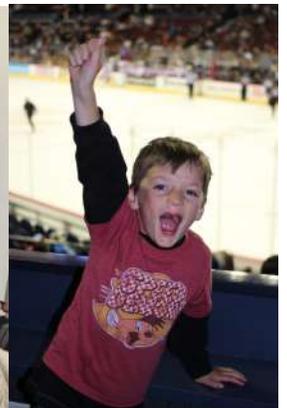




More than
A TICKET!

A CASE FOR SUPPORT

WWW.KIDSUPFRONT.COM/CALGARY
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403-444-4318



HELP US CREATE ENRICHING EXPERIENCES
FOR KIDS WHO NEED IT MOST!



ABOUT US

Vision

A world in which all kids have access to enriching experiences.

Mission

Kids Up Front distributes tickets to arts, culture, and sporting events to deserving kids and their families.

Values

Collaboration, Integrity, Inclusion, Fun, Agility

Kids Up Front is a registered charity - CRA #863522124RR0001

OUR TEAM

Our staff currently consists of 1 FTE and 2 PTE.



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WHAT WE DO AND WHO WE HELP

This question may best be asked, "Who do we NOT work with?"

We pride ourselves on the inclusivity of our programs, and the diversity of the populations we serve. Kids Up Front collaborates directly with over 200+ community social service agencies to provide FREE opportunities for recreation, participation in arts and cultural activities, sporting events, and educational experiences for the most vulnerable citizens of Calgary. We serve children under 18 years of age and their families. These children and families are from at-risk populations and often among the most marginalized and invisible in our city.

Our families are dealing with poverty, financial stress, domestic violence and family breakdown, addictions, mental health issues, resettlement challenges, systemic discrimination, educational challenges, life-threatening illness, disabilities, and other complex social and personal situations.

Our programs provide opportunities for parents and families in crisis/programs/treatment to practice social, parenting and life skills in safe, positive, and healthy environments. Our programs provide opportunities for youths and their mentors to bond, discuss concerns, problem solve, explore new interests, and develop new skills. Our programs remove barriers to access to some of Calgary and Southern Alberta's most culturally enriching venues and attractions.

Our programs provide respite, relief, and hope to families living in homeless or domestic violence shelters in tough, crowded, and uncertain conditions. Our programs provide newcomers with opportunities to explore public transit, practice their new language, attend community venues, and experience new cultural opportunities, which reduces isolation.

With a small staff of one part-time and two full-time employees, we provide services to over 200 of Calgary's charitable organizations, complementing the difficult front-line work they do.



"Events...provided through Kids Up Front support families to connect and develop deeper bonds with their children, often through sports and the arts. Families in poverty are living in constant stress and being able to take part in these fun activities, concerts, games and events allows families access to the "brighter" and "lighter" side of life...our families would never get an opportunity to participate in (these activities) without the generosity of Kids Up Front." ~ Agency Partner Staff

"The children and families we serve benefit greatly from the opportunities made possible through Kids Up Front. Many are marginalized by poverty and homelessness and are greatly impacted by stress. These opportunities help families spend positive time together, which helps offset their stress and the impact it has on the children and the family. These opportunities help to keep them connected to and involved with the community. Attending these events helps to build good self-esteem and good morale in vulnerable and isolated children, supports their learning and development, and helps to inspire them regarding their own future goals." ~ Agency Partner Staff

OUR FUNDING

We are a grassroots charity solely supported by individual and corporate donations. We receive NO United Way (only individual donations that they designate to us through the United Way) or Alberta Lottery funding. The only government funding we have received is a grant which helps subsidize our summer student (it accounts for less than 1% of our budget) and the programs offered during the COVID-19 pandemic (CEWS and CERS). We operate on a very lean budget of approximately \$400,000 with 2 FTE (although that will be lower in 2021); over 120 volunteers contribute hundreds of hours to the capacity to our small organization. We could not run our programs without them.

Our small team also takes a great deal of initiative in planning, managing, and executing fundraisers directly to support all our programming streams. We host several large fundraisers annually, such as a golf tournament, poker tournament, and Stranded (our innovative summer/outdoor fundraiser), and partner with other third-party events as being the charity of choice at such events as Alberta Beerfest and more.

We also wish to stress that we are incredibly FRUGAL with our operations. We distribute DONATED events and tickets, and wherever possible solicit donations for in kind goods and services, donation of products, donations of prizing, etc. We leverage all our relationships to keep our program costs low.

For example, one of our donors' favorite things is the receipt of KUF Mail (thank you cards from the children and families that used the donor's event tickets). This program uses a lot of art supplies such as markers, paper, paint, envelopes, etc.

We created a proposal for Crayola, and we received donations of product to help us stretch our dollars. Wherever possible, we solicit donations for everything we can.

We currently sublease extra space in our office to Alberta Hospice Palliative Care Association to reduce rent costs. We are a very cost-conscious organization.

HOW LONG HAVE WE BEEN IN BUSINESS?

20 successful years!

Kids Up Front started in 2000 as a grassroots charity initiative in Calgary when local business person John Dalziel wondered how unused tickets at the Saddledome could be used. Since 2000, Kids Up Front has given local kids and families over 530,000 event tickets – from hockey and football games to concerts and plays – valued at over \$20 million.

We also have chapters in Vancouver, Toronto, Edmonton, Ottawa and Atlantic. Together we have distributed over two million tickets to deserving kids across Canada!

Our Offices

Vancouver
Edmonton
Calgary
Toronto
Ottawa
Atlantic



COMMITMENT TO OUR DONORS

Kids Up Front takes pride in the fact that we have processes in place to provide quality assurance to our donors and stakeholders. When you donate your tickets to us, please know:

- Kids Up Front uses a ticket management information system to track our donations for quality control and accountability.
- Kids Up Front endeavours to distribute tickets in a fair and equitable manner through our partner agencies across Southern Alberta. Whether an agency serves 10 or 10,000, we want to ensure no child is left behind. Your donations reach diverse populations, including rural partners.
- We have established training, practice guidelines and formal agreements with our partner agencies.
- Partner agencies must serve children and be in good standing with our organization and have proper insurance.
- We have established long-term donation partnerships with major sporting and arts organizations.
- We have formal reporting structures, and track use and redemption, working alongside partners to reduce barriers to access.
- Our Kids Up Front mail and thank you card program ensures families that wish to thank donors can do so safely and securely through our office.

TOP 3 IMPACTS

1. Kids Up Fronts most significant impact is building stronger relationships for program participants. Through the distribution of our tickets, our partner agencies stated that children and youth are able to experience positive social opportunities while strengthening family connections. Through the building of ties between organizations and their clientele, connections are also fostered between vulnerable individuals and community supports.

2. Families who received Kids Up Front tickets had expanded knowledge, interests, and skills as a result of exposure to a diverse array of barrier-free community events. Experiencing various cultural, recreational, and educational events resulted in immediate shifts in perspective, the pursuit of new skills, and contributed to expanded world views amongst participants.

3. Kids Up Front tickets provides an opportunity for participants to distance themselves from stressors at events, resulting in improved overall well-being. Short term improvements from attending Kids Up Front events included reduced stress, improved mood, and increased happiness even after an event had concluded. There was also an increased sense of self esteem and greater confidence reported after attending an event.



WHY WE DO IT

“The football game was unreal! It was a marvelous experience. The kids were on cloud nine every time the crowd cheered, or a goal was scored, and the fireworks went off! I really appreciated that they fed our family, we got to have smores, and meet all the princesses, and got a cool family photo done. My daughter fell asleep in my arms on the way home. It was bliss! It meant the world to our family, and we are so thankful for that beautiful memory!” – From a Food Bank Family

“Thank you for providing us with the tickets to the Calgary Stampede rodeo and we really appreciate it. I am so happy that I have a nice group like this, and it was my first time to Stampede and my favourite part was watching the cowboy trying to catch the cow and lassoing it. As a new Canadian it was very nice to experience this part of Calgary's culture” - From an ELL Student

“My daughter and I needed that night. It was great spending one-on-one time with my youngest. So much of my attention is focused on her sister, that it was nice for us to have a special date. She wanted to get all dressed up and even had me do her make-up. She was amazed by contortionist and the acrobats. Thank you again for making this possible.” – From Family with Ups and Downs(Calgary’s Down Syndrome Association)

"I have been meaning to reach out to you about the amazing gift that Sam received from that family. He was beyond excited and was so thrilled about all of the gifts that he got. He said that he was so excited to start reading the new books with his mom. He was SO happy about the Nintendo switch!! He doesn't have anything like that so he was very excited to learn how to play. He also mentioned that he was so excited that he now has new friends that he can write to. He has started making thank you cards for his new friends, but the family is going through some major crisis at the moment so I haven't been able to get the cards from him. Please let the family know that they will be receiving thank you cards soon and that their gift made Sam so happy!" - Anonymous Agency Partner



Kids up front,
Thank you for once again helping us to escape reality - even just for a few hours.



OUR CORE PROGRAMS

We have four main local programs.

1. MORE THAN A TICKET - This is our largest and founding program, providing tickets to children and their families for sporting, arts, recreation, local events and attractions such as the Calgary Flames, Hitmen, Roughnecks, Alberta Ballet, Storybook Theatre, CPO, the Calgary Zoo, TELUS Spark, swimming, movies, concerts, Disney On Ice, etc. We receive corporate and individual donations. Tickets are distributed through registered qualifying social service organizations. Families do not pick up tickets in person at our office. We work with over 200 agencies; we rely on front line workers to assess a family's need and fit for tickets and programs based on our guidelines.
2. KIDS COUNT – These are special events that we create for kids by taking a "ticket" to an event and making it into a VIP experience and providing "extras". This can include behind-the-scenes tours, food and beverages, transportation, t-shirts, and/or autographs with athletes. Groups can range from 10 children experiencing an art studio or cooking classes, to over 1,000 kids at a Hitmen game. This program includes our suite program, whereby we host groups of children and families in suites at the Scotiabank Saddledome (details provided more fully under the Volunteer section of this document.)

NEW PROGRAMS!

Our small but mighty team has done an incredible job at pivoting and reinventing how we deliver programs. At the start of the COVID-19 pandemic, we made a conscious effort to lean into our core organizational values and allow them to inspire and lead our work (collaboration, fun, integrity, inclusion, and agility). Two programs launched during the pandemic, and we hope to continue these services even after the pandemic is over.



KIDS AT HOME

A virtual platform for connecting kids with engaging online activities. We see the program's true potential, how it can be a game-changer for our agency partners, and the thousands of deserving children and families they support. What started as a simple way to provide our communities with family-friendly resources during lockdown has grown into a powerful new tool for enriching the lives of kids across southern Alberta.

HANDLED WITH CARE

Connecting donated goods to deserving kids! With the donation of new goods becoming more frequent, Kids Up Front has started a new program called Handled With Care. Utilizing our vast charitable distribution network, our strong relationships in the sector and our expertise in collaboration to support our kids and families in a new and exciting way!



SUPPORT OUR FUNDRAISING EVENTS!

Our program operates on less than \$400,000 per year and places \$2.4 million dollars back into the community annually. We rely on corporate and individual contributions to sustain our program. All donations are sincerely appreciated and allow us to focus on providing life-enhancing experiences for children and youth in our community.



All In For Kids Charity Poker Tournament - this event takes place in February each year and is our single largest fundraiser. Over 300 guests join us for an evening full of cards, prizes, celebrity guests, food, drinks and entertainment. With over \$10,000 in prizes at the final table, it is worth buying back in a time or two! We invite you to join us as an official sponsor of All In For Kids, to donate prize items or a silent auction item or best of all, join us as a guest at the event. Email nicky@kidsupfront.com for more information.



Stranded: ALL-STARS is a "Survivor" inspired event that we host every August. It is a weekend full of alliances, hidden immunity idols and tribe shuffles. In 2022, contestants from past seasons return for a second shot at the championship title! We invite you to join us as an official sponsor of Stranded or a reward challenge sponsor by emailing nicky@kidsupfront.com, or you can donate directly to our contestants! Simply copy and paste this link to your browser: <https://bit.ly/2urOlxz>



HOST AN EVENT FOR KIDS UP FRONT!

Third Party Events

We have many creative and innovative individual and corporate donors. Let us work alongside you to bring your great idea to fruition as a fundraiser for Kids Up Front. Whether you host a golf tournament, chili cook-off, Stampede breakfast, ball tournament, or you wish to donate to Kids Up Front in lieu of gifts for birthdays or milestone events, we would love to be a part of it!

Ask us how you can make a difference for our kids. We can assist you with brochures, banners, or a team member to speak at your event.

Contact us for more information: calgary@kidsupfront.com



HOW YOU CAN HELP

KIDS COUNT EVENT SPONSOR

In addition to providing cost-free access to life-enhancing events, Kids Up Front provides Kids Count events which are more than just a ticket. These events provide all the 'extras' which can include autographs, behind the scenes tours, celebrity meet and greets, education, food, transportation and more. We take a ticket and make it magical, creating memories that last a lifetime.

Our Kids Count opportunities are unique experiences delivered directly by our staff at Kids Up Front, in partnership with local community supporters and volunteers.

These experiences are made possible through partnerships with corporations and individual donors who wish to make a difference in kids' lives. The Kids Count program encourages unique experiences that are driven by the passions of our donors.

Do you have an idea for an amazing Kids Count event that you would like to create with us? Do you have employees who want to volunteer at the event? No problem. We would love to work with you to bring an idea to life!



HOW YOU CAN HELP

PROGRAM SPONSOR

Kids Up Front presently has several national and local sponsors that support programs that fit within their community investment pillars. These sponsorships have been developed to focus on areas of need that are important to their company values and their employees.

We have lots of areas requiring support at this time. We work with over 200 social and community agencies across Southern Alberta.

We have several levels of financial support available. Whether that be to support our very important volunteer program or a program of special interest (such as arts and culture, sport or education), we are open to discussing our needs and options directly with you.



VOLUNTEER

Kids Up Front has rewarding opportunities available for anyone who wants to get involved and support our charity through volunteering:

1. Kids Up Front Krew - we are always in need of volunteers to help run events, fundraisers, sell 50-50 tickets, etc.! If you love being in the center of the action, contact us today!

2. Suite Ambassador - this amazing program was started with the endorsement of the Calgary Flames, Calgary Hitmen, Calgary Roughnecks and the Saddledome Executive Suites department. Kids Up Front Calgary launched the Suite Ambassador Program where kids not only get to watch a hockey game, lacrosse game or concert but they get to do it from a luxury suite! We know that suites are an exciting and memorable experience for the kids and families, and with the help of our volunteers, we can ensure donated suites are respected and that the kids and families in attendance have a great time! The Suite Ambassador meets the groups, brings them to the suite, hangs out with the kids and families in the suite and ensures the event is a success. These suite ambassadors are Kids Up Front's eyes and ears at all Saddledome events!

Email calgary@kidsupfront.com for more information!



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