ANNUAL REPORT 2024



PROKids

CITY OF Thunder Bay
Superior by Nature

RECREATION & CULTURE



A WORD FROM OUR CHAIR

On behalf of the PRO Kids Board of Directors, I am pleased to introduce the 2024 Annual Report.

This past year was a year of transition, but the main focus of PRO Kids remains the same: to provide program and financial assistance to as many children and youth as possible.

The PRO Kids staff, fundraising committee, and volunteers brought their A-game to events throughout the year, including the **Mayor's Mulligan, Power to Play** and **Polar Bear Plunge.** These events keep PRO Kids operational, and I am grateful to all of you.

Thank you to the community partners who provide a variety of fulfilling programing for the youth of Thunder Bay. Thank you to the donors and funders who ensure all children and youth can participate in sport and recreation. And thank you to the PRO Kids families for recognizing the importance of recreation, and for trusting PRO Kids to support you.

Lastly, a huge thank you to my fellow Board members and the PRO Kids staff. This small but mighty team may look a little different than it did this time last year, but the heart you all bring to the table makes PRO Kids what it is.

It has been an honour to serve as your Board Chair over the past year. I am excited about the bright future we are building for the children, youth and families of Thunder Bay.

Doug Eddington

Chair, PRO Kids Board of Directors

MEET THE BOARD

Board Chair
DOUG EDDINGTON

Vice Chair
RACHEL COFFEY

Board Members
LANCE BARENZ
OMER BELISLE
KATIE BURTON
LAVINIA DESOUSA
LAURA FERGUSON
CODY KOSTECKI
BARRY SMITH
MELANIE TIBISHKOGIJIG

Youth Representative
SARA-LYNN TAYEBI

PRO Kids Coordinator
(January to July)
LAURA DANIELE

PRO Kids Coordinator
(July to December)
AMANDA PRIEN

PRO Kids Staff
(January to October)
ALLY DROMBOLIS

PRO Kids Staff
(November to December)
SAMANTHA STOVEL

PRO Kids Staff
PAUL BURKE



HIGHLIGHTS FOR 2024

2024 was a year of transition and renewal for PRO Kids. After an incredible 28 years of dedicated service, Laura Daniele retired from her role as Coordinator. Amanda Prien officially stepped into the role in July 2024, bringing fresh leadership and a passion for supporting local families.

The PRO Kids office relocated to the Pool 6 Administration Building located at 2445 Sleeping Giant Parkway.

We said farewell to Ally Drombolis, who served as our Customer Service and Marketing Coordinator. In November, Samantha Stovel joined the team bringing enthusiasm and new ideas to the role.

Behind the scenes, we have been conducting research to better understand the needs and experiences of our families, activity providers, and community partners. Surveys are set to launch in 2025, helping us strengthen participation and enhance program delivery.

OUR VISION

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

OUR PURPOSE

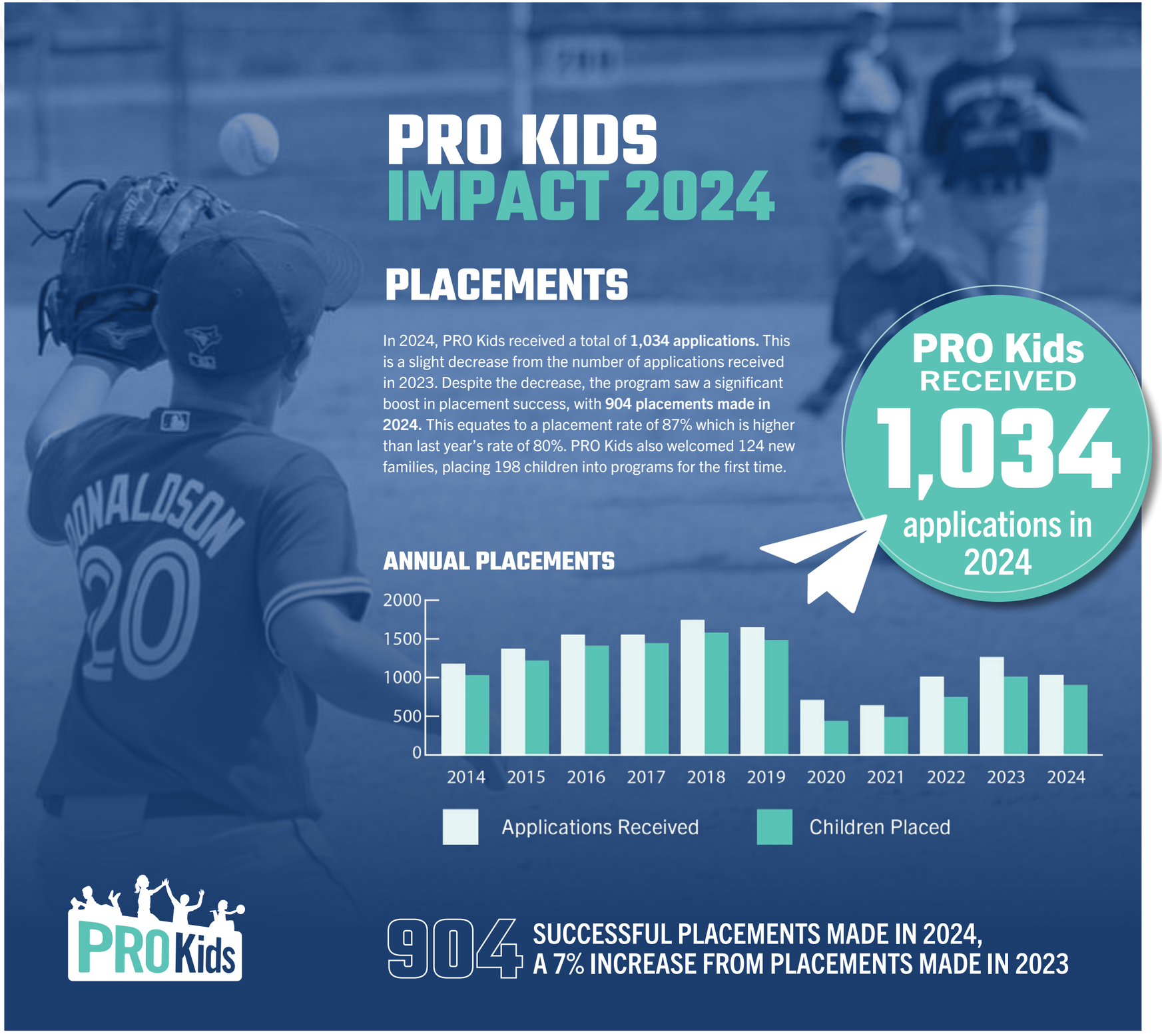
To provide program and financial assistance to as many children and youth as possible who, due to lack of funds, are not able to participate in registered recreation activities including sport, arts and culture.

In Thunder Bay, **15.4% of children and youth are living in low-income households** according to the 2021 Census. This translates to approximately 4,005 children in our community. Financial constraints, especially registration fees, often prevent these children from participating in extracurricular and recreational activities.

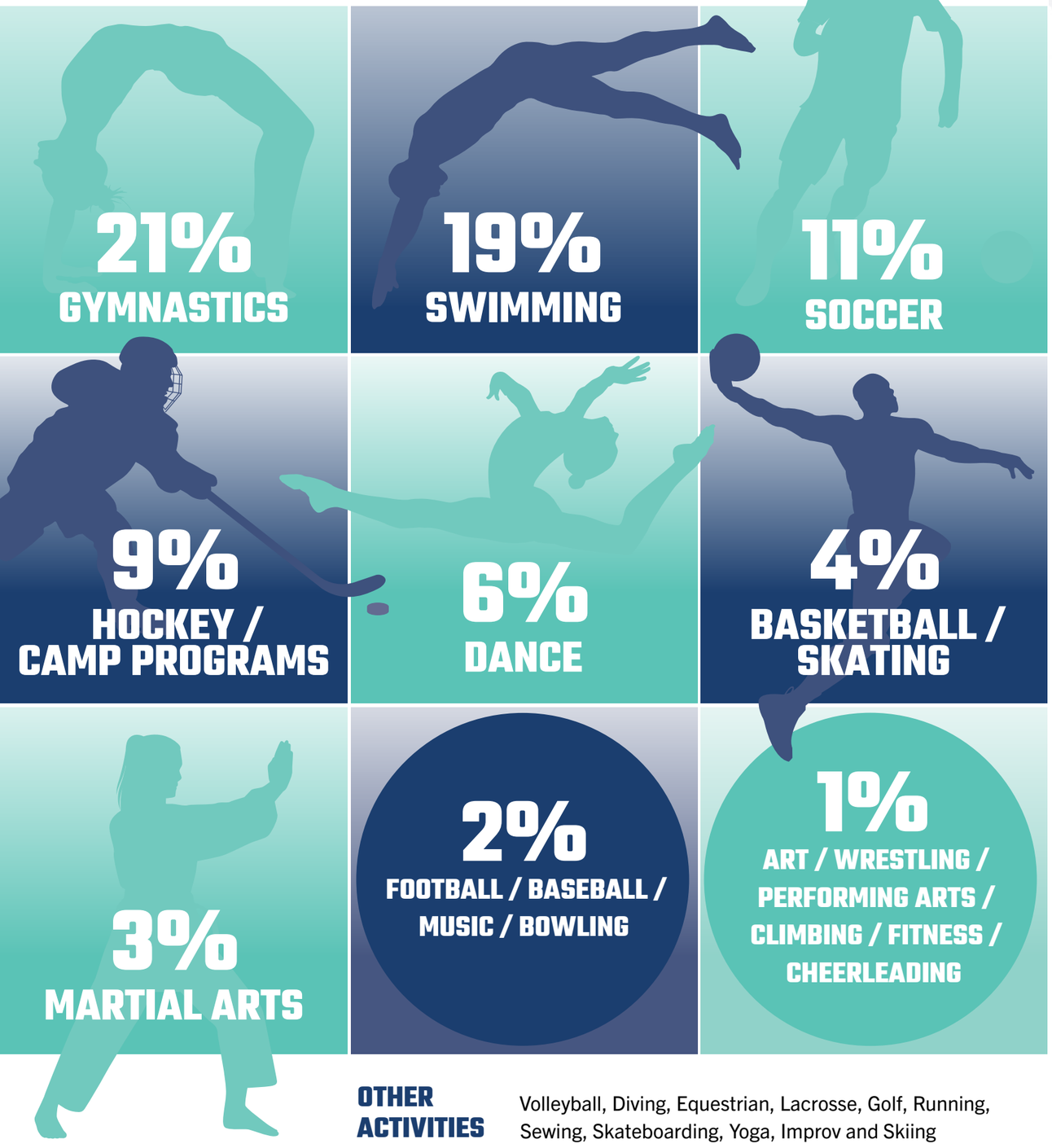
This lack of access is concerning, as recreation plays a vital role in youth development by fostering social skills, self-esteem, leadership, teamwork, and positive relationships.

PRO Kids is a registered charity dedicated to making sure recreation opportunities are accessible to Thunder Bay children and youth who are unable to participate in recreation due to financial barriers.

Developed by the City of Thunder Bay Recreation & Culture Division, PRO Kids has been in operation since 1998. **Over the years, PRO Kids has made over 28,000 placements of children and youth in Thunder Bay recreational programming.**



ACTIVITY CHOICES 2024



OTHER ACTIVITIES

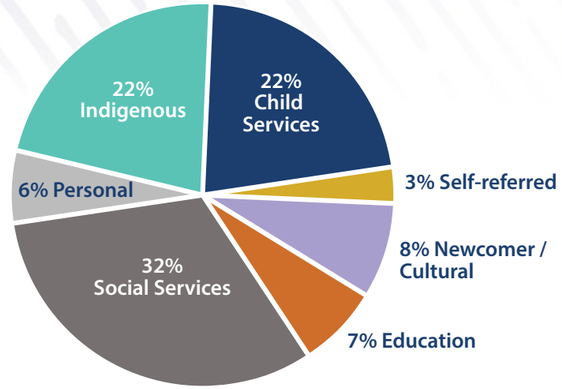
Volleyball, Diving, Equestrian, Lacrosse, Golf, Running, Sewing, Skateboarding, Yoga, Improv and Skiing

REFERRALS

Referral sources continue to play a vital role in verifying the financial need of PRO Kids applicants. In 2024, the distribution of referrals remained consistent with previous years. Most applications come from child services, social services, and Indigenous organizations.

22% of referrals came from child-focused agencies, including the Children's Aid Society (CAS), Children's Centre Thunder Bay (CCTB), and various healthcare facilities. Another 22% were provided by Indigenous organizations such as Dilico Anishinabek Family Care and the Ontario Native Women's Association. Broader social service providers accounted for 32% of referrals.

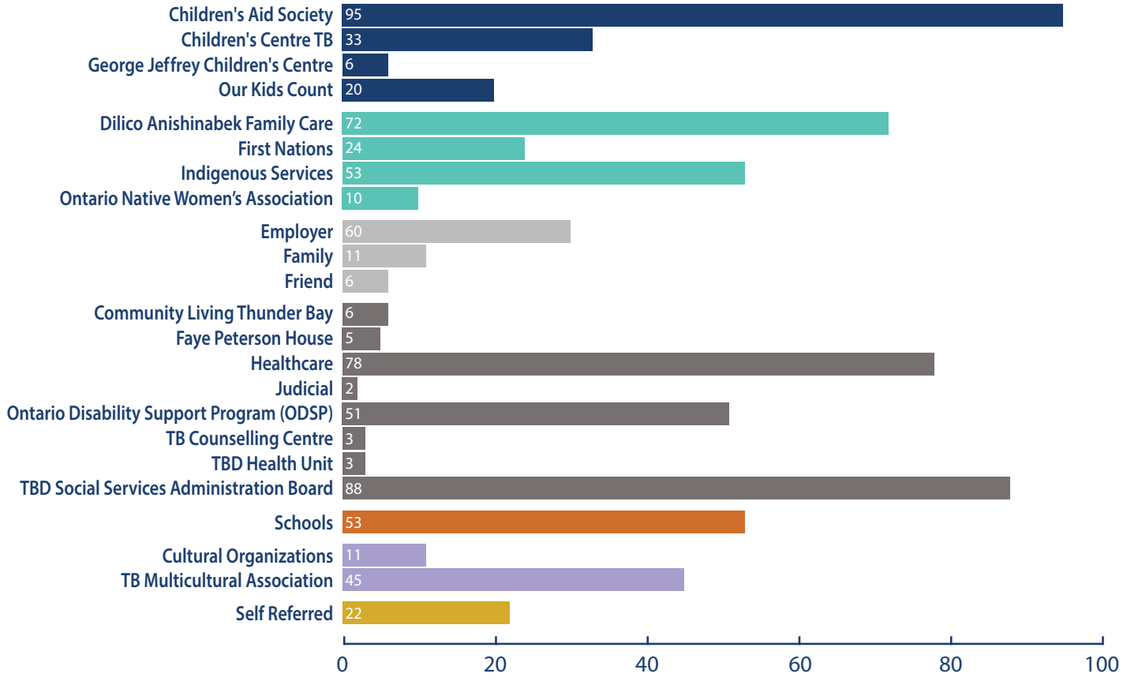
Newcomer and cultural organizations accounted for 8%, while schools and education partners contributed 7%. Personal references made up 6% of referrals. Additionally, the use of financial documentation, such as income statements



or Notice of Assessment, represented 3% of verifications this year.

This wide range of referral partners reflects the continued strength of community collaboration in ensuring equitable access to recreation opportunities for children and youth in need.

PRO KIDS REFERRING AGENTS 2024



FUNDRAISING

Every year, PRO Kids supports hundreds of local families in financial need by helping children and youth access sports, arts, and cultural programs they might not otherwise afford.

To sustain this important work, PRO Kids relies on five key fundraising streams: special events, third-party initiatives, community campaigns, grants, and charitable donations.

2024 FUNDRAISING



36% EVENTS

23% THIRD PARTY EVENTS

20% CAMPAIGNS

14% CHARITABLE DONATIONS

7% GRANTS AND FOUNDATIONS



EVENTS

PRO Kids RAISED $57,508 through 3 major fundraising events!

In 2024, PRO Kids raised $57,508.07 through three major fundraising events.

The Polar Bear Plunge once again made a splash, with over 400 brave participants diving into Lake Superior in support of Roots Community Food Centre, CNIB, Special Olympics Thunder Bay, and PRO Kids. The event raised more than $150,000 overall, with $29,498.07 going to PRO Kids.

The 20th Annual **Mayor's Mulligan Golf Tournament,** presented by Enbridge, was another great success. Held at Strathcona Golf Course, 25 teams participated raising $22,886.00 through registrations, sponsorships, contests, and a silent auction.

New in 2024, the **PRO Kids Family Pool Party** presented by Viterra replaced the Spring Family Skate. This family-friendly event featured swimming, Aqua Zumba, poolside games like Jumbo Jenga and cornhole, and a free BBQ with hot dogs and refreshments. The event raised $5,124.00.

Together, events accounted for 36% of the total funds raised in 2024 and continue to be an essential part of our fundraising success.



THIRD PARTY EVENTS

Third-party events are fundraisers hosted by outside organizations or individuals. While PRO Kids provides support through promotion and recognition, the coordination and execution of these events is handled by the event organizers.

In 2024, several generous community groups and individuals hosted third-party events in support of PRO Kids:

Dylan Augruso Memorial Golf Tournament raised
$11,350

Yukon River Quest raised
$2,750

Strathcona Invitational raised
$8,110

Mamma B's Backyard Classic raised
$1,905

Mike Sawicki Memorial Golf Tournament raised
$6,525

Dan Harding's DBOI raised
$1,345

Crush the Cause raised
$3,330

Frank Cava Memorial Golf Tournament raised
$1,000

These events raised a total of $36,315.00 and play an important role in supporting PRO Kids. We are grateful to all organizers, participants, and supporters for their generosity.



THIRD-PARTY EVENTS
made up 23% of total funds raised in 2024.



CAMPAIGNS

In 2024, the **Power to Play** campaign returned with strong community support. White Pine Electric kicked off the campaign with a $5,000 donation which led to a total of $21,780.33 raised for the campaign. Combined with proceeds from the Polar Bear Plunge, the campaign successfully reached its $50,000 fundraising goal for 2024. The Power to Play campaign remains a vital part of our annual fundraising efforts.

Later in the year, our **Pass the Buck** campaign was held on Giving Tuesday, kicking off with a generous $5,000 contribution from LH North. The campaign went on to raise a total of $9,680.00.

Together, these two campaigns raised a combined $31,460.33, making up 20% of PRO Kids total funds raised in 2024.

GRANTS

PRO Kids continues to apply for grants for reliable annual funding. **John Andrews Foundation, Keith Lord Sport Foundation, Walmart Canada** and the **Ken Boshcoff Charitable Foundation** contributions totalled $10,995.21 in 2024. This translates to 7% of PRO Kids total funds raised.





CAMPAIGNS
made up 20% of total funds raised in 2024.



GRANTS
made up 7% of total funds raised in 2024.

CHARITABLE DONATIONS

In 2024, PRO Kids received $23,204.51 in charitable donations, thanks to the incredible generosity of our community. These contributions came from payroll deductions, retirements, weddings, birthdays, memorials, school fundraisers, and individual donations.

A special thank you goes out to those who honoured Laura Daniele's retirement from PRO Kids. In lieu of gifts, donations were made to PRO Kids in her name, raising an incredible $3,350.00 in recognition of her years of dedication and service.

We are also deeply grateful for the $5,030.00 in memorial donations received in memory of 25 cherished individuals. These meaningful tributes reflect the deep connections and lasting impact of those remembered.

Charitable donations accounted for 14% of the total funds raised in 2024.

Thanks to the support of our staff, Board of Directors, Fundraising Committee, and the Thunder Bay community, PRO Kids raised a total of $159,483.12 this year.

Thank you for making a difference in the lives of local children and youth. Your generosity ensures all kids have the chance to participate, grow, and thrive.



CHARITABLE DONATIONS

made up 14% of total funds raised in 2024.



> **"SUPPORTING PRO KIDS IS AN EASY CHOICE—EVERY CHILD DESERVES THE CHANCE TO GROW THROUGH PLAY, FEEL LIKE THEY BELONG, BUILD CONFIDENCE, AND DEVELOP LIFE SKILLS THROUGH INDIVIDUAL OR TEAM SPORTS. PRO KIDS HELPS MAKE THAT POSSIBLE, AND I'M PROUD TO BE PART OF IT." – BAIN CONSULTING**

DONOR LEVELS

MAJOR CONTRIBUTORS
($10,000+ a year)

- Dylan Augruso Memorial Golf Tournament
- Enbridge Gas

HAT TRICKS
($10,000 over 3 years)

- Bain Smith Consulting
- Cliff Friesen
- John Andrews Foundation
- LH North
- White Pine Electric

TOUCHDOWN
($2500+)

- Automation Now
- Bur-Met Contracting Ltd.
- Giant Contracting
- Keith Lord Sport Foundation Fund
- Mandy Card – Crush the Cause
- Mike Sawicki Memorial Golf Tournament
- MROO
- Sheila Krzeslak – United Way
- Strathcona Invitational
- Thunder Bay Pulp & Paper
- Viterra Inc.

PIROUETTE
($1000+)

- Boston Pizza Foundation
- Boston Pizza Inter Club Curling
- Dan Harding's DBOI
- Dylan Halls
- EllisDon Corporation
- Frank Cava Memorial Golf Tournament
- Green Technology Metals
- Inderjot Singh
- Lake Superior Grain Supply Chain
- Macivor Scrimshaw Nelson LLP
- Mamma B's Backyard Classic
- Partners in Rehab
- Pita Pit
- Tammy Van Elburg
- TD Bank
- Walmart Canada Corporation

STANDING OVATION
($500+)

- Aaron Guthrie
- Art in Motion
- Christopher Hodder
- Dallan Forestry, LP
- Dougall Media
- Eric Bongelli
- Jackie Livingston
- Kingsway Park School
- Lakehead Elementary Occasional Teachers
- Linda Cavezza
- Superior Elevator Ulc.
- Tbaytel
- The Ken Boshcoff Charitable Foundation

KICK OFF
($250+)

- Aaron Kozyra
- Amanda Mithrush
- Brett Young Seed
- Charlene Bishop
- Irene Martyniuk
- Katherine Hamilton
- Kathy Ball
- KBM Forestry Consultants Inc.
- LTL Contracting
- Marla Poulin
- Mary (Cookie) Gallucci-Pakylak
- Merrill Young
- Pamela Cain
- Prairie Turf Equipment
- St. Elizabeth School
- Summit Pipeline Services
- Synergy North
- Thermal Mechanical

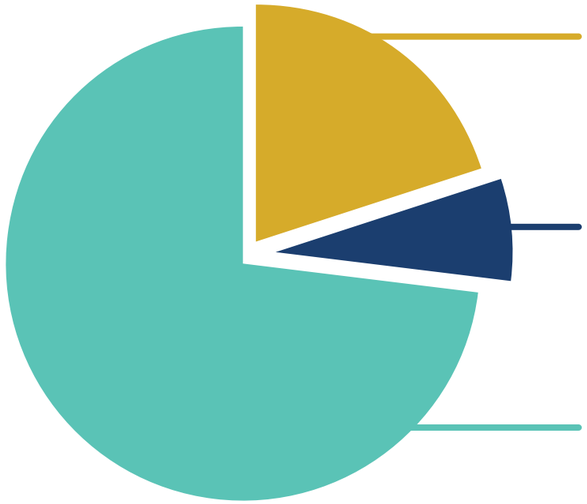
FANS
($100+)

Acts of Kindness Women's Group
Alietum Ltd.
Alignment Chiropractic & Rehab
Allyson Drombolis
Andrew Grant
Callie Hemsworth
Catherine Britt
Chantelle Bryson
Charles Gallagher
Diane Pineau
Donna Perrault
Doug Bricknell
Faye Larsen
Gloria Sherban
Heather Hyslop
Janice Cross
Jeff Howie
Joan & George Shepherd
Joshua Swearengen
Karen Kruchio
Kasey Etreni
Kathryn Barr
Katie Burton
Keith Nymark
Kelly Robertson
Ken Jennings
Kevin & Cecelia Christianson
Kevin MacLeod
Kim & Joel Facca
Kristine Strilchuk
Laura Daniele
Lynne Melnyk
Marko & Eija Simic
Maureen Montemuro
Nancy Burton
Paul Burke
Paulette Howe
Robert Thompson
Rosanne Stasiewicz
Sarah Garofalo
Sharon Coulter
Sheelagh Hendrick
Shelby Ch'ng
Stephanie Reid
Stuart Barr
Sue Buckwalter
The United Commercial Travelers
Thunder Bay City Clerks

FINANCES

The chart below outlines the 2024 revenue and expenses by source. It is important to note that any surplus is transferred to the reserve fund to support future placements and other program-related expenses. In 2024, a total of $79,836 was invested into the reserve.

PRO KIDS PROGRAM EXPENSES



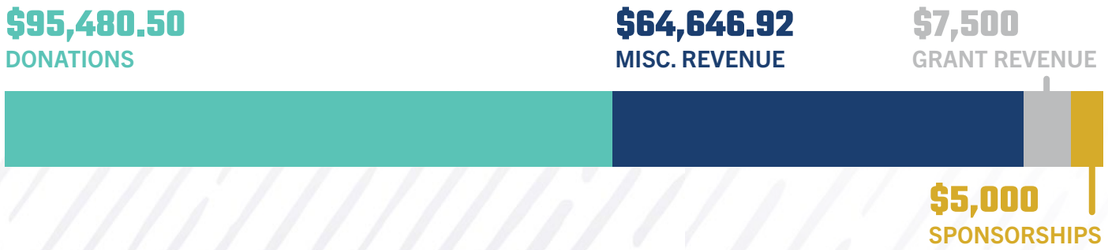
$41,777.50
PRO KIDS ALLOCATIONS
Reflects direct placement costs that support access to recreational activities for eligible children and youth.

$13,909.62
OPERATING EXPENSES
Covers essential program supports such as office space, internet fees, and administrative resources required to deliver services effectively.

$151,804.41
SALARIES AND BENEFITS
Includes the PRO Kids Coordinator, a portion of the Customer Service & Marketing Coordinator, and the Placement Officer positions.

2024 REVENUE STREAMS

The City of Thunder Bay contributed $110,480.00 to PRO Kids operations in 2024. This amount has been removed from the chart to highlight other internally driven revenue streams, such as fundraising, sponsorships, and grant opportunities that help sustain and grow the program.



A WORD FROM THE PRO KIDS COORDINATOR



That's a wrap on 2024! In the wake of our 25th anniversary, we are happy to share that the PRO Kids Service is continuing to grow and serve the children and youth of the community of Thunder Bay.

This year brought in some significant changes to the PRO Kids service, especially when looking at staffing. Laura Daniele retired after more than 25 years of dedicated service to the PRO Kids service as well as Ally Drombolis moved on to a new position with the Thunder Bay Community Economic Development Commission (CEDC).

With that, I would like to take the opportunity to introduce myself. Stepping into some very large shoes (as I was often reminded) was quite the experience this year. Starting in June I was quickly brought up to speed on the upcoming Mayor's Mulligan and the planning that goes into fundraising events is quite the feat! With a team of dedicated volunteers, board members and other City of Thunder Bay staff, we managed to successfully raise over $22,000 towards the PRO Kids service.

I quickly learned just how busy fall sports and recreation are for the kids in the community as I placed over 300 kids into various activities while getting to know all of the families and current activity provider partners throughout the community. It has been quite the learning curve, but truly the impact PRO Kids has on the community is immeasurable.

I would also like to introduce Sam Stovel who took on the Customer Service and Marketing Coordinator position and on her 7th day on the job, ran our #passthebuck campaign which raised just shy of $10,000! Sam is also the face behind the social media posts that have continued to grow in popularity.

We look forward to continuing to grow the PRO Kids Service, continue to reach more families, partner with more activity providers throughout our community and make sure every child has the opportunity to participate in sports, recreation, culture and arts programming in Thunder Bay.

Can't wait to see what's next in 2025!

Amanda (Lemay) Prien,
PRO Kids Coordinator





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City of Thunder Bay
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