



KidSport™ NL

Year in Review 2011

KidSport™ NL is a not-for-profit organization that strives by the slogan “So ALL Kids Can Play”. In 2011, KidSport™ Newfoundland and Labrador collectively raised enough funds to support over 260 kids.

We believe that no kid should be left on the sidelines and all 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.

Our Goals:

KidSport™ is about Kids...

Success will be measured by the number of children who have been helped as a result of KidSport™'s initiatives.

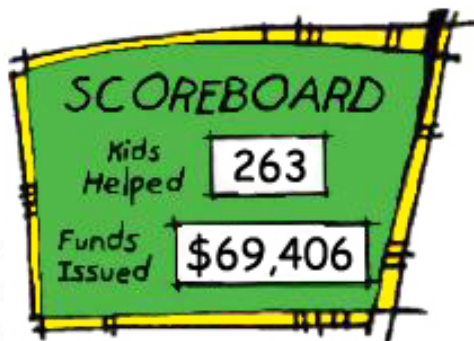
KidSport™ is about Fun...

The primary goal of children's sport programming is that each child should have so much fun that they can't wait to play again next season!

KidSport™ is about the Future...

All kids should be given the opportunity to develop healthy lifestyles, no matter the financial, physical or language barriers that may exist! Staying physically active helps encourage children to maintain healthy habits throughout their whole lives. The challenges that come with playing sports also teach children valuable life lessons and skills including leadership, practice, hard work, dedication, and self confidence.

2011 Scoreboard



KidSport™ NL Thank Our 2011 Partners

KidSport Newfoundland and Labrador believes that community and corporate investment in children to participate in physical activity and organized sport builds stronger communities. In 2011 our partners' combined annual investment has helped in funding over 260 kids and multiple community sport groups.

Our Partners

Our belief is shared by other generous organizations and the provincial government of Newfoundland and Labrador's Department of Tourism, Culture and Recreation. Their multi-year investment has ensured that more children are playing organized sport across Newfoundland and Labrador.

Government of Newfoundland and Labrador (Dept TCR)

The Government of Newfoundland and Labrador's Department of Tourism, Culture and Recreation cares for KidSport kids and their generous support enabled us to place 263 children in organized sport.

United Way Newfoundland and Labrador

Thanks to our friends at United Way, KidSport NL was able to continue to enrich the lives of deserving children in the province of Newfoundland and Labrador. Because of their generous support, the lives of many children and youth became more physically active.



United Way
Newfoundland
and Labrador



KidSport™ Canada

Cadbury

Cadbury in partnership with Sobeys donate \$10,000 to KidSport Atlantic each year to help increase the numbers of children and youth participating in organized Sport. Newfoundland and Labrador receive a portion of these funds annually.

KidSport Canada

KidSport Canada continues to be the National voice for the provincial KidSport chapters across the country. With their continued support KidSport NL receive funds through partnerships established at the national level and administration support throughout the year.

KidSport™ Community Outreach

In the 2011 season, KidSport™ has provided more than 260 families and children facing financial barriers to participate in organized sport. From equipment funding to registration fees in 15 different sports in 53 communities across the Province of Newfoundland and Labrador, KidSport continues to give back to the community throughout the year.

Partnerships and Funding

This year KidSport NL secured a \$10,000 sponsorship with United Way Newfoundland and Labrador. These funds will help KidSport expand their numbers in the upcoming year with hopes that more sponsorships will arise with the IceCaps Care Foundation, The McKesson Foundation and some major partners at the National level with KidSport Canada. Again this year the Government of Newfoundland and Labrador Department of Tourism Culture and Recreation have provided KidSport with over \$75,000 in funding to keep the program operating.

KidSport™ continues to offer significant funding for children to participate in NLBA's Steve Nash Youth Basketball program, which is an 8 week basketball camp that teaches school age children the fundamentals of basketball, while also providing them with a uniform and basketball to take home after the program. This year KidSport NL funded 18 families in the Steve Nash Program.



In 2011 KidSport heavily funded families in the West Coast Olympic Taekwondo Program. 26 families in this program were funded and of those 26 children funded 7 won medals at the provincial championships held in Gander, NL in November, 2011.

Taekwondo academy wins 24 gold medals at provincials



Facts:

- KidSport NL was established in 2006 and since its inception has funded 1,498 kids and distributed \$337,109 in funds.
- In 2011, KidSport NL recipients registered in more than 15 sports. Hockey, Martial Arts, Basketball and Skating are the most requested sports.
- KidSport NL has funded families in over 53 different communities across Newfoundland and Labrador.



KidSport™ Newfoundland & Labrador
1296A Kenmount Rd.
Paradise, NL, A1L1N3

(709) 579-5977
kidsport@sportnl.ca
www.kidsport.nl.ca