



Report from the Chair

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Memo To: Provincial Sport & Recreation Presidents and Executive Directors/Chief Operating Officers
Ministry of Health Promotion and Sport

From: Holly Abraham
Chair, Sport Alliance of Ontario Board of Directors

Date: July 18, 2011

Re: **Funding Announcement**

KidSport assisting Aboriginal youth to engage in organized sport through Healthy Communities funding

On behalf of the Board of Directors of the Sport Alliance of Ontario (SAO) I am delighted to announce that the KidSport Ontario program has received \$277,762.00 in funding from the Ministry of Health Promotion and Sport - Healthy Communities Fund over the next two years for a project focused on getting urban Aboriginal children and youth who are living off their territory reserve, engaged in sustainable physical activity through organized sport.

In partnership with the Ontario Federation of Indian Friendship Centres, J Smarts, the Forzani Group Ltd., the Team Up Foundation, Ontario Volleyball Association, Softball Ontario, and the Ontario Basketball Association, KidSport Ontario will be leading an initiative called the KidSport Aboriginal FunZone Project. The project will consist of twelve (12) interactive and introductory sport focused healthy living camps for urban Aboriginal children and youth in communities across Ontario. The identified participants will take part in a week long sport based camp that will introduce them to organized sport and the clubs and leagues available to them in their community. The camps will incorporate various healthy living components such as anti-tobacco education, injury prevention training, and athlete ambassador mentorship on the benefits of lifelong sport participation.

One of the primary goals of the project is to improve the health of Aboriginal youth through physical activity by transitioning the participants from the recreational programs at Friendship Centres to more active and engaging organized sports. KidSport has a further interest in ensuring that this population is introduced to organized sport and that they also have the financial resources to register and participate in a local sport league.

In addition to providing the introduction of the sport clubs/organizations through the camp, the participants will be automatically eligible for a KidSport grant (registration and equipment) for the upcoming season of sport of their choice. It is the desired outcome that the project will result in more aboriginal youth participating in organized sport and benefitting from consistent physical activity along with the inherent social and mental benefits.

For more information and to find out how you can get involved in this important initiative, please contact David Carr-Harris – davidc@kidsportcanada.ca or 416-426-7133.

Sincerely,

Holly Abraham, Chair
Sport Alliance of Ontario