



Kids Up Front Vancouver

Help Us, Help Kids





At Kids Up Front Vancouver we believe every child should have what they need to thrive and reach their full potential. That includes access to unforgettable experiences that alleviates social pressures, improves quality of life, promotes physical activity, and offers positive memory-making opportunities as well!

We envision a world in which all kids have access to fun and enriching experiences, no matter their circumstance. Through our partnerships with over 110 community agencies, we connect kids to experiences in arts, culture, sports, and more. These experiences allow kids to have fun.

When kids have fun, they learn and grow, manage stress and anxiety, and create memories that will last a lifetime.

In working towards that vision, we partner with local organizations that serve children and youth. For example, Abbotsford Youth Unlimited, Children's Organ Transplant Society, Richmond Society for Community Living and Vancouver Aboriginal Child & Family Services Society, Mosaic, Immigrant Services Society, Big Brothers Big Sisters, and more.

Donors provide them with opportunities they wouldn't otherwise have access to. Together we distribute an average of 25,000+ experiences every year!



Our Mission:

To create joy, promote inclusion and strengthen communities by connecting children and their families to enriching experiences

ABOUT KIDS UP FRONT VANCOUVER

Kids Up Front Vancouver celebrates it's 20th Anniversary in 2024!

We **create joy**, **promote inclusion** and **strengthen communities** by connecting children and families to enriching experiences in arts, culture, sports, recreation and more. We work with 110+ child-serving agencies, dozens of venues, attractions and event partners and countless supporters in our community to serve deserving children and families.

OUR IMPACT

Exposure to arts, culture, sports and recreation (and beyond) has a multitude of benefits:

- Empowers learning and academic achievements
- Enhances the feeling of belonging in one's community
- Alleviates stress and anxiety
- Expands knowledge, interests, skills and worldviews
- Facilitates bonds among children and their caregivers
- Enables social connectedness and social integrations
- Fosters identity and healthy child development
- Improves general health and wellbeing

DID YOU KNOW?

Canadians with activity limitations (due to a physical condition, a mental condition or health problems) were 23% less likely to attend a performance than those with no limitations.

(Hill Strategies, 2008)

DID YOU KNOW?

Children have a **RIGHT** to rest, relax, play and to take part in creative and cultural activities.

– 1989 United Nations
Convention on Children's Rights

At Kids Up Front Vancouver, we believe in the importance of kids having healthy, fun-filled childhoods, for their sake, and for the sake of our communities and our future.

We do our part by connecting kids and families to enjoy experiences in arts, culture, sports, recreation and beyond. These experiences allow kids to have fun, which is beneficial and essential to growth and hope.

When kids have fun, they learn and laugh, come closer together with their families, manage stress and anxiety, and create memories that will last a lifetime.

It's time to inject some good revitalizing energy into our lives. Today, you can provide access. Today, you can offer opportunities for kids to just be kids. Today, you can give the gift of fun, inclusion and belonging. Today, you can brighten someone's day and make the world a better place.

Kids Up Front Vancouver, Help Us, Help Kids!



We serve children and families from vulnerable populations who face various challenges including: being from marginalized groups, living in poverty, housing insecurity, unhealthy or high-risk environments, mental or physical health concerns and/or disabilities, violence and sometimes abuse, being in remote and/or rural areas, and limited access to information or services.

Together, we can offer opportunities for kids to just be kids. Together, we can collaborate in creating strong, inclusive communities for the greater good of us all!



HOW WE DO IT

We offer access to a diversity of fun, enriching experiences, connecting kids to their mentors, caretakers, families and their wider community in meaningful ways.

We give access to:

- sporting events
- concert and live music performances
- theatre plays and performances
- movie screenings
- water park adventures
- recreation centers, museums, galleries and historical sites
- themed, guided, neighborhood adventures
- back stage tours and meet-and-greets
- skill-building workshops
- fun, take-home, activity packages
- memorabilia and collectibles
- festivals and more!

DID YOU KNOW?

Canadians with household incomes above \$80,000 were 29% more likely to attend a performance as those with household incomes under \$40,000. (Hill Strategies, 2008)



MEET BELAL

Belal is a young boy who grew up in a rough area. With an absent father, and a full-time working mom of four, Belal found himself seeking protection in the wrong crowds.

A near-death experience, some much-needed guidance from a mentor, and his first hockey game led Belal down a new path one filled with goal-setting, hard-work, academic achievements and aspirational career dreams.



We provide much-needed access to experiences that are crucial to healthy, happy childhoods and help create safe, socially inclusive and vibrant communities!

"When the fun stops, learning often stops too."
Dr. Judy Willis, M.D., M.Ed.



DID YOU KNOW?

Simply knowing about sports, or showing an interest in learning, is an easy way to establish connections, begin conversations and feel more included in Canadian society.

Among our 6 national offices, we've offered access to over 2 million experiences across Canada over the last 20 years, with 500,000+ experiences in Vancouver alone!



Tickets: The experiences we provide rely on in-kind donations of tickets, classes and passes to local venues. If you've purchased tickets to an upcoming event and can no longer use them, please donate them to Kids Up Front!

We also partner directly with event promoters to distribute tickets for them.

Money: Our office operates with a small and mighty team. We wouldn't be able to put experiences into the hands of kids and families without monthly donors and other financial sponsors who make it possible to provide these services!

- The CIBC Theatre for All program gives children and youth the gift of experiencing live theatre and dance.
- Noteworthy program gives children and youth access to live music in partnership with the Symphony.
- Hockey Fans in the Stands facilitates the inclusion of children, youth, and their families at hockey games.
- Art Works partners with Art Vancouver Foundation to put art in the hands of children at schools.
- G.E.E.K (Growing Early Education and Knowledge) is designed to offer unique educational experiences to kids and work with them to resolve barriers.

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Simply knowing about sports – or showing an interest in learning – is an easy way to establish connections, begin conversations and feel more included in Canadian society. (Institute for Canadian Citizenship, 2014)



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For More Information

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