

# 2022 Impact Report



## P.R.O. Kids Reaches Highest Application Numbers Since 2016!

Families eager to return to activities after pandemic restrictions were lifted, combined with an increase in unemployment and the cost of living, are likely reasons why more and more families are turning to P.R.O. Kids for help.

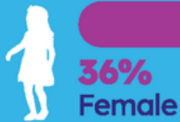
"It's been a few years since we've seen numbers this high," says Fraser Wells, chair of the P.R.O. Kids Advisory Committee. "The number of applications has pretty much doubled year over year since the pandemic."

Celebrating its 20th anniversary in 2022, P.R.O. Kids is a charitable service available to families in Greater Saint John who require assistance to cover registration, equipment and transportation costs associated with their child's sport, music, or art activities.

P.R.O. Kids staff also estimates that newcomer families now account for over twenty percent of applications.

**“** PRO Kids has been an instrumental support for my kids activities since we migrated to Canada. As parents starting a new life in Canada with kids, it wasn't easy. With PRO Kids' help, my children were able to adapt, make new friends, and develop skills they can use when they grow up. **”** -Joseph

Total Applications Processed: **1,127**



Over **20%** of Applications come from Newcomer Families!

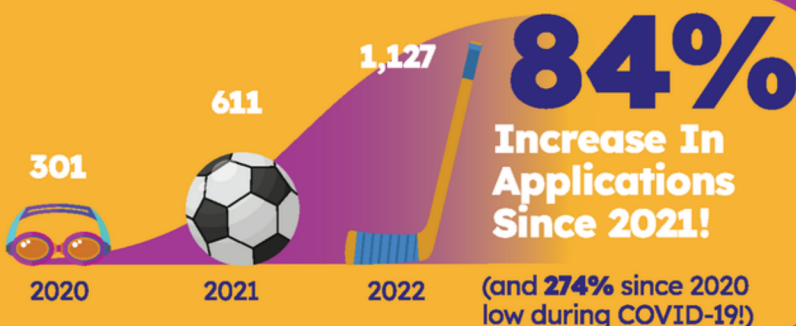


**40** Different Activities Selected

Most Popular:



Highest Number of Applicants by Age: **8** Years



**Golf Tournament  
Raises a Record  
\$42,000 for  
P.R.O. Kids!**



**P.R.O. Kids 20th  
Anniversary  
FUNraising Dinner  
Honours Local  
Champions**



**S.P.A.R.C. a  
Passion for Play!**



Held on July 16, 2022, the anniversary of their friend's passing twenty years earlier, the Dickie Crossman Memorial Foundation raised a record \$42,000 for PRO Kids. Teams tee off every year for a fun-filled day of golf, raffles, and prizes, followed by a surf n turf meal and auction at O'Leary's Pub.

In its twenty years of tournaments, the Dickie Crossman Memorial Foundation has raised over **\$370,000** for PRO Kids.

PRO Kids Annual FUNraising dinner, presented by U.C.T. Jack Kidd Council 755, honoured two local PRO Kids Champions for their 20th anniversary event.

Chris Green of Top Corner Hockey and the Dickie Crossman Memorial Foundation were honoured with commissioned paintings. The honourees were selected based on their exceptional contributions to local children and youth.

The dinner raised over **\$30,000!**

PRO Kids has once again partnered with PALS to offer the SPARC Program in five schools.

SPARC stands for Sports – Arts – Recreation – Culture. The objective of the program is to "SPARC" a new passion by providing students with the opportunity to participate in their choice of after-school activities they may otherwise not be exposed to.

Students travel by bus to receive instruction at local studios, gyms, and recreation centres. Each student receives three hours of instruction in two different activities.

Together, we raised over  
**\$200,000**  
in 2022!

**P.R.O. Kids participated in 19 different  
Greater Saint John community events  
this past year with over 2000 attendees!**



**We are honoured to have the outstanding  
support of our annual dinner sponsors:**

UCT Jack Kidd Council #755  
Emera New Brunswick  
Duke Creative Collective  
CAA Atlantic

Country 94 The Wave  
Wells Private Wealth  
Management  
Port Saint John  
Saint John LNG

**We would also like to recognize the following  
special grants and donations from:**

- Saint John Real Estate Board
- J.D. Irving, Limited
- Canada Games Foundation
- Brian Lund Memorial Fund

**Give a child a  
chance to play.  
Donate today!**

**[www.givetoprokids.ca](http://www.givetoprokids.ca)**



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