

CANADIAN CHILDREN CONTINUE TO BENEFIT FROM 2010 OLYMPIC LEGACIES

Saskatoon, SK (July 18, 2012): Olympic and Paralympic legacy organization [LIFT Philanthropy Partners](#) is proud to announce a new [venture philanthropy](#) investment to expand [KidSport Canada](#) to support more Canadian children to be active and participate in sport.

Over the next 18 months, LIFT will work with KidSport to improve its governance structure, establish a nation-wide impact measurement process, and develop a robust revenue model to position the organization for long-term success. LIFT's venture philanthropy investment will provide KidSport with the expertise and resources it needs to strengthen its operations and increase its outreach across Canada.

"We are excited to announce KidSport Canada as the latest not-for-profit organization that LIFT will invest in through our venture philanthropy model," said Bruce Dewar, chief executive officer, LIFT Philanthropy Partners. "Together, we will help KidSport build the structure, systems and capacity it needs to be a national leader in supporting more children to lead healthy, active lives through sport participation."

KidSport is a national not-for-profit organization, which provides funding to help children across Canada play organized sports. KidSport has 11 provincial and territorial chapters, along with 189 community chapters across the country, which subsidizes the financial costs of sport participation for children in need. By removing financial barriers and increasing access to sport programs, KidSport contributes to developing healthier, more active and well-rounded children.

"KidSport Canada is excited to work with LIFT Philanthropy Partners to strengthen our organization and expand our ability to support more children across Canada. The health benefits of sport are well known, but what is not as well known is that sport participation can have a positive impact on the social development of children as well, especially in areas such as education and youth justice," explained Jamie Ferguson, chair, KidSport Canada. "This partnership will ensure a more coordinated effort among our chapters across the country, so KidSport can continue to grow as a national leader in promoting, encouraging and enabling sport participation."

LIFT selects not-for-profit organizations, such as KidSport, which have a direct and positive effect in the areas of literacy, skills development, sport and physical activity. LIFT then uses a venture philanthropy approach where it provides a combination of expertise, resources, and funding to make the not-for-profit organizations sustainable and more effective at delivering social impact. In the coming months, LIFT will announce the initial members of its [partner network](#) of leading businesses, service providers and other professionals that support LIFT's work with pro bono expertise and services.

LIFT evolved from [2010 Legacies Now](#), a not-for-profit organization that leveraged the 2010 Olympic and Paralympic Winter Games to create social and economic benefits for B.C. communities. LIFT developed its venture philanthropy approach, which is based on proven social investment models worldwide, as a legacy of its Games-related work. LIFT is the first organization in Canada dedicated to using venture philanthropy to improve the effectiveness of not-for-profit organizations, so they can positively influence the health and productivity of Canadians and their communities.

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ATTENTION MEDIA:

French translation: [Les enfants Canadiens continuent de bénéficier du legs des Jeux Olympiques de 2010](#)

Backgrounder: [Quotes from KidSport provincial chapters](#)

Video: LIFT Philanthropy Partners - [What We Do](#)

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