"It's Every Kid's Game"

Hockey Alberta is now accepting applications for its second cycle of the Every Kid Every Community grant. This grant is made possible through funds raised by the Hockey Alberta Foundation in partnership with Penn West Energy and ATB Investor Services. The deadline for applications is **May 16, 2011.** In January, 2011 Hockey Alberta awarded funding to six communities for Every Kid Every Community projects targeted at getting new kids playing hockey.

The Every Kid Every Community funding for the first grant cycle went to the following projects:

1. E4C Edmonton has created a "Hockey for Kids" project to introduce hockey to kids in Edmonton inner city neighbourhoods. They are targeting 40 kids ages 5-12 for this project.

2. The West Boys and Girls Club of Edmonton has created a shinny hockey program for club kids ages 4-17. This program will align with their existing "Cool Moves" program, promoting healthy and active living.

3. The community of Frog Lake has created an opportunity for their local kids to get involved in hockey and take advantage of their brand new facility.

4. Mundare Minor Hockey Association has created a "Learn to Skate + Introduction to Hockey" program which is targeting kids of all ages who would like to play hockey but don't have the basic skating skills.

5. Vegreville Minor Hockey Association has created a "Girls Try Hockey" program to encourage new girls ages 11-16 to get active in the game in a non-threatening, non-competitive atmosphere.

6. The Village of Acme has created a supervised shinny hockey program which will target youth in the community and operate once a week. They will promote this new program at their annual sports day.

Hockey Alberta initiated the Every Kid Every Community project to cater to the needs of kids who don't have access to hockey. The goal of the project is to provide kids with the opportunity to try hockey in other ways than a full minor hockey season. Many kids admire the sport but don't get a chance to participate for various reasons. Hockey Alberta is trying to assist communities to break down those barriers and give every kid the opportunity to try the sport.

Hockey Alberta has identified the need for more diverse hockey programs in our province. Hockey is a great way for kids to be active, healthy, and surrounded by positive leaders in their community. Active kids in sport helps to reduce childhood obesity, creates a safe and fun environment and forms friendships. Hockey Alberta's goal is to have hockey accessible to all kids in Alberta.

Communities across Alberta, no matter how large or small are encouraged to submit a 1-2 page letter of intent indicating how a new hockey project in your community would get new kids playing the game. Hockey Alberta will be awarding grants up to $5000 per community for their projects.

The funds can be used for any costs associated with increasing access for new kids in hockey.

- Communities must target kids under 18 years and who are not currently registered in local minor hockey associations or any other organized hockey program in their community
- Projects must be something that the community has not tried before, nor are currently doing
- Emphasis should be on working with partners in a community to provide the best possible access for new kids

Criteria to obtain a grant for an Every Kid Every Community Project:

- Submit a 1-2 page letter of intent to Hockey Alberta indicating the details of what type of project your community plans to initiate to get new kids involved in hockey. Please include details of the funds your community is requesting and how the funds will be allocated for the project.
- Indicate what kids you are targeting and what community groups you would be partnering with on the project.
- The letter of intent must also include dates, location, and a timeline that the project is planned for.

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Hockey Alberta would like to encourage all applicants for the Every Kid Every Community grant to consider the following guiding principles for their projects:

INNOVATION – Hockey Alberta is looking for communities to get creative with their ideas. There are a lot of different ways that grant funds can be utilized. We want to hear how original and innovative you can get.

PARTNERSHIPS – Without community support through partnerships many organized sports would not be possible. Hockey Alberta would like to encourage applicants to work together with companies or organizations in their community to get the best possible access to hockey for new kids.

ACCESS – The idea behind Every Kid Every Community is to make the game more accessible to kids across Alberta. Hockey Alberta wants to help communities create opportunities for kids that wouldn't otherwise be available.

SUSTAINABILITY – Hockey Alberta aims to have projects initiated that will break down financial and other barriers that hold kids back from getting involved. We would like to see these projects made available in the following years through community funding.

LEADERSHIP – Hockey Alberta believes that through Every Kid Every Community projects, communities will have the opportunity to display leadership with their ideas, and develop leadership among the kids.

Looking for Ideas…?

- Hold a 1-2 day new participant recruitment event for kids and parents (on ice, off ice)
- Work with local elementary schools to hold an after school program that will provide bus transportation to the rink and home from the rink after the ice session
- Work with your local recreation department or social agencies to host a festival for kids with special needs or disadvantaged kids
- Contact local youth groups or boys and girls clubs to get them involved in helping kids get active in the sport
- Hold a "learn to skate + introduction to hockey" program
- The length of a hockey season can be hard to commit to for kids, create a mini season for new kids to try it
- Equipment can be a challenge for kids joining hockey, contact Hockey Alberta to discuss options on obtaining new or used equipment for kids in need
- Invite Hockey Alberta to put on an instructional hockey jamboree to teach new skills and fun games

The Every Kid Every Community Selection Committee will review all letters of intent and all applicants will be notified by **June 8, 2011** of their grant status. Funds of the successful applicants will be dispersed in the fall of 2011.

For inquiries regarding Every Kid Every Community please contact:

Melissa Blades, Coordinator, Foundation and Events
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Submit letters of intent to:
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Or by email: mblades@hockeyalberta.ca or fax: (403) 346-4277