

2006 Annual Report



CITY OF
Thunder Bay
Superior by Nature

RECREATION & CULTURE
DIVISION



Background

Vision: That all children and youth in Thunder Bay are able to participate in recreation activities which boost their self-esteem and promote their healthy growth through the learning of new skills, increased knowledge and personal development.

Purpose: To provide program and financial assistance to as many children and youth as possible who, due to lack of funds, are not able to participate in registered recreation activities.

What is P.R.O. Kids?

P.R.O. Kids is a registered charity dedicated to making recreation opportunities accessible for Thunder Bay children and youth who are unable to participate in programs due to lack of funds.

The P.R.O. Kids concept was developed by the City of Thunder Bay Recreation & Culture Division as a result of extensive consultation with social agencies, recreation providers, youth and other stakeholders. P.R.O. Kids has been in operation since 1998. P.R.O. Kids is now managed by a Board of Directors that is responsible for delivery of the service to the community. Since it began, P.R.O. Kids has helped over 7,000 Thunder Bay children and youth.

Why P.R.O. Kids?

An estimated 15% of the population of Thunder Bay lives in poverty; 5,200 of those are children under the age of 17. Financial barriers have been identified as one of the main obstacles preventing children and youth from participating in activities.

Recreation can make a difference by giving children and youth the opportunity for developing leadership and teamwork skills, learning healthy lifestyle choices, enhancing self-esteem, experiencing positive role models, and learning to play by the rules. Kids who are active in recreation programs form positive peer connections, making it less likely to fall into negative behaviours.



P.R.O. Kids and Community Partners:

P.R.O. Kids is able to help many children thanks to partnerships with the many community organizations that offer recreation activities in Thunder Bay. These partners provide free and discounted registration spaces in their programs, to be filled by P.R.O. Kids applicants. P.R.O. Kids matches these spaces with children who have applied for assistance in order to participate.

Why does P.R.O. Kids receive such broad support from the community and the partners?

- ✓ P.R.O. Kids places children into programs they identify as being of interest.
- ✓ The process is confidential and children are not identified as P.R.O. Kids placements.
- ✓ P.R.O. Kids provides opportunities to be active not only in sport but also in arts, culture and recreation activities.
- ✓ Families are uncomfortable asking for assistance and prefer to do it privately and confidentially.
- ✓ Families do not know who to ask for assistance within an organization.
- ✓ P.R.O. Kids does not require that a family be on social assistance in order to apply.
- ✓ The application process is non-invasive.
- ✓ Organizations prefer not to be involved in the screening.



The Application Process:

Children and youth up to 18 years of age who are from low-income families and are unable to afford registration fees and who are not participating in any other paid recreation program (one program per child per season)

First-time applicants will be contacted to discuss their eligibility. The application form requires that a reference be provided. The reference is contacted to confirm the personal and financial situation that would qualify the applicant for P.R.O. Kids assistance. References are often a social worker, clergy, group leader, coach, teacher, etc.



P.R.O. Kids 2006

P.R.O. Kids experienced a very busy year this year both in the number of applications received and in our fundraising activities. 2006 was a very difficult year for many families in Thunder Bay with 1,000 people experiencing lay offs. The generosity of the P.R.O. Kids partners and the donations from the community demonstrated a real care and concern for families in need in the Thunder Bay.

Applications and Placements

P.R.O. Kids received 1500 applications this year and successfully made 1200 placements into activities. This represents a total of 896 children. There was a significant increase in applications received in the fall. In the month of September 30 applications per day were being accepted.

Once the applications are received each family has to be contacted to verify information and to discuss their circumstances. In addition each reference has to be checked again to verify need.

Partners are then contacted to determine how many children they can accommodate at no charge. P.R.O. Kids may then purchase additional spaces.

The P.R.O. Kids Coordinator manages to deal with all applications with occasional help from volunteers who assist with checking references.

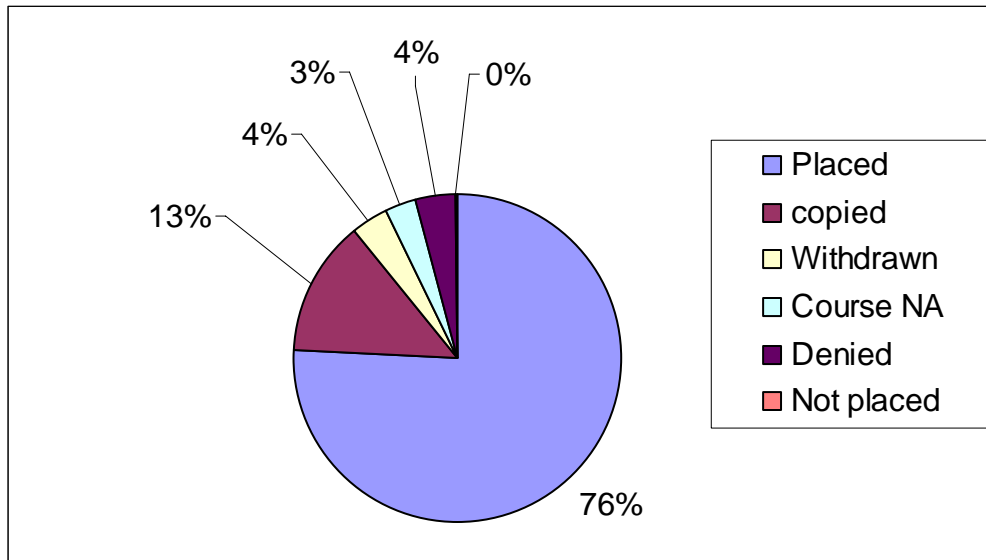
The P.R.O. Kids Coordinator tracks all applications through a database developed specifically for P.R.O. Kids by City of Thunder Bay systems department.





2006 Placements

Total Applications	Placed	copied	Withdrawn	Course not available	Denied	Not placed
1542	1171	204	55	46	63	3
249	186	17	19	22	3	2
316	248	43	7	7	10	1
322	246	50	11	10	5	0
655	491	94	18	7	45	0



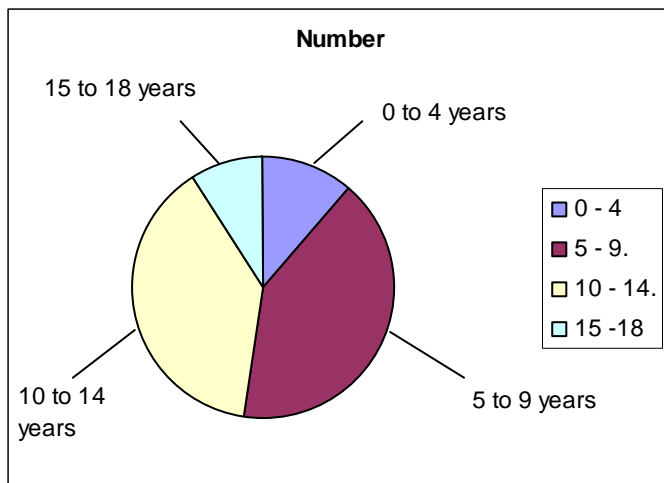
Applications may be submitted one season in advance of the requested program, and are handled on a first-come first served basis. Placements are made in discussion with the family and are based on the interests of the applicant.



Participant Breakdown By Age

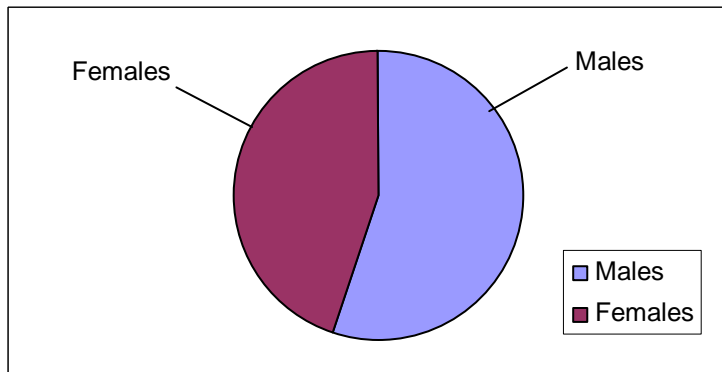
Age	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
Number	4	12	21	30	34	47	70	79	86	86	82	74	84	57	48	38	22	13	9	896

Age	0 - 4	5 - 9	10 - 14	15 - 18
Number	101	368	345	82



Participant Breakdown By Gender

Males	Females	Total
493	403	896





Community Partners

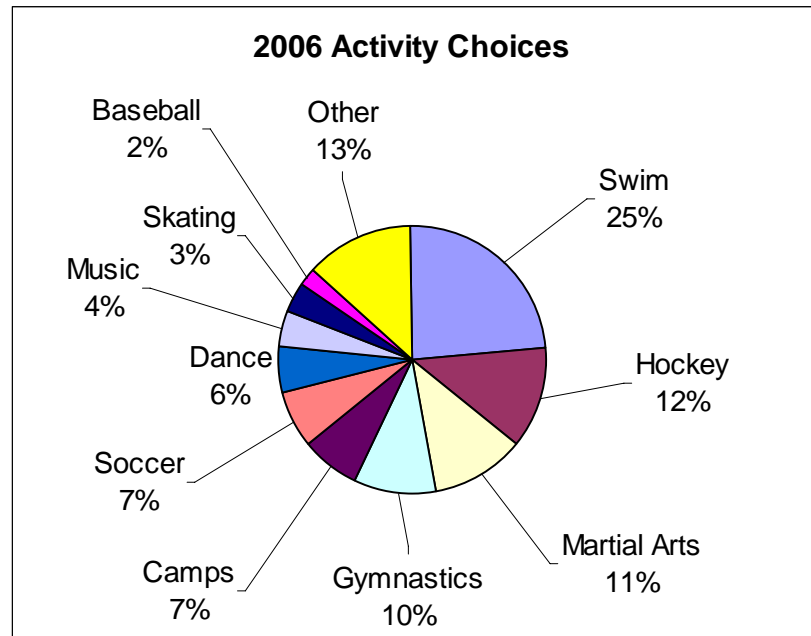
P.R.O. Kids is successful in helping children to get involved in activity through the generosity of the community partners.

P.R.O. Kids now has over 200 community partners that donate spaces in their programs to allow children and youth to participate. The dollar value of these donated spaces was \$150,000.

P.R.O. Kids would not be possible without the dedication, energy and the positive approach of the P.R.O. Kids Coordinator Laura Daniele. Laura is the engine of the service. We would also like to thank the many volunteers who care about the service. These people dedicate their time to P.R.O. Kids by making calls, running activities and events and helping to keep the service running smoothly.

Summary of Activity Choices 2006

Activity	Apps Received
Swim	371
Hockey	185
Martial Arts	175
Gymnastics	150
Camps	112
Soccer	108
Dance	86
Music	69
Skating	54
Baseball	36
Other	207
	1553





Other Activities

Impact Study

Dr. Neil Brockwell and Dr. David Tranter assisted the staff in the development of a proposal for a project that would look at the impact that P.R.O. Kids has had in involving children in recreation, sport and cultural activities. It is now hoped that the study will be underway by the fall 2007.

Leadership Thunder Bay 2006/07 Project

Leadership Thunder Bay has again supported P.R.O. Kids by working on a special fundraising event for 2007 the Children's Activity Extravaganza.

Events and activities

The purpose of P.R.O. Kids events is always two fold. First to raise money for P.R.O. Kids and second to inform the community about the work of P.R.O. Kids. In 2006 P.R.O. Kids ran 2 events at Fort William Gardens: the spring Cheepskate and the December Rockin' Santa Skate.

We were fortunate to have TBayTel as sponsor for the Santa Skate.



Other organizations sponsored events in which the proceeds or a portion of the proceeds were directed to P.R.O. Kids. P.R.O. Kids thanks the organizers of the following events for their understanding of the difference that activity can make in the life of a child:

- Bearskin Airline Skins Game for P.R.O. Kids
- Rick Francis Memorial Golf Tournament
- Golf Thunder Bay Future Links Youth Golf Day
- Thunder Bay Chamber of Commerce Home Show
- Strathcona invitational Putting Contest
- Dressdown Days in many organizations and businesses and schools



Financial Information and Fundraising

P.R.O. Kids was developed by the City of Thunder Bay and officially launched in January 1998. In 2005 City Council approved a by-law that created the P.R.O. Kids Board and outlined the management of the service. P.R.O. Kids received charitable status in late 2005 and 2006 was the first full year of operation as a charity. P.R.O. Kids continues to receive generous support from the City. P.R.O. Kids also has received an annual grant from the District Social Services Administrative Board which has enabled many children to be placed into programs who otherwise would not be able to participate.

Anticipating the ending of the grant from the DSSAB, the PRO Kids fundraising committee was very active in working to raise the money that would close the gap in revenue left by the anticipated loss of the grant in 2007. The target that was set for 2006 was \$60,000 and the total amount achieved in donations was \$61,700.

In addition the fundraising committee participated in many other fundraising events which raised a total of \$17,000.

Leadership Thunder Bay supported P.R.O. Kids by developing a donor program and an attractive package featuring the slogan "With P.R.O. Kids Everybody Wins". This slogan is now being used in general marketing as a slogan for the service.



Thank you to our 2006 Donors and Sponsors

Major Contributors (10,000+)

City of Thunder Bay
District Social Services Administrative Board

Hat Trick Donors and Contributors (10,000 + over 3 years)

Canadian Tire Foundation for Families - Jumpstart Program
John Andrews Foundation
Thunder Bay Community Foundation
Thunder Bay Urban Aboriginal Strategy

Grand Slam Donors and Contributors (\$5,000)

True Sport (Bell Community Sport Fund)

Touchdown (\$2,000 +)

Raptors Foundation
Grandview Recreational Hockey

Pirouette (\$1,000 +)

Bowater Sawmill Employees
Thunder Bay Hydro
Rotary Club of Thunder Bay Fort William
Doc Nephron
United Way International

Standing Ovation (\$500 +)

Bell Canada Employee Giving Program (Ellen Lang)

Kick-Off (\$250 +)

Cargill Limited
Church of Saint Michael and All Angels
First Church United
Knox United Church
OECTA "Elementary"
Partners in Rehab
St. Paul's Anglican Church Women
Thunder Bay Sport Scene
Truck and Diesel Hydraulics
Vance Chapman School

***And to the many people who made individual contributions to P.R.O. Kids.
Thank you also to the many people who contribute to P.R.O. Kids in
memory of friends or family members.***



Thank you to those who sponsored events on behalf of P.R.O. Kids

Rick Francis Memorial Golf Tournament

Ruth Anne Francis
First time Janitorial Services
Luretig Home Improvements
Superior Trailers
Union Gas
Concrete Walls (lakehead)
Power Spray car Wash
Balmoral Park Acura
Benjamin Vickerman
Lia Landzaat

Bearskin Airline Skins Game for P.R.O. Kids

Bob Cumming
Thunder Bay District Golf Association
Mitchell and Associates Financial Group
Thunder Bay KOA Ltd.
Coca Cola Bottling
Barry Caland
Northern Lights Golf Complex



Golf Thunder Bay Future Links Youth Golf Day

Golf Dealz Inc.

City of Thunder Bay Employees Dress Down Days

Our Lady of Charity School Dress Down Days

City of Thunder Bay Physician and Family Skate

George Jeffrey Children's Treatment Centre Dress Down Days

Holy Cross School

Thunder Bay International Baseball

Bishop Gallagher School

Bishop E. Q. Jennings School

TD Canada Trust Dress Down Days

St John's School Dress Down Days

Chronicle Journal

Fitzpatrick and Partners LLP

Leadership Thunder Bay

Thunder Bay Chamber of Commerce Home Show

Thunder Bay District Housing Corporation

Travelling Cranberries



A special thank you to the P.R.O. Kids Fundraising committee and the P.R.O. Kids Board of Directors for their energy and enthusiasm and above all support with all events and their:

Sales of Glow sticks

Sales of Cookbooks

Sales of Bulbs (winter & spring)

Sales of Juice

Collecting of Cell phones

Volunteering at Canada Day, Cheep skate, Rockin' Santa Skate, Health & Safety Day, Home Show, Chapters Book Sale





P.R.O. Kids Partners who generously donate spaces in their programs.

<p>Art Confederation College GrannArt Inc. Centre for the Arts Painted Turtle Thunder Bay Art Gallery</p> <p>Baseball Thunder Bay Baseball Association Fort William T-Ball Kakabeka Rural Baseball Murillo Athletic Association North End CC Softball North End CC T-Ball Thunder Bay Girls Softball Association</p> <p>Baseball, Little League Current River Americans Fort William Americans Fort William National Port Arthur Continentals Port Arthur Nationals Westfort Internationals</p> <p>Basketball Heart of Canada 3 on 3 Basketball L. U. Athletics Mini Basketball TB Basketball Youth Development</p> <p>Bowling Galaxy Lanes Mario's Bowl Superior Bowladrome</p> <p>Camps The Bodymind Centre Camp Aurora Camp Gitchigomee Canada Games Complex Children's Museum for Thunder Bay Chippewa Summer Camp Dorion Bible Camp Eco-Literacy Adventure Camp Employability Skills Camp Fort William Historical Park Neighbourhood Recreation March Madness NorWest Outdoor Centre Inc. Odaminowin Day Camp Quetico Adventure Recreation & Culture Youth Zone Redwood Kids Superior Science T. B. Boys & Girls Club T.B. Historical Museum</p> <p>Canoeing Lakehead Canoe Club Wild Team Building & Canoeing</p> <p>Curling Fort William Curling Club Kakabeka Falls Curling Club Port Arthur Curling Club</p> <p>Cycling Black Sheep Mountain Bike Club Thunder Bay Cycling Club</p> <p>Dance B.O.U.N.C.E. Productions Chaban Ukrainian Dance Co Recreation & Culture Div. -Hip Hop & Irish Celtic Dance Dynamics Studio Fay Gleeson Dance Centre International Dance Academy Kushnier Studio of Dance Le Stelle Alpine Dancers Thunderwolves Hockey Skills School</p>	<p>Morgan School of Highland Dancing Reel Celtic Slightly Off Broadway Spirit of Dance Studio One T.B. Society of Ballet & Dance Vesnyanka Ukrainian Dance Ensemble Zorya Ukrainian Dance Ensemble</p> <p>Diving Thunder Bay Diving Club Thunder Country Diving</p> <p>Equestrian Barnyard Friends Dream Fields Riding Centre Hay Stack Stables Lost Cowboy Ranch Thunder Bay Therapeutic Riding</p> <p>Fitness Canada Games Complex Cardio Kickercise Confederation College Fitness Centre Integration Services Terrific Tuesdays Kids of Steel Triathlon Supersports- Recreation & Culture Division</p> <p>Football Lakehead Rugby Football Club Superior Gridiron Football Clinic Thunder Bay Minor Football Association</p> <p>Golf Centennial Golf Course Golf Thunder Bay Thunder Bay Golf Dome - Junior Clinics</p> <p>Gymnastics T. B. Gymnastics Association</p> <p>Hockey Current River Comets Current River Mighty Mites Elks 82's Elks Hockey Assoc. Fort William Canadiens Fort William Hurricanes Grandview Rec. Hockey KC Minor Hockey Neebing Hawks Neebing Minor Hockey North End Flames Northwood Hockey League NorWest Minor Hockey NorWest Stars Port Arthur Minor Hockey Assoc. South End Stars Thunder Bay Beavers Thunder Bay Minor Hockey Assoc. Thunder Bay Women's Hockey Assoc. VP Bearcats West End Bruins Westfort Maroons Westfort Hockey League Westfort Rangers</p> <p>Hockey Camps Baraniuk's Competitive Edge Chicks with Sticks Core Hockey Camp Girls Hockey Camp Hockey N. W. O. Clinics KC Hockey Development Camp The Rick St. Croix School of Goaltending Skate, Shoot & Learn Hockey School</p>
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<p>Lacrosse Boys & Girls Lacrosse</p> <p>Leadership Canadian Red Cross Corey's Place Duke of Edinburgh's Award Girl Guides of Canada St. John Ambulance Scouts Canada</p> <p>Library Thunder Bay Public Library Rural Memberships</p> <p>Martial Arts Abundant Life Kung Fu Black Panther Martial Arts Academy Charry's Martial Arts Centre Cooke's Tae Kwon Do Isshin Ryu Karate Club - Canada Games Complex - Current River CC - West Thunder CC Karate North Tae Kwon Do Leading Edge Gym L'il Dragons Karate - West Thunder CC Master Seung's Tae Kwon Do North End Karate Club - North End Com. Centre - Kinsmen Centre –James St. Progressive Martial Arts Sakamoto Judo Dojo Soengkono World Class Martial Arts Superior Judo Club Tai Chi for Kids Thunder Bay Judo Club Thunder Bay Karate School Thunder Bay Wado Kai Karate Thunder Dragons Tae Kwon Do</p> <p>Modeling Lakehead Modeling School</p> <p>Music Avila Centre Coran's Music Centre Donna's Music Studio Kindermusik of Thunder Bay Kindermusik with Mary-Ann Music for Young Children Music Place Music with Mary Lou Music Workshop Northshore Music Rafiki Youth Choir Suzuki Strings Summer Music Camp The Piano Studio Thunder Bay Children's Chorus Thunder Bay Symphony Youth Orchestra Thunder Bay Youth Choir Inc.</p> <p>Ringette Thunder Bay Ringette Association</p> <p>Roller Hockey Thunder Bay Junior Roller Hockey League</p> <p>Rowing Thunder Bay Rowing Club</p> <p>Running Achilles Track Club LU –Learn to Run Clinic Thunder Bay Meter Eaters</p> <p>Sewing Nancy Wiens Children's Sewing</p>	<p>Skating Recreation & Culture Division - Instructional Skating Program Fort William Figure Skating Thunder Bay Figure Skating Thunder Blades Speed Skating</p> <p>Skiing Kamview & Big Thunder Jackrabbit Ski League Loch Lomond Ski Area Mount Baldy Ski Area Norwesters Alpine Ski Club Thunder Bay Nordic Trails</p> <p>Soccer Current River C. C. Mini Soccer Lakehead Express Soccer Club Maple Leaf Soccer Club Murillo Minor Athletic Assoc North End CC Mini Soccer Northwood Mini Soccer South Neebing C C Mini Soccer Tarbutt Street Soccer Club T.B. Inter Lucania Soccer Club Thunder Bay Chill Soccer Camp Thunder Bay Soccer Plex Volunteer Pool Soccer Club</p> <p>Swimming Canada Games Complex City of Thunder Bay Outdoor Pools Frank Murphy Community Centre Lakehead University Swim Program Northwest Narwhal Swim Club Sir Winston Churchill Pool Thunder Bay Synchro Swim Club Thunderbolts Swim Club (LU) Volunteer Pool</p> <p>Tennis Thunder Bay Community Tennis Club</p> <p>Theatre Eleanor Drury Children's Theatre Magnus Theatre Rob MacLeod's Capitol Kids Slightly Off Broadway</p> <p>Trampoline Superior Trampoline Club</p> <p>Volleyball L. U. Thunderwolves Summer Volleyball Camp Ontario Volleyball Association</p> <p>Wrestling Northwestern Ontario Amateur Wrestling Assoc.</p> <p>Yoga Discover Yoga Recreation & Culture Division Resting Frog Yoga Studio The Bodymind Centre Yoga for Stress Control & Relaxation</p>
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With P.R.O. Kids
Everybody Wins!

