



KidSport Manitoba

2023 Annual Report



So **ALL** Kids Can Play!

Mission

KidSport supports children who need financial assistance with sport registration fees. We believe that 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 the community.

Vision

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

Provincial Advisory Board

Chair

Lisa Tinley

KidSport Manitoba North

Kathy Valentino

KidSport Manitoba West

Trina Bandura

KidSport Winnipeg

Willis Fichett

Winnipeg Committee

John Sawicz

Brett Nicholls

Kimberly McClarty

Ryan Turner

Staff

KIDSPORT MANITOBA COORDINATOR

Dustin Ehr

KIDSPORT MANITOBA PROGRAM ASSISTANT

Lojang Geremiah



MESSAGE FROM THE CHAIR

On behalf of the KidSport Advisory Committee, staff and all our volunteers across the province, we want to thank our communities, partners, donors and families for a truly amazing year.

First, the headline news: In 2023 we were able to help 1,506 kids from 116 communities register for a season in 43 different sports. This was the first full year that kids were eligible for the increased \$500 grant (up from \$300 at the beginning of 2022) and we are incredibly proud to have provided over \$500,000 in grants to assist so many kids in Manitoba, as well as their families and communities, benefit from the positive physical, social, and mental impacts participation in sport makes. Everyone who's ever been involved with a charity knows that it truly takes a community rallying together to really make a difference, and KidSport Manitoba is no different. We are fortunate to continue our long-standing relationship with Canada Life, our Provincial Corporate Partner. Their generous annual support puts our program in position to be successful as we restart our fundraising efforts and build awareness every year.

Fist bumps also go to The Winnipeg Blue Bombers, our Football Champions, for partnering on our annual Kickoff for KidSport peer-to-peer fundraiser. The opportunity for our top fundraisers to get to feel what it's like to kick a field goal in front of all the fans at IG Field during halftime of a game is a memory for a lifetime, and we sincerely appreciate their tremendous support. Major props to Canad Inns Winter Wonderland, who continue to designate KidSport as a charity of choice for their annual holiday lights show at Assiniboia Downs. Sadly, in 2023 we had to say goodbye to an amazing community partner as our Hockey Champions the Winnipeg ICE moved out of Manitoba. It was a real treat to work with them over the last couple of years on events like Test Your Skills and have them involved with Sport Manitoba's Game Day sport initiation event.

Last but certainly not least, we want to recognize and applaud both our ongoing and new donors. The fact you choose KidSport to award your charitable dollars is both humbling and motivating. Know that your support inspires us to keep going, so ALL Kids Can Play!



Lisa Tinley

PROVINCIAL ADVISORY BOARD CHAIR
KIDSPORT MANITOBA

2023 IMPACT

1506
Kids
funded

\$539,587

In sport
registration
fees



TOP 5 SPORTS FUNDED

Soccer



266 kids - \$88,740

Gymnastics



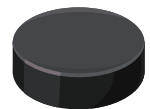
257 kids - \$96,893

Football



208 kids - \$67,954

Hockey



203 kids - \$91,159

Basketball



144 kids - \$50,253

2023 IMPACT

North

20 kids / \$7,202

East

128 kids / \$41,893

West

228 kids / \$67,893

Winnipeg

883 kids / \$342,441

South

247 kids / \$80,156

KidSport Manitoba is comprised of 5 regions. We work with volunteers from each region to deliver our program.

Diversity, Equity and Inclusion

KidSport is committed to providing opportunity for all kids to play regardless of gender, race or physical limitations.

620

GIRLS IN SPORT

392

INDIGENOUS KIDS

21

**CHILDREN WITH
DISABILITIES**

280

NEW CANADIANS



Fundraising

Fundraising is a necessity for the sustainability of our program. Through activations with our national partner Under Armour, with local corporations at their golf tournaments, or as a charity of choice...it all counts!

Key Fundraisers

Kickoff For KidSport

In-store donation

Winter Wonderland

A Day with the Cup

Give the Gift of Sport

Putting competitions

Winnipeg Blue Bombers

Under Armour

Assiniboia Downs

Keegan Kolesar

KidSport

Princess Auto

Engineers and Geoscientists

CTTAM

Price Waterhouse Coopers

Assoc. Consulting Engineers

Don Hutchinson Memorial



Partners

National Partners

Saputo



UNDER ARMOUR

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