



KidSport™ Canada Report Card



We believe “So All Kids Can Play” is important and that no child should be left on the sidelines. Everyone 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.

- Since its inception in 1993, over 250,000 Canadian children have received KidSport™ grants to cover the cost of sport registration fees.
- In 2008, KidSport™ chapters disbursed \$4 million to support 39,000 kids from coast to coast.
- KidSport™ grants range from \$75- \$300 towards a season of sport. All qualified applicants are supported.
- There were 176 provincial and community chapters involved in fundraising efforts thanks to the active involvement of 3,200 volunteers.
- Of applicants, 60% are male, and 40% are female – consistent with overall youth sport participation.
- Applications for hockey registration remain the primary request by sport and support for aboriginal youth is the primary request by demographic group.

We believe sustainable funding is required to meet the demands and expectations of families wanting their children to participate in organized sport through KidSport™.

- In 2008, 66% of total revenues (\$1,154,645) of KidSport™ Canada came from 2,033 individual and corporate donations. Donor cultivation is critical to our ongoing success.
- The federal government and family foundations contribute significantly to the growth of professional staff and related overhead costs in order for KidSport™ Canada to provide support to its chapters.
- In 2008, 66 tribute gifts (\$23,000) were received. Year-to-date in 2009, 57 tribute gifts were received with an increase in total revenues (\$76,000).

Dear KidSport,

I loved sailing last summer. The instructors were the best I've ever had, and the first too! I really hope you will continue the program. Thanks to you my favourite sport is sailing! Thank you very much.

Sincerely,

- Maxime (age 8)

Dear KidSport,

This year is my ninth birthday. I asked my friends to donate to KidSport, to help kids less fortunate than I to be able to afford sports. I've collected 175 dollars plus two families that directly donated to KidSport. I hope this money helps kids enjoy sports as much as I do.

Sincerely,

- Alex

Dear KidSport,

We don't even know where to begin to thank you. This is such a light in a dark several months of joblessness and kids' health issues. I wish you could have seen the smiles on their faces and the squeals when they learned they could do their sports this fall!! Bless you.

Sincerely,

- Parent



We believe strong communities are built, in part, by community and corporate investment in healthy, active lifestyles for children. KidSport™ is a creative, cost effective strategy for getting kids active.

Our belief is shared by national corporations, family foundations and the federal government. All have contributed for consecutive years to help us maintain funding levels in difficult economic times including:

WestJet “Care for Kids” Partnership

Through the gift of flight and charity of choice events, WestJet ensures KidSport™ kids are able to fly to tournaments and camps. Support is extended to guardians and coaches, organizational meetings and fundraising initiatives.

Loblaw: Loblaw’s Give a Little, Help A lot Campaign

Over the past two years Loblaw has contributed more than \$310,000 through an annual week long in store campaign, making Loblaw the largest single donor over the past year. Donations are directed to communities in which the money was raised to help local chapters meet their grant requests.

J.W. McConnell Foundation

Over the past two years, KidSport™ Canada has worked closely with the J.W. McConnell Foundation to create community partnerships resulting in sport participation opportunities for kids of families who regularly depend on the services of community food banks. To date specific projects have been focused in Vancouver, Surrey and Edmonton.

Human Resources and Social Development Canada

Through the Social Development Partnerships Program, the federal government has provided a three-year grant to KidSport™ Canada. The funding is to support bilingual website development, addressing cultural barriers to sport participation and assistance with establishing a sustainable funding model for the long term future of the organizations.

In addition to our multi-year partners, KidSport™ Canada has attracted new partnerships with Cumis Insurance, Johnson & Johnson and Smarties “Color for a Cause Campaign”.

We believe strong leadership from KidSport™ Canada will define, promote and strengthen the KidSport™ brand and related fundraising initiatives across Canada.

KidSport™ Canada provides a stewardship approach to national partnership procurement and activation. We service our local and regional chapters in all areas of fund development. We also oversee special initiatives aimed at target populations in terms of primer programs to get kids ready to play organized sport and to customize communications for new immigrant families.

In November 2008 a national website at www.kidsportcanada.ca was developed, creating a common portal for all KidSport™ chapters. Regional chapters are now beginning the process of activating micro-sites as part of the national site.

- Our primary strategy is to support and empower the licensed chapters so they are able to raise and provide grants to kids unable to participate in sport due to financial barriers.
- KidSport™ Canada also supports research applicable to increasing youth engagement in sport. We share information and tools to assist with the fundraising efforts of our chapters and act as a clear, strong voice with national partners, policy-makers and government.
- Brand management is being achieved through consistent collateral, graphic standards and key messaging.

KidSport™ Canada

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