Annual Report 2008

Scoreboard

In 2008, KidSport™ Newfoundland and Labrador helped 319 athletes and distributed $69,889 in funds, an 84% increase over the amount of funds distributed in 2007. The increase can be attributed to increased awareness of the KidSport™ program within the province.

The most popular sports amongst KidSport™ recipients continue to be hockey and skating. Athletes funded through KidSport™

Aliant Renews Partnership with KidSport™

Aliant and KidSport™ renewed their partnership, which included a $20,000 sponsorship from Aliant to KidSport™.

Government Funding

The government of Newfoundland and Labrador maintained their $50,000 contribution to KidSport NL. This funding is however, anticipated to increase in 2009.

New Community Basketball Program Implemented with the Help of KidSport™

In 2008, KidSport™ helped the MacMorran Community Centre set up a basketball program for 14 athletes in the community. KidSport™ provided funding for these athletes to cover the cost of registration/participant fees, basketballs, sneakers, jerseys, and shorts. When the equipment was given out to the athletes, it was like Christmas for the kids. Due to the success of the program, the MacMorran Community Centre decided to pay for a coach to continue with the program one day a week. They approached the coach of the original basketball program to see if he could recommend someone. The coach's son, who had helped his father with the original program, stepped forward and agreed to run the program at no cost.

CBC Soccer Day NL

Plans are underway with CBC and the St. John's Soccer Club to hold a follow up event to last year's successful CBC Soccer Day in Canada. The event, CBC Soccer Day in Newfoundland and Labrador, is tentatively booked for late August or early September and will be a fundraiser for KidSport™.

Once again this year, KidSport™ and Sport Newfoundland and Labrador partnered with CBC and the St. John's Soccer Club to hold CBC Soccer Day NL.

KidSport™ Float in St. John's Downtown Christmas Parade

As an awareness initiative, KidSport™ Newfoundland and Labrador entered its first ever float in the St. John's Downtown Christmas Parade. Over a five-month period, a team of volunteers designed, constructed, and painted the float, and local businesses donated float materials. Due to the efforts of all involved, the KidSport™ float earned second

place in the **Best Float under 20 Feet** category! Thank you to everyone who helped make the float such a success.

StatoilHydro Becomes a KidSport™ Partner

The CEO of StatoilHydro was viewing the Downtown Christmas Parade with her child when she discovered the KidSport NL Float and what the KidSport™ Program represented. As a result, StatoilHydro donated $10,000 to KidSport NL.

StatoilHydro Canada, in association with Sport Newfoundland and Labrador, today announced the creation of a new partnership, designed to enable more young people to participate in sport. Consisting of a $10,000 donation and the creation of a partnership with StatoilHydro Canada, *KidSport™ Newfoundland and Labrador* will be able to provide sport registration and personal equipment grants to more youth across the province facing financial barriers.

Caron Hawco, Business Services Manager with StatoilHydro Canada made a cheque presentation to Sport Newfoundland and Labrador Executive Director, Troy Croft, and KidSport™ Coordinator, Jill Andrews in the amount of $10,000 at the StatoilHydro Canada offices in St. John's.

Donations

KidSport™ received a number of donations in 2008 including donations from the Mount Pearl Skating Club, a young boy who donated his birthday money to KidSport™, the Green's Drug Mart Volleyball Team who organized a volleyball tournament as a fundraiser for KidSport™, and Softball Newfoundland and Labrador.

Awareness/Promotion

In January 2008, Henkel, a major supporter of KidSport™ Canada, ran a *Play Fair….Play Clean Essay Contest* as a fundraiser for KidSport™. This hockey contest was posted on the KidSport™ Newfoundland and Labrador website and Hockey Newfoundland and Labrador helped spread the word of the contest to their members at the request of KidSport™.

In April 2008, the KidSport™ Coordinator presented at the Skate Canada Newfoundland and Labrador Annual General Meeting. In May 2008, Aliant met with KidSport™ representatives in Atlantic Canada to discuss the challenges each chapter faces and how Aliant can help overcome these challenges. The two major challenges identified by the Newfoundland and Labrador chapter were fundraising and building program awareness.

In June, the Tribay KidSport™ Chapter presented at the Atlantic Provinces Crime Prevention conference in Corner Brook to promote the KidSport™ program as one method of keeping children engaged in meaningful activity and out of potentially troublesome situations. KidSport™ donated promotional items for the conference as a means of generating awareness of KidSport™. Promotional items were also donated to the 2008 Lifestyles 50+ show.

Information on KidSport™ was e-mailed to all Public Health Nurses in the province, and an advertisement was once again placed in the La Scie Crab Fest booklet. KidSport™ applications have been received from La Scie, which we attribute to the La Scie advertisements.

While we are still seeing an increase in the number of KidSport™ fund applications due to our various awareness initiatives, there is still work to do as some people in the province still are not aware that KidSport™ exists. KidSport™ is currently consulting with local chapters, provincial/territorial chapters, and provincial sport organizations to gather ideas on how to best build awareness of KidSport™ in the province. From this feedback, we will implement a comprehensive communications plan in the Fall.