



2022 Report

So All Kids Can Play!

If you were involved in sport growing up, there's a good chance you can't imagine who you'd be today without it. In fact, there's a good chance that even today the smell of a fresh cut field, the sound of a Zamboni revving, or the squeaking of sneakers on a gymnasium floor can still bring you right back to that time in your life. Sport is a powerful thing. And it stays with you.

We know there are still many more kids that could benefit from the program, and now more than ever with the challenging financial times for many Island families. **The need is growing.**

For many kids, sliding into a pair of cleats or pulling a jersey over their head is something they long for, but the financial reality of their situations make it impossible.

Instead, they miss out on the tremendous gifts that sport provides; confidence, leadership, resiliency, a sense of belonging and so much more.

Now more than ever, families need our help. With added financial strain and uncertainty, our registration numbers continue to rise, and we're working hard to find the resources to support them.

When we give the gift of sport to a child, we are investing in their future, and ours. We are giving them hope, experiences and lessons. In return, we see thriving community leaders, citizens and families.

Since 1997, KidSport PEI has distributed over \$2.3 million in grants to more than 10,000 Island children to cover the cost of sport registration fees and/or equipment.

Thank you to everyone who has helped give the gift of sport.



Canada 



Who Helps KidSport.

The importance of participation in sport and being physically active was recognized by the Government of Canada and the Province of PEI. Through the Community Sport for All Initiative (\$80,000) and the Sport, Recreation and Physical Activity Division of the Department of Health and Wellness (\$200,000), KidSport received crucial funding to address the growing need.

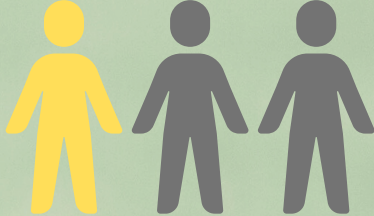
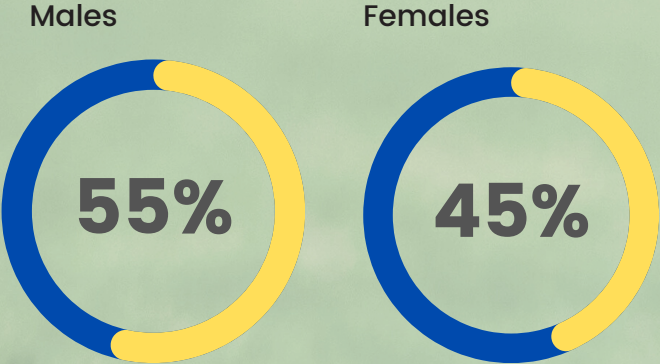
Our partnerships within the community are vital for raising funds and promoting the KidSport program.

Many thanks to everyone who believes in and supports our mission - that the power of sport participation promotes the development of children's social, mental and physical well being.

- Government of Canada
- Province of PEI
- Glennball Memorial Golf tournament
- Dairy Farmers of PEI
- Tim Hortons Smile Cookie Campaign
- Daryl K. Seaman Fund
- YYG Runway Run
- UPEI - Sport Industry Society
- Finnegan Chandler - Jam fundraiser
- 2023 Canada Games Host Society
- McInnes Cooper Law
- Shanks Golf
- Red Shores Drive for Charity
- ADL Golden Mile
- Charlottetown Rural Leadership



Who KidSport Helped in 2022.

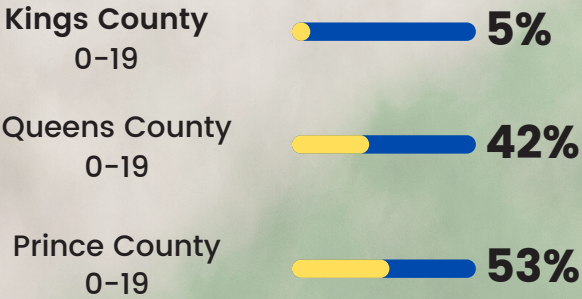


The reality is that cost keeps 1 in 3 Canadian kids out of organized sport, especially kids from marginalized or remote communities. That's where KidSport comes in.

“Without KidSport neither of my girls would be the athletes they are today. They have the confidence in themselves to know they can achieve anything they put their minds to.”

- a parent

KidSport Distribution by County
ages 0-19

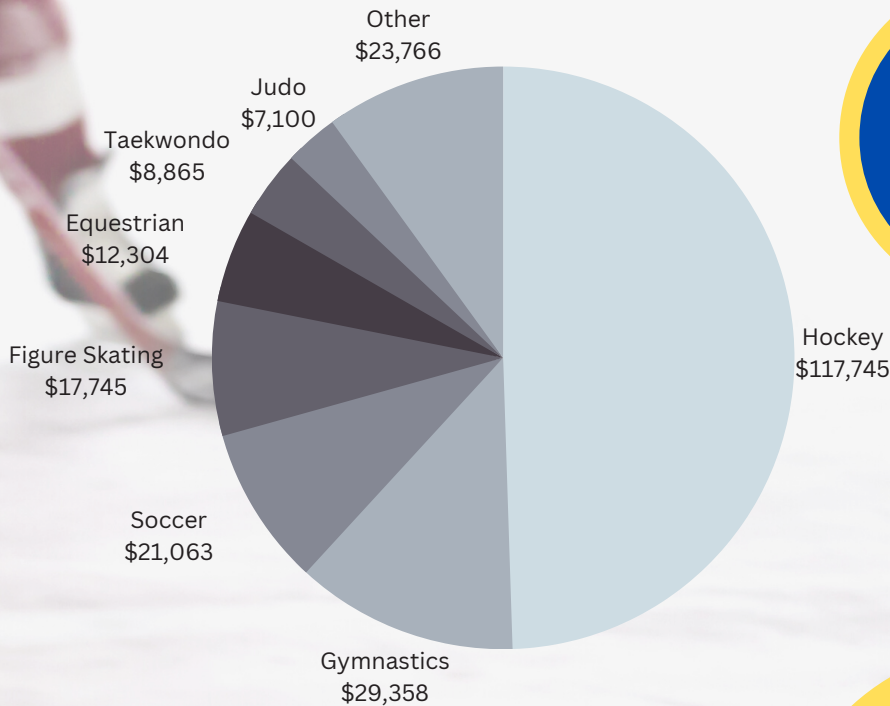


PEI Population by County
ages 0-19

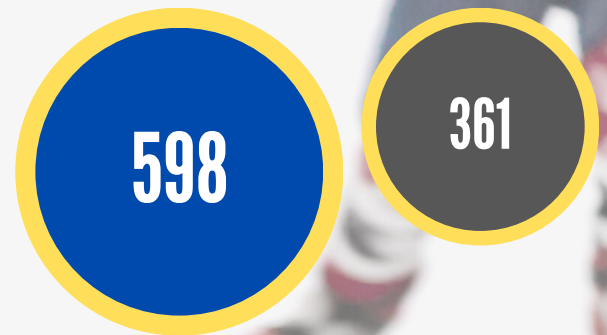


How KidSport Funds were distributed in 2022.

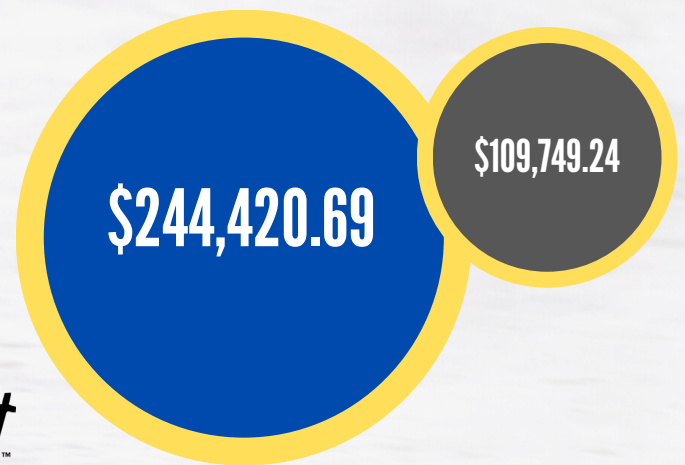
Breakdown by Sport



NUMBER OF ISLAND KIDS HELPED



FUNDS DISTRIBUTED



MAXIMUM GRANT AMOUNT



"Our little hockey player has learned a lot about being part of a team. He has learned very basic things such as rules to follow, how to be patient, to be a good sport and to respect the coach, players and teammates. He has gained a lot of confidence and made new friends and gets lots of exercise."

- a parent

Our Community Ambassadors



Bob Andrews



**Khrista MacSwain-
Higginbotham**



Tracey Gairns-Brioux



Shayne Connolly



Valerie Vuillemot

Our Athlete Ambassadors



Lorie Kane



Mark Arendz



Katie Baker



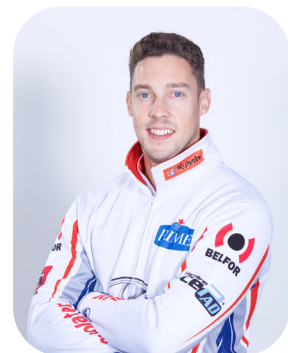
Emily Cameron-Blake



Ava Boutilier



Jeff Ellsworth



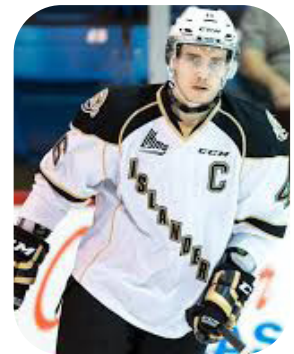
Brett Gallant



Lauren Lenentine



Shannon MacAulay



Ryan MacKinnon

I was a KidSport Kid campaign

Our thanks goes to Jessica, Saul and Morgan who shared their stories on the impact of KidSport in their lives.



Jessica Shepard, Hospitality

Wrestling gave me a support system when I needed it the most.

The sport was a great part of my life growing up. For 6 years, I competed in 24 tournaments and took home 16 medals and 6 ribbons. Through wrestling, I always had someone to talk to in my coaches, friends, teammates, and no matter what they always took care of me. I'm grateful to KidSport™ PEI for giving me the opportunity to play.

Judo helped me develop confidence and leadership skills.

Being involved in a sport growing up helped me build many crucial skills I would need throughout my life. Judo gave me confidence and perseverance, helping me determine what I wanted to do and set goals. Without KidSport™ PEI, I may not have been able to be involved in judo at all and now I want to be able to give children the same opportunity that I was given.



Saul Hood, Restaurant Manager

I Was a KidSport™ Kid!



Morgan Ellis, Pro Hockey Player

Hockey helped me develop into the person I am today.

Playing hockey was a great part of my childhood and it taught me a lot, from teamwork to accountability. I fell in love with the sport and now, playing it professionally around the world, I see how it's a great tool to help kids succeed in life. I used the KidSport™ PEI program growing up and it took me where I am now. Why not help another child succeed?