



**To:** Parks, Recreation and Cultural Services Committee      **Date:** May 10, 2007  
**From:** Dave Semple, Director of Parks and Public Works Operations      **File:** 11-7200-01/2007-Vol 01  
**Re:** True Sport Community Award Fund Allocation

**Staff Recommendation**

That the \$5,000 True Sport Community Award grant be given to the Richmond Sport Council to be used to establish a Richmond KidSport™ Chapter to assist financially disadvantaged youth in the community to play sports.

Dave Semple  
Director of Parks and Public Works Operations  
(3350)

Attach. 1

<b>FOR ORIGINATING DEPARTMENT USE ONLY</b>		
<b>CONCURRENCE OF GENERAL MANAGER</b>		
<b>REVIEWED BY TAG</b>	YES <input checked="" type="checkbox"/> <i>DSW</i>	NO <input type="checkbox"/>
<b>REVIEWED BY CAO</b>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/> <i>DS</i>

## **Staff Report**

### **Origin**

At their regular meeting of Richmond City Council on April 10, 2007, the following resolution was adopted:

“That the matter of uses for the \$5,000 received by the City as part of the Bell Canada True Sport Community Award be referred to staff for suggestions on the application of these funds.”

This report is in response to this referral.

### **Analysis**

The City of Richmond is the recipient of the Bell Canada True Sport Community Award, which was handed out at the prestigious Canadian Sport Awards on March 23, 2007 at the University of Manitoba in Winnipeg. The award consisted of a True Sport Community Award plaque and a cheque for \$5,000 from the Bell Canada True Sport Foundation.

The Bell True Sport Community Award honors communities that model True Sport Community Principles, which include:

- Everybody gets to play.
- Sport and recreation are highly valued.
- Sport volunteers are recognized and celebrated.
- Programs and services are grounded on the values of excellence, inclusion, fairness and fun.
- Facilities and public play spaces are safe and welcoming.
- Sport is viewed as an important contributor to the health and personal development of youth.
- There are opportunities which support both participation and the individual pursuit of excellence.
- Sport connects people in the community.

Staff have decided to consult with Richmond Sport Council regarding their ideas on how the money could best be used to further develop sport in the community.

### **Comments From Richmond Sport Council**

At their meeting of April 10, 2007, discussions were held with members of Richmond Sports Council regarding how the award money could be used to further enhance sport participation in the community. It was the consensus of Richmond Sport Council members, that the money would best serve sport in the community if it was used to launch a KidSport™ Chapter in Richmond. (See Attachment 1)

At their meeting of November 14, 2006, Richmond Sport Council approved a motion to establish a KidSport™ Chapter in Richmond. A KidSport™ Chapter would be a committee of local sport leaders who would raise funds and allocate grants to assist children in Richmond who could not otherwise afford to play a season of sport. The KidSport™ Chapter would operate under the guidelines of the KidSport™ Fund, which is a charitable arm of Sport BC that was designed to

remove the financial obstacles that prevent some children from playing sport in BC. Grants to individual athletes are given to children whose families cannot afford sport registration fees. The \$5,000 from the True Sport Award would enable the Richmond Sport Council to pay some initial start-up administrative expenses (postal box, bank accounts, letterhead etc.). The remainder of the funds would be dispersed as grants to assist local kids to play sports.

### **Financial Impact**

\$5,000 from the True Sport Community Award grant would be spent on establishing a Richmond KidSport™ Chapter.

### **Conclusion**

The True Sport Award grant of \$5,000 will enable Richmond Sport Council to launch the Richmond KidSport™ Chapter, which will be an ongoing sustainable program to assist financially, disadvantaged youth in the community to participate in positive sport activities.



Dave Semple  
Director of Parks and Public Works Operations  
(3350)

DCS:es

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# SportsFunder

PLAYING SUPPORTS AMATEUR SPORTS



So ALL Kids Can Play!

## The KidSport™ Fund

# So All Kids Can Play!

Do you remember the chill of the arena as you waited for the face-off ... the crack of the bat as you hit the ball straight down the line ... the wet grass of the soccer field under your feet as you passed to your teammate?

Sure you do. And while you thought you were just a kid having fun playing sports, you were actually learning valuable lessons that have shaped your life today.

Lucky you. But some kids aren't as fortunate.

### The chance to play – not just what you can pay

12% of all Canadian children under 18 live in low income families. For them, paying for food, clothing and shelter is sometimes a challenge. Registration fees, equipment, uniforms and bus fare to practices and games never make it to top of the shopping list.

### Getting kids into the game ... because sport matters

Children from low-income families tend to perform poorly in school, live with chronic stress, and experience family conflict. Sport can help break the cycle of poverty, by providing children with self esteem, goal setting skills, and by providing the experience of achievement

Kids who participate in organized sport are less likely to be regular and heavy smokers or drug users. They are also more likely to stay in school and attain a higher level of academic achievement.

### Organized sport is the practice field of life.

Skills gained through sport are among the most important benefits because they contribute to personal development and well-being, and more productive work performance.

Like life, it really is about how you about play the game.



## **KidSport™ - level the playing field, so ALL kids can play!**

At KidSport™, we believe that no child should be left on the sidelines. We offer an opportunity for children to participate in the sport of their choice, in their own community, by providing grants to cover the registration fees of a season of organized sport.

All applications are kept strictly confidential, and most children do not know that they have received funding.

Since its inception in 1993, KidSport™ has raised over \$2 million, and assisted over 20,000 children between the ages of six and 18. In 2005 KidSport™ increased the number of grants 35% over the previous year, thanks to new community chapters and additional corporate partnerships.

In addition to the KidSport™ BC central fund, there are 17 active community chapters throughout the province. Volunteer committees ensure that money raised in the community stays in the community to support local children.

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### **KidSport™ Quick Facts**

The KidSport™ Fund is a program of Sport BC designed to "remove the financial obstacles that prevent underprivileged children from playing sport in British Columbia".

Children should feel there is always a place for sport in their lives and that sport always has a place for them. KidSport™ offers children an opportunity to participate on an even playing field with other children in their chosen sport and in their own community.

KidSport™ was started in British Columbia in 1993 by Sport BC. Provincial chapters have also been established and operate in Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Newfoundland, New Brunswick, PEI, Nova Scotia and the Northwest Territories.

Since 1993, the KidSport™ Fund has:

- Raised and allocated over \$2,000,000 in grants for kids throughout British Columbia.
- Assisted over 20,000 kids between the ages of six and 18
- Provided grants to nearly 800 minor sport organizations in 150 communities throughout BC, to fund children who might not otherwise have had access to an organized sport experience.

In 2005 KidSport™ increased the number of grants to children by 35% over the previous year, in large part due to the development of new community chapters and through three corporate partnership opportunities.

In addition to the KidSport™ BC Central fund, KidSport™ has 17 active community chapters throughout British Columbia—operated by volunteer committees. Money raised in the community stays in the community to support local children. Community chapters

include: Burnaby, Coquitlam, Campbell River, Cranbrook, the North Shore (North & West Vancouver), Vernon, Whistler, Williams Lake, Penticton, Port Alberni, Fort St. John, Victoria, Mission, Quesnel, Kelowna, and Prince George.

Each child who applies is eligible for up to \$150 for one season of sport. The grant is usually provided directly to the league, club or sport organization.

A child is eligible to apply for one sport per year.

All applications are kept strictly confidential. In most many cases children participating do not know that they have received funding.

An adjudicator must sign each application form to verify the family's financial need. A social worker, school counselor, school principal or public health nurse can serve as an adjudicator.

Current Funding Partners included: 2010 Legacies Now and SportsFunder Lottery.

Current Corporate Partners include: TELUS, BC Ferries and the NHLPA

All qualifying donations of \$50 or more to KidSport™ BC or its community chapters are eligible for a tax receipt as a registered project of the National Sport Trust Fund.

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### **Community Chapter Expansion**

Over the past two years, KidSport™ has expanded its program base with the creation of community chapters throughout British Columbia. With seventeen chapters in operation, KidSport™ is always looking to expand its network. In 2006-2007, KidSport™ BC has a goal to expand and add five new chapters throughout British Columbia.

The role of a community chapter is to:

- Raise funds in support of KidSport™ for use in their community
- Raise awareness of the KidSport™ program
- Participate in the delivery of the KidSport™ program and granting process in their community
- Be a local resource for information and communication from and about KidSport™

Community Chapters are established when the provincial chapter determines that a community has:

- Volunteer interest and capacity
- Ability to raise awareness and funds
- Commitment to developing local partnerships

For more information on starting a KidSport™ chapter in your areas, or

for details of start-up applications and chapter policies, please contact:

Mike Romas, KidSport™ Coordinator  
[Mike.Romas\(at\)sport.bc.ca](mailto:Mike.Romas@sport.bc.ca)  
604-737-3199

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