



KidSport Week: September 13-18, 2021

Facts and Key Messages

Background

KidSport BC Week is an opportunity to raise the profile of KidSport BC across the province and help more kids get off the sidelines and into the game. This year, KidSport BC Powered by Sport BC Week will be proclaimed September 13-18 across BC.

Why KidSport Week?

- To enhance the level of awareness of KidSport in the broader community utilizing social media, traditional media and community events.
- To profile the incredible KidSport volunteer network in British Columbia
- To highlight and thank our existing major partners and donors
- To encourage donations to ensure that funding is available for kids across BC who need it

KidSport 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. By increasing access to quality sport programs, KidSport strengthens communities across Canada.

About KidSport BC

The KidSport program aims to remove financial barriers to sport participation that many under-resourced families in BC face. Operated as a program of Sport BC, the KidSport program provides grants for individuals to help cover the cost of registration fees. KidSport BC is the BC chapter of KidSport Canada, a registered Canadian amateur association (RCAAA) with charitable status (88212 5986 RR0003). Continue to support us at <https://kidsportcanada.ca/british-columbia/>.

@KidSportBC #SoALLKidsCanPlay

About Sport BC

Sport BC believes in the power of sport and is committed to building stronger communities through positive sport experiences. Our goal is to enhance and support sport participation in British Columbia ensuring everyone has the opportunity to thrive. Through our signature programs KidSport BC, BC Amateur Sport Fund, and ProMOTION Plus, along with our services, SBC Insurance, and Payroll & Group Benefits; Sport BC supports our 70 member organizations. Keep up to date with our efforts at www.sportbc.com. @SportBC #PoweredBySportBC



Message from Sport BC President & CEO – Rob Newman

“Sport BC believes in the transformative power of sport, and we’re excited about its return for our members and for kids across the province, but we also know there are many families who will struggle financially as a result of the pandemic,” says Sport BC’s President & CEO, Rob Newman. “Now more than ever, support is needed #SoALLKidsCanPlay! This KidSport BC Week, I would like to extend a special thank you to our partners, donors, sponsors, ambassadors, and volunteers who help ensure that thousands of kids benefit from quality sport experiences through KidSport every year.”

Changing Lives Through Sport

At KidSport, we believe sport changes lives. We support low-income kids from marginalized and underserved groups, providing opportunities they would otherwise miss out on. KidSport helps to level the playing field in a number of ways including:

- **Life Skills:** By participating in sport, kids learn teamwork, fair play, respect, leadership, resiliency, goal setting, and hard work. These are skills kids will take with them for the rest of their lives.
- **Education:** Sport improves kids’ academic performance. Being physically active improves cognitive functioning which helps kids do better in school and other activities.
- **Preventative Health Care:** Kids who are active through sport are physically healthier. Playing sport also improves mental wellbeing; reducing kids’ stress, anxiety, and depression. At KidSport, we believe sport changes lives.

Fast Facts: KidSport impact across BC (2019-2020)

- KidSport BC provides opportunities for children and youth to access sport.
- KidSport believes it takes a village to raise a child. Community chapters across the province are driven by passionate volunteers who, together with sport clubs in their communities, have a shared ownership to ensure that no child is left on the sidelines.
- Over the past two years (2019 & 2020) KidSport chapters across BC distributed more than \$3.25 million to help 10,755 kids in 150 communities across the province.
- Funding Breakdown*:
 - 4,194 grants for Girls = \$1,270,361
 - 1,304 grants for Indigenous Youth = \$383,147
 - 229 grants for Children with a Disability = \$69,375
 - 834 grants for New Canadians = \$225,979
- Making it all Happen:
 - 300+ Volunteers
 - 41 Local Chapters
 - 150 Communities Impacted
 - 52 Sports

** Self-identified demographics from grant applicants in 2019 and 2020*



Sport Specific Distribution in 2020 – Top 10

SPORT	# of GRANTS	\$ TOTAL	% of 2020 GRANTS
1. SOCCER	936 grants	\$ 299,699.26	26.02%
2. HOCKEY	767 grants	\$ 291,384.12	25.03%
3. GYMNASTICS	510 grants	\$ 167,363.13	14.53%
4. FIGURE SKATING	174 grants	\$ 53,921.49	4.68%
5. TAEKWONDO	119 grants	\$ 44,549.00	3.87%
6. FOOTBALL	140 grants	\$ 39,939.05	3.47%
7. VOLLEYBALL	71 grants	\$ 30,320.41	2.63%
8. BASKETBALL	98 grants	\$ 26,592.08	2.31%
9. LACROSSE	89 grants	\$ 22,102.00	1.92%
10. BASEBALL	72 grants	\$19,935.55	1.73%