HAP) was a continued success thanks to the Edmonton Oilers Community Foundation and we look forward to working with them for Season 3! Through the Every Kid Can Play Program, we received impactful funding from the Province of Alberta which was instrumental in supporting our record number of kids this year. The Edmonton Minor Hockey Alumni (EMHA) provided a welcome donation to support hockey registration fees. I would also like to recognize our valued long-term relationship with our sister organization - Sport Central, who provide equipment support to many of our KidSport families. We are both equally important ingredients in the recipe for success in helping eligible kids access sport. Thank you all for your continued support and dedication to our cause.

Our annual events also had a banner year. The Roast of Kevin Lowe set a new high-water mark for single event fundraising. I would like to thank Kevin Lowe (for being such a good sport), Roast Master - Jason Gregor, as well as all our talented Roasters. The 5th annual Jason Gregor Pizza Pigout was, again, a huge contributor. Thank you, Jason for your kind support in all of the things you continue to do for KSE.

No level of “thank you” can be enough to show our true appreciation to all of our amazing donors. At any dollar amount - you are all vital to helping get each KidSport kid into the game. In particular I would like to recognize some of our all-star supporters who continue to provide consistent and impactful donations to KSE: The Eldon and Anne Foote Foundation as well as Marshall and Lisa Sadd. Thank you to Glen Kinnee, CEO and President of Swift Oilfield Supply who stepped in this year as the title partner for both of our headline events. A big thank you to Kendall and her team at Poppy Barley who focused their donation to provide accessibility to sport specific for girls. We are thankful to have you all on the team and look forward to working with you going forward.

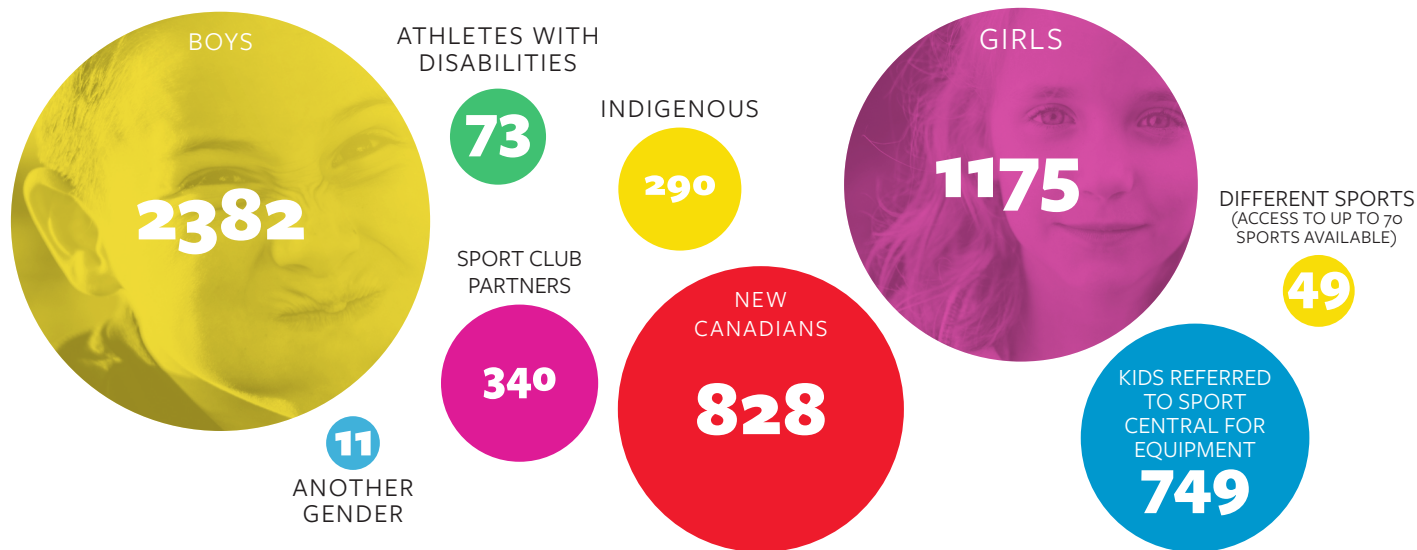
The KidSport Edmonton Board of Directors and Operations team, under the leadership of our Executive Director, Dayna Hyman continue to successfully guide our organization along. The success we saw this year is greatly assisted by the time, effort and dedication from our talented volunteer board members. This combined with the daily hard work, execution and true kindness to our KSE families from Dayna and her team are like McDavid and Draisaitl on the powerplay – truly amazing.

KidSport Edmonton continues to grow and make a huge positive impact in our city. Going forward, I have utmost confidence that with our continuing commitment, energy and teamwork, KidSport Edmonton will be able to keep closing the gap - “So ALL kids can play”.

**MILES DAVIS**

Board Chair

# Our Impact



## TWO THOUSAND TWENTY THREE TOP TEN SPORTS

### SOCCER

 1216  
\$292,263

### SCHOOL SPORTS\*

 601  
\$130,527

Includes: Football, Basketball, Soccer, Volleyball, Cheerleading, Handball, Cross Country Running

### HOCKEY

 344  
\$249,300

### MARTIAL ARTS

 290  
\$71,198

Includes: Taekwondo, Karate, Martial Arts, Jiu-Jitsu, Judo

### GYMNASTICS

 191  
\$41,874

### SKATING

 179  
\$31,295

### BASKETBALL

 154  
\$40,457

### DANCE

 110  
\$27,731

### SWIMMING

 102  
\$26,435

### CHEERLEADING

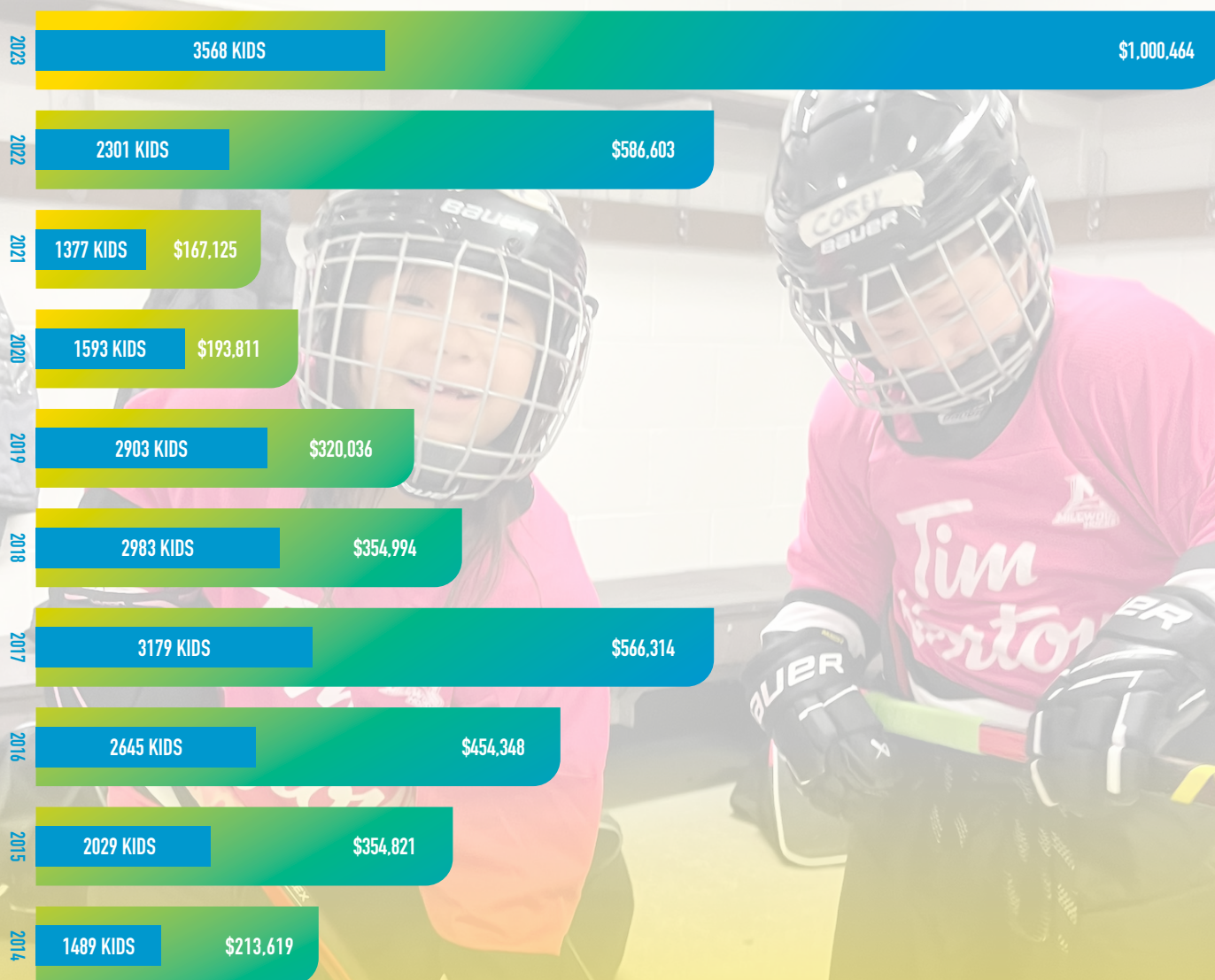
 33  
\$9,567

## TOTAL

**\$1,000,464** Distributed and **3,568** Kids

\*The over \$1M in registration fee assistance was distributed into our local sport community across 340 different sport clubs within 49 different sports

# Our Impact



“ Thank you so much for this opportunity! My kids are learning lifelong healthy living because of sports! They are doing well in their first year of hockey, it’s great to see them making friends and developing skillsets influenced by great coaches. Again, thank you KidSport, for the wonderful support and opportunity!

”

**A grateful KidSport Mom**

# KidSport Events



## THE ROAST JUNE 2024

Oilers legend Kevin Lowe has faced flames before, but never like this! Roast Master Jason Gregor and an all-star lineup of Roasters took their best shots at our guest of honour. The Roast of Kevin Lowe presented by Swift was an unforgettable, gloves off night filled with gritty hockey stories and side-splitting laughs!

Over 400 attendees supported the fundraising event through ticket purchases, silent auction bids (and wins), the cash call and the 50/50. This created equal access to sport for 400 KidSport kids, raising over \$100K (net) to subsidize their sport registration fees with.

Thank you to our generous corporate partners, intrigued attendees, and dedicated volunteers for directly removing the financial barrier that restricts families from providing their children with basic childhood experiences, like participation in sport, when going through challenging times.

You know what they say... KidSport Roasts are always fun... never politically correct... but it's all for the KidSport kids #SoALLKidsCanPlay

We had a great time hosting you and hope that you had a great time sharing your evening with us, thanks again and see you at the next one!



### PLATINUM PARTNERS



### GOLD PARTNERS



### SILVER PARTNERS



### GIFT-IN-KIND



### BRONZE PARTNERS



# KidSport Events



## THE JASON GREGOR PIZZA PIGOUT OCTOBER 2024

The 5th Annual Jason Gregor Pizza Pigout presented by Swift was one for the books!

Over 300 KidSport (and pizza) supporters got together on October 11 to chow down on delicious 'zza all while creating equal access to sport for KidSport kids through purchasing tickets, being a corporate partner, and participating in the 50/50 and the Pizza Box Raffle.

This year, 20 Pizzerias participated by donating their dough, to help KidSport raise some dough, which equated to 386 pizza boxes placed on the glorious pizza buffet, totalling at least 3,088 pizza slices. Don't worry, everyone was encouraged to wear their stretchy pants to fully max out on this experience! The best part was that \$43,500 net was raised for KidSport. This subsidizes sport registration fees for 175 KidSport kids, enabling access for them to participate in their favourite sport programs from soccer to martial arts and dance.

Before you order pizza for dinner tonight, head to [jasongregorpizzapigout.com](http://jasongregorpizzapigout.com) to see which Pizzeria's claimed their fame (and bragging rights) in The People's Choice Awards.

Thanks to all for supporting KidSport by carb'ing out for a cause, see you next year!



### PLATINUM PARTNERS



### SILVER PARTNERS



WF STEEL  
SCRAPE



### GIFT-IN-KIND



### BRONZE PARTNERS



# KidSport Edmonton Partners

It's because of the strength of the community, that highlights KidSport's ability to support kids in our community who come from families that require a helping hand and a friendly face to help move their kids from the bench to the centre line, or onto the pitch, or into the swimming pool. Thank you!!

## GENERAL CORPORATE GIVING

Imperial  
GMC Sherwood Park  
Poppy Barley

In Demand Recruitment and Consulting Inc.  
United Sport & Cycle  
Norwest Cooling Systems Inc.

CVL Engineering  
Scotia McLeod Charitable Foundation  
Edmonton Elks Football Club

## SPORT ORGANIZATION PARTNERS



Edmonton International Baseball Foundation

## MAJOR GIFT DONORS

Marshall & Lisa Sadd

## FOUNDATIONS & GRANTS

Government of Alberta Every Kid Can Play Grant  
Eldon & Anne Foote Fund  
William & Florence Lede Family  
Birdies for Kids, Shaw Charity Classic  
Owen Schlosser Fund  
Savard Family Memorial Fund

Brian Anderson Memorial Fund  
Universiade Grant  
Bouchier Family Foundation  
David & Janet Bentley Family Fund  
Campbell Collective Fund  
Kouri Family Fund

Rogers Communications Canada Inc.  
Olga Lentz Memorial Fund  
Sam Ousher Switzer Charitable Foundation  
Edmonton Oilers Community Foundation

## THIRD PARTY EVENT FUNDRAISERS

Lister Hall Dodge Ball Tournament  
Lillian Osborne Teacher vs Student Hockey Game  
Rosso Inc.  
Kuby Renewable Energy Ltd. Staff Event  
JD Bracco Nothing But Net Basketball Tournament  
Backyard Creations  
HSL & JPHL League Championships 50/50  
NAVC Volleyball Alberta Premier  
ATS Traffic Raffle  
Jersey Day 50/50  
Community Taps & Pizza

Alberta Champions Cup 50/50 deposit  
Edmonton Construction Association Golf Tournament  
Par-Tee Charity Golf Classic  
ATCO Charity Golf Tournament  
SVPT Golf Classic  
Freson Bros Watermelon Fest BBQ  
CPA Golf Tournament  
The Nation Network  
Edmonton Marathon  
Ladies League Annual Fundraiser  
VolksWagon Game Changers

John D. Bracco Junior High School  
Seven Performance Inc.  
H&H Skate Sharpening  
Darlene's Tea Towels  
Premier Build Garages Christmas Party  
Under Armour Bounce Back Event  
Rotary Club of Edmonton South - Oilers Breakfast  
Train Like an athlete- Yeg Fitness  
Cycling Sundays

## EVERY KID CAN PLAY PROGRAM

In 2022, the Government of Alberta launched the Return to Play Program, committing \$4M to support the recovery of sport participation in the province, of which \$1.85M was provided to KidSport Alberta to be distributed through our chapters with the goal of resuming sport and play after the disruption caused by the pandemic. Following the great success of this, our partnership with the Government of Alberta continued into 2023 with the launch of the Every Kid Can Play Program in July. This crucial program was designed 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. KidSport Alberta received \$3M from the initiative, which will enable us to provide direct financial support to more than 8,500 children by distributing up to \$350 per child registration to eligible families.

During a record-breaking 2023, KidSport Alberta chapters supported more kids into sport programs than ever before. Within six months, we had distributed over \$1.7 Million through the EKCP program to almost 4,000 kids in our province, meaning we are on track to achieve the goals set for the KidSport Every Kid Can Play Program, which will wrap up in early July 2024. The speed with which the funds were distributed to families facing economic obstacles in our communities demonstrated the need for initiatives that keep kid's sport and recreational activities accessible and affordable. As a result, we are thrilled to announce the renewal of \$8M for the Every Kid Can Play Program in 2024. Once again a portion of these funds will support KidSport Alberta so we can continue to help 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.



So **ALL** Kids Can Play!

**VOLUNTEER // APPLY // DONATE**

[KIDSPORTCANADA.CA/ALBERTA/EDMONTON/](https://kidsportcanada.ca/alberta/edmonton/)



@KIDSPORTEDMONTON

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, a basic childhood experience, that helps shape today's kids into tomorrow's leaders.

**2023 KIDSPORT EDMONTON FRONTLINE TEAM**

Jill Schlender  
Nicole Schile  
Sadie Reid  
Sarah Pearson  
Anna-Marie Efimoff  
Dayna Hyman