



2023-2024

IMPACT REPORT



Table of Contents

Message from Sport Manitoba.....1

About Us 2

Sport Initiation.....4

Fit Kids Healthy Kids.....5

Night of Champions.....6

Manitoba Sports Hall of Fame Gallery.....9

Manitoba Sports Hall of Fame Class of 2023.....10

Calm Air Sport Series.....11

Sport Manitoba Coaching12

Multi-Sport Games.....13

Grants and Funding15

Officials Development17

Supporting Women in Sport.....18

Reinvesting in the Community 20

Safe Sport.....21

Facility Services23

Financials.....25

Message from Sport Manitoba

Janet McMahon, President and CEO, Sport Manitoba

This year, we were grateful to see our athletes, coaches, officials, volunteers, and spectators thrive on the field of play across the province and around the world, and to take big steps in our Pathway to Safer Sport.

Thank you to the Province of Manitoba for their critical support, and to the Board of Directors for their direction and commitment to our mission. Thank you to the volunteers and sport partners for your dedication to the growth of sport in our province. We are sincerely appreciative and proud of our collaborative sport community.

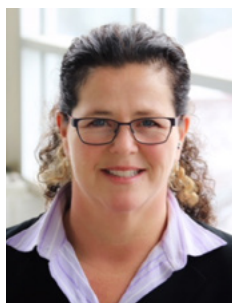
Together, we strive to provide Manitobans the ability to lead healthy, active lives in a safe and welcoming environment.



Susan Dandenault, Chair, Board of Directors, Sport Manitoba

As a non-profit organization, the revenue generated from our facility services is reinvested back into amateur sport and community programs across Manitoba. This is a big part of our collective vision, mission, and values, and what drives us to innovate, improve, and enhance the delivery of programs, services, and events every single year.

We are pleased to share this impact report with you and show how our strategic priorities were at the core of this year's major achievements and milestones.



About Us

Sport Manitoba is the leading planning, programming, and funding agency for the development of amateur sport in Manitoba. We want every Manitoban to have access to the resources they need to achieve their full athletic potential. Together with over 100 provincial sport organizations and community partners, we support the development of the skill sets of Manitoba's athletes, coaches, volunteers, and officials every day.

[Meet our sport partners](#)

Mission

An athlete-centered Sport Manitoba leads and supports sport for life through access, participation, and excellence in sport by all Manitobans.

Vision

We envision creating the best sport communities through initiative and leadership and by establishing a supportive environment that will enhance the abilities of all Manitobans.

Values

Leadership

Holding ourselves accountable for our actions and results

Inclusion

Making sport safe, welcoming, and accessible for all

Excellence

Achieving personal growth and athletic potential

Respect

Treating everyone with dignity and fairness

Sport Manitoba acknowledges the work we do to support a thriving amateur sport community takes place on the traditional lands and waterways of the Anishinaabeg, Oji-Cree, Dakota, and Dene Peoples, as well as the homeland of the Metis Nation. We respect the treaties made here and are grateful to work, live, and play on this land.

**Sport Manitoba
provides \$10 million
in funding and
services to support
the activities of over
300,000 Manitobans
participating in sport.**



Figure Skating - Canada Games



Sport Initiation

Engaging Kids to Start a Sport

We want to make a kid's first introduction to sport a positive one, where they can discover something they really enjoy that leads to being active for life.

These events, programs, and resources helped get kids active while having fun, and just may have sparked an interest to take up the sport.

Girls Multi-Sport Series

5 half-day sessions

423 participants ages 7-12

14 sport showcases

Game Day presented by Qualico

August: **500-600** attendees + **18** sports

January: **430** attendees + **17** sports

Check out this all-in-one [resource for parents](#) on how to get their kids started in sport.



Fit Kids Healthy Kids

Teaching the Fundamentals of Movement

Kids are not born knowing how to read and write – they’re also not born knowing how to throw, catch, and dodge. Physical literacy must be taught. Fit Kids Healthy Kids (FKHK) is our free physical literacy program that teaches kids and trains adult leaders about the fundamentals of movement, which can open up the door to lifelong sport and activity.

Our team traveled around the province to train, lead, and inspire Manitobans to get moving, making over 62,000 contacts, including training 262 organizations/programs/schools, and 12,272 Early Childhood Educators/teachers/program leaders.

FKHK also took over five physical education classes across Manitoba, leading fun games that incorporated fundamental movements like jumping, throwing, dodging, and more.

We held:

- 26 training sessions
- 47 motion zones in over 13 communities
- 55 eight-week programs
- 143 One Time Fun Times programs



Night of Champions

Recognizing Athletes, Coaches, Officials, and Volunteers

Once again, Sport Manitoba was proud to recognize the top athlete, team, coach, official, and volunteer of the year at our annual Night of Champions.

This special event was a celebration of the highest achievements Manitobans have made in sport the previous year. The nominees were athletes and teams garnering national and international attention, devoted volunteers dedicating their time, officials guaranteeing decorum and fair play, and coaches leading and mentoring the next generation of champions.

Reinvesting in amateur sport is one of Sport Manitoba's top priorities. One of the ways we give back is by hosting events like this — that recognize the dedication, passion, and commitment that drive our thriving sport system.

An intimate invite-only event for the winners, their families and friends, each award winner received a bursary to put toward furthering their involvement in sport, and a banner with their name and award is displayed at Sport Manitoba.

Athlete, Team, Coach, Official and Volunteer of the Year



Resby Coutts

Canada Games Legacy Fund
Volunteer of the Year
Curling



Greg Dzioba

Official of the Year
Table Tennis



David Howes

Athlete of the Year
Figure Skating



Gabrielle Wishart

Coach of the Year
Volleyball



Team Einarson

Calm Air Team of the Year
Curling



Sport Manitoba NAIG Lobby Display

MOVE MORE MANITOBANS THROUGH SPORT



Manitoba Sports Hall of Fame Gallery
Presented by the Riley Family

Thanks to the generosity and dedication of our local sport community, our annual patron donor program raised just over \$23,000 this year. More than 830 people attended the Winnipeg Whisky Festival presented by Manitoba Liquor Mart in March 2024, raising \$114,540.

The funds we raised go toward preserving and showcasing our sport heritage, including in our Gallery, inspiring generations for years to come.

“The space within the Hall of Fame was perfect for our group size of 60 for a sit down meal. Chairs, tables, linens, AV and even a scavenger hunt were all provided to us. Our team enjoyed the change in scenery from our dinner to activity.”

- Travel Manitoba on using the Gallery as a rental space.



Manitoba Sports Hall of Fame

Class of 2023



Chris Glowach
Athlete, Marathon/
Road Racing



Kelly Stefanyshyn
Athlete, Swimming



Milt Stegall
Athlete, Football



Alex Gardiner
Builder, Athletics



Kym Bottomley
Representing Brent Bottomley
Builder, Cross-Country Skiing



1965 Terry Braunstein
Team, Curling

MOVE MORE MANITOBANS THROUGH SPORT



Calm Air Sports Series

Building Sport in Northern Communities

The Calm Air Sport Series held in Manitoba's north teaches sport-specific skills to youth and administration techniques to community organizers, with the goal of providing the tools they need to create a grassroots sport program at home.

Gillam - Volleyball

103 participants

Grand Rapids - Basketball

35 participants

Thompson - Badminton

50 participants





Sport Manitoba Coaching

Developing High-Quality Coaches

Sport Manitoba Coaching develops our province's coaches through education and training, providing programs, resources, and recognition.

16,363

Active coaches reported in Manitoba

8,405

Respect in Sport (new certifications & re-certifications - Safe Sport)

1,670+

Coaches took 171 NCCP modules

\$64,900+

Provided to support community coaches and officials from 25 sports



Multi-Sport Games Manitoba Games & Canada Games

This year was the one year out of four with no multi-sport games for Sport Manitoba. That meant it also represented an opportunity to review and make adjustments to the Canada Games program, while putting plans in place for the successful execution of the 2024 Manitoba Summer Games powered by Manitoba Hydro.

Sport Manitoba staff met with 2023 Canada Winter Games coaching staff and sport admin personnel to develop recommendations for improvement – one of which was an evolution of the Canada Games Enrichment Granting process. The first intake for the grant was nearly \$300K allocated to the 17 sports participating in the 2025 Canada Summer Games.

With the Manitoba Games, our year centred around picking up where we left off after the cancelled 2020 Games, and re-starting Host Society operations. It was a smooth transition and created opportunities to make the 2024 Games in Dauphin better than ever. One of the key community projects is a new rubberized athletics track, giving athletes a high performance venue and leaving a physical legacy for athletes in western Manitoba.





Grants and Funding Opportunities for Sport Development

We support our sport partners through grants and funding in an effort to allow more Manitobans to play sport.

Some of the highlights include:

- \$7,360,879 directly to sport partners
- \$22,500 in academic scholarships for student-athletes and coaches
- \$753,000 in KidSport grants, getting 1,506 kids in 43 different sports from 116 local communities off the sidelines and into the game
 - This marked the inaugural full year when children became eligible for our increased grant of \$500, a substantial rise from \$300 in 2022
- \$65,000 in Regional/Community Sport Development grants



Grants and Funding

Opportunities for Sport Development

- \$561,598 in Manitoba Liquor & Lotteries grants

Sport Manitoba is proud to partner with MBLL to address some of the biggest challenges the amateur sport system in our province currently faces, including safeguarding sport, coach, official, and volunteer recruitment, training, and retention, and Provincial Sport Organization (PSO) development

- 17 Women to Watch grants to 11 athletes and 6 coaches
- \$971,149 in Canada-Manitoba Bilateral Sport Support Program, giving PSOs and organizations support in delivering quality sport programming

BUILD THE CAPACITY OF SPORT



Officials Development Fostering Longevity

We help connect officials to their provincial sport organizations for training, provide grants and scholarships for financial assistance, and advocate for the positive treatment of officials across Manitoba.

5,651 officials in Manitoba

\$64,900+

Provided to support community coaches and officials from 25 sports

No Ref No Game

Our [No Ref No Game](#) campaign celebrated officials, advocated for a positive officiating experience in sport, and encouraged more Manitobans to become officials and give back to the sport they love.

We collaborated with nine PSOs to promote the campaign at events across Manitoba to engage communities in No Ref No Game.



Supporting Women in Sport

Bison Transport Sport LeadHERship Day

Over 85 girls in grades 9–12 attended our first-ever free Bison Transport Sport LeadHERship Day at the University of Manitoba. Partnering with Manitoba High Schools Athletic Association and the University of Manitoba, a day-long event gave the girls the opportunity to learn to lead in the context of sport, athletes, coaches, administrators, and game day operators. The day brought them through coaching and nutrition workshops, speaker sessions, a physical activity break, and a tour of the University of Manitoba’s athletic facilities.

Our leadHERs:

Susanne Dandenault

Sam Reenoy

Michelle Sawatzky-Koop

“ It was really nice being able to relate to other women, and seeing how being a woman had affected their lives and careers. ”

–Participant



Reinvesting in the Community

Community Programs

When our facility was built as a legacy of the Canada Summer Games in 2017, part of the vision for the downtown organization was to give back to the community, particularly in ways that reflect its mission that every Manitoban should have the opportunity to play and be active.

As a large facility with a variety of resources, we provide the space for community programs to run each week, welcoming several schools and groups, such as:

- Salvation Army
- Health Fitness Protection Program
- Argyle Alternative High School
- Marymound School
- Immigrant & Refugee Community Organization of MB
- Newcomer Sport Academy
- Seven Oaks School Division
- Division scolaire franco-manitobaine
- St. James-Assiniboia School Division
- Shawenim Abiinojii community group

Many of the individuals who utilize this programming need access to gyms, training facilities, or health-related resources. By welcoming these groups to use the Sport Manitoba facility, people of all ages are able to engage in safe and accessible sport and recreational activities.



Abuse Has No Place in Sport

Safe Sport

We continue to promote safe sport through a comprehensive framework of tools, templates, and resources that empower PSOs and all who participate in sport in Manitoba to create a safer sport system.

Access safe sport information all in one place on our [Safe Sport webpage](#) that is broken down into three sections:

Awareness

We want you to be informed and have the right education and tools to create safer sport environments

Prevention

This starts with finding a quality sport program and asking the right questions - we walk you through how to do that and provide training to recognize and prevent abuse in sport

Action

This is our Safe Sport Line and other key reporting tools that help you identify where the issues are, get support, and help us create a safer sport system



Scan the QR code to
add the Safe Sport
Line to your contacts.

Safe Sport Line

As a result of promoting the Safe Sport Line this year:

- **10,116** Manitobans added the Safe Sport Line to their contacts
- **5,695,393** impressions across social media



Safe Sport Champions

The Safe Sport Champions program in partnership with the Manitoba High Schools Athletic Association (MHSAA) is an ongoing series of full-day workshops, where student-athletes and teachers represent their schools and bring back valuable safe sport takeaways for the rest of the staff and students.

This year, we held two workshops facilitated by Allison Forsyth, a sexual abuse survivor and safe sport advocate and educator.

DAUPHIN

60 STUDENT-ATHLETES

10 TEACHERS

WINNIPEG

230 STUDENT-ATHLETES

20 TEACHERS

The Free Press

Media Partnership

Sport Manitoba's media partnership with The Free Press brings stories that raise awareness about safe sport. Here are some of the stories shared this year that demonstrate what we, along with our sport partners, are doing to create a safer environment in sport for all.

[Safe Sport in Manitoba High Schools](#)

[The Power of Mentorship](#)

[Inclusiveness Starts With the Coach](#)

We also partner with local and national leaders and experts to amplify the voices in underrepresented communities, and share resources and training that create and support a safer sport system.





Facilty Services
Reinvesting in Manitoba's Amateur Sport System

All [facility services](#) at 145 Pacific Avenue in Winnipeg generate revenue that is reinvested back into the amateur sport system and community programs across Manitoba.

When you choose the clinic for your physiotherapy, purchase a membership at the Fitness Centre, register for a Performance training camp, or rent court space for your sport, that money goes back into amateur sport.

**SPORT MANITOBA
CLINIC**

8,154 total patient visits
2,291 new patients

**SPORT MANITOBA
PERFORMANCE**

1,350 athletes
6,050 training hours

**SPORT MANITOBA
FITNESS**

490+ active members
567 average visits per week

**SPORT MANITOBA
BOOKINGS**

9,579 hours reserved on the courts
3,327 hours reserved in the flex space



STATEMENT OF FINANCIAL POSITION 2023–2024

Consolidated Statement of Financial Position

As of March 31, 2024, with comparative information for 2023

	Year 2024	Year 2023
FINANCIAL ASSETS		
Cash	\$ 329,063	\$ 400,253
Restricted cash	100,000	100,000
Accounts receivable	735,055	484,029
Investments	1,147,742	1,106,183
	2,311,860	2,090,465
FINANCIAL LIABILITIES		
Accounts payable and accrued liabilities	1,515,121	864,336
Unearned revenue - expenses of future periods	605,132	577,032
Loans payable	20,328,289	20,953,097
Promissory note	4,975,795	5,123,458
	27,424,337	27,517,923
Net debt	(25,112,477)	(25,427,458)
NON-FINANCIAL ASSETS		
Tangible capital assets	37,074,211	37,216,906
Inventories	38,255	39,919
Prepaid expenses and deposits	141,293	149,533
	37,253,759	37,406,358
Accumulated Surplus	\$ 12,141,282	\$ 11,978,900
ACCUMULATED SURPLUS IS COMPRISED OF:		
Accumulated operating surplus:		
Invested in tangible capital assets	\$ 11,770,127	\$ 11,140,350
Surplus accumulated from general operations	378,194	861,753
	12,148,321	12,002,103
Accumulated remeasurement losses	(7,039)	(23,203)
	\$ 12,141,282	\$ 11,978,900

STATEMENT OF OPERATIONS and ACCUMULATED OPERATING SURPLUS

Consolidated Statement of Operations and Accumulated Operating Surplus

Year ended March 31, 2024, with comparative information for 2023

	Budget	Year 2024	Year 2023
REVENUE			
Province of Manitoba:			
Program support	\$ 10,487,219	\$ 10,487,219	\$ 10,487,219
Sport program funding	2,253,000	2,253,000	2,253,000
Safe Sport funding	–	250,000	250,000
Manitoba Liquor and Lotteries	–	864,242	–
Canada Games Sport for Life Centre	1,354,305	1,364,696	1,150,970
Sport Medicine Clinic	494,690	387,999	307,778
Sports Hall of Fame – special events	380,085	347,940	520,875
Sports Hall of Fame – museum and gallery	54,425	74,876	73,199
Program and other income	1,337,189	1,155,075	983,391
Interest revenue (note 11)	22,594	144,965	63,896
Bilateral funding:	–	–	–
Province of Manitoba	500,473	500,473	576,030
Government of Canada	500,473	500,473	576,030
Total revenue	17,384,453	18,330,958	17,242,388
EXPENSES			
Grants:			
Sport groups – sport development	8,530,224	9,608,881	8,688,916
Bilateral sport development programs	482,046	480,044	440,902
Sport Manitoba Clinic	550,866	433,136	370,556
Sports Hall of Fame – special events	187,138	199,511	278,969
Sports Hall of Fame – museum and gallery	123,167	100,663	183,884
Manitoba Foundation for Sports – scholarships	14,700	14,700	13,600
Administration and services provided:			
Occupancy	2,661,619	2,882,207	2,806,154
Operating	764,820	1,011,439	664,543
Program	1,197,675	568,151	814,768
Administration	1,234,177	1,311,661	1,293,063
Member services	1,806,808	1,805,771	1,832,697
Cost recovered from sport groups	(868,750)	(867,293)	(826,290)
Amortization of tangible capital assets	1,018,199	990,611	1,058,558
Amortization of deferred financing fee	88,885	88,885	86,046
Total expenses	17,791,574	18,628,367	17,706,366
Annual deficit before capital funding	(407,121)	(297,409)	(463,978)
Government transfers related to capital	318,308	318,308	318,308
Capital contributions from non-government	100,000	125,319	139,511
	418,308	443,627	457,819
Annual deficit	(11,187)	(146,218)	(6,159)
Accumulated operating surplus, beginning of year		12,002,103	12,008,262
Accumulated operating surplus, end of year		\$ 12,148,321	\$ 12,002,103



sport
MANITOBA

QUALICO
TRAINING CENTRE



JEDRICK
CANADIAN
GAMES

Sport

Sport

Sport







Proudly printed in the Konica Minolta Print Hub

sportmanitoba.ca

