

CALGARY SPORT COUNCIL SOCIETY (SPORT CALGARY)

Vision: Sport Calgary will ensure Calgary thrives through sport for everyone.

Mission: Assists, supports, and influences the growth of sport in Calgary.

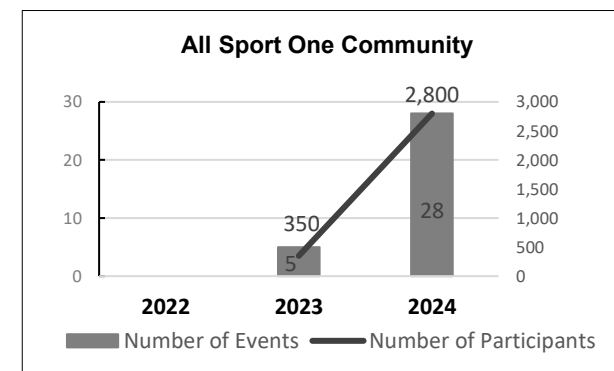
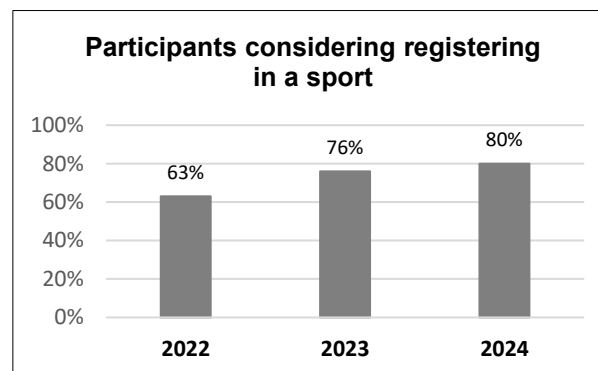
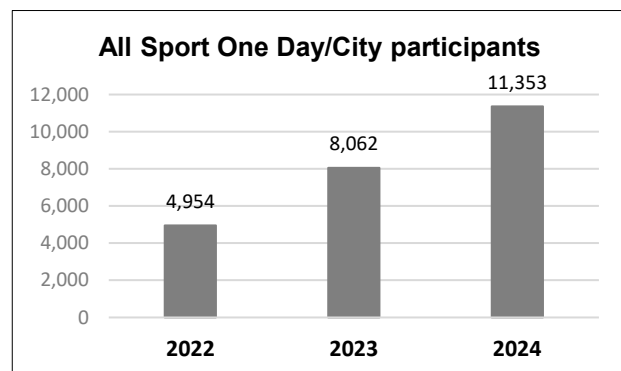
Service Line: *Recreation & Social Programs*

2024 City Investment

Operating Grant: \$508,176

Operating Grant: \$375,000 (one time)

2024 Results:



The story behind the numbers

- The All Sport One Day event for children and youth reached new attendance records demonstrating the growth and popularity of youth participation in sport discovery.
- Participants in the All Sport One Day and All Sport One City events benefit from the accessibility of exploring new sports while strengthening community connections. These programs promote physical and mental well-being, with participants reporting high levels of satisfaction.
- All Sport One Community brings sport to equity deserving communities by partnering with social agencies to build a more inclusive city.

Benchmarks

- Participant surveys are used for all events and results help improve the event experience the following year.
- Sport Calgary prioritizes continuous improvement through stakeholder engagement, community feedback and data-driven decision-making.
- Evaluations of best practices and key performance indicators from national and international sport organizations are undertaken to ensure that Sport Calgary's programs remain relevant, impactful, and aligned with the City of Calgary's broader goals for community well-being and economic development.

Looking ahead: 2025 highlights

- All Sport One City (Feb 8–17) successfully engaged adults and families across Calgary with hundreds of free sport discovery sessions in partnership with local sport organizations.
- The inaugural Winter Festival at the Olympic Oval (Feb 17) brought excitement to Family Day, with free skating and free sport discovery, in a family-friendly fun collaboration.



**CALGARY SPORT COUNCIL SOCIETY
(SPORT CALGARY)
2024 Civic Partner Annual Report**

Civic Partner Name: Sport Calgary (Calgary Sport Council Society)

Legal Structure: Independent External organization (Societies Act)

Fiscal Year End: December 31

Manage/operate a City-owned asset: No

Vision: Sport Calgary will ensure Calgary thrives through sport for everyone.

Mission: Sport Calgary assists, supports, and influences the growth of sport in Calgary. Sport Calgary is a volunteer non-profit society, representing sport in the City of Calgary. As an advocate of sport, we strive to assist, support, and influence the growth of sport in Calgary by:

- playing a lead role in the implementation of the Calgary Sport for Life Policy, and ensuring it continues to create a vision for sport in Calgary from introductory to high-performance levels;
- helping to provide equity-deserving Calgarians with an opportunity to try sport;
- continually identify and assess the needs of the sport community and facility stakeholders;
- encouraging the development and enhancement of appropriate facilities and the efficient utilization of current facilities;
- fostering collaboration within the sport community and coordination of resources amongst stakeholders to develop and enhance facilities;
- increasing the profile of sport in Calgary, and advocating the values and benefits of sport;
- facilitating education and training opportunities for athletes, coaches, officials, administrators, parents, and volunteers;
- acting as a resource for sport organizations; and
- Encourage the hosting of sport events and sport tourism in Calgary.

1. What 3-5 key results did your organization achieve in 2024 that contributed to:

- a) One or more [Council Strategic Directions](#)- economic resilience, social resilience, climate resilience?

Economic Resilience

- Sport Calgary contributes to Calgary's economic resilience by using sport and recreation as catalysts for local economic activity. Events such as the *Sport Calgary Winter Festival* and *Celebration of Sport* attract participants and visitors from Calgary and beyond, generating revenue for local businesses, including restaurants, hotels, and retail stores. These events also showcase Calgary as a vibrant sport hub, boosting the city's reputation as a destination for sport and recreation.
- In addition to large-scale events, Sport Calgary supports the local economy by partnering with community organizations, sport facilities, other civic partners (such as CED, Tourism Calgary, and CHA) and service providers, ensuring that event-planning and execution benefit Calgary-based businesses. By sourcing goods and services locally—such as catering, promotional materials, and event infrastructure—we directly contribute to the growth and sustainability of local enterprises.
- Beyond events, Sport Calgary's work enhances the economic ecosystem of sport by promoting grassroots sport organizations, encouraging membership growth, and driving participation in sport programs. Increased sport participation leads to demand for equipment, coaching, facility rentals, and related services, further supporting the local economy.

- Sport Calgary also helps create employment and volunteer opportunities through its events and programs, fostering skill development and workforce engagement. By engaging volunteers and providing experience in event management and sport programming, we contribute to workforce readiness and community capacity-building.
- While tracking economic data remains important, Sport Calgary emphasizes creating awareness of the economic benefits of sport and recreation. By leading conversations about the economic value of sport, encouraging collaboration between businesses and sport organizations, and demonstrating the financial impacts of our initiatives, Sport Calgary ensures its work aligns with Calgary's economic resilience goals and contributes to the city's overall vitality.

Social Resilience

- Sport Calgary's events actively support social resilience by fostering inclusion, community engagement, and opportunities for physical and mental well-being. Initiatives like *All Sport One Community*, *All Sport One Day*, and *All Sport One City* break down barriers to participation by offering free access to a variety of sports, with a focus on engaging underrepresented and equity-deserving groups. These programs promote social connection, skill-building, and community integration, particularly for youth, families, and newcomers to Calgary.
- Events such as the *Sport Calgary Winter Festival* further strengthen social resilience by creating welcoming spaces for Calgarians of all backgrounds to come together and celebrate sport and active living on Family Day. By partnering with local organizations and sport group members, Sport Calgary ensures its events are inclusive, culturally relevant, and responsive to community needs. This approach builds a stronger, more connected community, enhancing the overall social fabric of Calgary.
- Through initiatives like *All Sport One Community*, we improve social inclusion by providing accessible opportunities for equity-deserving or under-represented groups to engage in sport and recreation. Promoting sport, fostering physical and mental well-being, and building stronger community connections, Sport Calgary supports a healthier, more connected city. Annual reports will highlight participant demographics, feedback, and the impact of these programs on underserved communities.

Climate Resilience

- Sport Calgary is committed to integrating sustainability practices into its operations and events. We encourage eco-friendly practices, such as waste reduction, active transportation, and sustainable facility use during events. Progress will be reported by tracking initiatives like partnerships with green-focused organizations and reducing the environmental footprint of our programs.
- Sport Calgary is dedicated to supporting climate resilience by embedding sustainability practices into every aspect of its operations and events. We aim to lead by example in reducing the environmental impact of sport and recreation while promoting awareness and action within the community. Our commitment to climate resilience includes, but not limited to:
 - **Waste Reduction:** Sport Calgary will implement waste-management strategies such as providing clearly labeled recycling and composting stations at events; reducing single-use plastics; and encouraging the use of reusable items (e.g., water bottles and utensils). By collaborating with City and recreation centre waste-management teams, Sport Calgary is working on the planning of a sport equipment re-use, re-cycle day for Calgarians, for the benefit of the Flames Sport Equipment Bank. Sport Calgary will support waste reduction where we can.
 - **Active Transportation:** To minimize transportation-related emissions, we will encourage event participants and staff to use active and sustainable transportation methods, such as walking, biking, carpooling, or public transit. *All Sport* programs are designed to engage Calgarians within the communities in which they live, work and play. Ongoing partnerships

with organizations like Calgary Transit and the cycling community will help facilitate these options, while promotional campaigns will raise awareness of their benefits.

- **Sustainable Facility Use:** Sport Calgary will prioritize the use of environmentally sustainable venues, such as LEED-certified facilities, and work with venue operators to implement energy-efficient practices, such as reduced lighting and heating during events.
- **Green Partnerships:** Collaborating with green-focused organizations such as local businesses that promote green awareness, Sport Calgary will promote eco-friendly practices and support community-wide sustainability efforts. This may include educational materials at our booths at events and joint initiatives to promote climate resilience including working with various partners for *Green Sport Day*.
- **Education and Awareness:** Sport Calgary will focus on increasing internal staff awareness of sustainable practices by sharing resources and promoting eco-friendly habits in daily operations and event-planning. This includes encouraging waste reduction, energy conservation, and sustainable decision-making. By fostering a culture of sustainability within our organization, we ensure our team is equipped to integrate environmentally responsible practices into all activities.
- **Tracking and Reporting:** Sport Calgary leads by example by integrating sustainable practices into all aspects of its operations and events. By prioritizing actions like waste-reduction, encouraging active transportation, and using energy-efficient venues, we aim to inspire our partner organizations to adopt similar eco-friendly practices. Through regular communication and shared success stories, we will raise awareness about the importance of sustainability and demonstrate how small changes can collectively contribute to Calgary's climate resilience goals.

By promoting and adopting these practices, Sport Calgary ensures that its programs not only bring Calgarians together but also contribute to building a more sustainable and environmentally responsible future for the city.

b) Your own organization's strategy?

By the end of 2026, Sport Calgary aspires to be widely recognized as a leading force in community sport, dedicated to creating inclusive and accessible opportunities for all Calgarians. Our vision is to foster a thriving, interconnected sport ecosystem by strengthening collaboration among sport organizations, empowering grassroots initiatives, and enhancing the value of Sport Calgary membership.

To achieve this, we will focus on four strategic priorities:

1. **Strengthening Community Sport** – Expanding access to sport and recreation, ensuring equitable opportunities for participation, and supporting local organizations in their growth and sustainability.
2. **Optimizing Member Services** – Providing enhanced resources, advocacy, and support to our members, helping them navigate challenges and maximize their impact.
3. **Building Recognition and Partnerships** – Elevating the profile of community sport through strategic partnerships, advocacy, and storytelling that highlights its role in a healthier, more connected Calgary.
4. **Ensuring Organizational Sustainability** – Strengthening our internal capacity, securing long-term funding, and adapting to the evolving needs of our community.

Through these efforts, we will continue to drive meaningful change, working toward our ultimate goal: making Calgary the healthiest city in Canada—physically, mentally, and socially.

2. Performance measures help demonstrate the return on The City’s investment in a partner’s operations, and support continuous improvement. What performance measures reflect your organization’s impact in 2024?

	Performance Measure Name	2022 results	2023 results	2024 results	How does this measure reflect your organization’s impact?
How much did you do?	Membership Growth	357	837 (quantitative)	974	Sport Calgary continues to grow its membership base
	All Sport One Day & All Sport One City Participation	7,678	10,803	11,353	ASOD & ASOC continue to connect thousands of children and families to sport discovery and sport facilities.
	All Sport One Community – Events	NA	5	28	The number of All Sport One Community events continues to grow as social agencies increasingly recognize the power of sport in fostering development and inclusion. By introducing their clients to new sports, these agencies help create opportunities for engagement, well-being, and community connection.
	All Sport One Community – Participants	NA	350	2,800	Participation in All Sport One Community continues to grow as partnerships with community associations and social agencies expand. Through these collaborations, sport is increasingly recognized as a powerful tool for enhancing belonging, wellness, and mental health within communities.
How well did you do it?	Rated experience “good” or “very good”	99%	99%	99%	The event evaluation surveys of All Sport One Day / City continue to show the quality of the experience provided at these events. Calgarians are very satisfied with the opportunities offered to them to try new sports and stay active.
	Intention to participate next year	100%	100%	100%	
	Do you plan to enroll yourself or your children in a sport you tried?	78%	80%	80%	
	Sport Calgary’s total social media followers	7,201	9,793	12,422	Sport Calgary’s reach to the community continues to grow through the increase in social media followers and unique email
	Sport Calgary’s Newsletter reach	11,476	13,813	15,869	

					correspondents through our communications.
How are Calgarians better off?	Calgarians feel that All Sport events informed them about sport OPPORTUNITIES that are available in Calgary.	65%	74%	75%	All Sport events are seen to fully support Calgary's Sport for Life policy: 96% of All Sport event survey respondents agreed that the events support the policy. This indicator shows how effective All Sport events can be in encouraging children and adults to get active and participate in community recreation and sport. Many families have shared how All Sport One Day encouraged their children to be physically active and engaged in personally meaningful activities. The survey indicates that the events are well run and considered essential when it comes to showcasing physical health opportunities. The survey indicates a slight decrease in the inclusivity and accessibility of sport in Calgary, which could be attributed to the economic climate (cost increase, decrease in sport participation individual subsidies)
	Calgarians feel that All Sport events informed them about sport FACILITIES that are available in Calgary.	66%	72%	77%	
	Calgarians believe that All Sport events make sport in Calgary ACCESSIBLE to all regardless of social, financial, geographic and physical barriers.	81%	83%	79%	
	I believe Sport in Calgary is INCLUSIVE and available for all individuals and groups within Calgary.	88.6%	89%	83%	
	I believe that my child will be more comfortable trying new sport activities as a result of participating in All Sport.	95%	94%	96%	
	Participating in All Sport events will increase the amount of physical activity my child does on a daily basis.	79%	76%	72%	

3. Are there any additional stories or information you wanted to share beyond performance measures that demonstrate the impact of your organization's programs or services?

In addition to the sport event hosting success, Sport Calgary is a great collaborative partner.

Sport Calgary works closely with 16 civic and community partners to improve sport accessibility, drive economic growth, and strengthen Calgary's reputation as a premier sport city. Our ongoing collaborations with organizations like Calgary Economic Development, the Calgary Hotel Association, and Tourism Calgary are key in promoting sport tourism and generating economic impact through major events such as *All Sport One City*, *Celebration of Sport*, and the *Sport Calgary Winter Festival*. These partnerships attract visitors, support local businesses, and reinforce Calgary's standing as a leading sport destination.

We also collaborate with a wide range of premier recreation facilities, including Cardel Rec South, Genesis Centre, Trico, MNP Community & Sport Centre, Vecova Centre for Disabilities, Vivo for Healthier Generations, Westside Recreation Centre, and YMCA locations at Quarry Park, Seton and Rocky Ridge, to ensure that sport opportunities are available throughout the city. Through these partnerships, Sport Calgary delivers free programming, encourages multi-sport participation, and champions initiatives focused on equity and inclusion.

In addition, our work with the Parks Foundation Calgary and the Federation of Calgary Communities helps develop grassroots sport initiatives and supports community-driven projects, further embedding sport as a fundamental part of Calgary's community fabric.

We are also committed to enhancing governance and operational leadership within the sport sector by partnering with the Federation of Calgary Communities to offer training through the Board Leadership Conference, held annually in May. This collaboration ensures that sport leaders are well-equipped to foster growth, avoid service duplication, and inspire future generations.

Sport Calgary works closely with Kidsport and the Flames Sport Equipment Bank to help Calgarians explore financial and equipment support that might help them participate in sport. Working together with these organizations, we continue to advocate for more support to help mitigate sport participation barriers.

Through these collective efforts, Sport Calgary works with over a dozen organizations to broaden sport access for all Calgarians. A prime example of this is our partnership with the Genesis Centre and Cavalry FC for *All Sport One Community*, which provides free soccer programming for underrepresented youth in Northeast Calgary. These partnerships break down financial and social barriers, ensuring that sport remains an inclusive and essential part of Calgary's identity. Through collaboration, Sport Calgary continues to advocate for sport, build community connections, and drive impactful change. The partnership between Sport Calgary and Umoja Community Mosaic in 2024 has made a profound impact on the community, providing youth with essential life skills, leadership opportunities, and access to sports. Key programs like the KICKON workshop empowered 30 youth with communication, problem-solving, and goal-setting skills, while also fostering self-advocacy and confidence. Soccer programs for boys and girls, including the U23 Men's Team, offered young people from low-income and newcomer families the chance to engage in sports, build community, and develop life skills. Sport Calgary also supported coach training and safety protocols, ensuring quality leadership. Overall, Sport Calgary's support has not only provided critical resources but has also created a ripple effect of empowerment, inclusion, and leadership, helping youth overcome barriers and contribute positively to their communities. This partnership highlights the power of collaboration in creating lasting, positive change.

Sport Calgary's commitment to fostering access to sport and community engagement is crucial for youth development and social inclusion. By supporting programs like these, we are investing in a future where every youth, regardless of background or circumstance, has the opportunity to succeed.

4. Does your organization use benchmarks to evaluate and improve performance and operations, and increase your organization's impact?

a) Examples of benchmarks:

Sport Calgary continuously strives for excellence by utilizing external benchmarks and industry best practices to measure and enhance our performance. As one of the farthest-reaching municipal Sport Councils in Canada, we compare our reach, engagement, and program success against other municipal and provincial sport organizations across the country. Our online presence, which matches or exceeds that of most provincial sport governing bodies, serves as a key benchmark for community engagement and information dissemination. Additionally, we track participation rates in programs like *All Sport One City* and *All Sport One Community* against similar initiatives in other major Canadian cities, ensuring we maximize accessibility and impact.

Beyond external comparisons, Sport Calgary prioritizes continuous improvement through stakeholder engagement, community feedback, and data-driven decision-making. We regularly consult with local sport organizations, professional clubs, social agencies, and underrepresented communities to refine our programming and identify emerging needs. Our webinar series and educational initiatives allow us to stay at the forefront of conversations on safety, equity, accessibility, and innovation in sport. By leveraging best practices and key performance indicators from national and international sport organizations, Sport Calgary ensures that our

programs remain relevant, impactful, and aligned with the City of Calgary's broader goals for community well-being and economic development.

Sport Calgary also sends surveys to participants, including sport organizations and facilities, post-events, to make sure and meet the needs of all Calgarians.

b) What is your current and targeted performance in comparison to these benchmarks?

Sport Calgary continues to strive to make an even larger impact. We continue to listen to our members and help them engage with more citizens and help the members continue to build safe, inclusive and quality programs for all.

c) How is this information being used to support continuous improvement?

Sport Calgary's benchmarking efforts have provided key insights that drive our continuous improvement. Our analysis shows that our online engagement and digital reach are on par with or exceed those, many provincial sport governing bodies, demonstrating the effectiveness of our communication strategies in connecting with Calgary's sport community. Additionally, participation data from *All Sport One City* and *All Sport One Community* indicate a growing demand for accessible sport opportunities, particularly among underrepresented groups. Compared to similar initiatives in other Canadian cities, our programs have consistently high attendance and retention rates, affirming the value of our collaborative approach with local sport organizations and social agencies.

These learnings inform our strategy by highlighting areas for growth, such as expanding partnerships with professional clubs like The Calgary Surge, Wild FC, or Cavalry FC, enhancing multilingual resources to serve Calgary's diverse population (translation for *All Sport One Day* information in 9 different languages), and increasing adaptive sport offerings to improve accessibility. By continuously gathering participant feedback from our events and assessing best practices from leading sport organizations, we refine our programming to better meet community needs. This commitment to data-driven improvement ensures that Sport Calgary remains a leader in fostering inclusive, high-quality sport experiences that contribute to Calgary's reputation as an active and engaged city.

5. How does your organization address equity, diversity or inclusion, or support racial equity?

Sport Calgary is committed to fostering equity, inclusivity, and accessibility in sport by actively addressing community expectations around anti-racism, Truth and Reconciliation, and broader social equity initiatives. Through programs like *All Sport One Community*, we create opportunities for underrepresented youth, particularly in Northeast Calgary, by working with major sport partners and social workers to remove financial and cultural barriers to participation. Our approach ensures that all Calgarians—regardless of background, ability, or economic status—can engage in sport and physical activity, fostering a sense of belonging and inclusion. Our Declaration of Inclusion is what we promote at every event, every meeting, and every opportunity, including our website. We also encourage our sport organization members to **adopt** our Declaration of Inclusion and display it at their games, events, websites, etc. An example of organizations that have adopted it are the Calgary Surge and the Future Stars Cricket Organization.

[Sport Calgary 2024 Declaration of Inclusion](#)

Additionally, Sport Calgary's webinar and discussion series on safe sport plays a crucial role in education and awareness by providing platforms for discussions on safety, equity and anti-racism in sport. These webinars bring together experts, community leaders, and sport organizations to share best practices and create action-oriented solutions that enhance diversity and inclusion in Calgary's sport landscape. Our commitment extends to working with Indigenous communities, amplifying Indigenous sport initiatives, and ensuring that our events and policies align with the Truth and Reconciliation Commission's Calls to Action related to sport and recreation. Through these efforts, Sport Calgary not only strengthens community connections but also positions Calgary as a leader in safe, equitable, and accessible sport development.

We continue to work closely with the City on the anti-racism campaign and will work with the community to promote inclusion in all of their programs. We are proud to have been a key community partner in the 2024 Special Olympics National Games, as we helped with volunteers, promotion, and hosting various events.

We will continue to work at integrating Indigenous sports into our All Sport events and we look forward to working with our sport partners to bring awareness of the upcoming NAIG 2027 Games.

6. How is your organization advancing Indigenous Truth and Reconciliation? (For example addressing specific calls to action in the [Truth and Reconciliation Commission of Canada: Calls to Action](#) report or [The City's White Goose Flying Report](#))

Sport Calgary continues to work to help advance Canada's Call to Action. We are aware of the Truth and Reconciliation Commission's Call to Action 87 to 91 which are about sport participation, sport impact, and sport opportunities.

The team continues to work with Siksika Nation and Tsuu'Tina Nation and the Seven Chiefs Sportplex, and Miskanawah on various initiatives.

We continue to be involved in the National Day for Truth and Reconciliation and actively engaged in events with Every Child Matters and CSEC.

Sport Calgary will work to be engaged in the upcoming NAIG 2027.

RESOURCES

7. Please estimate how the City's operating funding was allocated in 2024.

10%	Advertising and promotion
34%	Programs or services
3%	Office supplies and expenses
6%	Professional and consulting fees
111%	Staff compensation, development and training
12%	Fund development
0.6%	Purchased supplies and assets
0.1%	Facility maintenance
0%	Evaluation or Research
%	<i>Other, please name:</i>

Sport Calgary was awarded a One-Time Funding grant in 2023, to be used for deliverables (mostly programs and services), and a small portion of the One-Time funding could be used for operational expenses as well. The percentages above represent the percentages of budget expenses of 2024 for each category against the operational grant received in 2024 (\$508,176)

- 10% Advertising and promotion: More advertising and promotion expenditures to increase sport participation in general, and in the All Sport event series in particular.
- 34% Programs or services: the new program, All Sport One Community, has increased in 2024 from 5 events to 28.
- 3% Office supplies and expenses. This is kept to a minimum since most of our programs and services rely on employees' and contractors' time, not on supplies.
- 6% Professional and consulting fees (includes external financial audit, and contracted communication expert).
- 111% Staff compensation, development, and training: The payroll for 2024 was at \$532,060.96, and our employee expenses (training, benefits...) amount to \$33.4K. 8% of our payroll covers summer employment, and usually, 50% is covered by the Canada Summer Jobs employment grant. In 2024, Sport Calgary and 60% of sport organizations were denied access to the CSJ grant. 21% of the 2024 payroll could be covered by the one-time funding received in 2023, as the employees were dedicated to our programs and services, which the one-time funding can cover
- 6% Fund development.
- 0.3% Purchased supplies and assets.
- 0% Facility maintenance. Note that Sport Calgary rent, and Utilities represent 8% (\$39,184.44)
- 0% Evaluation or Research. Sport Calgary program evaluation is part of the salaried time, and little extra cost was incurred.

8. Did volunteers support your operations in 2024? (including board and committee members)

How many volunteers?	160 event volunteers + >250 sport volunteers
Estimated total hours provided by volunteers:	3,500

9. Did your organization receive any awards or recognition in 2024, or have any client or participant feedback that you want to highlight?

At Sport Calgary, we believe in the transformative power of sport to inspire, connect, and uplift individuals and communities. To showcase the impact of our programs, we track and share powerful qualitative measures that highlight real stories of change, inclusivity, and engagement.

Participant Testimonials: Life-Changing Experiences Through Sport

The heart of our programs lies in the personal journeys of those who participate. Whether it's a child discovering a new passion, a parent finding an inclusive and welcoming community, or an individual reclaiming their sense of belonging, these stories drive our mission forward:

- *"This is such an invaluable experience. We (parents and children) get to learn about the many niche sports that are available to kids beyond the typical soccer and hockey. We are truly grateful for these opportunities—thank you!"*
- *"After attending multiple sport sessions, we now have a better understanding of which motor skills our child needs to improve. The organization, the coaches, and the welcoming atmosphere made a world of difference."*
- *"Since COVID, I've struggled to get outside and engage socially. This program gave me exactly what I needed—a way to reconnect, be active, and feel part of a community again."*

Community Engagement Stories: Creating Inclusive Opportunities for All

Sport has the power to break barriers, foster connections, and create a lasting impact on communities. Programs like *All Sport One Community* go beyond sport participation—they provide a sense of belonging and an opportunity for growth. Community leaders and social workers emphasize the value of these experiences:

- *“There’s often a stigma around treatment and recovery, but having access to sports like lacrosse gave our participants something positive to look forward to every week. It became a key part of their healing process.”* [Jeff, Counsellor at The Dream Centre]
- *“I’ve never played Lacrosse before. I have a 10-year-old daughter and she plays it at school. Now we have something in common, something to talk about. I needed this to get back to myself.”*[All Sport One Community Participant]

Volunteer and Coach Experiences: Building Leaders & Role Models

Our programs wouldn’t be possible without the dedication of volunteers and coaches who make sport accessible and welcoming for everyone. Their experiences highlight the joy and fulfillment of giving back:

- *“Events like All Sport One Day create an inclusive environment where children can explore new sports without barriers. Local coaches provide expert guidance, ensuring a fun and educational experience.”* [MNP Community and Sport Centre employee]
- *“The Adapted All Sport One Day event was especially rewarding, as it allowed me to support children with disabilities in discovering new activities. Seeing their excitement and confidence grow was unforgettable.”* [Volunteer at All Sport One Day / Vecova]

Partnership Highlights: Expanding Our Reach to Those Who Need It Most

Through strong partnerships with social agencies, schools, and sport organizations, we make sports accessible to all—especially those facing financial and systemic barriers. One standout example is our collaboration with Umoja Community Mosaic, supporting a soccer program for at-risk young men who might not otherwise have the opportunity to play:

- *“The Men’s soccer U23 program provides a safe space for young men from diverse backgrounds to build friendships, develop skills, and stay engaged in sport. Without financial support, many of these players—often newcomers or from low-income families—wouldn’t be able to afford competitive-level play.”*
“The program’s impact extends beyond the field: a former participant, now 23 years old, has returned as a coach and mentor, proving the lasting influence of accessible sports programs.” [Kim M – Umoja Community Mosaic]

These changes reflect the voices of Calgarians and local sport organizations, reinforcing the need for accessible, community-driven sport opportunities.

Every story shared is a testament to the power of sport in changing lives. With adequate support—whether through participation, volunteering, or partnerships—we can continue to break down barriers, create opportunities, and inspire the next generation of athletes and community leaders.

10. How did your organization address climate change in 2024, for example, operational or program changes that reduced green house gas emissions (GHG), air/water pollution, or waste that aligned with [The City's Climate Change Program](#) including Council's Climate Emergency Declaration?

Climate Resilience

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By promoting and adopting these practices, Sport Calgary ensures that its programs not only bring Calgarians together but also contribute to building a more sustainable and environmentally responsible future for the city.

11. Are there any projects, initiatives or plans for 2024 that you want to briefly highlight?

Sport Calgary is committed to continuous growth and adaptation. Based on community feedback, we've expanded our flagship programs:

- *All Sport One Day* now runs twice during the summer.
- *All Sport One City* has grown into a 10-day event, offering sport opportunities for adults, plus both family-friendly and youth-specific sessions for winter sports.
- The *Sport Calgary Winter Festival* welcomed 3,000 attendees, showcasing the growing demand for inclusive sport experiences.
- All Sport One Community grew in participation and engagement with sport organizations, social agencies, sponsors, and communities.
- Sport Calgary continues to grow in its engagement with the community from larger events like the Special Olympics National Games, to CED report to the Community, to smaller events like the Calgary Marathon.
- Sport Calgary is viewed as a valued Civic partner when it comes to reaching Calgarians in response to surveys, engagement and initiatives like GamePlan.

THE FOLLOWING SECTION IS FOR CIVIC PARTNERS MANAGING CITY-OWNED ASSETS

12. CAPITAL PROJECTS AND ASSET MANAGEMENT

Not Applicable