



EMPOWERING KIDS THROUGH ENRICHING EXPERIENCES



2024

ANNUAL REPORT

Joy. Inclusion. Strong Communities. Enriching Experiences.

KIDS UP FRONT FOUNDATION VANCOUVER

Throughout 2024 we celebrated the 20th Anniversary of [Kids Up Front Foundation Vancouver](#). We are pleased to outline our success and feature some special moments within the pages of this annual report. We want to take this 'opening' opportunity to thank the many unnamed people who helped us succeed in bringing joy and inclusion to the kids and families we serve.



The success of our [More Than a Movie](#) event at BC Place Stadium can be directly attributed to the engagement and hard work of our supportive volunteers. They helped provide security, prepare food, sell 50/50 tickets, and oversee on field activities. The various local mascots and Star Wars characters that engaged with the kids directly are each greatly appreciated. Every volunteer helped to enhance the experience this event offers the 3,000 kids and families who attended. The Board is deeply grateful to the people that help [Kids Up Front](#) succeed.

Our goals are clear: expand the number of agencies we partner with, increase the types of events and activities we can offer the kids and families we serve, and raise both awareness for our mission and funds for our vision so that empty event seats are not a lost opportunity. We want every kid to have access to amazing first hand experiences regardless of their circumstances. Because that seat at that live event is always so much more than just a ticket.



Lisa Zastre

Lisa Zastre
Director of Charity Relations and Administration
Former President 2024

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Richmond, BC V7C 5J8



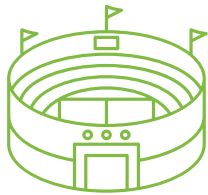
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IMPACT AT A GLANCE

2024 HIGHLIGHTS



TOTAL EXPERIENCES
DONATED:
15,225



TOTAL EVENTS
ATTENDED: 347



AGENCIES PARTNERED
WITH:
99



TICKET VALUE FOR 2024
\$443,550



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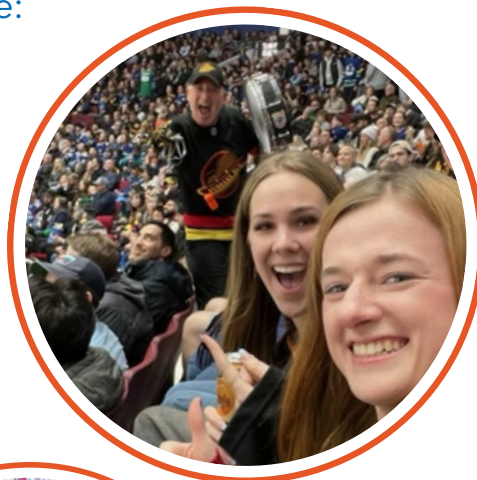
MORE THAN A TICKET 2024

Joy. Inclusion. Community. That's what our marquee program creates. We cannot thank all of our donors in this report but we can extend our sincerest gratitude because in 2024 we gave local kids, youth and families access to 347 events. Transforming unused capacity into valuable opportunities that provide experiential enrichment and inspiration. Some of our top requested experiences include:

- BC Lions
- FIM Motocross World Championship
- Royal Canadian International Circus
- Whitecaps
- Theater Under The Stars
- Canucks
- Pumpkins After Dark
- Vancouver Symphony
- Vancouver Canadians
- Capilano Suspension Bridge
- Disney on Ice
- Science World

and of course...

- Taylor Swift



- top requested are listed in no particular order



Vancouver
Artgallery



6
vancouveropera

THE
IMPROV
CENTRE

bard
ON THE BEACH

A
ARTSCLUB
THEATRE
COMPANY

VANCOUVER
PLAYHOUSE



Massey
THEATRE

VSO
VANCOUVER
SYMPHONY
ORCHESTRA

QUEEN
ELIZABETH
THEATRE

CAROUSEL
THEATRE FOR YOUNG PEOPLE

華埠掌故
CHINATOWN
STORYTELLING
CENTRE

SCIENCE
WORLD

MOONVA

H.R. MACMILLAN
SPACE
CENTRE

BRITANNIA
MINE MUSEUM



"IT WAS GREAT TO HAVE A FAMILY MOVIE NIGHT; THEY FEEL REALLY SPECIAL BECAUSE IT WAS A PRE-SHOW. THE ENVIRONMENT AND LOCATION IS EXCELLENT. WE APPRECIATE IT" CHINESE COMMUNITY POLICING CENTRE

MORE THAN A MOVIE

Sunday June 2, 2024 was a rainy, cold day in Vancouver – but that did not dampen the enthusiasm and energy inside BC Place Stadium. Our 20th anniversary celebration welcomed children and their families for an afternoon of activities, music, mascots and so much more!

Our 20th Anniversary celebration was another record event for us with 2,630 tickets sold! more than 1,100 kids and families received tickets for free. Every ticket requested by one of our 90+ partner agencies was honoured.

We want to thank our corporate sponsors and event partners who enabled us to provide on field activities, to the volunteers who provided onsite support, the sports teams who shared their mascots and BC Place for their continued support for this unique community building event.

We extend our sincere thanks to all ticket donors and each of our corporate sponsors who helped make this experience possible!



KARDS FOR KIDS

Our 20th anniversary card featured an original painting by Vancouver artist John Ferrie. Kids Up Front Vancouver is grateful to John for his generous support and for enabling our Kards for Kids partnership with the Children's Heart Network of BC, the winner of his donated work.

Custom holiday cards sold through our Kards for Kids campaign enable us to generate revenue that we use to give kids and their families access to live events and unique experiences they would otherwise not have access to. Revenue raised can be used to buy tickets to fulfill a special request. Proceeds also enable Kids Up Front to purchase discounted tickets graciously offered through some of our vendors and unique partnerships.

Despite a postal disruption, we had a successful campaign and are grateful for the ongoing support of our Kards for Kids corporate partners.

Kards for Kids 2025 will be drawn by kids in 2025! Watch for our contest in June.



Happy
Holidays
and our best
wishes for
2025!



**CHILDREN'S
HEART NETWORK**
of BC Society



ASSANTE
WEALTH MANAGEMENT



HYBRIDGE

TRUST. EXPERIENCE. COMMITMENT

Contact Us



THEATRE FOR ALL

The CIBC Theatre for All program helps Kids Up Front offices across Canada give our kids, youth and their families the opportunity to experience the gift of a live production like theatre, dance, opera or the symphony.



With CIBC's support, Vancouver kids and their families had access to 340+ enriching experiences and the countless benefits that a live performance offers. These opportunities help develop young minds, nurture creativity and encourage a long-lasting connection with the arts. With the unwavering support of CIBC, kids and youth are embracing new, enriching experiences in theatre, dance, and cultural performances!

As a valued corporate partner we were able to offer Theatre for All to 1,538 kids and families. Theatre for All gave them access to live theatre regardless of finances, circumstances or barriers. Kids Up Front Vancouver is very grateful to CIBC.

"It was a beautiful show! My daughter loved it and said she wants to be on stage too. She's still repeating lots of phrases she had from the show. She remembers almost all the lines of Alice and statements made directly to her." - Little Mountain Neighborhood house



2024

1,538

Tickets
Distributed

4,982

Tickets Requests

\$69,805

Value of Donated
Tickets

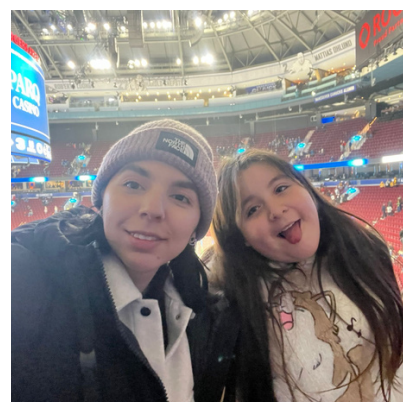
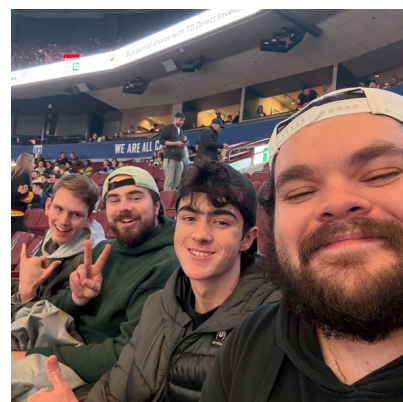
HOCKEY FANS IN THE STANDS

Hockey Fans in the Stands is the hockey component of our “Tix for Kids” program. Its purpose is to fill seats at hockey games with as many new fans as possible.

Across Canada, thousands of children, youth and families got to experience a hockey game first hand which as every fan knows, a hockey game is so much “More Than a Ticket”. Every ticket gives someone the opportunity to cheer on their hockey heroes! Hockey Fans in the Stands offers engaging and enriching opportunities for vulnerable kids from coast to coast.

We are grateful to the program sponsors and our hockey team partners who enable us to distribute tickets to games as well as offering unique experiences through special VIP events. Hockey Fans in the Stands allows kids and families to fully participate in an event, feel included in popular activities, and be active in their local community. Every ticket offers opportunities for joy, laughter, inclusion and the wave! Thank you Hockey Fans in the Stands for including kids and families from 37 of our partner agencies in these fantastic games.

“The boys took full advantage of winning the lottery being gifted tickets. They went for the pregame skate, had autographs signed and were the last to leave the stadium. Thank you for providing this opportunity the kids, who would otherwise not be able to attend a game” - Kwayhquitlum Middle School



MLSE



2024

935

Tickets
Distributed

6,372

Tickets Requests

\$40,242

Value of Donated
Tickets

KEY FINANCIAL DATA AND HIGHLIGHTS

TICKETS

Ticket/ Passes	\$ 441,237
Experiences In-Kind	\$ 2,792
Total	\$444,029

REVENUE

Fundraising events	\$ 48,884
Agency Fees	\$ 25,441
Raffles	\$1,360
Total	\$ 75,685

DONATIONS

Corporate Sponsors	\$40,640
Foundation Grants	\$ 13,000
Gaming income	\$ 25,929
Individual Donations	\$ 25,398
Total	\$ 104,967

EXPENSES

Program Costs	\$ 4,927
Office	\$ 3,771
Marketing & promotion	\$ 3,352
Operations	\$ 6,482
Professional services	\$20,798
Insurance	\$ 4,446
IT and Web Licensing	\$ 1,620
Labour & consulting	\$75,417

Total	\$120,813
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THANK YOU TO OUR PROGRAM PARTNERS



The Zacks Family
Charitable Foundation



Hylcan Foundation



Abbotsford Youth Unlimited
Aboriginal Mother Centre Society
Aleph in the Tri-Cities Society
Atira Women's Resource Society

BC Women's Hospital + Health Centre
Big Brothers Big Sisters of Langley
Big Brothers of Greater Vancouver
Big Sisters of BC Lower Mainland
Boundless Vancouver (The Salvation Army)
Britannia Community Services Centre

Cameray Child & Family Services
Capilano Community Services Society
Carrier Sekani Family Services
Children's Foundation (The)
Children's Heart Network
Children's Organ Transplant Society
Chinese Community Policing Centre
City Gate Housing Cooperative
Collingwood Neighbourhood House
Connections Community Services Society
Coquitlam Alternate Basic Education

Developmental Disabilities Association
District of West Vancouver - Ambleside Youth Centre
Dixon Transition Society

Family Services of Greater Vancouver
Foundry Abbotsford - Adolescent Day Treatment Program - East
Fraser Region Aboriginal Friendship Centre Association
Fraser Valley Child Development Centre
Fraser Valley Foster Parent Association
Frog Hollow Neighbourhood House

Guildford Learning Centre - Surrey School District

Hillcrest Centre, Vancouver Board of Parks & Recreation
Hollyburn Family Services
Hope and Health for Life Society

Indian Residential School Survivor Society

Jewish Family Services



"Michael Bublé sat in front of the family and sang 'take me out to the ball game.' They got an autograph!"
Kwayhquitlum Middle School



*A simple thank you with an
"I love the Show!" - Twelfth
Night*

Kekino Indigenous Programs Services Society
Kettle Society
KidSafe Project Society
Killarney Secondary School
Kitsilano Neighbourhood House
Kwayhquitlum Middle School

Langley Community Services Society
Little Mountain Neighbourhood House
Lower Mainland Down Syndrome Society

Mainland BC Military Family Resource Centre
MCFD - Indigenous Family & Child Services
Metis Family Services
Milieu Children & Family Services Inc.
Mom2Mom Child Poverty Initiative
MOSAIC
Mount Pleasant Family Centre Society
Mount Pleasant Neighbourhood House

Nisga'a Ts'amiks Vancouver Society
North Shore Crisis Services Society

Pacific Community Resources Society
Peak House - Pacific Youth & Family Services Society
PLEA Community Services of BC

Queen Alexandra Family School

Renfrew Park Community Association
Richmond Pentecostal Church
Ridge Meadows Association for Community Living
Ronald McDonald House - BC & Yukon

Taylor Swift Eras Tour for these middle school sisters

"No words can adequately express my gratitude for gifting this experience of a lifetime for the girls. They both have faced and overcome many obstacles, and are such kind, positive and optimistic souls. They were in disbelief that they were going to see Taylor Swift, overcome with tears of joy and incredulation. Bonding time of prepping their bracelets to shopping for a much needed outfit, and all the photos along the way!! The girls were hosted by the KUF Director at their seats with some fun treats it was truly a magical night that they will never forget. Thank you from the bottom of my heart- my bucket is full."



thankyou

Go Canucks GO
for this first time attendee

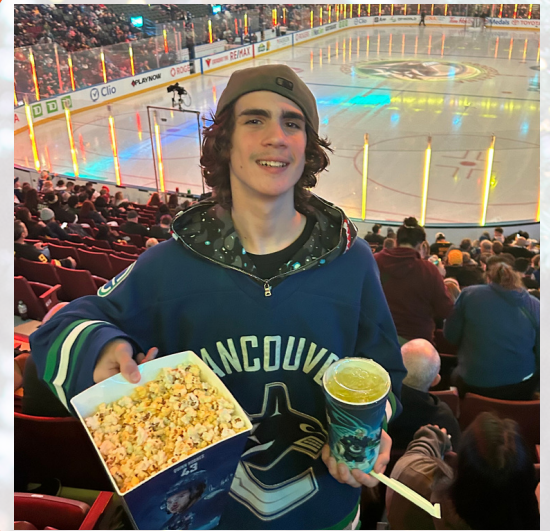
Sea to Sky Community Services Society
Spina Bifida and Hydrocephalus Association of BC
Spirit of the Children Society
Squamish Nation Chief Joe Mathis Centre
St. Leonard's Youth and Family Services
Starlight Children's Foundation (YVR)
Strathcona Community Association
Surrey School District #36

The Bloom Group - Springhouse Women & Children
Timms Community Centre
Touchstone Family Association
Trout Lake Community Centre
Tsleil-Waututh Nation
Urban Native Youth Association

Vancouver Aboriginal Child & Family Services Society
Vancouver Aboriginal Friendship Centre Society
Vancouver Aboriginal Health Society - Indigenous Early Years Services
Vancouver Coastal Health - Child & Youth Mental Health Team (Tupper Nova)
Vancouver Coastal Health - YADO - Youth Alcohol & Drug Operation Program
Vancouver Rape Relief Society
Volunteer Grandparents

Walter Moberly Elementary School
Watari Counselling & Support Services Society
Westcoast Family Centres
Whytecliff Agile Learning Centre

YWCA - Crabtree Corner



"Thank you so much for gifting this amazing experience to J! This was his very first Vancouver Canucks game experience and I quote his exact words "this is the best night of my life!" J is indigenous and lives with extended family so this was something he would not normally be able to experience. He couldn't wait to go back to school to tell everyone about it! I cannot express how truly grateful I am to all that you do to help make kids lives better by gifting them with amazing memories and experiences that they will treasure for a lifetime. Thank you again!"

LOOKING AHEAD FOR 2025

Our Mission

Give kids access to empty seats and unique experiences found across Vancouver and throughout the Lower Mainland.

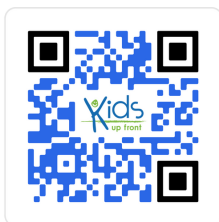
In 2025 we will be celebrating the 25th anniversary of Kids Up Front's founding in Calgary.

Our Vision

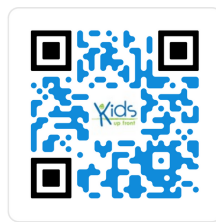
- Increase the number of experiences we provide in 2025
- Increase the opportunities and diversity of the events and activities offered throughout 2025
- Engage with new vendors to increase the geographic reach of our service area
- Increase the number of partner agencies and charitable organizations we serve
- Expand upon the variety we offer within the sectors we routinely engage with: sports, arts, culture, interactive and hands-on activities, adventure experiences etc.
- Raise our monthly donor base so we can access available seats to fulfill individual requests and meet the overall demand for popular experiences

Help us help kids!

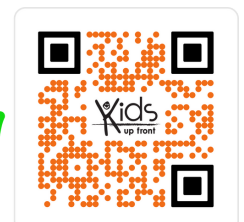
Become a monthly donor today through our Canada Helps campaigns!
Scan the QR code for your preferred campaign: Theatre, Sports or Experiences.
It's so much more than a ticket!



More Than Applause



Fan Friday



More Than a Ticket



**Current Team
Members**

Lisa

Director of Donor Relations and Administration

Kelsie

Senior Programs and Administration Coordinator

Charity

Programs and Community Partnerships Coordinator

**2024 - 2025
Volunteer
Board**

Jenny Beazley, VP

Iqbal Shanghera, Treasurer

Graeme Schuss, Secretary

Hardeep Rai, former Treasurer

Wayne Smith

Ashvin Singh

Matthew Swanson

Lauren Travan

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